



# PIZZA SAVIORS

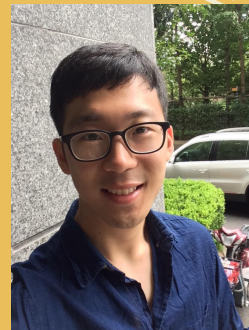
We are here to help Mamma Mia Pizzeria



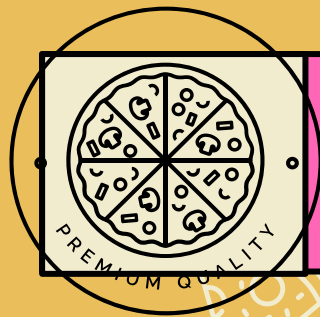
**MIA TRAN**



**SOURAV ROY**



**JONG YONG PARK**



# OUR TEAM

**ALSIE WANG**



**TOMMY XU**



The background is a solid yellow color with several white line-art icons of pizza slices scattered across it. The slices are of various sizes and orientations, some showing toppings like pepperoni or mushrooms.

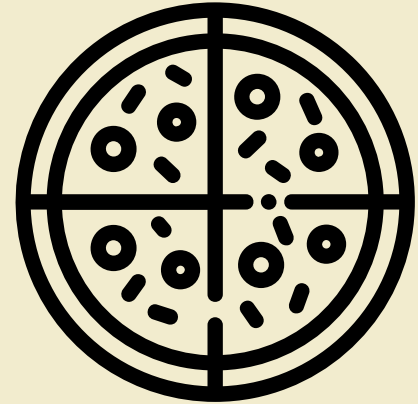
**01**

# **PROCESS ANALYSIS**

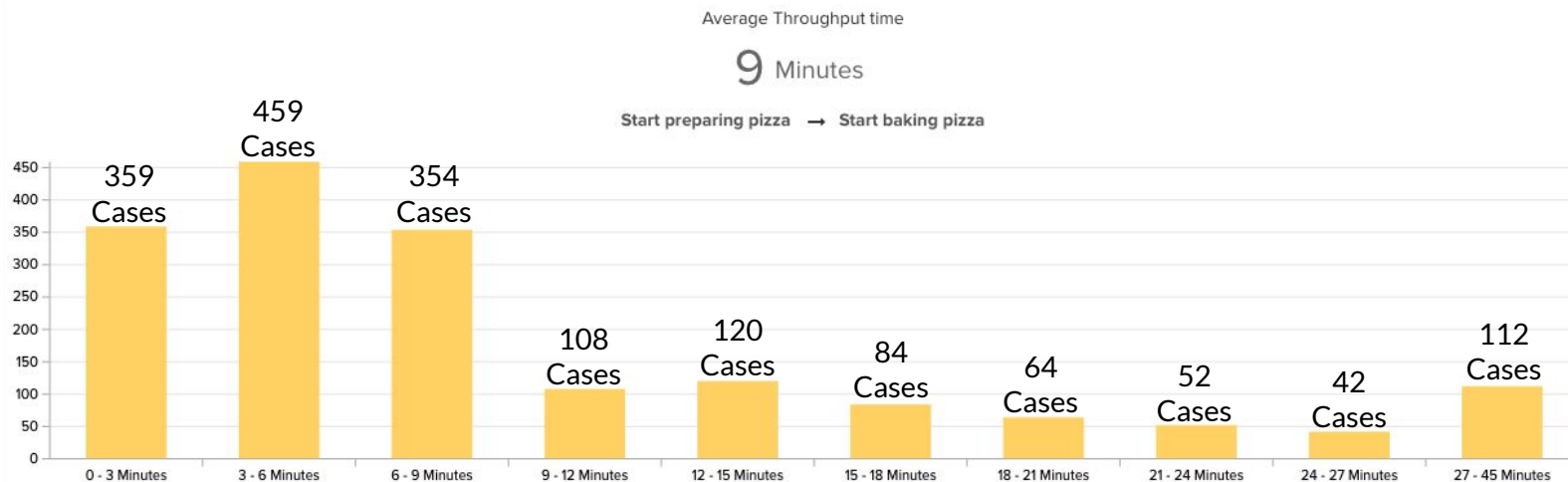
# PROBLEM I: PRE-BAKING TIME

## I. PRE-BAKING PREP:

- **78% OF ORDERS** REQUIRE PRE-BAKING PROCESSES
- ~9 MINS PER PIZZA ON AVERAGE
- MAY BE LESS THAN 7 MINS DURING LOW HOURS
- **LARGE** IMPACT ON OVERALL PROCESS



# PROCESSING TIME



# PROBLEM #2: ROUTING AND DELIVERY BOTTLENECK

Plan route → Departure pizza

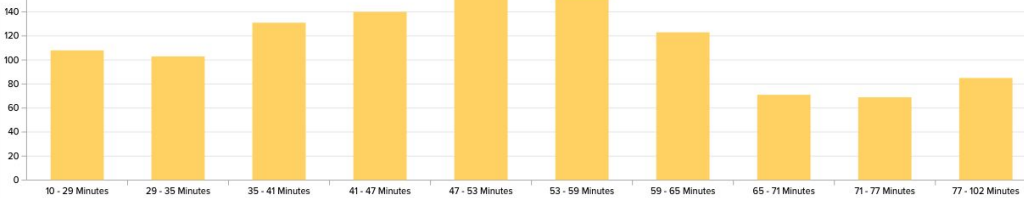
[View cases in...](#)

Throughput time 3 minute(s)  
Cases affected 57%

Average Throughput time

50 Minutes

Process start → Process end



Departure pizza → Pizza arrives at customer

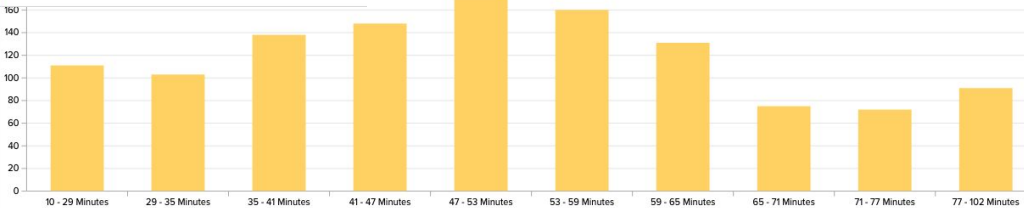
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Throughput time 5 minute(s)  
Cases affected 60%

Average Throughput time

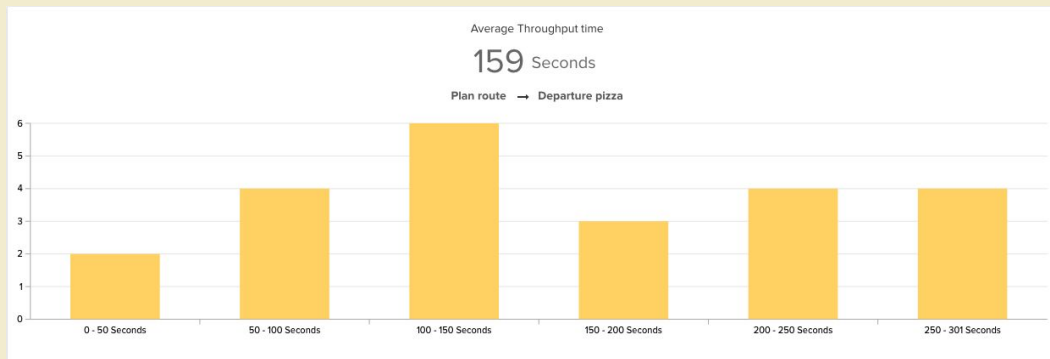
51 Minutes

Process start → Process end

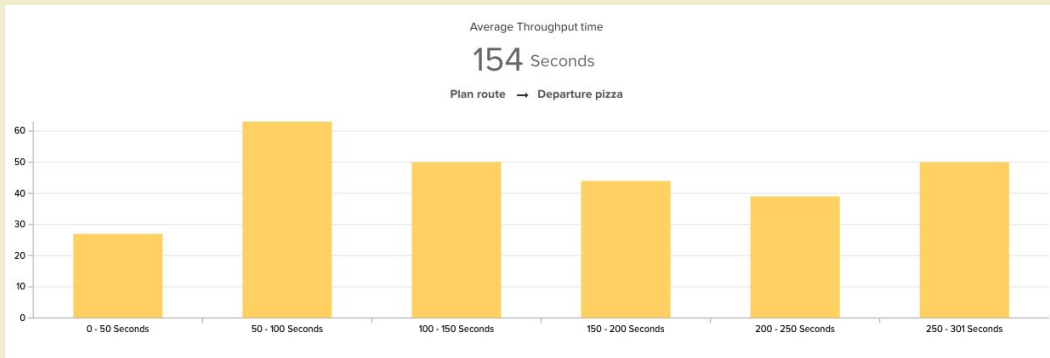


# PLANNING ROUTE IN DETAIL

THE **LEAST** BUSY TIME  
(15:00)

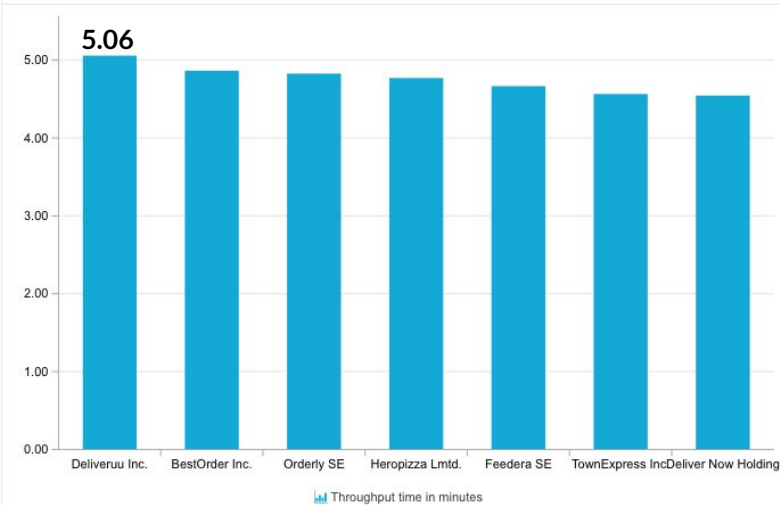


THE **MOST** BUSY TIME  
(18:00)

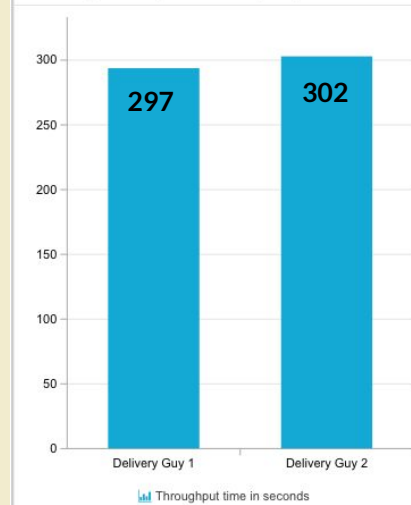


# DELIVERY IN DETAILS


Delivery Time per Distribution Channel



Delivery Time per Delivery Guy





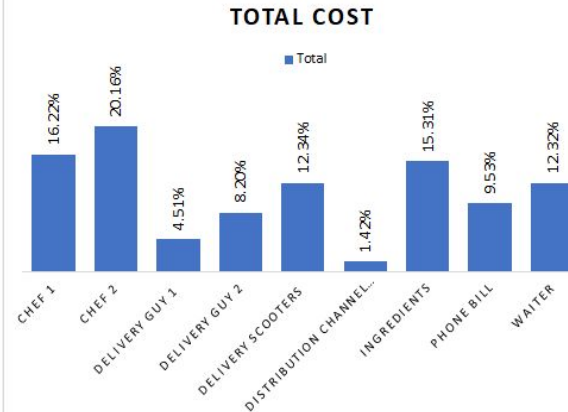
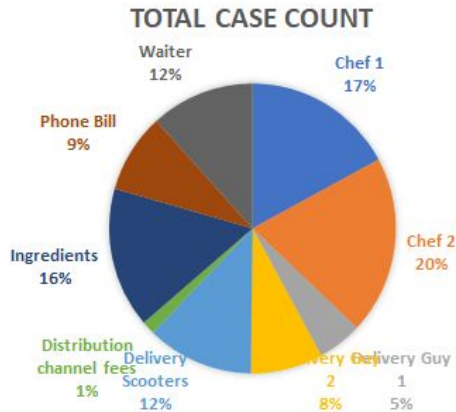
The background is a solid yellow color. Scattered across the background are several white line-art icons of pizza slices. Each slice is a quarter-circle with a curved outer edge and a pointed inner edge. Inside each slice, there are small circles representing toppings. The slices are positioned at various angles and locations, creating a playful, food-themed pattern.

**02**

## **COST AND PROFIT ANALYSIS**

# COST FACTORS ANALYSIS

COST FACTOR	Avg(COSTS)
Waiter	15.93
Chef 2	15.90
Ingredients	15.81
Delivery Guy 2	15.67
Phone Bill	15.20
Delivery Scooters	15.18
Delivery Guy 1	14.91
Chef 1	14.55
Distribution channel fees	13.63



## MOST COSTLY FACTORS

**WAITER**

**CHEF 2**

**INGREDIENTS**

**DELIVERY GUY 2**

12%

\$15.93

20%

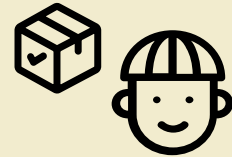
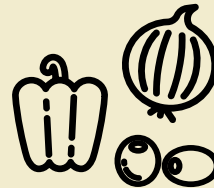
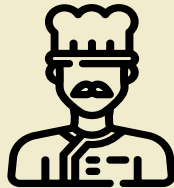
\$15.90

15%

\$15.81

8%

\$15.67



Pizza Type	Profit Margins	Average Customer Satisfaction ( /5)
Calzone	41%	2.34
Funghi	35%	2.27
Magherita	33%	2.23
Paprika	20%	2.30
Salami	30%	2.38
Speciale	34%	2.32
Veggie	32%	2.34
Grand Total	33%	2.31

Time of Week	Profit Margins	Average Customer Satisfaction ( /5)
Sunday	27%	2.39
Monday	34%	2.42
Tuesday	25%	2.28
Wednesday	43%	1.93
Thursday	33%	2.24
Friday	36%	2.29
Saturday	33%	2.38
Grand Total	33%	2.31

## FINANCES NEED SUPPORT:

- PROFIT MARGINS CAN GUIDE THE WAY
- PERFORMANCE IS INCONSISTENT
- CUSTOMER SATISFACTION IS UNPREDICTABLE AND UNRELIABLE

Delivery Couriers	Profit Margins	Average Customer Satisfaction ( /5)
BestOrder Inc.	37%	2.37
Deliver Now Holding	32%	2.36
Deliveruu Inc.	33%	2.44
Feedera SE	31%	2.22
Heropizza Lmted.	26%	2.01
Orderly SE	26%	2.24
TownExpress Inc.	35%	2.32
Grand Total	33%	2.31

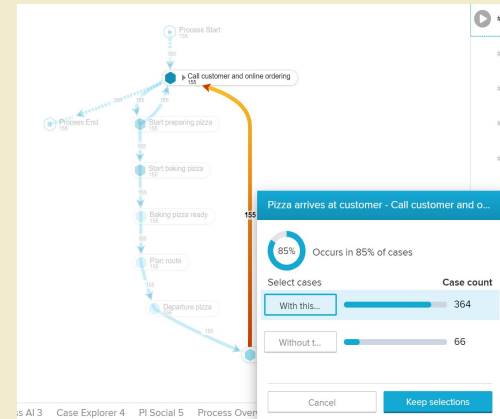
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**03**

# **RISK & COMPLIANCE**

# CUSTOMER CALLS: WHY?

- CUSTOMER-CALL VIOLATIONS IS ARE **22% OF ALL VIOLATING CASES (430 CASES)**.
- **85% OF CUSTOMERS** RECEIVED CALLS AFTER PIZZA ARRIVED.
- ALL CUSTOMERS WHO RECEIVED CALLS GAVE LOW CUSTOMER SATISFACTION (0-2 /5) AND LESS THAN 10% GAVE 2/5.
- CONSEQUENCE: OUR RESTAURANTS RECEIVED LOW REVIEWS AND THIS AFFECTS THE NUMBER OF CUSTOMERS.



# DISTRIBUTION CHANNEL AND CUSTOMER TYPE

- “DELIVERY NOW HOLDING” CORRESPONDS TO THE **HIGHEST NUMBER OF VIOLATING CASES**.
- STUDENTS ARE THE CUSTOMER TYPE WITH **HIGHEST NUMBER OF VIOLATIONS** (252 CASES), COULD BE DUE TO DISLIKING CALLS.
- CALLING TIMES WERE REPORTED TO BE BETWEEN 12-1 PM OR 6PM, 9PM ON WED-SATURDAY.

109

Violations

## *DISTRIBUTION CHANNEL*

Deliver Now Holding, Orderly SE

DISTRIBUTION CHANNEL: Deliver Now Holding  
109 Violating cases, correlation: 1.017

[View cases in...](#)

DISTRIBUTION CHANNEL: Orderly SE  
22 Violating cases, correlation: 1.074

[View cases in...](#)

252

Violations

## *CUSTOMER TYPE*

Student, Senior

CUSTOMER TYPE: Student  
252 Violating cases, correlation: 1.023

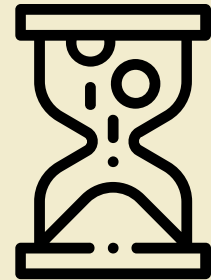
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CUSTOMER TYPE: Senior  
23 Violating cases, correlation: 1.097

[View cases in...](#)

## CONSEQUENCES OF VIOLATIONS

- CUSTOMER RATINGS IS **LOW** WHICH MAKES THE REPUTATION OF THE RESTAURANT DECREASE.
- CUSTOMER EXPERIENCE IS CLAIMED TO BE NOT THE SAME AS BEFORE AND **FEWER** CUSTOMERS ARE RETURNING FOR PIZZA.
- **DECLINE** IN CUSTOMER LOYALTY.
- **INEFFICIENCY** IN OUR PRODUCTION CHAIN.





# RECOMMENDATIONS



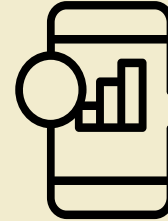
## PERSONNEL CHANGES

- RESTRUCTURE HIRING OF CHEF 2, DELIVERY GUY 2
- RESTRUCTURE HIRING OF WAITERS



## DIGITIZATION

- BUILD WEBSITE AND APP FOR USER EXPERIENCE
- DIGITIZE DELIVERY ROUTE MAPPING
- INCREASED ONLINE PRESENCE
- AUTOMATE PIZZA PREPARATION



## INCREASED DELIVERY USAGE

- INCREASED PRESENCE ON DELIVERY PLATFORMS
- OPTIMIZE RETURN WITH DELIVERY ORDERS

INITIATIVE TYPE		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
SHORT-TERM	<ul style="list-style-type: none"> <li>• RESTRUCTURE CHEF 2 AND WAITER HIRING</li> <li>• EVALUATE DELIVERY GUY 2 WORK PERFORMANCE</li> </ul>	PRODUCTIVITY EXPENSES							
MID-TERM	<ul style="list-style-type: none"> <li>• INCREASE USAGE OF DELIVERY SERVICES</li> <li>• CUSTOMER SURVEY</li> </ul>	FINANCIAL PERFORMANCE & EXPENSES							
LONG-TERM	<ul style="list-style-type: none"> <li>• BUILD WEBSITE AND APP FOR CUSTOMER SERVICE</li> <li>• DIGITIZE DELIVERY ROUTE-MAPPING</li> <li>• AUTOMATE PIZZA-PREP</li> </ul>	PRODUCTIVITY							

**THANK YOU  
FOR LISTENING**

