

# Marvello's Pizza

*"Home of the Harper Classic Hand-Tossed Pizza"*



**Ben Harper** (Shareholder/Head of Finance),

**Renée Brown** (Shareholder/Head of Management),

**Zak El-Baghdadi** (Shareholder/Head of Marketing)

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# Owners

## And Their Responsibilities

### Marvello's Pizza

326...Trojan...Avenue  
Cheeseland, Ontario  
L0M 4Z0, Canada  
1-800-55-PIZZA

**Zak El-Baghdadi**  
Shareholder, Head of  
Marketing



zelbaghdadi@marvellos.ca

### Zak El-Baghdadi

Shareholder, Head of Marketing

“My goal is to establish, maintain, and maximize a consumer group by means of promoting and advertising Marvello's Pizza.”

### Marvello's Pizza

326...Trojan...Avenue  
Cheeseland, Ontario  
L0M 4Z0, Canada  
1-800-55-PIZZA

**Ben Harper**  
Shareholder, Head of  
Finance



bharper@marvellos.ca

### Ben Harper

Shareholder, Head of Finance

“My job is to provide accurate accounting figures for Marvello's as well as to grow the overall net income figure.”

### Marvello's Pizza

326...Trojan...Avenue  
Cheeseland, Ontario  
L0M 4Z0, Canada  
1-800-55-PIZZA

**Renée Brown**  
Shareholder, Head of  
Management



rbrown@marvellos.ca

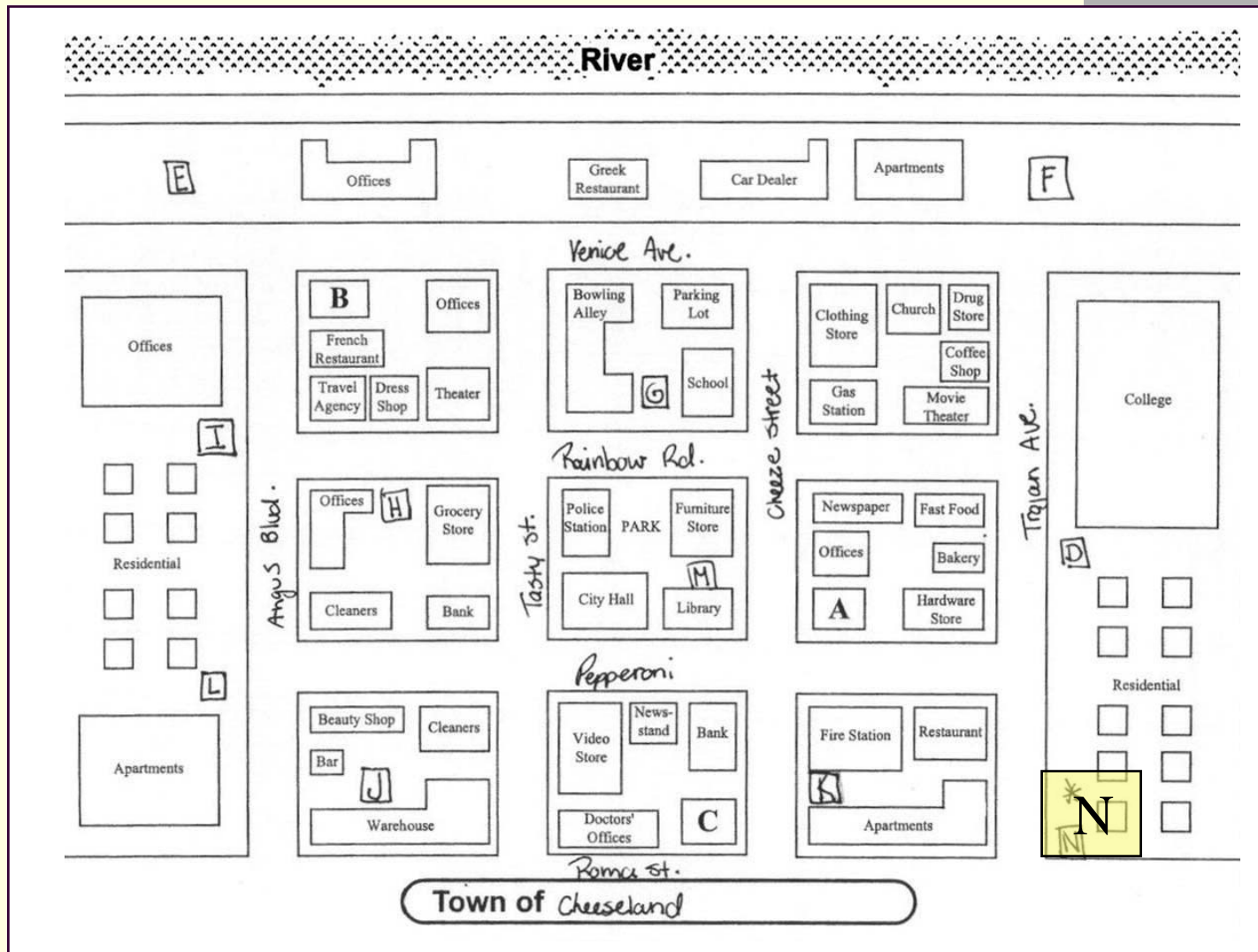
### Renée Brown

Shareholder, Head of Management

“I am the one responsible for everything that isn't on paper. I get things done around here and make things work. I hire, train, and maintain Marvello's employee structure.”


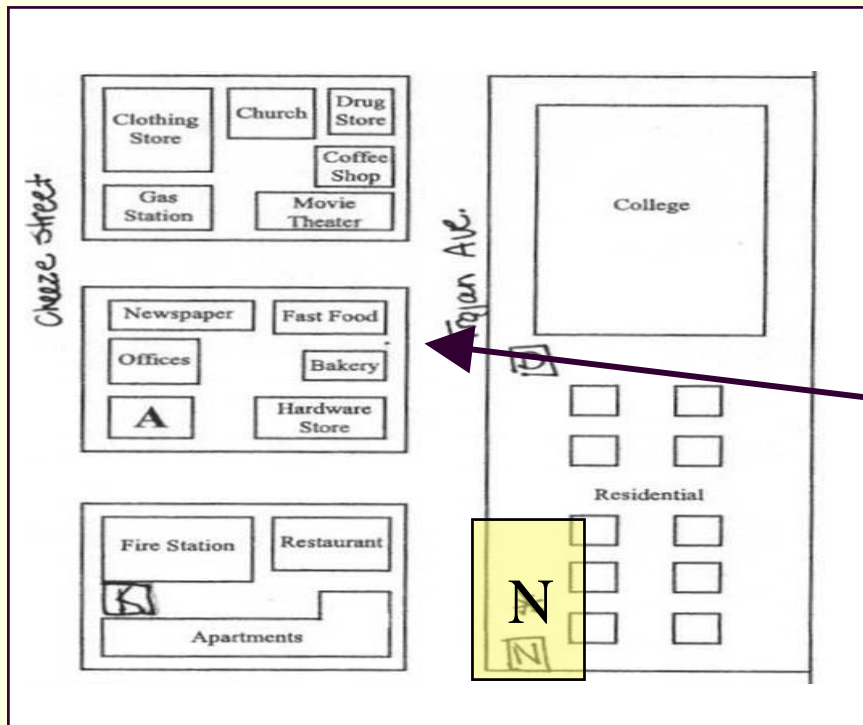
# Our Location

On a Map of Cheeseland



# Our Location

Zoomed In



This is the zone of Cheeseland that we, as a business plan to effectively focus our marketing strategy upon.

# Advantages / Disadvantages

Of this Location

## Advantages:

We're located in close proximity to the following: a Residential area, College, Apartments, Fire Station, as well as many other inadequate pizza stores

## Disadvantage:

Our biggest disadvantage is that we are located near the outskirts of Cheeseland which will affect sales in the inner core of the town

# Form of Ownership

## Corporation

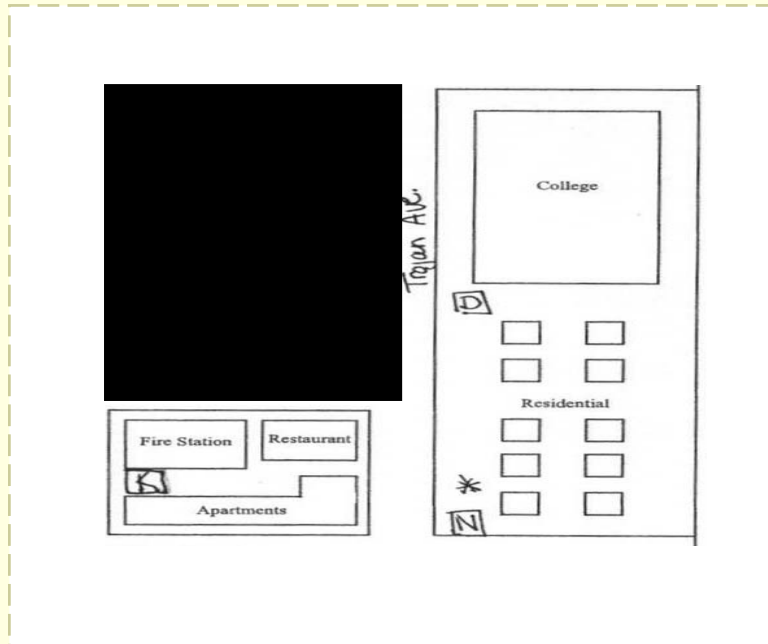
### Benefits

- Separate legal entity; corporation, not owners are responsible for losses
- Specialized Management
- Ease in raising capital
- Unlimited life

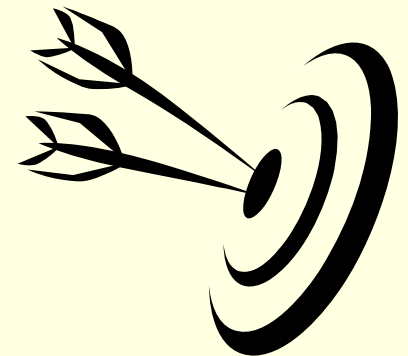
### Costs

- Close regulation by government
- Difficult and expensive to organize
- Extensive record keeping
- Profits to shareholders
- Pay corporate income taxes
- Larger, more bureaucracy

# Target Market

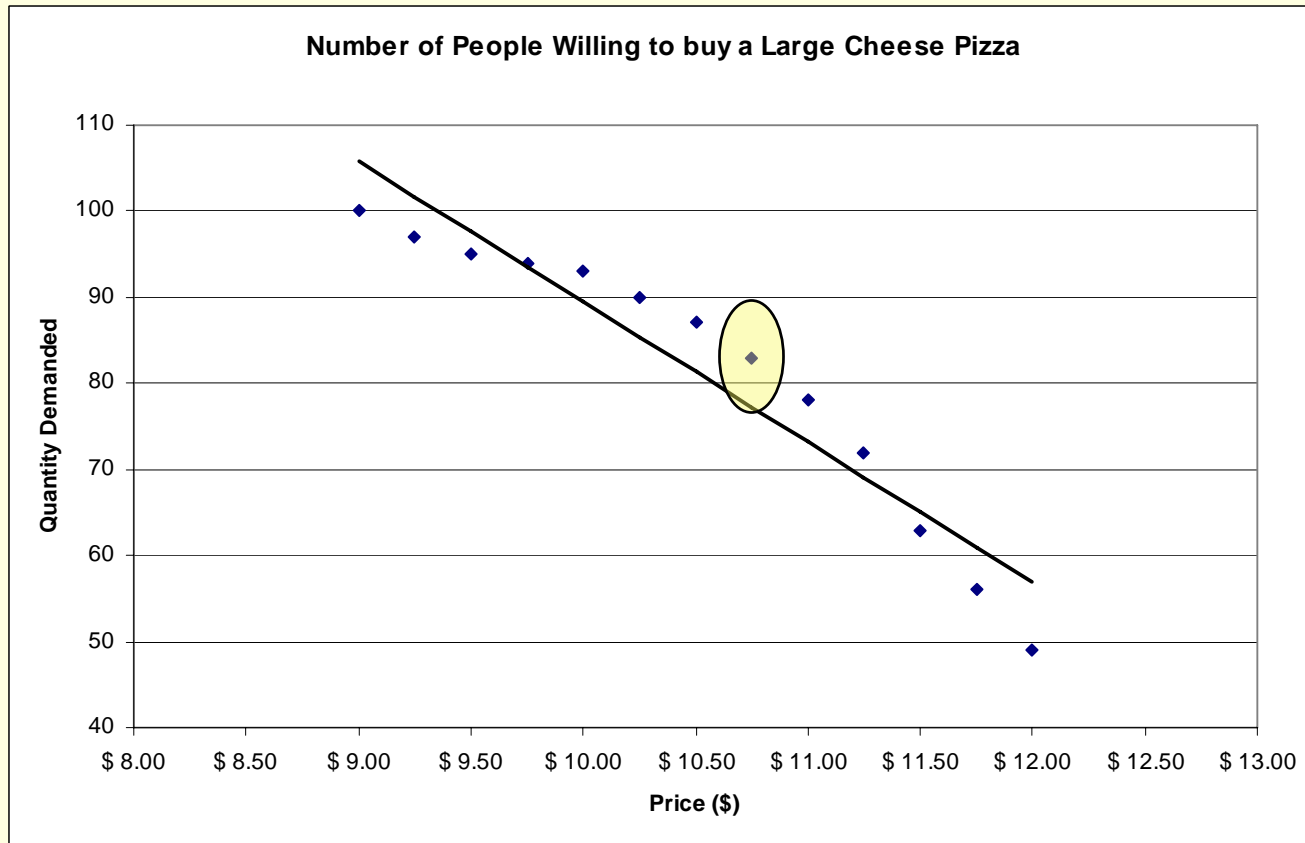


Our target market will be the Apartments, the Residential area, and the College – this is because all three are densely populated.



# Sample Survey

Chart



# Sample Survey

Chart Explained

The Sample Survey we have taken has proven to be very valuable. According to a chart of the data, we as a business should sell our average large cheese pizza at \$10.75. Doing so will make the rate not too high so that we get customers but not too low so that we can generate profits.



# Mission Statement

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*“To provide our customers with the classic Marvello’s Pizza that the world has come to love, and meanwhile provide outstanding customer service for all our customers lifestyles.”*



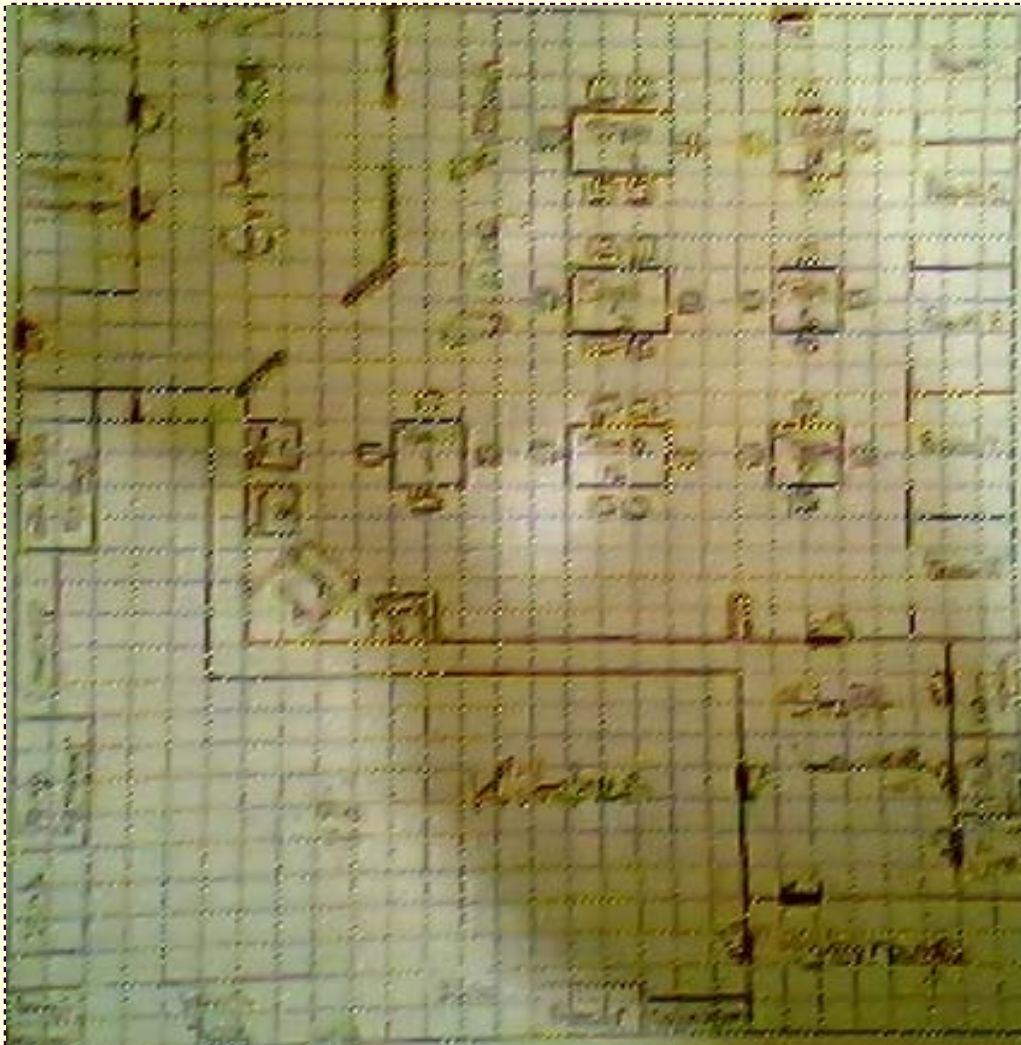
# Why We Are Better



Our customers chose us not only because we are conveniently placed near the densely populated area of which many of them reside, but because we have some core beliefs. At Marvello's, we believe that people are entitled superior customer service, without necessarily having to pay for it. We feel that this in itself will push us far above our competition in the sense that people will want to go to Marvello's and be treated to better service, a better product, and a far better scenic environment; but pay only a portion of the price that competitors charge. By helping our target market realize this (through advertising and various other methods) we can successfully develop, maintain, and grow a strong consumer base that will increase exponentially and rapidly. Citizens of Cheeseland will quickly recognize our objectives and because of this Marvello's Pizza will succeed.

# Interior Layout

On Paper



We apologize for the extremely low quality image, but due to a unfortunate series of events, Zak was unable to use anything but a grainy, low quality webcam. We do have a far more visible copy of the floor plan in our business portfolio.

# Interior Layout

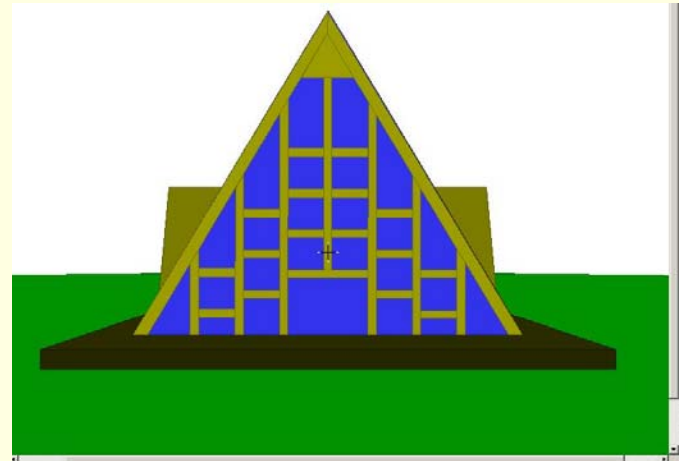
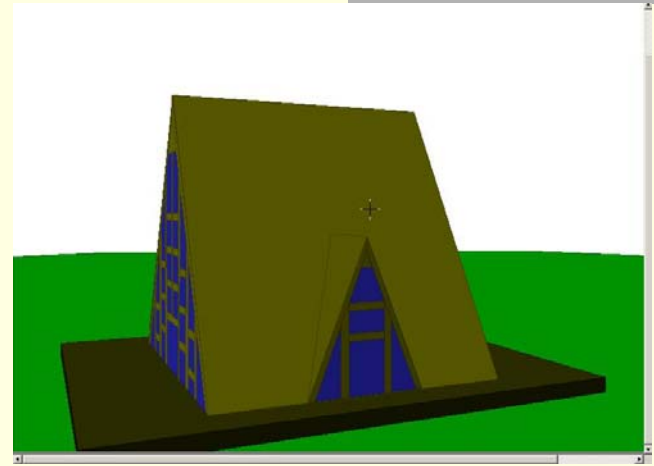
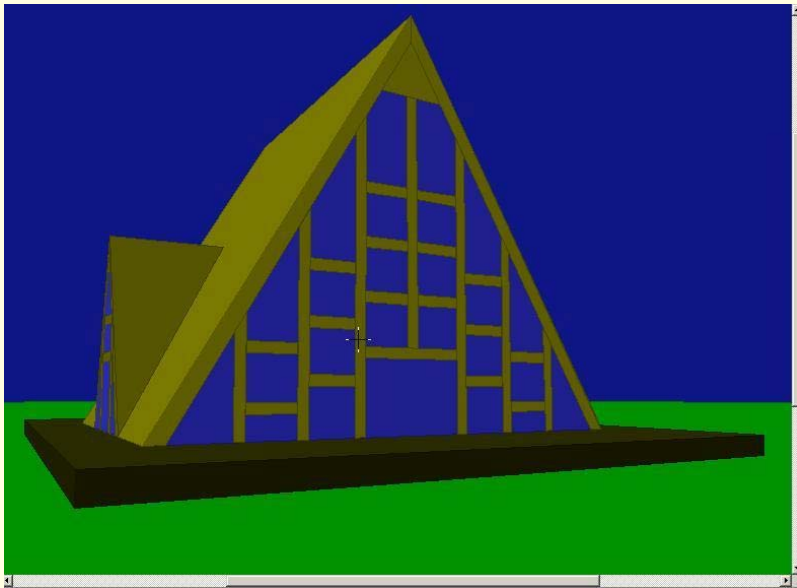
Explained



The layout of the inside of Marvello's Pizza was very carefully planned. As soon as you enter through the Main doors, you will see washrooms on your right. To the left is a large dining area which contains 7 tables and 5 booths. In the dining area there is also a corner featuring some modern arcade games. Straight through the lobby there is a counter in which you can place orders for take-out. Behind that counter is the spacious Kitchen area which contains a Soft-drink fridge, Freezer, Dough Retarder, Dough Maker, Work Table, Two Sinks, and Marvello's own Fire Pit oven. The Fire Pit featured in our Kitchen complies with all Government Restaurant and Fire Safety regulations. In conjunction to that, Marvello's also has 3 main fire exits, one being directly across from the Fire Pit. The Staff Lounge is found at the back beside the Kitchen and is spacious enough for several people. It contains a washroom and two change rooms. Behind the Staff Lounge is a storage area with direct access from both the Lounge and the Kitchen areas. As you can see Marvello's basic floor plan is both functionally and economically designed to suit both our needs and those of our customers.

# Exterior Design

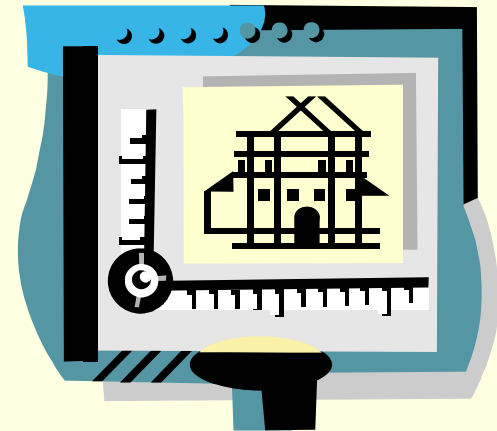
Draft – Drawn and rendered using Design It! 3-D®



# Exterior Design

Explained

We chose to use a computerized design program called Design It! 3-D® to help aid us in developing a sophisticated and eye-catching, yet simple and cost efficient design for our store exterior. By inputting the figures of our store's desired outer dimensions and then building from the ground, up, we were able to come up with a functional triangular concept theme for our store. In order to maintain a reduced utilities expense, we chose to go with all windows for the two side walls. This will allow sufficient lighting from the sun during daytime hours and minimize the use of electricity within the building. This drawing of course does not include details such as store signage or a designated customer parking area. The store sign will not change from the regular Marvello's Pizza logo.



# Employees

- Chef – Full Time
- Chef x 2 – Part Time
- Waitress – Full Time
- Waitress x 2 – Part Time
- Cashier – Full Time
- Cashier x 2 – Part Time



Pay rate is flexible depending on the employee.

## Full Time

- Chef - \$15.00
- Waitress - \$7.50 (+ tips)
- Cashier - \$ 8.25

## Part Time

All part time employees start at minimum wage, except for Chefs who begin after training at \$9.00

# Our Supplier

Mr. Larry of General Wholesale – Sales Pitch

*“I am Laid Back Larry, the second salesperson to call. I am also young and energetic, but do not have the hard sales pitch Ms. Smooth Sue does. Let’s have some coffee, and I will explain that my company guarantees that it will provide you with all the lines you need. I also want to make it clear that General does not care if you buy from other wholesalers. The only requirement is that you must buy all items you order in lots of a dozen cases or more. This means, for example, that if you were to buy pizza sauce from General Wholesaler, you would have to order at least 12 cases each time. It is through such quantity buying that general can offer the low prices and service for which our company is famous.”*

## What we liked about General Wholesale

- *Company guarantees that it will provide you with all the lines you need*
- *General does not care if you buy from other wholesalers*
- *Low prices*

# Our Menu

Thank you for choosing Marvello's Pizza. We know you will love the items featured in this menu. Marvello's pizza was started because three young, eager entrepreneurs came together and saw a need for the very same great tasting Pizza that you crave. Once more we would like to say thank you, and welcome, to Marvello's Pizza, the home of the Harper Classic Pizza, the home of the Harper Classic

Hand-tossed Pizza.



- Our Hours Are -

Monday to Thursday 9 am - 10 pm  
 Friday & Saturday 10 am - 11 pm  
 Sunday 10 am - 9 pm

Marvello's Pizza

328 Tojan Avenue  
 Cheeseland, Ontario  
 L0M 4Z0  
 Phone: 1-800-55-PIZZA  
 Email: service@marvellos.ca

## in-house Marvello's Pizza Menu



"Home of the Harper Classic Hand-tossed Pizza"

Here you will find an exquisite variety of specialty pizzas, salads, pasta's and other great delicious platters.

Phone: 1-800-55-PIZZA  
 Email: service@marvellos.ca

## Well, here's what you came for...

### Your favorite PIZZAS

Our hand-tossed pizzas are all made with high quality cheeses on top of our very own irresistible pizza sauce. All come with a side dish of your choice for only \$1 more!

**Cheese or Pepperoni slice** \$4.29  
 Three cheese slice or regular cheese & pepperoni. A pinch of olive oil too, for taste.

**Veggie or Meat lovers slice** \$5.29  
 You tell us, how do you want it? Pick your vegetables or your meats, we'll do the work.

**Harper Classic Hand-tossed pizza**  
 Cheese: \$10.75 Egg topping: \$0.75  
 It's big, it's bad, and ladies... it's GOOD. Don't take our word for it, pick what toppings you like and we'll make you one. Go ahead.

### Our wonderful, healthy SALADS

Only the best, these are healthy and a great side plate or meal on their own. Our salads are made of fresh ingredients only to provide that taste you can only get here.

**Classic Caesar Salad** \$3.49  
 Lettuce, bacon, croutons, cheese and Caesar dressing. All fresh, and you can add chicken for only \$1 more!

**Garden Vegetable Salad** \$3.99  
 Fresh Garden Salad along with tomatoes, cucumbers, and onions. Add any salad dressing you like. We dare you.

### Refreshing DRINKS

These aren't fountain drinks... well... some are, but they're high quality-oh I'll give it a rest. Nothing special here. But you won't be thirsty!

**Fountain drinks** \$0.99  
 Pepsi, diet Pepsi, Root Beer, Orange, or Cream soda

**Real fruit juices** \$2.29  
 100% Apple, Orange, Banana, Mango, Grape or Peach Juice.

**Milk** \$1.79  
 2% milk, from regular or chocolate cows.

### Delicious DESSERTS

Finally, getting to the sweet stuff. All your favorite Marvello's deserts are here.

**El-Big-Daddy chocolate cake slice** \$3.49  
 This cake doesn't mess around. If you want a piece of the real deal, look no further. Real chocolate, real icing, real good.

**Marvello's apple pie** \$3.99  
 Our home made and delicious apple pie. Topped with cinnamon, and add ice cream for only \$1 more!

**Secret funnel cake** \$4.49  
 It's a secret, you'll have to order to find out.

# Our Promotional Materials

## Coupons, Punch Cards

**DISCOUNT COUPON**

Receive ONE FREE HARPER CLASSIC HAND-TOSSED PIZZA with the purchase of another of equal or greater value from

**Marvello's Pizza**

Redeemable at any participating Marvello's Pizza

[www.marvellos.com/pizza/promotions](http://www.marvellos.com/pizza/promotions)



**Marvello's Pizza**  
Home of the Harper Classic Hand-Tossed Pizza

**BUY 10 SINGLE SLICES, GET ONE FREE**

★ ★ ★ ★ ★  
★ ★ ★ ★ ★



When we were brainstorming ideas for promotional materials, we felt that simple coupons and common punch cards were a good idea. The coupon would act like an advertisement, its purpose is to get the new, first time customer into Marvello's Pizza, and the punch card would establish and maintain a relationship with our customers. Why go to another restaurant when Marvellos' pizza is far superior, and after 10 slices you get one free?

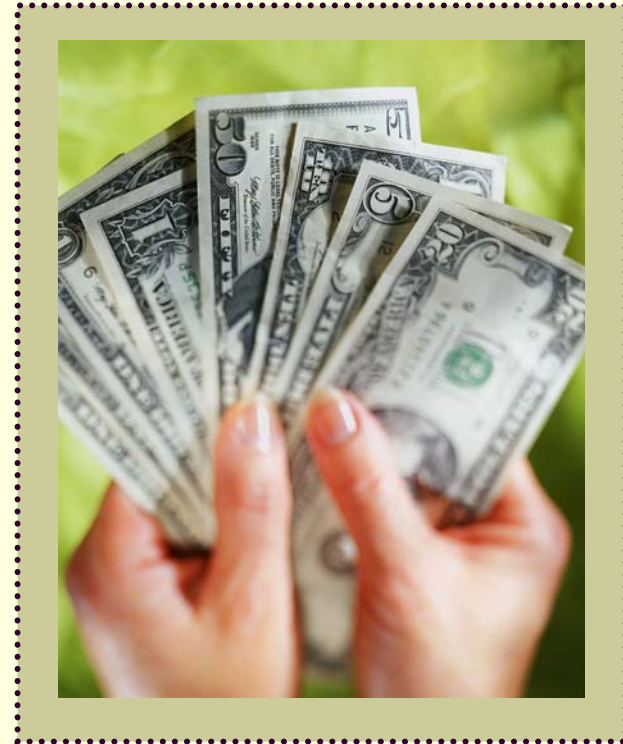
# Statement of Income

Month	Revenue	Expenses					Net Income Before Taxes
	Net Sales	Cost of Goods Sold	Operating expenses	Interest on Loan	Bonus +- Fate Cards +- +-		
January	\$ 5 800.00	\$ 2 700.00	\$ 2 500.00	\$ 300.00	\$ 100.00	\$ 340.00	\$ 740.00
February	6 300.00	3 600.00	2 800.00	300.00		165.00	( 235.00)
March	7 600.00	5 900.00	3 600.00	300.00		( 200.00)	(2 400.00)
April	8 100.00	3 800.00	4 200.00	300.00		( 160.00)	( 360.00)
May	8 800.00	4 400.00	4 000.00	300.00		( 180.00)	( 80.00)
June	9 200.00	6 600.00	4 500.00	300.00		( 330.00)	(2 530.00)
July	9 400.00	1 900.00	3 900.00	300.00		170.00	3 470.00
August	15 000.00	3 600.00	3 900.00	300.00		800.00	8 000.00
September	6 700.00	3 500.00	4 700.00	300.00			(1 800.00)
October	8 900.00	3 500.00	4 600.00	300.00			500.00
November	8 500.00	4 400.00	3 300.00	300.00			500.00
December	6 900.00	3 700.00	3 400.00	300.00			<u>( 500.00)</u>
Gross Income (before taxes)							\$ 5 305.00
Less 25% Income tax							<u>1 326.25</u>
Net Income (after taxes)							\$ 3 978.75

# Statement of Income

## Explained

The statement of income (shown on the last slide) was for the year of 2005 and provides many key figures like Net Sales, Cost of Goods Sold, Operating Expenses, Interest on Loans, etc. The statement tells us that in January, July, August, October, and November we generated positive Net Income figures. It shows that all other months have been negative figures. The good news is that the Statement of Income proves that Marvello's is becoming a successful business. Like many young businesses, Marvello's did not generate great profit figures at the beginning, but the Statement of Income is showing great improvements in profit patterns. By the end of next year, we predict that Marvello's will more than quadruple its Net Income figure, and the company will continue to grow at that exponential rate.



# Concluding Summary

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We would like to thank you all for attending this presentation of Marvello's Pizza's success plan. We believe that it will be in your best interest to invest in our young and blooming company for we will not let you down. Throughout the presentation we have provided reasons why Marvello's Pizza sales figures can only go up, and have proved ourselves as professionally educated young entrepreneurs. Thank you again for your interest in Marvello's Pizza. We won't let you down.