

1 - Business Model Generation

Customers: Mass market, pizza is for (mainly) everyone and eating out is a common occurrence for some folks. Granted, Big Mamma Gastronomia is fairly small-scale compared to something like McDonald's, but the point still stands.

Value: Brand/status. As stated numerous times in their website, Big Mamma Gastronomia prides itself on the utmost highest quality of authentic Italian cuisine. They talk the talk so I'm assuming they also walk the walk.

Reach: I'm not entirely sure how Big Mamma Gastronomia reaches out to customers, but I suppose word of mouth is definitely a big factor for restaurants at the very least.

Flyers and online ads are a common thing that they probably do too.

Relationship: Naturally, in a customer service business, the customer is the most important part, as without them, there is no business. Therefore, it's important that the product, in this case the authentic Italian cuisine, is delivered with utmost perfection so they will eat there again and maybe also spread the word. There was also some mention of a customer club in UML1 but I haven't found anything about it on their website, but I thought I would mention that a loyalty service, with which customers can earn coupons and discounts and such, is also a good way to form customer relations.

Revenue: Their revenue is earned through asset sale, as they sell pizza and pasta and other authentic Italian cuisine, and maybe also subscription fee(?) because of the whole customer club thingamajig. Again, not entirely sure how it works, but I felt it was suitable to at least mention.

Key Resources: Big Mamma Gastronomia needs physical resources in the form of suitable buildings to make authentic Italian cuisine in, intellectual resources in the form of the word of mouth that people spread to keep drawing in new folks, human resources in the form of chefs, waiters, delivery folks, managers, etc., and financial resources because no business can run without money.

Key Activities: Big Mamma Gastronomia not only has physical locations to eat in, but also provides delivery in the form of their website and probably also third-party delivery services like Wolt. These are done online and it's pretty common to use a card to pay for that.

Key Partners: Ingredient supply, whoever supplies the flour for the dough, the cheese, the tomatoes (or tomato puree), and any other ingredients required for not just the pizza but for the rest of the authentic Italian cuisine, is the most important key partner for Big Mamma Gastronomia. The food is the product, so without any means to prepare said food, they'd have no product.

Cost: And these supplies mentioned above usually have a flat price. Though there are some exceptions for seasonal veggies and certain discounted goods, it's generally pretty fixed. Maintaining the physical locations also requires some sizeable amounts of money.

2 - SWOT Model

Strengths: Big Mamma Gastronomia is a local business, and these usually tend to be favoured whenever someone wants to go eat, as they generally feel more cozy and special compared to something like, say, McDonald's. It is also a plus that they take great pride in cooking authentic Italian cuisine.

Weaknesses: Big Mamma Gastronomia is a local business, which means they are very small scale and don't have a lot of reach compared to something like, say, McDonald's, which means they're likely not going to be someone's first choice simply because they don't know of Big Mamma.

Opportunities: uhh

Threats: As a matter of fact, Big Mamma Gastronomia is **not** the only eatery in Hillerød, not even the only Italian eatery in Hillerød. Competition is very much a thing and, while it's not exactly the fiercest, it's not going away.