



***Mario's Pizza***



# Mario's Pizza: Comprehensive 'Marketing Analysis'

Exploring Innovative Strategies for a Classic Hoboken Pizzeria



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***Mario's Pizza***



# Introduction

## Mario's Background

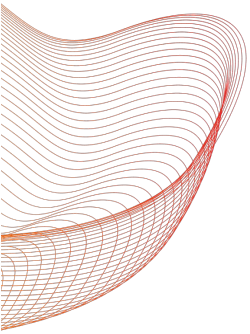
Established in 1986, Mario's Pizza is a family-run pizzeria in Hoboken, known for its unique baseball theme and commitment to authentic, quality pizza.

## Purpose of the analysis

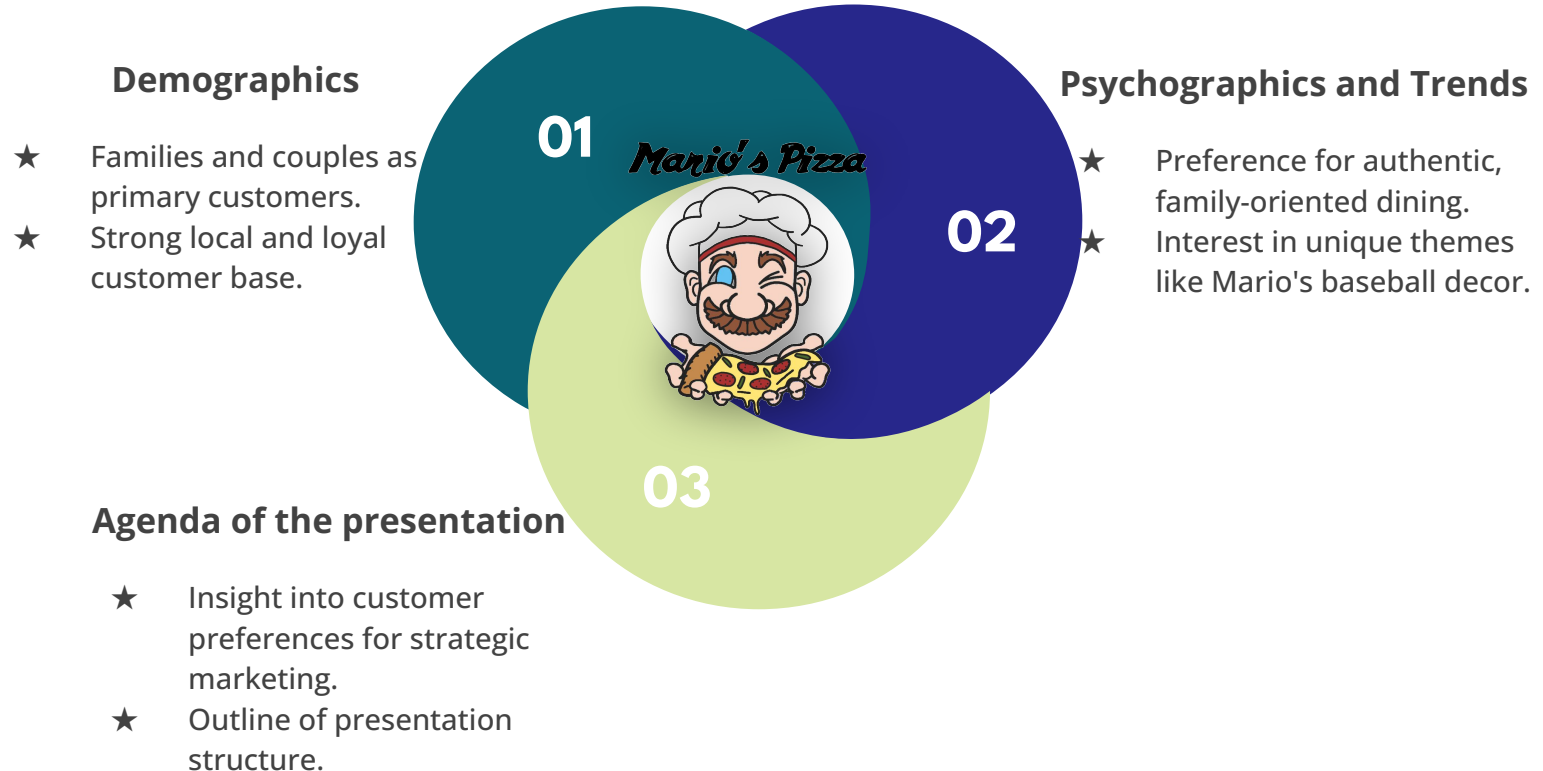
This analysis aims to evaluate Mario's Pizza's current market position, identify opportunities for growth, and recommend strategic marketing initiatives.

## Agenda of the presentation

- Target Market Analysis
- SWOT Analysis
- Competitive Landscape
- Marketing Goals and Strategies
- Implementation and Budget



# Understanding Mario's Customers



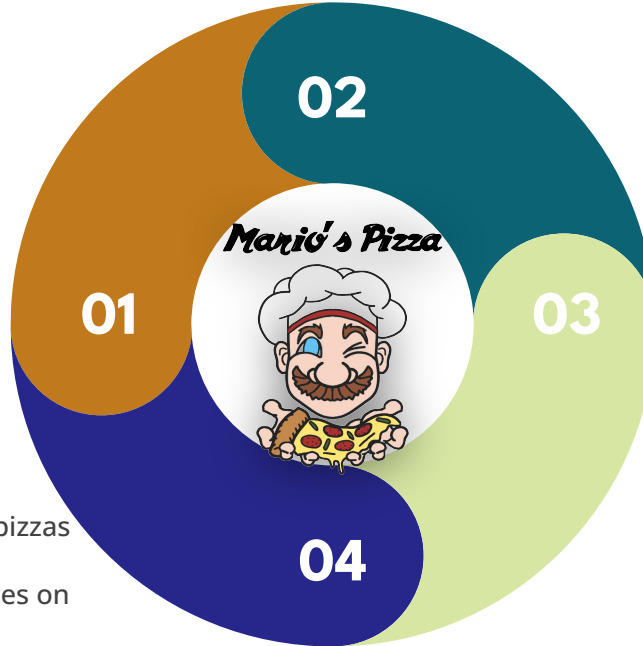
# Mario's Business

## Product positioning

- ★ Wide Range of Starters (Veg, Non-veg, Sea-Food)
- ★ Variety of Drinks for all age (beer, coke, fresh)
- ★ Signature Dishes (Pizza, pasta, salad)

## Pricing strategies

- ★ **Great Intro Price:** Low price on base pizzas and beer(\$2).
- ★ **Dynamic Adjustments:** Lowering prices on least sold products to boost sale.
- ★ **Promotional Pricing:** special pricing on special events & new platforms to boost sale



## distribution channels

- ★ Dine-In Services.
- ★ Phone Orders.
- ★ GrubHub Partnership.

## Promotional Activities

- ★ Social Media Campaigns.
- ★ Promotional Offers.
- ★ Running Ads
- ★ Encouraging Customer Review



# SWOT Analysis

## S

### STRENGTH



- Unique Family run authenticity
- Niche Beer and pizza Combo
- Prime location

## W

### WEAKNESS



- Less insights of Local Competitors
- Lack of Large Scale marketing effectiveness
- Limited seating capacity

## O

### OPPORTUNITY



- Expansion during peak hours
- Diversifying Menu
- Limited seating capacity

## T

### THREAT



- Rising raw material price
- Rising labor cost
- Competitive Market



# Marketing and Sales Goals



## Streamline Online Ordering:

- Develop an efficient online ordering system to improve customer convenience.
- Partner with additional delivery services to expand reach.

## Increase Lunchtime Business:

- Targeting the local workforce and students with special lunchtime offers.
- Promote quick-service options to attract time-constrained customers

## Enhance Social Media Presence:

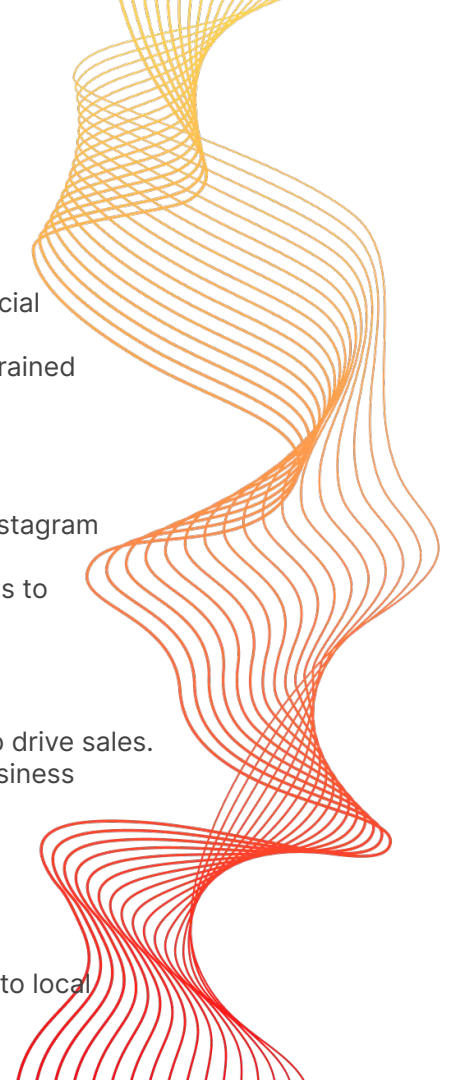
- Grow followers and engagement on platforms like Instagram and TikTok.
- Implement targeted ads and influencer collaborations to reach a broader audience.

## Enhance Social Media Presence:

- Introduce new menu items and limited-time offers to drive sales.
- Implement loyalty programs to encourage repeat business

## Community Engagement:

- Increase involvement in local events, particularly those related to baseball.
- Offer special deals and promotions tied to local sports events and activities.



# Marketing Strategy and Action Plan

## Product positioning

- ★ **Emphasize Authenticity:** Highlight Mario's family-run, traditional approach in all marketing materials
- ★ **Unique Theme:** Utilize the baseball theme to create a distinct brand identity.

## Pricing strategies

- ★ **Gradual Price Adjustment:** Implement slight price increases while communicating the value and quality of offerings
- ★ **Dynamic Pricing for Specials:** Introduce special deals during low-peak hours to attract more customers.

## Product positioning

- ★ **Emphasize Authenticity:** Highlight Mario's family-run, traditional approach in all marketing materials
- ★ **Unique Theme Engagement:** Utilize the baseball theme to create a distinct brand identity.



## Promotions

- ★ **Enhanced Social Media Campaigns:** Intensify presence on Instagram & TikTok with interactive content & influencer partnerships.
- ★ **Community-Focused Promotions:** Sponsor local events, especially baseball-related, to reinforce theme & engage the local community.

## Distribution Enhancement

- ★ **Streamline Online Ordering:** Develop an easy-to-use online ordering system to improve customer experience.
- ★ **Expand Delivery Options:** Partner with more delivery platforms to increase reach and convenience for customers.





# Implementation Schedule

- **Launch of Lunchtime Specials:**  
Introduce new lunch deals.  
Start staff training for quick-service efficiency.
- **Enhance Social Media Campaigns:**  
Roll out targeted Instagram and TikTok campaigns  
Begin local influencer collaborations.
- **Operational Adjustments:**  
Implement online ordering system.  
Assess and adjust pricing strategy based on customer feedback.
- **Community Engagement Initiatives:**  
Sponsor local events, especially baseball-related.  
Evaluate the effectiveness of marketing strategies and plan adjustments for the next year.
- **Ongoing: Monitor and Optimize:**  
Sponsor local events, especially baseball-related.  
Evaluate the effectiveness of marketing strategies and plan adjustments for the next year.





# Contingency Plans

## Market Changes Response:

1. **Adapt Menu to Economic Shifts:** Introduce cost-effective alternatives if ingredient prices rise.
2. **Flexible Pricing Strategy:** Adjust prices in response to market conditions while maintaining value perception.

## Operational Challenges:

1. **Supply Chain Alternatives:** Identify backup suppliers to mitigate risks of supply disruptions.
2. **Efficient Resource Management:** Optimize staff scheduling and energy use to reduce operational costs.

## Sales Goals Not Met:

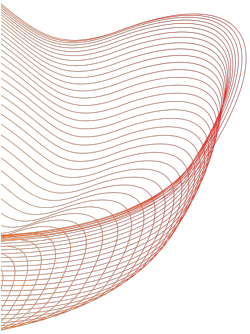
1. **Supply Chain Alternatives:** Amplify marketing efforts through additional social media campaigns and local promotions.
2. **Flexible Pricing Strategy:** Adjust prices in response to market conditions while maintaining value perception.

## Digital Presence Setbacks:

1. **Diversify Online Platforms:** Expand online presence beyond Instagram & TikTok to other platforms like Facebook or a dedicated blog.
2. **Efficient Resource Management:** Optimize staff scheduling and energy use to reduce operational costs.

## Community Engagement Obstacles:

1. **Virtual Community Events:** In case of limitations on physical gatherings, host online events or virtual cook-alongs.
2. **Collaborate with Local Businesses:** Partner with other Hoboken businesses for cross-promotional activities.



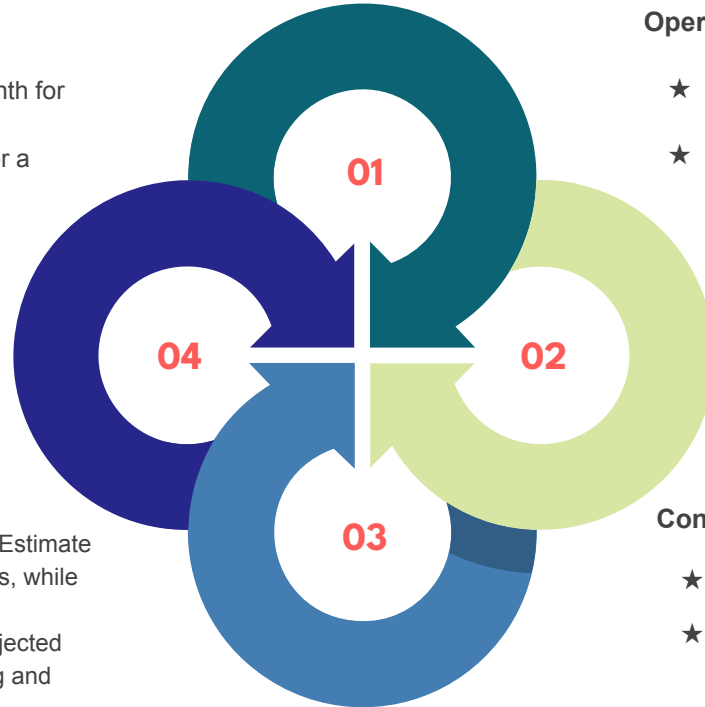
# Budget and Projected Growth

## Marketing Budget Breakdown:

- ★ **Social Media Marketing:** \$500-\$1000/month for content creation and paid ads.
- ★ **Loyalty Programs:** Around \$100/month for a digital loyalty app.
- ★ **Community Engagement:** Approximately \$200/month for local sponsorships events.

## Projected Growth:

- ★ **Revenue Increase from Pricing Strategy:** Estimate additional revenue from slight price increases, while maintaining customer count.
- ★ **Sales Growth from Marketing Efforts:** Projected increase in sales due to enhanced marketing and promotional activities.



## Operational Budget Adjustments:

- ★ **Online Ordering System:** Estimated initial setup cost and monthly maintenance.
- ★ **Supply Chain Optimization:** Budget allocation for potential new suppliers or efficiency improvements.

## Contingency Funds and ROI Evaluation

- ★ Allocate a portion of the budget for unexpected expenses or market change.
- ★ Plan to regularly assess the return on investment for each marketing initiative to ensure efficient budget usage.



**Thank you for your time 😊**