



AUTHENTICALLY ITALIAN

A graphic consisting of three overlapping pizza slices. The central slice is the largest and is positioned slightly higher than the two flanking slices. Each slice is filled with a pattern of small dots, representing toppings like pepperoni or mushrooms. The slices are arranged in a fan-like pattern.

PIZZAMORE



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About the Brand

Logo

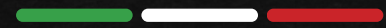


Business Name: Pizzamore

A combination of the words pizza and amore
(italian for love)

Tagline: Authentically Italian

Welcome To Our Pizzeria: What we are Researching



We are constantly striving to have a better understanding of our customers, and our industry space. We will be paying close attention to what channels of advertising works best and has the biggest effects on revenue. By being able to see where we are getting the most online traction, hopefully we can increase sales even further by taking advantage of the research we gather and adapting our current and future campaigns.



Critical Success Factors



- Offer a seasonal promo code
- Always make fresh pizza daily
- Give a discount for joining email list
- Increase number of repeat customers
- Launch new menu items



Key Performance Indicators



Percentage
of orders
completed
using the
promo code

Total
number of
pizzas sold
daily

Number of
new email
addresses
on the
emailing list

Percentage
of
customers
that are
returning
customers

Number of
new menu
items being
sold per
week

Critical to Quality



Average
number of
deliveries
per hour

Comparison
of new/old
customers
using promo
code

Increase in
orders from
email list
customers

Increase in
weekly
revenue
with new
menu items

How many
fresh pizzas
sold per
week

In Conclusion

To conclude, our goal is to always leave our returning customers satisfied and to continue gaining new customers. By having different regular, but periodic strategies to use where we can monitor how our business is doing is extremely essential for our success as a business.

By maintaining a close eye on our KPI's and CSF's we will obtain a much more thorough and understood idea of what helps sales and what did not work for us. We can use this information to our advantage a more future growth

THANK YOU

