Giovanni Pizza Restaurant Marketing Plan

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Executive Summary

The purpose of this business plan is to ensure that consumers take quality pizza. The organizational goals are focused on Better understanding toofationality leads to a better marketing strategy to increase the sales of Giovanni's Pizza Restaurant in social media. Giovani Pizza Restaurant values its customers and will strive to continue embracing good customer relationships. Other than servicing the people within the area, Giovanni's Pizza Inc. has the intention of opening its branches to other cities and towns to ensure that it widens the range of its clients before venturing to other countries.

History and Background of the Organization: Giovani Pizza Restaurant

The company is owned by Beth and Carlita in Piketon. Since 1987, the firm has been Franchised in Ashland, Kentucky, and it primarily operates in the Pizzeria. It is important to note that Giovanni's Pizza Inc. generates $18.3 million in annual revenues with 20 people at a single location. Giovanni's Pizza Inc. was generated out of the passion, love, and dedication of the owner for the pizza for the developing demand for quality pizza in the market. The goals and objectives of the company are to offer the highest quality services and Pizaa for the people.

Further, the organization will continuously innovate and adapt to the new demands of the customers in the area. Other than servicing the people within the area, Giovanni's Pizza Inc. has the intention of opening its branches to other cities and towns to ensure that it widens the range of its clients before venturing to other countries. As of now, the company will concentrate on the Giovanni's Pizza outlet as the platform where the residents can get the quality services the customer requirements. Moreover, the outlet will provide the most cost-effective ways to promote the products of the company as the customers get to try these services while still using and paying for the same. Giovanni's Pizza Inc will customize its services to meet all the interests and demands of the clients in the region

D.escription of the company

The company has been serving since 1987. It is a recipe from Ashland, Kentucky. The restaurant offers fried Chicken, Salad, Sub and Sandwiches, Calzones, Dessert, and Beverage along with pizza. Moreover, it has regular customers from Piketon and Waverly.

Objectives of Giovanni’s Pizza Inc.

The primary objective is to make profits.

- Better Marketing = Better Sales = More Profit.
- A better understanding of rationality leads to a better marketing strategy.
- To increase the sales of Giovanni’s Pizza Restaurant on social media
- To serve the community in Piketon and a neighboring town

The mission of Giovanni’s Pizza Inc.

- Mission/Vision Statement
- Providing its customers with the highest quality food for 45 years.
- Objectives
- Create a delicious variety of food bywithiovanni’s signature mix of spices and products.

Marketing/Promotion Plan

Marketing Objectives

- Communicate to the Customers Effectively
- The product holistically.
- Spread information about their services

T.he promotional strategy would not be a successful process if the marketer failed to communicate the product in totality to the customer. Therefore, for this project, the marketing strategy that would be adopted is one that takes into consideration the product holistically. It is the information about the product that can make the customer bybuyr fail to buy a product. The market mix is a popular marketing strategy also known as 4ps the price, product, promotion, and place.

The Product

The product section is a very important section of the market mix. Here, the description of the product forms the major part of the discussion. Apparently, Pizza is a product of the food industry that has been introduced due to the innovations in the manufacturing process. It, however, began as a homemade food in Italy, where it became famous when they started selling it to the Whites in America at between $ 5 – 10. Today, the product is regarded as a modern food. The product aspect of the market mix, however, will cover the details of the product, such as size, package, and tastes. Online marketing is majority dependent on the website as the link between the customer and the seller; the product mix will be discussed in the various phases: introduction, growth, maturity, and decline (Albrecht et al., 2023).

For the introduction of the product, the time the product is new to the market, the company's main objective will be to inform the market. Therefore, at this point, the content of the social media marketing platform will be mainly creating awareness of the existing product. As the product gets accepted by the market, the organization will set to acquire more strategies to enhance brand awareness to gather more customer loyalty. At the mature stage of the product, it is likely for the product to experience increased competition and as such, I need to develop more persuasively or retain its customers. The company will have the role of persuading the customers to choose their product over those of their rivals. The final part of the cycle is the decline stage; at this point, the organization has very little it can do over the declining purchase but just to employ more strategies to ask customers to stay in the market.

Advertisement

- Product Price: Size, taste, and packages.
- Product Promotion: Awareness to the potential customers.
- Place: Proximity, suitability, and accessibility.

Product Price

The Giovanni's Pizza family business is dealing with a food product. Pizza being the first food the pricing should be able to address the nature and the risks therein. However, efficient pricing should be able to take into consideration the market ga, and the prices of the alternatives. As most studies put it, the world is becominga fast food nation. Most food industries have invested in fast food products. Nevertheless, the case would not hinder the family in determining prices. For the product's pricing, the proposal identifies various determinants of prices, size, taste, and packages. As bescussed in the product section, the product will assume different sizes and packages. At the proposal stage, the price will be unrevealed till the mature stage of the proposal.

Product Promotion

Product promotion, like the product description, will help in creating awareness to the potential customers. The internet will be essential in covering the entire world market. However, the product does not seek to cover such a wide region as it is based on product delivery; delivery would be impractical for long distances. E-commerce is going to be the chosen form of product promotion.

Place

The place is about the location of the product or the company. In every marketing strategy, the location of the product is essential in determining the cost of marketing and the likelihood of purchase. Various centers can be established for distribution. In the complete proposal, there isareoing to be detailed illustrations of the selection of locations based on proximity, suitability, and accessibility. Also, the section of the place, the report will present an overview of the market coverage evidenced by the feedback from the customers as confirmed by various surveys.

Marketing/Promotion Plan



Organizational Plan Time Frame

SN	Activity	Hours	Date
1.	Endorsement	3	02.19.2018
2.	Stakeholder's Meeting	3	02.26. 2018
3.	Strategy Identification	3	03.05.2018
4.	Funding	3	03.07.2018
5.	Strategy Selection	3	03.09.2018
6.	Data Collection	3	03.11.2018
7.	Implementation		04.02.2018
8.	Evaluation		04.09.2018

Organizational Plan (Budget)

Economic Benefit to the Community

Economically, the sales of pizza will open avenues for the development of other related products or complimentary like hot dogs. By extension, the per capita income will increase as a result of the number of people absorbed in the sector. Most of the economic aspects of the project will be presented in detail in the final proposal.

Have the anticipated benefits been achieved

The project is still at the primary development stage, therefore, there are no accurate data on the progress of the order at the moment. However, the proposal is based on the principle that with all factors considered, the anticipated benefits shall be met.

Environmental benefits

Guiding Principles

One of the most important principles that Giovanni's Pizza Inc. will sustain is being mindful of the customers and the employees of the company. By the societal values, the company is expected to treat both the workers and the clients in a manner that ensures customer loyalty and employee satisfaction. Further, the company will constantly show the feeling of gratitude for the employees and the customers because of their dedicated input, time and labor they put in place for the success of the Giovanni's Pizza Inc. Overall, Giovanni's Pizza Inc will ensure that they offer the warm and friendly services expected from Giovanni's Pizza Inc. A good customer-management relationship will satisfy clients and make them loyal to the firm.

Keys to Success

The primary success factor that Giovanni's Pizza Inc promotes is repeat business. The company will ensure that all the customers who come in to purchase the products are satisfied with all the services. As a result, the clients will find it easier to return and buy from the company. Moreover, when the customers are satisfied with the services, they will use word of mouth to recommend the company to other people who will make the firm famous. This is a vital strategy for marketing the services and products provided by the firm. The firms will endeavor to hire the right people with the right skills and experiences in dealing with the firm, and managing the company as a whole is essential. Hence, with the right people in the management sector, customer relationships with the company will be enhanced. Moreover, employing the right individuals who know how to deal with the far products.

The location of Giovanni's Pizza Inc. will be another key factor in its success. Before setting up the firm and the management company, the management should identify the main market since, for the company to succeed, being closer to the market is the primary factor. Therefore, recognizing who the company's customers are. Finally, the variety of products that will be offered by Giovanni's Pizza Inc. People believe that it is easier to purchase all they requireast a whole and not in small pieces. Thus, Giovanni's Pizza Inc, with all the products that the customers require, will naturally have a range of customers. Further, reasonable prices should be provided, not just the company concentrating on making a profit but also ensuring that the customers have the products at a reasonable price. Besides, understanding the customers and analyzing their income strategy will help in formulating the prices for the products. Else, Giovanni's Pizza Inc. will not have the number of clients as expected.

Industry Analysis and Trends

The analysis depicts that the company will, over the years, experience tremendous development, specifically regarding the services provided by Giovanni's Pizza Inc in the region. Further, the demand from the clients concerning the products has increased with the clients learning about the special products offered by the company.

Target Market

Giovanni's Pizza Inc. will target unique and specific customers, especially professionals and other people who love pizza in the market. The organization will appreciate the fact that over the year of establishment, the company has been able to realize most of the objectives and goals it had formulated. The most significant thing is that the individuals getting the services will be satisfied with both the products and employees' relations. Further, Giovanni's Pizza Inc will be able to identify its primary target in the market, and this knowledge has been relevant in the strategy and development of the products obtained. As stated earlier, the central target market of the company mainly includes professional who prefers the latest fashion in the industry.

Moreover, the company will target customers who have a great preference for an extra and specific feature within the industry. Therefore, the company will have both pre and postpaid services to facilitate the smooth operation of the company. On the other hand, Giovanni's Pizza Inc. will expect its target market to broaden in the future as the clients are becoming more aware of the services and products via the internet and the company website. Further, the company will ensure that they have an effective and sustainable relationship with their customers. As a result, communication will be a core ingredient in ensuring the success of the company. The organization will implement website pages and integrate the website with the communication system in the company to ensure that the company is continuously in touch with the clients. Also, the feedback that the company obtains will be used to ensure that all the concerns will be addressed and that all the clients are satisfied with the products they offer. Moreover, the company has implemented the house delivery. This will ensure that the clients receive their products without much effort.

Competition

A number of the leading players in the industry that also deal in pizza within the same region will pose the main competition in the market. Therefore, Giovanni's Pizza Inc. will strive to produce the best products to ensure that the company remains relevant and achieves a sustainable competitive edge. It is more important to note that the profitability of the companies in this industry relies on their ability to provide high-quality products and secure a prime location to set up their company (Laverty & Littel, 2020).

Therefore, Giovanni's Pizza Inc will expect to gain profit from the industry because of the numerous factors. In the beginning, the company will witness continuous growth in the disposable profits as well as client confidence within the economy of the country. Consumers will be ready to spend more cash in the shop to attain the best products from the company. Despite the developing demands, the company expects intense competition is anticipated in the industry because of the developing number of players pursuing to benefit from the growth in the size of the market available. Therefore, Giovanni's Pizza InInc.ill make sure that it avails innovative services that are exceptionally priced. Besides, the organization will have thaariety of services and products satisfying the requirements of the health-conscious items.

Strategic Position and Risk Assessment

Giovanni's Pizza Inc. will apply an approach of the total market service that entails the provision of unique services and products attracting the complete spectrum in the industry as well as providing a conducive environment for all the customers. Further, the firm aims to provide a memorable experience, not just sell their product. Also, the firm intends to be part and parcel of the community of its clients. This strategy, therefore, presumes that every person is a potential customer and ensures that the market experiences tremendous development in the future. Also, it suggests that the best

method to drive sales is by selling to the soft needs of the clients.

Corporate Strategy

The company will use competitive pricing in that the company sets the prices relevant to that of the rival companies to make sure that it sustains the high profitability degree for sustainability and development. Nevertheless, with the aim of distinguishing itself from the other competing companies, Giovanni's Pizza Inc. will have specific promotions and discounts that are unique to ensure the loyalty of the customers. Moreover, it will engage in website and television advertisements of all the services and products that they provide to increase the awareness of the company.

Ethics and Social Responsibility Plan

By definition, business ethics is the moral recommendation that the organization ought to follow while conducting its activities. Normally, these ethics are based on the notions of right, wrong or considered fair, andtheyt concern the suppliers, employees, customers and stakeholders in the business. Therefore, it is imperative for Giovanni's Pizza Inc. to conduct all the business operations ethically to pass their beliefs, morals and values down to the customers and workers. Similarly, social responsibility is equally vital in business ethics since it regards caring for the organization's employees, being responsible socially and environmentally, as well as ensuring that they give back to society.

SWOT Analysis

Strengths

One of the strengths of the company is its location. The firm is located in an easy-access area. Also, the company will generate billboards that point to the direction where the firm is located in case a client does not get the direction guide on the website. Moreover, Giovanni's Pizza Inc. will come up with exceptional employees with the right attitude for business. The company will always retain its workers through the best salary compared to other Giovanni's Pizza Inc, work satisfaction and the best flexible working hours on Giovanni's Pizza Inc. As a result, the workers are at their best all the time and in doing their jobs.

Weaknesses

The main challenge Giovanni's Pizza Inc. will face is recruiting as well as training the quality employees required in the industry. It is costly to support the constant training of employees

onatiovanni’s Pizza Inc. This will somehow pull Giovanni’s Pizza Inc. to the ground, however much it tries. Since the firm is still in the stage of development, it is hard, though necessary, for Giovanni’s Pizza Inc. to constantly train the employees on the new market trends for Giovanni’s Pizza Inc to remain relevant in the market.

Opportunities

The first opportunity that Giovanni’s Pizza Inc. will have is the little barriers. It is important to note that the few barriers to entry permit instant business opportunities. The company explores markets in the region.

Threats

The main threat the company will face is the policy mandates. These mandates include the protection of employees, safety as well as sanitation. Therefore, these will make the company spend more to ensure that all the facilities required in Giovanni’s Pizza Inc. are operational. Further, if Giovanni’s Pizza InInc.oes not run as the owners anticipate, they risk losing the capital funds they had put in to start up the business. Moreover, after the startup, there might be a problem of increased operational costs in turn will paralyze the effective running of the company.

Conclusion

In conclusion, to make an advertisement sale plan, it is essential to initially understand the rationality of the organization or product. A great understanding will help the advertiser to develop a better marketing strategy, which will increase the sales of the product and thus will increase the profit margin of the company. This simply means the advertisement of new products on social media develops more awareness of the product and thus develops more capital income. This profit income can be used either to develop new products or to increase employment at the company. Environmentally, the funds raised from this business will be used for community service activities that include cleaning and the creation of awareness on the importance of the conservation of the environment. Also, the packages of Pizza will mainly be paper bags, which are biodegradable, thence will ensure a clean environment. The packaging will act as a tool to mitigate reckless disposal of waste since the box shall be versatile (U.S. Small Business Administration, n.d.).

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