**Pizza Shop Service style**

In it’s beginning stages, the pizza place will be a purely take-out venue. Seating will be offered as tiers of profitability are met, and delivery will be offered as the risks for the labor become inconsequential.

**Pizza Brand**

The brand will be Etwaru Pizza

Business Plan

**Executive Summary**

Connecticut has pizza that is not up to my standard. The rage for pizza is something I’ve experienced as a child and it has never died as I aged. This enthusiasm should be shared by all children, parents, and the occasional pet that it is healthy for. There are some other key metrics which I’ve discovered in my operational flow that can enhance the pizza experience and profitability significantly.

**Company Overview and Description**

Etwaru Pizza will bring pizza to the fanatacism it deserves to be at in Connecticut. We can judge this fanaticism directly by observing the population and seeing who is having our pizza for three meals a day. Though we don’t prescribe that, if you really need some artisan chef’s love we won’t cut you off. The business will be set up to provide a high quality pizza product to the local community. The reach per store is yet to be tested, but we will make our process as efficient as possible to make our product retain the freshest presentation upon delivery.

**Market Analysis**

In connecticut, the variety of pizza is very limited. Covid has barred the use of having too many cattle sold back and forth or slaughtered for production. This results in an opportunity in 2020 to find a high stock of cheeses available to be made, and the price for cheese to drop. Other ingredients incorporate a vertical integration for minimization of the cost for the freshest of goods. These two factors in tandem should allow us to price ourselves with less market risk due to the use of sustainably resourced goods.

Dehydrated goods – due to their longer life expectancy should allow for better preservation and storage of stock. The ability to purchase fresh ingredients at better price points and preserve them for longer is an added smaller economic benefit. Milo also said he’d buy one.

**Business offerings**

Etwaru Pizza offers a superior pizza product which is created using a secret process. Customer catering is a steadfast focus to ease current pain points experienced in the customer pizza enjoyment process.

The ability to produce heat from solar and biogas technologies offers another venue of an off grid operation to help reduce operational costs and offers to provide more savings that can be passed down to the customer.

**Management**

A full team for launch events will be separate from a full team for perpetual daily production.

Launch Site Jobs:

A stock boy will be required to purchase inventory supplies that run low.

A public relations officer will have to contact the local message boards, radio, and popularly observed media. Street signs in the most guerilla manner may also be used.

An order taker (to assist with in person and over the phone orders as well as credit card processing)

A cashier to manage cash, receipts, and releasing orders.

Two chefs to be trained in the preparation process and handle all the cool processing before a pizza is made.

An oven manager to ensure nothing burns and timely removal of pizzas

A boxer/server to prepare the pizzas for final cashier and customer handling.

A manager to manage customer complaints, data entry on the store’s statistics, precursor information for financial statements, minimum order quantities for the location’s restocking and supplies, promotion guidance in lieu with the PRO, manage throughput of credit card orders, signing off on daily logs for the cashbox, inspections and a daily log for improvements/issues to be addressed by a higher up, hiring and firing as needed.

A Janitor for general cleanliness and maintenance.

*A full team for perpetual daily production includes all of the above plus the following*

A Delivery boy/drone/transportation and recollection system.

A gardener to produce the fresh basil, peppers, spinach, bell peppers, onions for consumption.

A mushroom grower/mycologist to provide cheap mushroom source and variety.

A full time dehydrator to prepare fresh goods for toppings.

**Marketing and Public Relations Strategies**

1. reach out to the city’s radio station for a week beforehand and place an ad for the next week with your location and phone number. Place wooden posted signs along street corners.

**Financial Projection**

Attempting to keep a 40% profit margin as the breakeven point ( to maintain the business model, services, Operational costs, and staff) - the following equations present themselves.

Fixed costs (yearly

11 employees @ 45k/yr : 495 K

Operating lease: 400-1200/mo @ 12 months = 4.8 K – 14.4 K / yr

Operational costs: Utilities and bills monthly est (300-500): 3.6 K – 6 K/Yr

Variable costs: 4.5 per pie:

<https://www.bplans.com/pizzeria-business-plan/financial-plan/> as guide

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| slice/pie | price | Toppings | pie cost | topping cost | total cost | total revenue | Profit/loss | percentage | |
|  |  |  |  |  |  |  |  |  |  |
| slice | 4 | 2 | 1 | 0.5 | 1.5 | 6 | 4.5 | 300% |  |
| pie | 15 | 4 | 4 | 2 | 6 | 19 | 13 | 217% |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| fixed costs | Quantity | sal |  | Total Yearly cost | | Pies to sell per month to recover | | | pies to sell daily |
| Employees | 11 | 45000 |  | 495000 |  | 3173 |  |  | 106 |
| rent | 12 | 800 |  | 9600 |  | 62 |  |  | 2 |

**Locations**

Hartford

**Secure funding/loans**

**Stock to purchase**

Depending on the population meant to be served and the equipment available:

Chest freezer

Fridge for cheese

fridge for fresh ingredients

Dehydrator

**Fridge Equipment**