The Pizza Stop

# OVERVIEW

The business is a new york pizzeria that has been around for over 30 years. We only serve pizza and our customer base is varied.

2. THE MAIN CONSUMER PROFILE TO BE TARGETED Basic age range 25-60

1. Medium/high income
2. Varied education
3. Someone who likes to go to trendy places
4. Someone who wants to be seen eating a specific food
5. Consumer classification:
   1. A mother getting dinner for the family
   2. People coming back from trips that need something quick
   3. The kind of person that uses instagram and likes to be seen at places that other people like talking about
   4. People who understand what a quality product is and isn’t afraid to pay more than elswhere

# STRATEGIC GOAL/VISION

The goal is to raise revenue by 10% per week within the next eight weeks by offering new menu items and remove unprofitable items as well as finding new companies to offer a standing order for.

# STATUS OF THE BUSINESS This is a mature business that is currently hovering around unprofitability

# COMPETITION

My business is considered a mainstay in the local market having significant direct competitors. However, indirect competition is vast and presents a big challenge to the business as it includes fast food, ghost kitchens and stay at home cooking.

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# 6.BUSINESS NEEDS

1. Increase profitability by 10% over the next eight week
2. Marketing needs (freelance marketeer, social media coverage, Popmenu solutions)
3. An expanded list of menu items
4. Increase customer retention rate