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You should start to carry out a correct investigation and analysis of the market, through the media, according to the proposed stage of the year. Several decisions must be taken regarding the COVID, it is fundamental regarding the strategies to be taken to continue in the market. It will start with a collection of information according to the existing database of customers. If not, we will consider conducting surveys or virtual quizzes. The current situation, although it creates new paradigms and limitations, creates the possibility of extension to new markets. Being fundamental the veracity of this information. The strategy should be focused on young people, to update efforts towards new styles, trends and digital transformation. Either attract them with digital platforms (Tik tok, youtube, etc), influencers and other tools. Our advertising creativity to get information from customers and more customers, is essential to arouse emotions and find that interest through eye-catching advertising and achieve the positioning of the brand.

First we will prioritize in segmenting the market, in the group of consumers. According to the different groups of consumers, the process of dividing the entire market into different groups.

With the research question focused on:

Characteristics of our target customers?

The key factors of segmentation include the following:

Age (as a nominal, categorical variable). Groups of people who age between 0-12, 13-17, 18-30, 31-45,...)

Gender (Nominal categorical variable: M/F)

Geographic (Categorical nominal variable: suburb, urban)

The interpretation of data will be done by means of pie charts for each individual company and comparison with parallel bar charts, for the other data.

The second important question will be:

Why is customer satisfaction so crucial for the company?

The answers are directed towards the categorical nominal variable (bad, good, good, very good, etc.) shown in the web or face-to-face form. To develop a multi-customer rating database. This feedback provides knowledge about people's thinking about the product.

What is the most important attribute in the company's experience with the competition?

To investigate the most important attribute that customers value, the following rating request will be requested

Categorical ordinal variable: Please rate the following factors based on importance from a personal perspective from 1 to 5 on the Likert Scale(5 : most important):

Type of products sold

Service provision

Lighting

Quick delivery

Presentation

Web platform and application look and feel

Interpretation of the data by means of bar charts for each individual company and comparison with parallel bar charts for the average importance of each factor

This way we will be able to predict the main target customer framed towards youth (between 13 and 17 and 18 and 30 years old), while initially we would be focusing on another market, thirty and forty years old. On the other hand, the level of incidence that certain aspects have on the experience in the purchase of Pizza.