

CERTIFICATE IN HIGHER EDUCATION BUSINESS SKILLS FOR THE WORKPLACE

Enterprise and Entrepreneurship
- LCLM4006

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Individual Presentation Pitch

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Business overview



- Pizza planet is a locally owned pizza takeaway and delivery business based in Sparkhill, Birmingham.
- The business will offer freshly prepared, high-quality pizzas made with fresh dough, premium sauces and quality toppings.
- The menu will include customisable pizzas, signature pizzas, appetisers, salads and drinks.
- The focus will be on affordable pricing, fast service, and consistent quality toppings encourage repeat customers.
- Target market: Families, students and working professionals within a 5- mile radius.
- Marketing will focus on social media, online ordering, delivery platforms, promotions and a loyalty program.
- The business will operate as a small independent owned business managed by the founder with kitchen staff and delivery drivers. The business will be registered as a private limited company.

PESTL Analysis



Political factors

- The business must follow government regulations such as the food safety act 1990 and standards set by the food standard agency to ensure food quality and customer safety.
- Health and safety laws, employment laws and minimum wage affect staffing cost and daily operations.
- Local policies such as business rates and hygiene inspections may impact profitability and require the business to keep high standards.
- Economical Factors
- Rising inflation and the increasing cost of living means customers may spend less on takeaway food.
- Higher ingredient prices can increase operating costs for the business.
- To stay competitive the business will offer reasonable prices, promotions and value deals to attract customers.

Social Factors

- Busy lifestyle in the local area increase demand for quick and convenient food options.
- The business will provide online ordering and delivery.
- Loyalty programmes and social media marketing will help to build a strong community.

Marketing Strategies

ONE WAY TO MARKET IS USING SOCIAL MEDIA MARKETING

- USE PLATFORMS SUCH AS INSTAGRAM, TIKTOK AND FACEBOOK TO PROMOTE THE PIZZA SHOP AND REACH A WIDE AUDIENCE.
- POST PHOTOS AND AESTHETIC SHORT VIDEOS OF FRESHLY MADE PIZZAS, EXCLUSIVE DEALS AND BEHIND THE SCENES CONTENT TO ATTRACT ATTENTION.
- SHARE LIMITED TIME DISCOUNTS AND OFFERS ONLINE TO ENCOURAGE CUSTOMERS TO VISIT THE SHOP OR TO ORDER.
- INTERACT WITH CUSTOMERS THROUGH COMMENTS, POLLS AND REVIEWS TO BUILD RELATIONSHIPS AND INCREASE BRAND AWARENESS.

ANOTHER WAY IS LOCAL PROMOTIONS AND COMMUNITY MARKETING

- DISTRIBUTE FLYERS AND DISCOUNT VOUCHERS IN NEARBY UNIVERSITIES, OFFICES AND NEARBY RESIDENTIAL AREAS TO ATTRACT LOCAL CUSTOMERS.
- PARTNER WITH LOCAL BUSINESS OR COMMUNITY EVENTS TO PROMOTE THE PIZZA SHOP.
- RUN EXCLUSIVE DEALS



Funding and Allocation

TOTAL FUNDING REQUIRED;; £25,000-30,000

- KITCHEN EQUIPMENT (£10,000)- THE PURCHASE OF ESSENTIAL EQUIPMENTS SUCH AS A COMMERCIAL PIZZA OVEN, FRIDGE/FREEZER, PREPARATION TABLES AND COOKING UTENCILS TO RUN THE SHOP EFFICIENTLY AND ACCORDING TO HEALTH AND SAFETY PROCEDURES.
- RENT AND UTILITIES (£6,000)- THIS IS TO COVER THE FIRST FEW MONTHS RENT, ELECTRICITY, WATER AND OTHER UTILITY BILLS WHILE THE BUSINESS IS ESTABLISHING ITSELF.
- INGREDIENTS AND INITIAL STOCK(£4,000)- THIS IS TO BUY INGREDIENTS SUCH AS DOUGH, CHEESE, TOMATO SAUCE, TOPPINGS AND TAKE AWAY PACKAGING FOR THE FIRST FEW WEEKS OF OPERATION.
- MARKETING AND ADVERTISING (£3,000) - THIS WOULD BE USED FOR SOCIAL MEDIA PROMOTION ON INSTAGRAM AND FACEBOOK, PRINTED FLYERS, AND OPENING PROMOTIONS.
- LICENCES AND INSURANCE (£2,000) - THIS IS TO COVER BUSINESS REGISTRATION, FOOD HYGIENE CERTIFICATION, INSURANCE AND OTHER LEGAL REQUIREMENTS NEEDED TO OPERATE.



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Thank you

