

# NeoPolitan Pizza

Shushrut Kumar

# Restaurant Concept

## Restaurant Name & URL

*NeoPolitan Pizza*  
[neopolitanpizza.com](http://neopolitanpizza.com)

## Food & drink

- *Pizzas*
- *Sides : Garlic Bread, Pastas, IceCreams, Dips*
- *100% customisable (pay according to the toppings)*
- *Only non - alcoholic sodas*
- *Alcohol free (Prevent underage drinking of UG Students)*

## Location

*Chennai, Tamil Nadu(TN), INDIAN (IN)*  
*Delivery Radius: 50KM around Chennai*

## Main target audience

- *Engineering Students*
- *Under Graduates*
- *Post Graduates*
- *Travelling Students on allowance/budget*
- *Away from home University Professors*
- *University students with opposite sleep cycle*
- *New interns on a budget*

## Cost

*\$ - Very Affordable*

- 1.Targeting Students on a budget or monthly allowance from parents.*
- 2.Pay according to the toppings used (100% Customizability)*
- 3.Special Night discounts (midnight - 6AM)*

## Elevator pitch

*Main aim is to provide affordable, low priced but quality pizza to college students who are on monthly allowance or on a tight budget. Also to serve students pulling an allnighter and craving food post midnight.*

*Also it's alcohol free to prevent underage drinking amongst the undergraduates.*

# Strategy

## Target Audience

The website/app will focus on the following target audiences:

**Roles** (groups of people with similar goals)

- *University students on monthly budget*
- *Late night partying students*
- *Late night studying students*
- *New interns on low budget salaries*
- *Night Shift workers*

**Demographics**

- **Gender** - All
- **Education** - College Students
- **Occupations** - Students
- **Age** - 17 to 30
- **Location** -Urban (Chennai, India)

**Psychographics** (personality, values, attitudes, interests, lifestyles)

*Think of at least 5 details among the categories below.*

- **Personality & Attitudes:**

Last minute workers  
Party People  
Youthful

- **Values:**

Liberal  
Open-Minded  
Financially dependent

- **Lifestyles:**

Active  
Nocturnal  
Studious  
Party Animals

# Strategy

## User Personas



### DEEPAK SHARMA (21) – Underpaid Intern

- 21 years old, final year student
- Recently job an internship
- Underpaid
- Building a profile for future job
- “Managing my lifestyle on a budget is a skill that I’ll soon possess.”



### LILLY KAPOOR (19) – PARTY ANIMAL

- 19 years old, Sophomore fashion designing student

- Likes to party and socialize
- Nocturnal
- Like Cheap Thrills (not the song)
- “My parents live in Mumbai, I live in the moment”



### SID PATEL (18) – NERD

- 18 years old engineering freshmen
- Loves books
- Passionate about Physics
- Messed up sleep cycle
- Always pulling late nights for extra credits in college
- “My dream is to work for Google one day :)”

# Strategy

## User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- Find out if the restaurant is open
- Customize the order or pick from a list of favorites
- Be functional for the inebriated
- Provide a solid mobile experience since most people will access site from mobile device
- Follow the order after it has been placed

## Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Communicate fast service
- Communicate affordability
- Communicate freshness
- Explain what poke is to people who have never eaten it