



VESUVIO

BRICK FIRED PIZZA

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SITUATION:

- ▶ Become more well-known within the community & Mount Union campus

TARGET MARKET:

- ▶ College students, ages 18-24
- ▶ Local residents, ages 25+



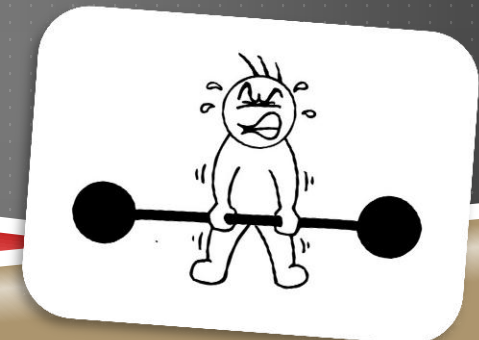
SWOT: STRENGTHS



- ▶ Only brick fired pizza restaurant nearby
- ▶ Affordable food prices
- ▶ Cheap beer prices
- ▶ Large menu variety: from deep fried zucchini to gnocchi to pizza
- ▶ Beverage menu variety: milkshakes & old fashioned sodas
- ▶ Variety of dessert options: brownie, cannoli, etc.
- ▶ Kids menu & seniors menu offered
- ▶ Quality food & authentic taste: everything made from scratch
- ▶ Small staff: 12 employees
- ▶ Diner theme decorations
- ▶ “Family owned feel” inside environment
- ▶ Modern, large TV’s inside
- ▶ Kitchen visible: can watch pizza being made
- ▶ Immediately waited on upon arrival
- ▶ Good/friendly service
- ▶ Catering offered
- ▶ Party reservations available
- ▶ Convenient hours: Sunday 11 a.m. - 8 p.m., Tuesday-Thursday 11 a.m. - 9 p.m., Friday & Saturday 11 a.m. – 10 p.m.
- ▶ Family leisure activity accompanying restaurant: miniature golf
- ▶ Business cards & flyers available at cashier desk

SWOT: WEAKNESSES

- ▶ Not well known on campus
- ▶ Poor social media
 - ▶ No Twitter account
 - ▶ Weak Facebook page, not updated regularly and small audience
 - ▶ No professional website
- ▶ Front sign not visible
- ▶ Hidden location: easy to pass while driving
- ▶ Uncomfortable seating: wooden benches
- ▶ Inside entrance junky: cluttered with papers, garbage, etc.
- ▶ Messy environment: lotion, face wash lying around
- ▶ Outdated carpet, benches, chairs
- ▶ Outdated décor: dull colors, no modern decoration
- ▶ Cheap looking napkins and place mats
- ▶ Poor lighting inside
- ▶ Closes during open hours without advertisement or notice
- ▶ Outdated logo
- ▶ No customer rewards: coupons or punch cards
- ▶ No PR around university campus
- ▶ No fundraising opportunities
- ▶ No delivery like nearby competition
- ▶ Limited online reviews
- ▶ Misspelled signs and menu items



SWOT: OPPORTUNITIES

- ▶ Nearby university campus
 - ▶ Student customers
 - ▶ Advertisement on campus
 - ▶ Reach out to students for PR suggestions
- ▶ Families seeking fun summer activities: pizza, ice cream & mini golf
- ▶ More authentic taste to offer compared to competition (such as Hungry Howies)
- ▶ More variety of menu items to offer compared to local chains (such as Hungry Howies, Pizza Hut, East of Chicago)



SWOT: THREATS

- ▶ Nearby competition (such as Gionino's, Hungry Howies, Papa Johns, Pizza Hut, East of Chicago)
 - ▶ Closer to campus
 - ▶ Offer delivery
 - ▶ Also offer catering
 - ▶ Less expensive
 - ▶ Open later
- ▶ Poor economy: families eating in
- ▶ Unknown to campus because of non-existence in social media world
- ▶ Many other small family owned businesses in Alliance



ACTION PLAN OBJECTIVES:

1. Attract Mount Union students
2. Re-vamp restaurant for professional appearance
3. Create a re-grand opening event to be held at restaurant

ACTION PLAN



Objective 1: Attract Mount Union students

Strategy 1: Hire student as an on-campus representative

Tactic: Student must attend campus events & pass out flyers and promotional information (flyers include hours, location, and specials)

Tactic: Student is required to pass out free pizza during finals week to students on campus while wearing Vesuvio gear

Strategy 2: Offer discounts and specials to Mount Union students

Tactic: Take 25% off by showing student I.D. always

Tactic: Accept PurplePlus card as type of payment

Tactic: Offer catering discounts (10% off) for student organizations

Tactic: Provide students with **punch cards**: after six punches, students receive a free medium one-topping pizza

Strategy 3: Appeal to college student needs

Tactic: Extend weekend hours: Friday and Saturday open till midnight

Tactic: Offer delivery on weekends to campus

ACTION PLAN



Objective 2: Re-vamp restaurant for professional appearance

Strategy 1: Replace the carpeting

Tactic: Pull up old carpeting and replace with new carpet that will not show stains (such as Integrity Charcoal carpeting from Lowes)

Tactic: Wash carpet twice a week with economy strength carpet cleaner

Strategy 2: Replace benches

Tactic: Donate wooden benches to Alliance Neighborhood Center

Tactic: Go to www.foodservicewarehouse.com/pizza-supplies and purchase the red pizza parlor booths and install them

Strategy 3: Organize front entrance

Tactic: Hang a cork board by front entrance to post local business cards

Tactic: Install storage containers behind register for items such as lotion & other odds and ends (that were previously visible)

Strategy 4: Redesign marketing materials

Tactic: Recreate **business cards** to correct spelling and grammatical errors

Tactic: Redesign menu to be more “customer friendly”

Tactic: Update restaurant **logo** to be more modern and appealing

- 1
- 2
- 3
- 4
- 5
- 6



Receive one punch after every visit that you spend \$10 or more.

After six punches, receive a free medium one-topping pizza!

{ (330) 823-7840 }

Twitter: @vesuviopizza

Facebook: Vesuvio Brick Fired Pizza

www.vesuviopizza.com

business card

punch card



22184 Harrisburg Westville Rd.
Alliance, OH

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Hours:
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Tuesday-Thursday 11 a.m. - 9 p.m.
Friday-Saturday 11 a.m. - 10 p.m.

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old logo



new logo

LOGO OPTIONS



LOGO OPTIONS



ACTION PLAN



Objective 3: Create a re-grand opening event for the restaurant

Strategy 1: Decorate inside and outside of the restaurant

Tactic: Create balloon banners outlining the building to attract attention from passing vehicles

Tactic: Unveil a new permanent sign facing Harrisburg Westville Road that lights up to attract attention

Tactic: Add streamers and balloons on the inside of the restaurant to create a happy atmosphere

Strategy 2: Offer discounted menu items on the day of the opening event

Tactic: Offer everything on the menu at half price during opening day

Tactic: Offer coupons to be used within two weeks after the re-grand opening (buy one get one free coupon)

Strategy 3: Get Mount Union students involved

Tactic: Bring in Mount Union cheerleaders during the celebration

Tactic: Pass out job applications to students

Tactic: Invite specific organizations (such as PRSSA) to come to the celebration

COMMUNICATION PLAN OBJECTIVES:

1. Attract Mount Union students
2. Raise awareness about mini-golf course
3. Invite people to attend re-grand opening event

COMMUNICATION PLAN



Objective 1: Attract Mount Union students

Strategy 1: Create a strong social media presence

Tactic: Create a Twitter account @vesuviopizza and tweet daily deals, follow Mount students, interactive tweets with students, use common hash tag repetitively #VesuvioBFP

Tactic: Create a new Facebook account and add Mount Union students, offer coupon deals to students who like the page

Tactic: Have the on-campus representative be in charge of updating the accounts daily

Strategy 2: On-Campus representative is responsible for on-campus promotions

Tactic: Pass out **flyers** in campus mailboxes to all students

Tactic: Buy ad space in the Dynamo (Mount Union newspaper) that offers a coupon: 10% off on Tuesdays

Strategy 3: Communicate weekend delivery hours

Tactic: Include these details on the flyers that are passed out in campus mailboxes and the Dynamo ad

Tactic: Place flyers on pizza boxes

Tactic: Tweet about this from the @vesuviopizza twitter account, offer free delivery to the first student who re-tweets it to their followers

flyer



22184 Harrisburg Westville Rd.
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Follow us on twitter @vesuviopizza
Facebook: Vesuvio Brick Fired Pizza
www.vesuviopizza.com

Present this flyer & receive **\$5 off** your next
purchase of a medium or large
one-topping pizza!

COMMUNICATION PLAN



Objective 2: Raise awareness about mini-golf course

Strategy 1: Create a separate sign for mini-golf

Tactic: Details include: hours of operation and prices

Tactic: Sign will read “ICE CREAM” to get kids attention

Tactic: Use bright colored lights: green, orange, and blue LED florescent lights on the sign to attract attention of people driving by

Strategy 2: Target Alliance and Sebring community families

Tactic: Pass out flyers to elementary school teachers to put in students’ backpacks

Tactic: Team up with the YMCA and ask them to bring children, on a fieldtrip setting, offering a group discount of 15%

Strategy 3: Offer discount to guests who eat and play mini-golf

Tactic: Give customer coupon with receipt for one round of free mini-golf when they buy one round

Tactic: Have server inform each guest who dines in about the mini-golf course while greeting them

Tactic: Offer customers a \$5 off coupon on a pizza order when they come in to play mini-golf

COMMUNICATION PLAN



Objective 3: Invite people to attend re-grand opening event

Strategy 1: Alert the Alliance and Sebring communities

Tactic: Run advertisements about the time and location for the event on WRMU 91.1 FM radio

Tactic: Write “Join us for our Re-Grand opening Celebration on Jan. 19th, 11 a.m., FREE GIVEAWAYS” on sign

Tactic: Giveaways include: free Vesuvio t-shirts, key chains, pens and BOGO coupons

Strategy 2: Use social media to hype up the event

Tactic: Every day leading up to the event, the twitter account @vesuviopizza will offer a free large pizza

Tactic: Offer friends on Facebook an inside deal: a guaranteed t-shirt in their size!

Strategy 3: Alert Mount Union campus

Tactic: Have Mount cheerleaders do promotional cheers on campus the day of the event, in the quad, while students are walking to classes

Tactic: Cheerleaders will pass out free t-shirts in the quad

Tactic: Cheerleaders will receive free pizza for helping out



ANY QUESTIONS?

