



Prepared
Fresh
Daily



10250 N De Anza Blvd
Cupertino, CA 95014

Donut Wheel



The business that I chose to be my FoCo client is Donut Wheel, a donut shop chain located in two locations in the California Bay Area. Donut Wheel was opened as a family establishment in 1958 in its first location, Livermore, by Jack and Jean Weil and the second location was later opened by Jack's brother, Bill Weil, in Cupertino. Both shops sell a variety of donuts that their customers can choose from. The donuts are stacked high on shelves under a glass panel in a variety of different styles, colors, and flavors. Donut Wheel also sells a variety of beverages like milk and coffee to accompany their donuts, as well as has a case for ice cream. The atmospheres in both the small, one room, shops are cozy with booths lining the walls in the Cupertino location and tables arranged throughout the Livermore location. Both locations are designed to provide a comfortable location for their customers to sit and relax, catch up with friends, or to study.

Because Donut Wheel sells donuts, a treat enjoyed by everyone, the stores market includes everyone who enjoy eating donuts in the surrounding area. More specifically Donut Wheel can cater to students, who come to the store to study; families, who come in with their children; and retirees, who come to enjoy some quiet time to relax.

Since donuts are a classic American food and the product itself isn't rare or unique, Donut Wheel has a lot of competitors who sell similar products. In the surrounding areas of both Donut Wheel locations, there are popular national donut chains such as Dunkin' and Krispy Kreme Doughnuts, however there are also highly rated smaller independent shops such as Tasty Donuts or Happy Donuts, located in San Jose.

Since Donut Wheel's goal is to market to families, they garner support and loyalty from generations of customers by providing delicious donuts and reliable customer service.

