

Mamma Mia's Hot Pizza

in Mario's voice

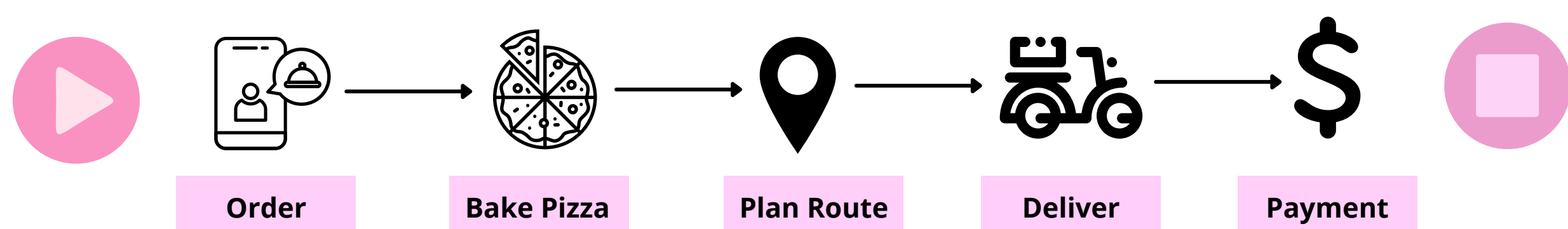
Insights from the Workspaces created:

Insights we found were that certain distributors were more efficient in some districts compared to others. We found that once we reassigned where distributors needed to deliver pizza, customer satisfaction increased. We found that the best way to sort this was by where the distributors performed the best or received the best customer satisfaction and reassigned them to that district. There are also more factors to take in consideration, such as larger or busier areas that need more active distributors.

Business Recommendations for Process Improvement:

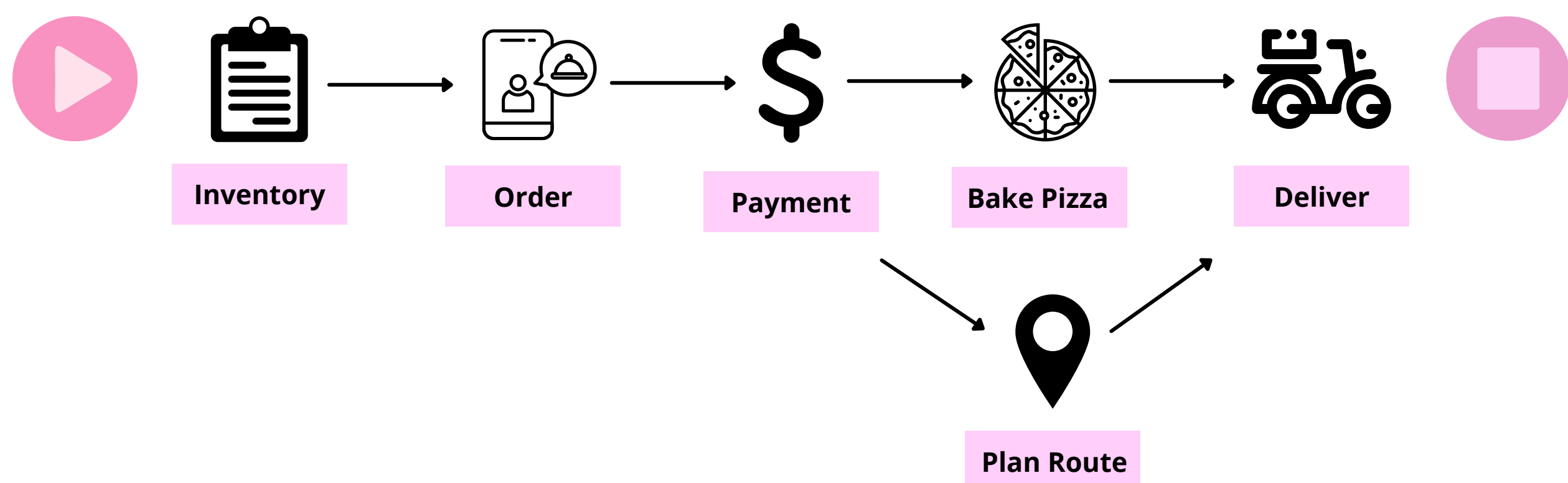
- Customers pay first, regardless of the order type (call order, counter order or online order) to decrease the chances of customers not paying after the pizza making process is complete so more time and resources are preserved.
- Calculate the delivery route while the pizza is simultaneously in production in order to reduce the total process time for the pizza to be made and delivered to the customer.
- We also suggest advertising popular menu items that yield the greatest profit to the largest customer demographic: students.
- Automated inventory checks on ingredients will enable workers and the website to have real time updates on what pizzas can or can not be made. This decreases the inefficiency of mistakes in orders and pizza preparation, which is the root cause of the most inefficient variants of the pizza making process.

Current Business Model



The current business model is based on the most general/ideal process for Mamma Mia. The order step includes online, phone, and counter orders. The bake pizza step includes the preparation and baking of the pizza.

New Business Model



Interesting Findings:

Paprika pizza is by far the least popular item on the menu. Since the costs of the ingredients was so low, we didn't utilize our time analyzing if taking it off the menu would be a good business decision.