

Welcome To

Nonna Maria's



Pizza Rea

"A Taste Of Italy In Every Bite"

Jessica Luffman, Amanda Spagnolo & Kezia Lucas

Location

- **Our company is located in “H”**
- **Advantages are: We are near Offices, Cleaners, Bank, Grocery store, residential,**
- **Disadvantages are: There are many other competing pizza companies in cheese land.**



Back Ground Information

The pizza was first created by Greeks. They used to make flat breads and top them off with olive oils, spices or vegetables such as potatoes. In the 18th century the flat bread came to Italy and they started calling them 'pizzas'. This was an extremely inexpensive meal for poor people and was also filling. As time progressed throughout the years so did the pizza. They started adding tomatoes, cheese and meats and other vegetables. Currently the pizza industry is booming in North America. We consume more than 23 pounds of pizza, on average per person in one year. Pizza has been around for centuries already and will probably be around for many more.



On Pizza Industry



Our Company is

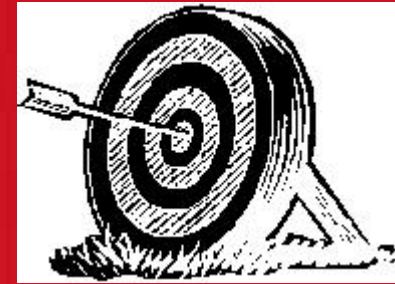


Partnership Ownership



Who We Target

Our target market is everyone, no certain age group or gender.



Survey For Customers

1. What is your favorite pizza topping?

- A.) Pepperoni
- B.) Cheese
- C.) Onion
- D.) Other

2. How many times a week do you buy pizza?

- A.) 0-2
- B.) 3-5
- C.) 5-7

3. What time of day would you most likely buy your pizza?

- A.) None
- B.) Morning
- C.) Lunch
- D.) Dinner

4. When ordering pizza what size of pizza do you usually order?

- A.) Small
- B.) Medium
- C.) Large
- D.) Extra Large

5. Do you like having friendly staff serving you your pizza?

- A.) Always
- B.) Sometimes
- C.) Never

6. Do you often buy your pizza from the same company?

- A.) Always
- B.) Sometimes
- C.) Never

7. Would you buy pizza from a different store if your friends told you they make good pizza?

- A.) Yes
- B.) No

8. What influences your decisions when buying pizza?

- A.) Price
- B.) Quality
- C.) Location
- D.) All of the above

9. Is the pizza that you buy from close to where you live?

- A.) Yes
- B.) No

10. Does advertising influence your choice in the pizza you buy?

- A.) Yes
- B.) No



Mission Statement

To have our customers receive good quality, low prices and service with a smile. Also to Provide Satisfaction to our customers and have them coming back for more



"A Taste Of Italy In Every Bite"

Business Cards



Jessica Luffman

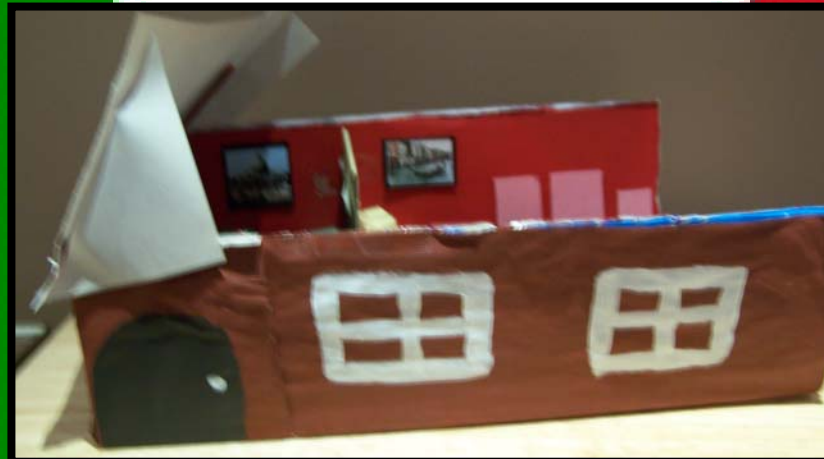
Kezia Lucas



Amanda Spagnolo



Store Design



Nonna Maria's Pizza Rea

| | |
|-------------|---------|
| Small | \$6.00 |
| Medium | \$8.00 |
| Large | \$10.00 |
| Extra Large | \$12.00 |

\$0.75 per topping or
3 for \$2.00

Make your own:

Pepperoni

Anchovies

Chicken

Zucchini

Bacon

Cheese

Pineapple

Ham

Sausage

Mushrooms

Onions

Green Pepper

Black Olives

Green Olives

Tomatoes



Employee's

We did not hire anyone but our selves.
We will be alternating the roles in our
business I.e chief, cashier and server.
We believe this is the best decision
because we are paying ourselves to do
the work and not needing to hire
outside help when we can easily get the
job done ourselves.



Wholesaler

The wholesaler that we have chosen is Mr. Larry of General Wholesaler for items that can not be rotten and A.H Friendly for things that can get rotten faster. Therefore we are the only pizza company that has decided to use two different wholesalers.



Standing out above

Nonna Maria's Pizza Rea stands out from the rest of the other pizza company's because we have friendly service, cheap prices and good quality. We are also the only pizza company that serves pizza as a dessert dish.

our competition



Competition

We consider every competing Pizza Company in Cheese Land to be our competition. The competing company's are: Mario's Pizza Palace, Bambino's Pizza, Umaima's Pizza & Such, Patty's Pizza Parlor, Rush Hour & Marvello's Pizza



Income Statement

Financially our restaurant seemed to have progressed extremely well during the year. We may have began with an unsteadily income however that is expectable with any new business. Fortunately our sales went up 30% and we created a better network with our customers. Nonna Maria's Pizza also is very unique compared to our competitors because of our line of desserts. These two factors allowed us to have a rise in our sales. However not all of our earnings were easy, a few times our store had lost power, and many of our goods were spoiled. By the end of our first month, July, we created a profit of \$600. As are business started to build relations our overall profit improved. Buy the end of the year we produced an amount of \$3685. By the end of the year our Yearly Income after taxes was \$13,008.75.

CO
MP
ES



Buy 2 Drinks
& get 2 FREE

Expires
November, 30, 2006

Location H
Cheese Land
Phone: 416-1234-567

Not Valid With Other Offers

www.nonnamarias.com



Buy 2 small pizza's
& get the 3rd one free

Expires
November, 30, 2006

Location H
Cheese Land
Phone: 416-1234-567

Not Valid With Other Offers

www.nonnamarias.com



Buy 1 Small Pizza
& Get a FREE drink

Expires
November, 30, 2006

Location H
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Not Valid With Other Offers

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Buy 2 Medium Pizza's
& Get the 3rd FREE

Expires
November, 30, 2006

Location H
Cheese Land
Phone: 416-1234-567

Not Valid With Other Offers

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Buy 1 Large Pizza
& get a FREE Pop

Expires
November, 30, 2006

Location H
Cheese Land
Phone: 416-1234-567

Not Valid With Other Offers

www.nonnamarias.com



\$ 2.00 OFF
AN EXTRA
LARGE PIZZA

Expires
November, 30, 2006

Location H
Cheese Land
Phone: 416-1234-567

Not Valid With Other Offers

www.nonnamarias.com



In Conclusion...

We Learned that it was a difficult process in the entrepreneurship world but in the end we managed to earn \$13008.75