- likes Nicos Pizza

- family friendly - parents with kids are target audience

- open 7 days a week from noon to midnight

- half price on all pizza on Tuesdays

- Tomes house of pizza - main competitor

- color preferances come from logo - must match

- has been interviewed by local newspaper

- has been open for 20 years

- about 40 patrons a day

- likes posto.ca

- hates Seniores pizza

- likes Atlas Pizza

- offers catering