**Marketing 4P’s**

There are four P’s in marketing mix planning and I will develop Erica’s marketing mix by considering each of those.

* Product: In this we need to see whether we are providing customer with the service that they want. As I as saw during the analysis, there are a lots of demands of customers regarding customized orders. So, I would suggest you to start that service, so that more customers can come in order to get pizza according to their likes and dislikes. Also, you can think about having some new kinds of items (pizza) as promo items.
* Price: Secondly, you need to look after the price of the products that you sell. I have noticed that the pepperoni pizza is very famous these days and people like it so much and the most of pizza shops are selling it at low prices which have attracted all your customers. So, you need to give some discount on that. May be by making it a combo with some drink. This will attract customer as well as increase your sale of drinks.
* Place: This P of marketing includes the things like transportation of raw materials from buyers to your place, storing it and keeping the record. In this, I would suggest you to order the lesser things as per the sale of the products because I have seen a lot of waste at your shop and this is also a reason for the loss that you are facing as this will not cost you much because the transportation cost is not much for your shop.
* Promotion: The one of the most important thing in marketing and the thing that I have seen your shops lacks is promotion which includes advertising, sales promotions, public relations etc. You should advertise about your shop so that more and more can get to know about shop. This can be done by posting the ads on different social networking sites, by asking people who come to your shop to tell others, by selling coupons for your new items or promo items, you should also conduct customer review so that others can check that whether your shop is liked or not and order accordingly.