

@National
_Pizza

INTRODUCING NEXT-GENERATION

Vegan Pizza★



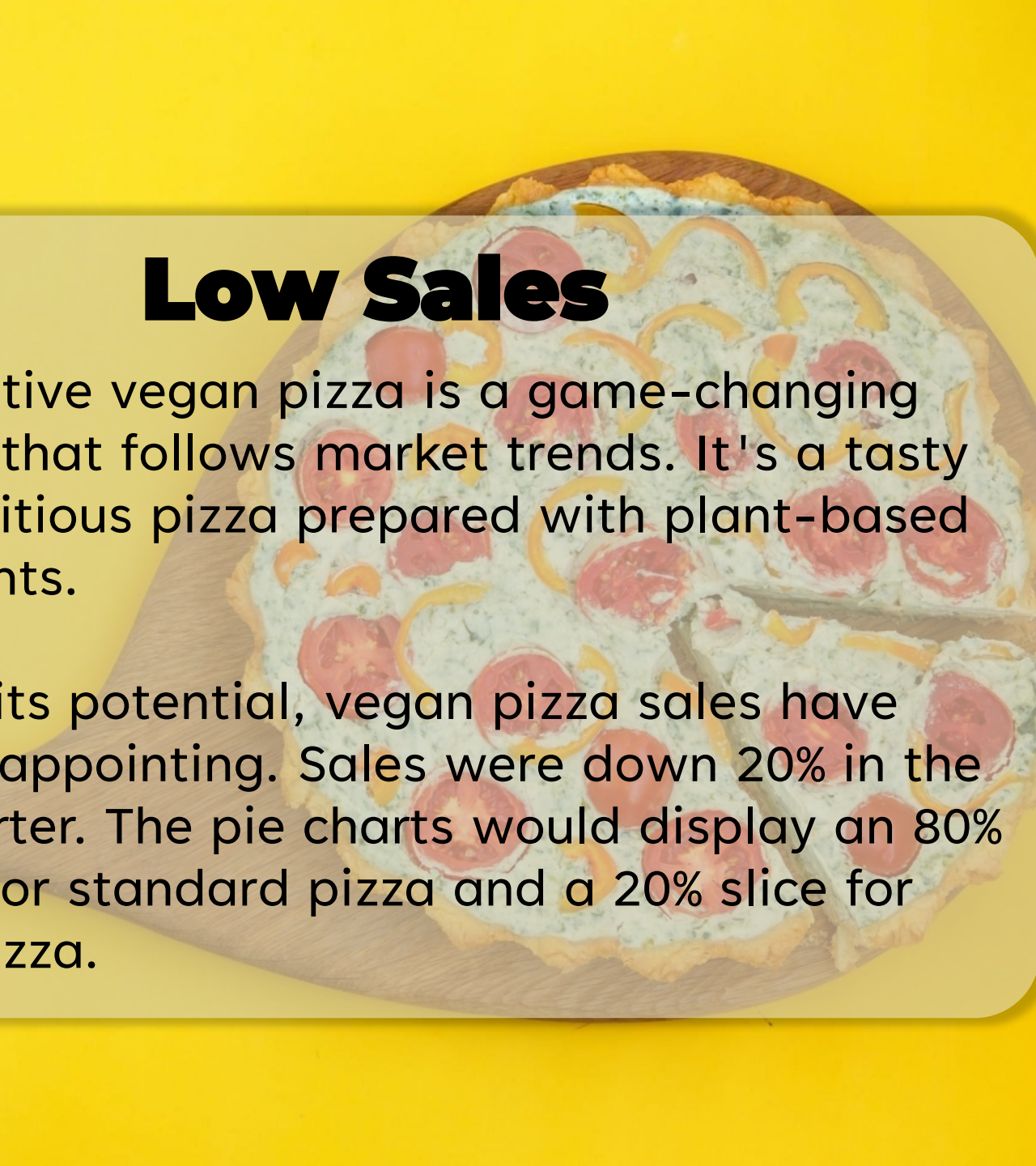
Maninder Pal Singh





Low Sales

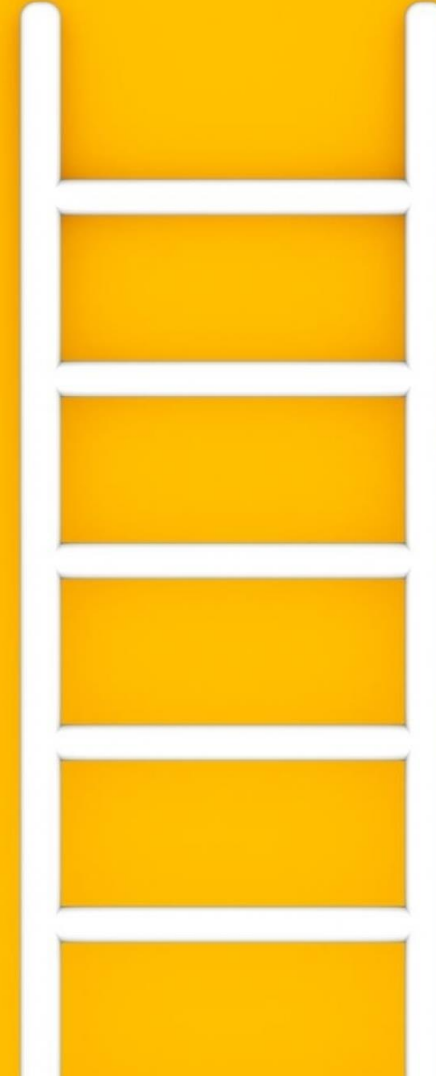
- The creative vegan pizza is a game-changing concept that follows market trends. It's a tasty and nutritious pizza prepared with plant-based ingredients.
- Despite its potential, vegan pizza sales have been disappointing. Sales were down 20% in the last quarter. The pie charts would display an 80% portion for standard pizza and a 20% slice for vegan pizza.





Analysis of Challenges

- **Pricing:** The vegan pizza is slightly more expensive than standard pizzas.
- **Competition:** Because of the growing competition, it is tough for the vegan pizza to stand out.
- **Target audience:** The vegan pizza is aimed at a niche market of customers but the market is still rather modest.
- **Marketing strategy:** The marketing technique was ineffective in reaching the intended population.
- **Product positioning:** Vegan pizza does not have a strong market presence.



Pivoting Strategy



- The vegan pizza's pricing will be **reduced** to make it more affordable for customers.



- Marketing strategy will be **improved** to better target and differentiate from other pizza brands.



- The target audience will be **expanded** to include health-minded consumers.



- Vegan pizza will be **reframed** as healthy, convenient plant-based option.



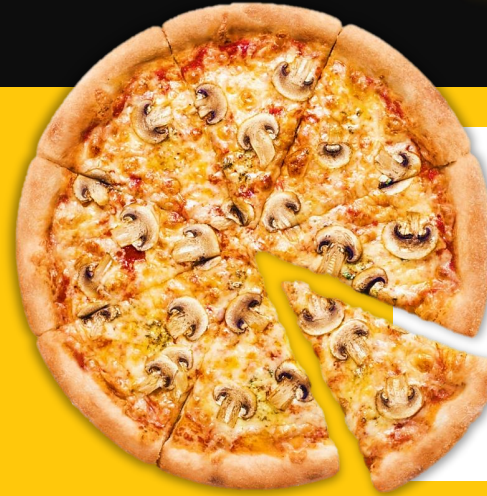
New Menu

Enhanced Vegan Pizzas



Plant-Powered Pizza

Made with champignon mushrooms, tomatoes, mozzarella, peppers and black olives



Mushroom Magic Pizza

Made with champignon mushrooms, tomato sauce and mozzarella



White Delight Pizza

Made with four cheeses including (mozzarella, parmesan, cheddar and feta)



Onion-Mozzarella Pizza

Made with onion and mozzarella

Customer Feedback And Testimonials



Customer Ratings

- This is an excellent approach to show how well the enhanced vegan pizza has been accepted by others.



Online Survey

- Customers will be asked about their overall happiness with the pizza, preferred tastes to others.

THANKYOU

