



# VooDoo Doughnut Expansion

Applied Data Science Capstone Project  
Week 4



## **Introduction/Problem:**

Shall VooDoo Doughnut Open New Locations in Manhattan, NY and Downtown Toronto, ON?



# Who is VooDoo Doughnut?



- Research revealed that downtown Portland lacked a single doughnut shop, so in 2003 they rented a hole-in-the-wall storefront scrunched between two Old Town nightclubs, joked to friends and family about being bent on “world doughnut domination,” and opened Voodoo Doughnut. Their initial pastry offerings were a mix of the classic and the unconventional.
- Within a month of opening, Voodoo Doughnut received its first mention in the national press.
- To date, Voodoo Doughnut has been featured on The Travel Channel, The Cooking Channel, MTV, Good Morning America, The Today Show, The Tonight Show, Wheel of Fortune, Portlandia, Grimm, Leverage, The Amazing Race and Access Hollywood, and in print publications such as People, Conde Nast, Spin, GQ, Jane, Maxim, Food & Wine, and more.
- Voodoo Doughnut opened its second location in 2008 and as of 2019, has eight locations in five states, most recently opening a second location in Denver, Colorado. More often than not, the stores – open 24 hours a day, 7 days a week – have a line not just out the door, but around the block.

The information above was obtained from the Voodoo Doughnut website  
[www.voodoodoughnut.com](http://www.voodoodoughnut.com)



# Stakeholders

- ▶ Voodoo Doughnut senior management and board of directors
- ▶ Senior management and board of directors will ultimately make the decision to expand to Manhattan and Toronto



## Why Might Voodoo Doughnut Be Interested in Expanding to Manhattan and Downtown Toronto?

- Two years ago Voodoo Doughnut hired a new CEO. His background includes growing Mod Pizza from 1 location to more than 350 locations.
- Hiring of this CEO clearly indicates Voodoo Doughnut wants to expand, since this CEO has extensive experience in growing/expanding a food service business
- 2 of their most recent locations are high profile: Universal theme park Orlando and Universal them park Hollywood
- Voodoo Doughnut has been expanding and is poised for future expansion
- Expanding to two of the largest cities in North America could provide increased name recognition and opportunities for further expansion