



# MARKETING PROPOSAL

# Group 2

- Alexa Ferrari
  - Corey Miller
  - Justin Miller
  - Sarah Maxon
  - Sidhant Mathur
- 
- Marketing 3300.503
  - Wednesday 7:00pm - 9:45pm





# Introduction

- Meet the Family
- Background
- New York Style Pizza



# Facts



- 4 Ps
  - *Product*
  - *Price*
  - *Place*
  - *Promotion*
- Market Description



# Product





# Price & Place

- West Plano
- Coit & Legacy





# Promotion



- Social Media Marketing
- Sponsorships w/local schools, businesses & sports teams



# Market Description



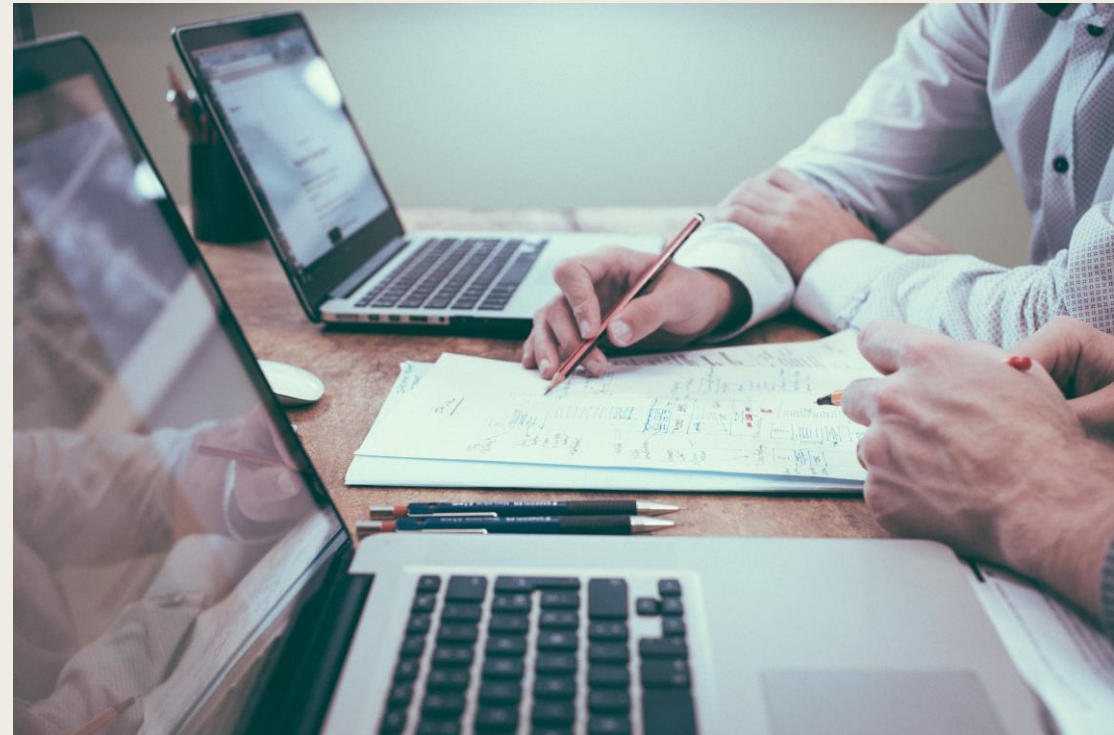
- Competitors
  - *Angelo and Vito's Italian Food*
  - *Taverna Rossa*
  - *Campisi's Pizza*
  - *Brooklyn Old Neighborhood Style*
  - *Palio's Pizza*
  
- Market
  - *Customer Description*





# Goal

- Small Scale Marketing w/ Social Media and Community Action
- Expand Customer Base & Raise Awareness
- Increase Sales by 5-10%



# Questions to Explore



- How does Ferrari's Market a tasty high quality product at a reasonable price?
- How does Ferrari's convert their local customer base into loyal clientele?



# Data

- Surveys Collected
- UTD/Plano Senior High School/Ferrari's Pizzeria
- Questions Asked

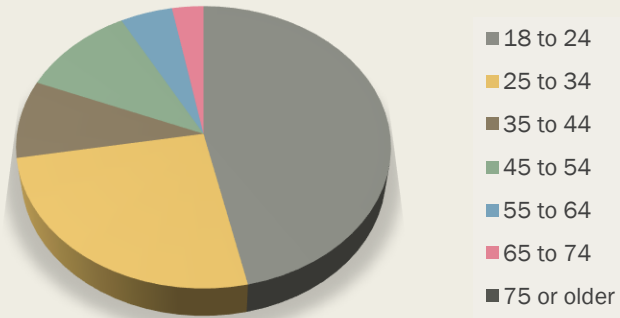




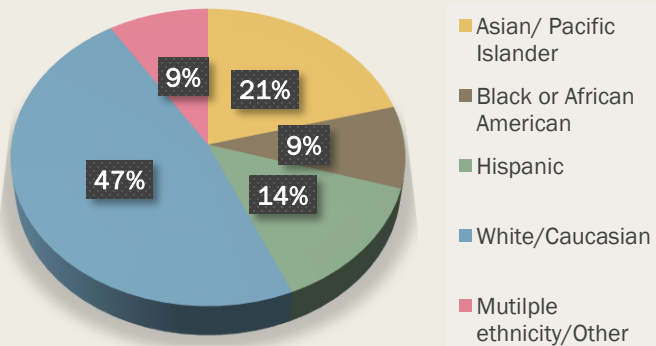


# Analysis

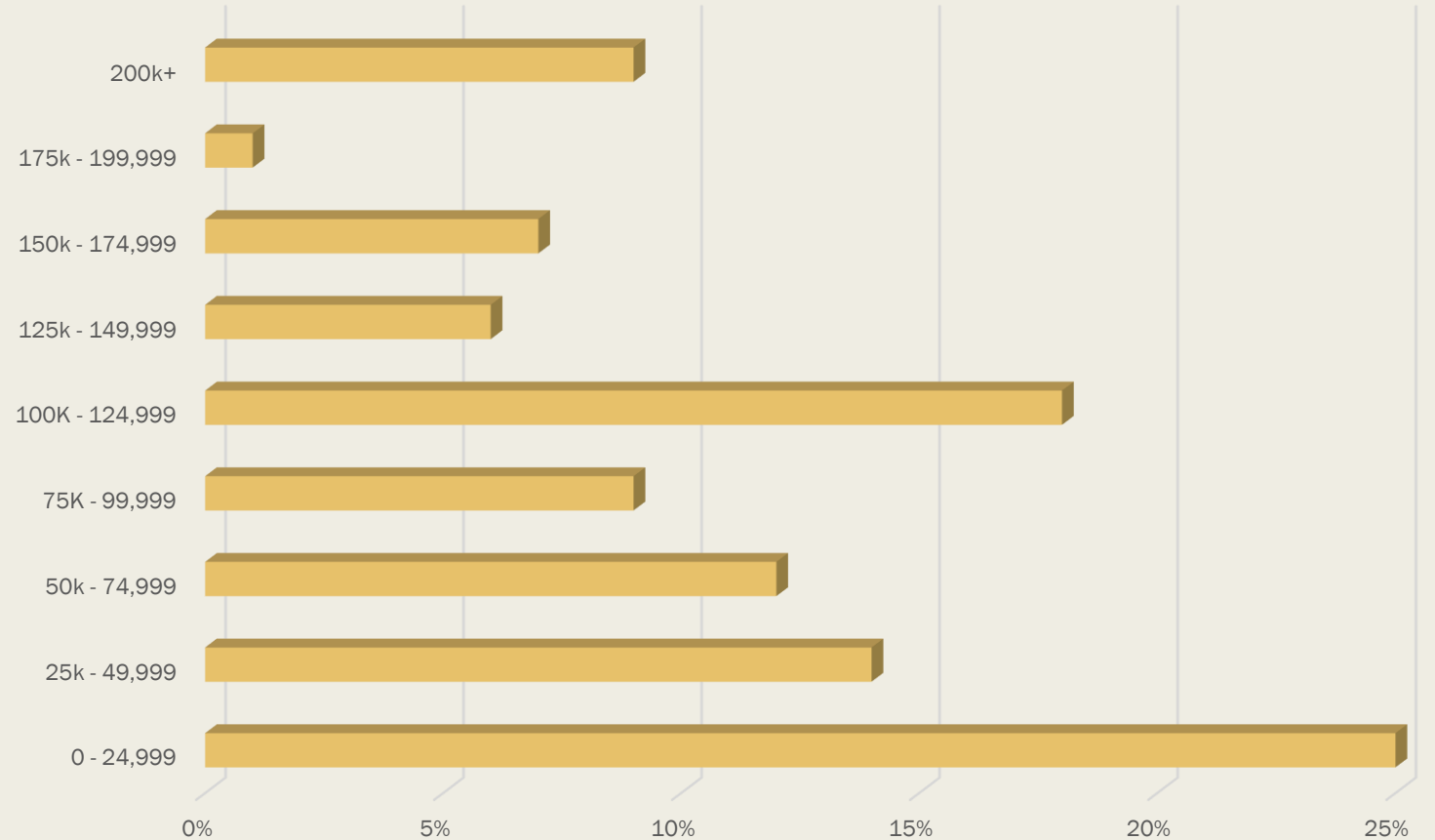
## Age Brackets



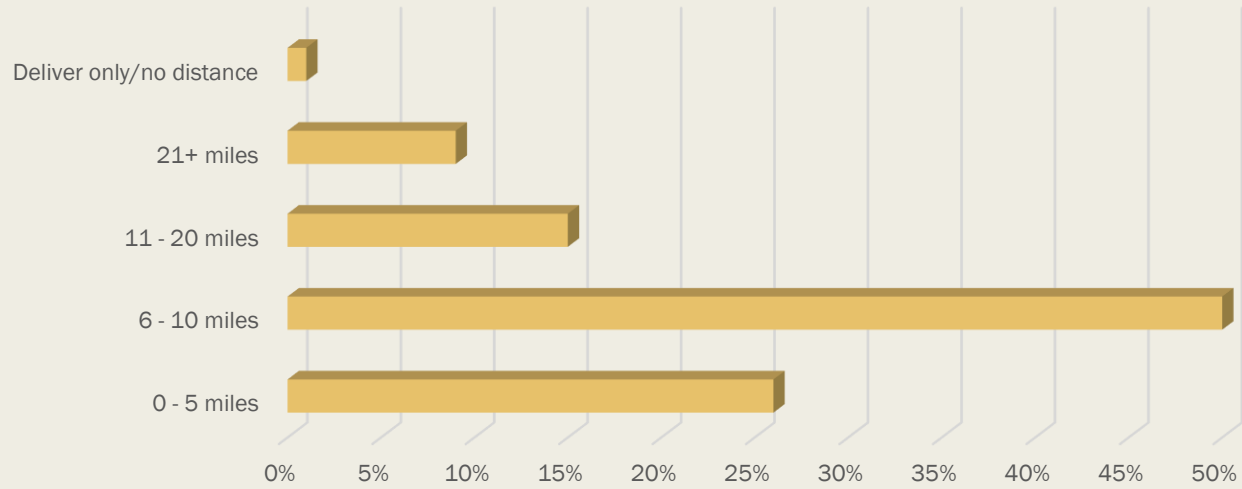
## Race



## Household Income



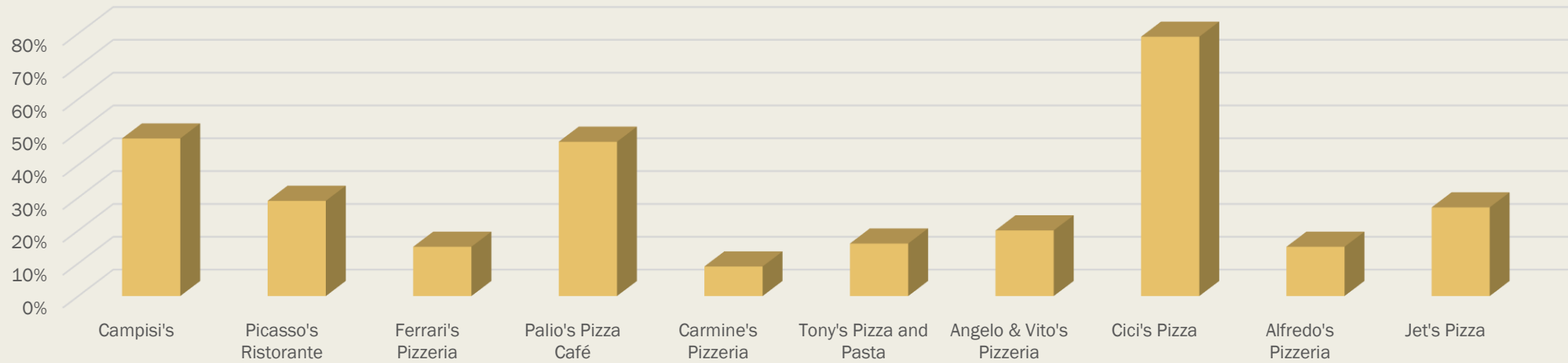
### Distance Willing to Travel for Pizza

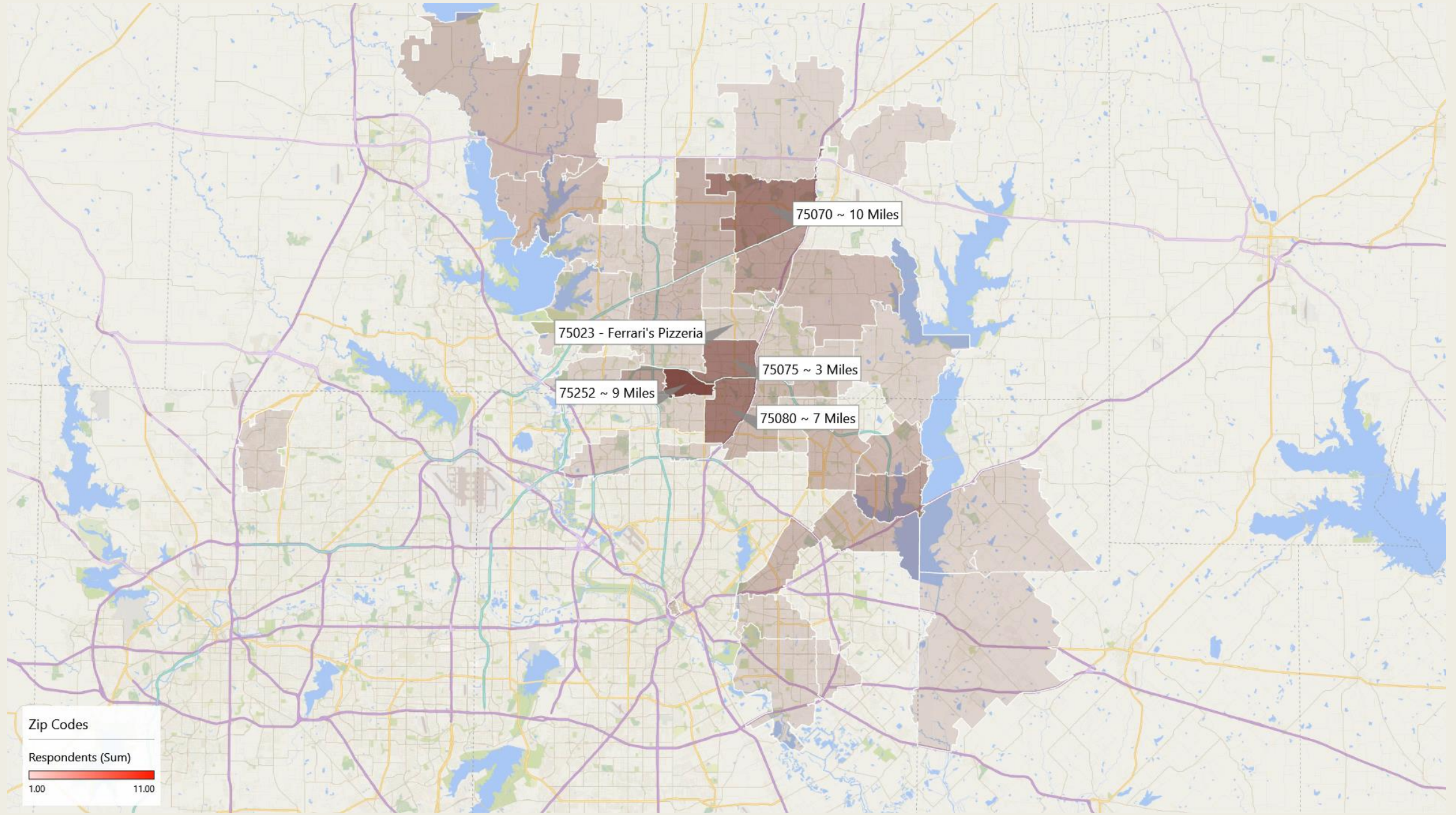


### Main Priorities



### Restaurants Visited





75070 ~ 10 Miles

75023 - Ferrari's Pizzeria

75075 ~ 3 Miles

75252 ~ 9 Miles

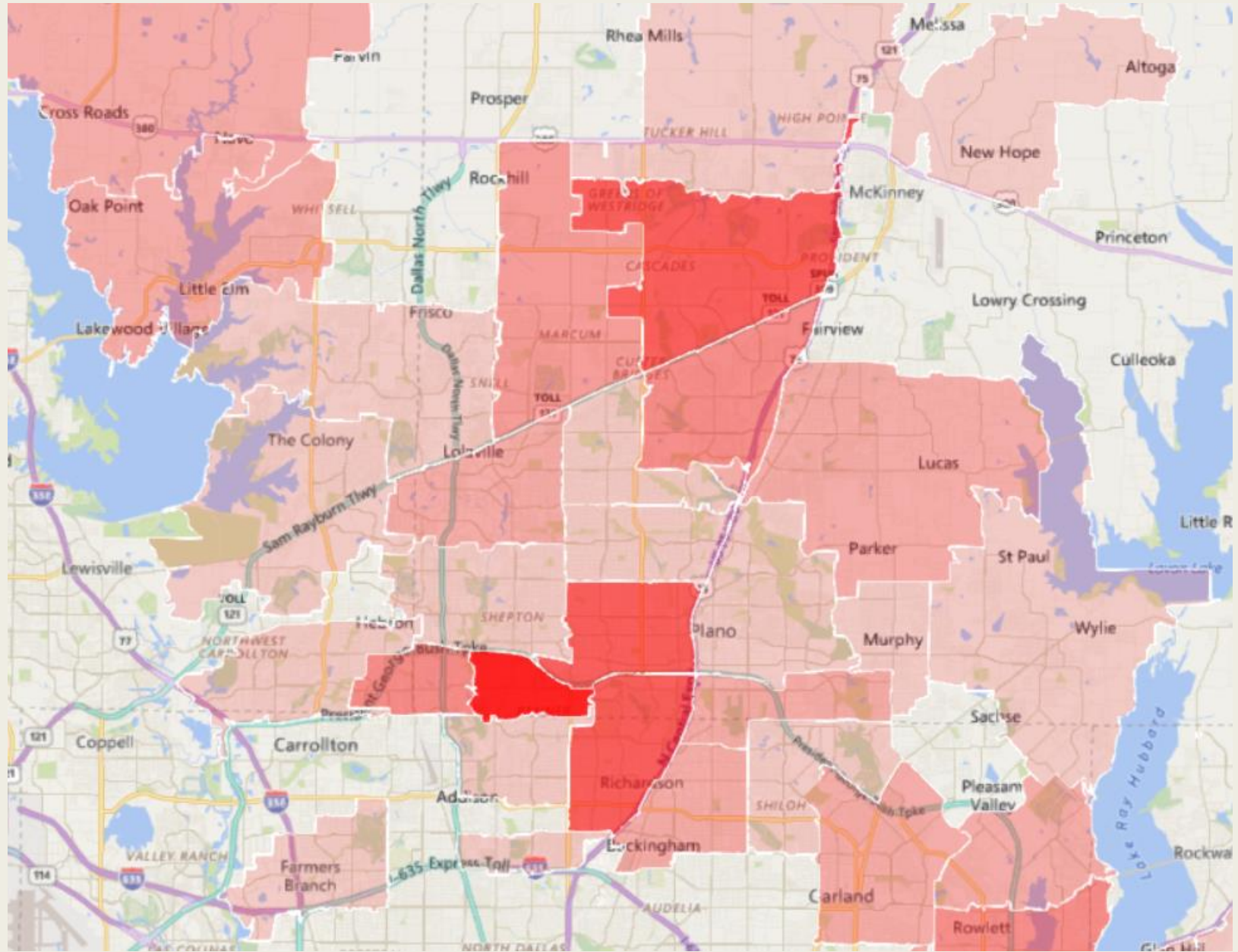
75080 ~ 7 Miles

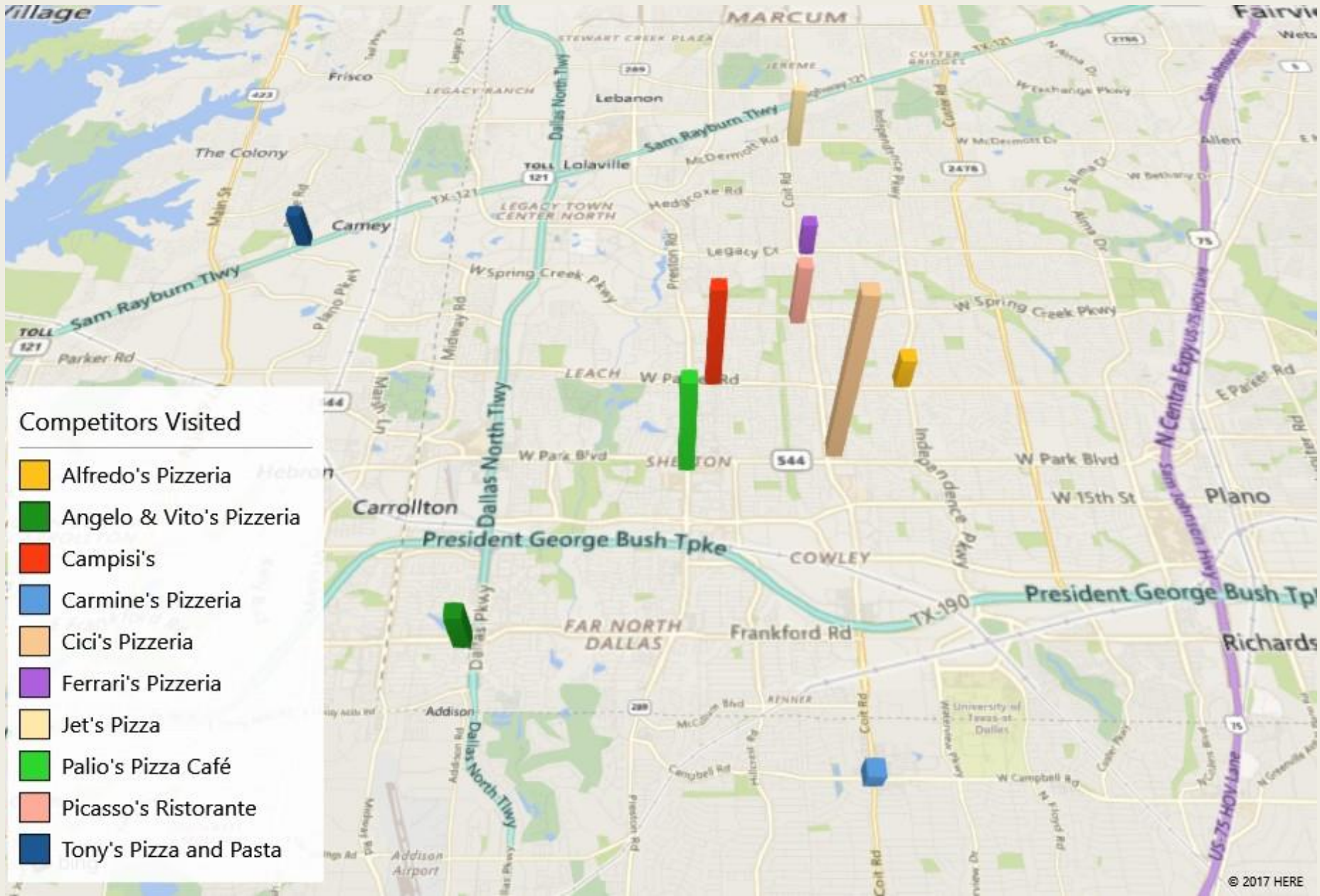
Zip Codes

Respondents (Sum)

1.00 11.00











# Limitations

- Survey size & participants
- Pizza Consumption greatest among males 6-19





# Conclusion

- Outside the box marketing
- Social Media & Community Partnerships



# Stock Image Sources

- <https://static.pexels.com/photos/40120/pexels-photo-40120.jpeg>
- <https://static.pexels.com/photos/199497/pexels-photo-199497.png>
- <https://static.pexels.com/photos/78134/football-kids-78134.jpeg>
- <https://static.pexels.com/photos/159353/survey-opinion-research-voting-fill-159353.jpeg>
- <https://static.pexels.com/photos/29532/pexels-photo-29532.jpg>