

Village Inn Pizza Marketing Plan



All-Ways Served Hot!

Business: Village Inn Pizza

Type of business: Restaurant, sport bar.

Product: Different varieties of Pizza, appetizers, sandwiches, dinners, desserts.

Target Market: Kids Teens Ages 5-12, Adults 15+

Brand Recognition: Italian / American

Slogan: All-ways Served Hot!

Deliveries Available

Executive Summary:

Village Inn opened in 1978 and has been making some of the best Pizza's in the New Holstein area. The Pizzeria rebranded itself in 2016 with the hopes of drawing in more customers in the area and also out of the city.

Company's Products:

Village Inn Pizza specializes in all different varieties of Pizza dishes and also tasty italian authenticated appetizers. Even though this business has been serving for 38 years, we are always on top of inventing new and delicious recipes for individuals and families to enjoy. Stay up to date with our Weekly specials and discounts by checking out our Facebook page, or our website.

The Market:

With a fantastic selection from our kids menu, we would like to think our market starts at ages 5 through 12. And 13+ years for Adults. We invite anyone who is hungry and is looking to have a large selection of hand tossed pizza to stop by. With our up to date Marketing, Village Inn is striving to link to more people out of the New Holstein Area.

Competition:

Even with not many Pizzerias in the New Holstein area, we still compete head to head with many other restaurants. We try to differentiate our business by having a small weekly change in Menu, discounts, and fantastic tasting pizza. With our quality of Pizza and ready to serve customer service, and also paid advertising on social media and ad's. Competition is not an issue.

Risk / Opportunity:

Risks of running this company is being located in a small community, with a large variety of other restaurants within a 200 mile radius. Restaurants differentiate themselves in many different ways. Starting from the product their selling and paying attention to detail and customer service. How restaurants compete together in pricing is also a large factor if a business wants to bring in traffic. Using the internet and exploring the market we are able to stay up to date with our competitors pricing. If we mark out our prices too high we will draw away customers, but if we price our product competitively that will turn. With rebranding Village Inn Pizza, we will be focusing our marketing with more social media use, and also the internet. Unlike other companies

we will keep our our web page, social media and also online advertisements / rebates growing and up to date. We hope to draw in more traffic through social media as well, an example will be share our page on facebook and get 30% off a 2 topping pizza. Some restaurants do not have delivery services set up like Village Inn Pizza, a very large majority of the pizza market consists of outside consumers.

The screenshot displays a vertical list of three reviews on the left side of a page, each with a profile picture, name, location, and review statistics. To the right of each review is a detailed text box containing the review title, rating, date, and content. Below each review is a 'Helpful?' button with a thumbs-up icon and a 'Thank' button. A 'Report' link is also visible at the end of each review's text box. The first review is by Justin L. (Chilton, Wisconsin) dated May 3, 2015, with a 1-star rating and 1 helpful vote. The second review is by Stacy S. (1 review) dated January 31, 2015, with a 1-star rating and 1 helpful vote. The third review is by nmph (5 helpful votes) dated January 1, 2012, with a 1-star rating and 5 helpful votes. Each review is followed by a response from Timothy D., Owner at Village Inn Pizza Family Restaurant.

Justin L.
Chilton, Wisconsin
1 review
1 helpful vote

"Don't waste your time! Or Money!!!"
Reviewed May 3, 2015
Ok, so their famous Steak Sandwhich?? I don't know what it's famous for but it could be famous for not even being steak. \$6 and change gets you steak like cousin's subs... The bread is good. Ordered their ham sub.... What a joke, it's Buddy ham! Not even real food! If I wanted a butter doused bun I'd stay at...
Helpful? 1 Thank Justin L. Report

Timothy D., Owner at Village Inn Pizza Family Restaurant, responded to this review
Sorry that you were dissatisfied with your meal. Our steak sandwiches are made of 100% chopped sirloin steak, with are large helping of butter on each sandwich! The butter is very popular with most but can be excluded upon request!! We have been serving this sandwich for 30 years!

Stacy S.
1 review

"Crap"
Reviewed January 31, 2015 via mobile
While the food was good it was overpriced and don't even get refills on sodas ...at least one refill would be pk...
Helpful? Thank Stacy S. Report

nmph
1 review
5 helpful votes

"Owner is super cheap and nickle n dimes you"
Reviewed January 1, 2012
The food is fairly good. Everything is super expensive for the portions. Cant believe how much extra I have pay to add 1 slice of tomato to my burger. I can't express enough on how over priced the menu is.
Helpful? 5 Thank nmph Report

Risk Example: Past bad reviews.

Management Team:

We have a team of four remarkable college educated individuals running Village Inn Pizza, Nick Harmeling, Brad Walsdorf, Matt Koerber and Andrew Ringel. As a team,

the 4 of us help the business come up with new ideas to help bring in customers. We use have experience in marketing, web development, and graphic designing and even more. Using each other and our sources we are able to manage and maintain this business.

Operations:

Village Inn Pizza is currently located in New Holstein WI. Our full time staff currently consists of 15 - 20 people. At Village Inn Pizza we draw in traffic through public relations, social media and other types of advertizing. Orders can be called in through phone calls, we always accept walk ins.

Capital Requirements:

Village Inn Pizza has a goal to make the best tasting pizza that satisfies our consumers needs. After every meal served our customers are asked to fill out a survey asking them about their experience, tell us what they thought of our Pizza and how we can improve. We would like to promote social media reviews as well, if our Pizza completely satisfies your needs please share it with us on Facebook and you may be eligible for a 15% off coupon.

Mission Statement:

Created in 1978, Village Inn Pizza is a growing family owned pizza business. Our passion is Pizza and also serving our customers great tasting food and excellent service.

(Customer Service Satisfaction Survey.)

Brand Strategies:

Village Inn Pizza offers many varieties of access information to our business. Through social media, paper ads, our website, and also phone calls and just stopping in. We use public relations and social media to our advantage so people see we stand behind our pizza. Our logo and slogan make our brand statement clear and tell the public what we are all about.

Specific Goals:

With our current market rebrand we as a business are working on multiple advertising tactics to help draw in further outside traffic from New Holstein. Staying up to date with current trends, Social Media is a large trending market and is a great way to keep in touch with your customers. Using social media such as Facebook, we are looking to

We would like to know how you felt about your experience today. Please fill out this questionnaire and return it in store to receive a one free drink coupon.

How would you describe the taste of our Pizza? (Circle one)

Needs work Average Delicious.

Please explain why you felt this way:

What is your favorite option on of our menu so far .

Do you have an idea for a pizza dish or topping that you would like for us to try?

How was your overall experience at Village Inn Pizza on a scale of one to ten with one being poor and ten being outstanding?

1 2 3 4 5 6 7 8 9 10

Please Explain:

really connect with our customers regarding reviews, our products, special offers, and services.

Our Products:

Village Inn Pizza does not only specialize in pizza, but we also offer different varieties of other products, such as:

- Plate dinners
- Sandwiches
- Appetizers
- Subs
- and to enlighten the taste buds, ice cream.

Pizza Price Averages.

Since this is a Pizzeria, we priced our pizza very competitively. Shown on this graph, lists some of our competitors and our pizza prices.

Small: \$6.50

(\$0.90 Per Topping)

Large: \$13.50

(\$1.50 Per Topping)

Sandwiches: \$3.75 To \$6.50

Sub's. \$5.75 To \$6.45

Analysis

Strengths

- Large Staff
- Customer Service
- Food Quality
- Website and Social Media raises awareness.
- Staying connected with customers.
- Various selection of products.

Weaknesses

- Being located in a small city.
- Limited Advertizing Funds
- Mismatched building decoration.

Opportunities

- Quality Pizza At a Competitive Price
- Pizza Deliveries
- Strong Brand Statement

Threats

- Competitors
- Bad Online Reviews
- Busy Weekends

Our Customers

Demographics

Age: Kids Teens Ages 5-12, Adults 15+

Gender: Male, Female, otherkin

Family Size: 1 or more people.

Psychographics

Social Class: Lower and Middle Class.

Lifestyle: Laid back, active, family oriented, pizza lovers, outsiders, partiers.

Geographics: New Holstein, Kiel, Chilton, Elkhart Lake, Charlesburg, Rockville, Plymouth, Sheboygan, Manitowoc, Oostburg. 30 to 40 minute drive time from New Holstein. Focuses on larger cities for paper ad's such as Sheboygan, Manitowoc.

Position Strategies

Deliveries: Like a lot of other Pizzareas, Village Inn Pizza offers deliveries if you live in Sheboygan County, Manitowoc County. Or if you live within a 30 mile radius of the business. We offer our Menu online and also a linked call number on our Facebook, Ad's, and Web Page.

Promotional Strategy

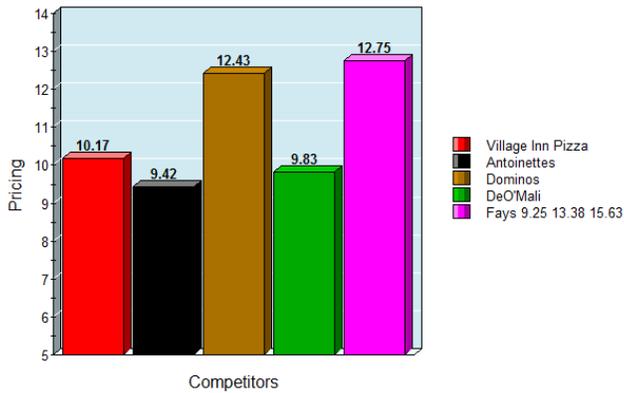
Village Inn Pizza promotes its brand in many different ways in order to reach out to the public. The brand uses Relationship Marketing through social media reviews, customer service, and also in store surveys. Online Marketing through banner ads and newspaper advertising help us connect consumers to our business.

Competitive Advantage

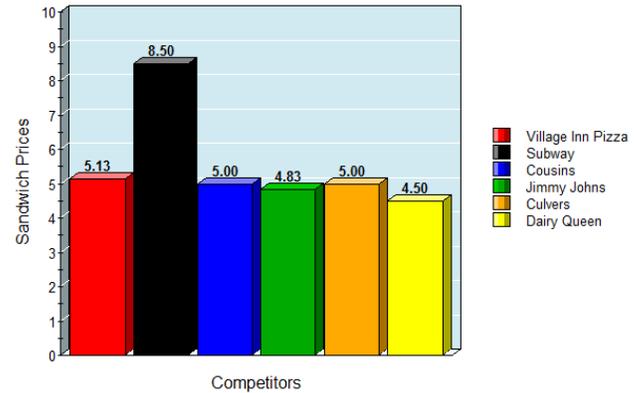
Village Inn Pizza is a family owned pizzeria that has been serving in the New Holstein area since 1978. This pizzeria has earned its place in the community, unlike larger chain restaurants you are not a number waiting to be called on at Village Inn Pizza. We strive to earn our customer's satisfaction, and this is a whole lot more than your average Pizza Stop. To our customers, we offer a luxurious and fun sports bar offering different varieties of cocktails, beers, soda, mixers, etc. We also offer a large menu selection of not only pizza, but different meals, appetizers, sandwiches, etc. If there is a something on our menu that you would like to see, we ask that you let us know! Each customer who visits and tries our food is given a customer satisfaction survey, we want to know you feedback! Staying connected to our consumers is a large value of any business, Village Inn Pizza offers a Facebook page and also a business website. For those who are not to tech savvy, we advertize in the paper as well. We price our pizza and other products very competitively in the market, how we do this is by comparison of our products to our competitors products. We look at other local pizza restaurants, fast food joints, and sandwich shops.

Competition and Pricing

Village Inn Pizza Competitors.



Village Inn Sandwich Competitors.



Promotional Mix

Advertising for Village Inn Pizza will consist of some of the following. Banner advertisements, business website, online promotion, social media, newspaper, and also poster ad's. Our website will be accessible to all users searching for specific keywords such as for example: Pizza, Food, Sheboygan, Manitowoc, restaurant, sports bar, sandwiches. Our website also promotes our facebook page which is constantly trending with daily and weekly specials and great deals. The Banner advertisements were not only created for website purposes, but also online user promotion. There are companies that we can pay to post our banners on various promoted websites. Our newspaper and poster ad's our simple eye catching advertisements, focused to draw in attention of our restaurant and also give out contact information and promote our social media.

Sales Promotion: A large majority of our discounts and rebates are seen on our Facebook page. Using strategies such as share and like this link will earn you a certain percent off any product is a strong and free way to promote and advertise our product. On our Facebook and also website we also keep up to date with new weekly specials, along with daily promotions. Example "today's \$3.50 Sandwich" Our poster advertisements carry peel off tabs that consumers can use to collect rebates, mainly directed towards our sit down bar. The poster advertisements will be made to be promoted in local bars, restaurants, and other businesses. We also promote rebates through filling out our customer survey.

Relationship & Direct Marketing: We have thought of having email subscriptions, but after doing research on how effective this type of promotion actually is we left it out of our mix. Instead we send out real surveys for our customers to fill out and bring back to receive a promotion. In the relationship marketing area, we will be engaging our customers towards social media and creating likes and followers and shares.

Public Relations: Village Inn Holstein is an open public restaurant, creating a great customer experience is our goal. Donating food and money to New Holstein Fireman's picnic one way we give back to the community. Every December, April, and July we donate to local charities such as to children's hospital. Buy a large 3 topping pizza and in order to donate 2 Dollars to one of the local charities.

Paper Advertisement



Visit us at Village inn Pizza
Where our drinks are cold
And our pizza is all-ways hot
Located at
1706 Wisconsin Avenue
New Holstein WI 53061

**FIND US ON
FACEBOOK**



Visit us at Village inn Pizza
Where our drinks are cold
And our pizza is all-ways hot
Located at
1706 Wisconsin Avenue
New Holstein WI 53061

**FIND US ON
FACEBOOK**



Poster Advertisement OLD



VILLAGE INN PIZZA

Where everything is All-Ways Served **HOT**

Not Only Our **Delicious PIZZA**

Visit us **in New Holstein**

Address: _____

Phone#####

PEEL FOR For 50% One Domestic Tap Or RailMixer 000001	PEEL FOR For 50% One Domestic Tap Or RailMixer 000002	PEEL FOR For 50% One Domestic Tap Or RailMixer 000003	PEEL FOR For 50% One Domestic Tap Or RailMixer 000004	PEEL FOR For 50% One Domestic Tap Or RailMixer 000005	PEEL FOR For 50% One Domestic Tap Or RailMixer 000006	PEEL FOR For 50% One Domestic Tap Or RailMixer 000007	PEEL FOR For 50% One Domestic Tap Or RailMixer 000008
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Poster Advertising NEW



VILLAGE INN PIZZA

WHERE EVERYTHING IS ALL-WAYS SERVED **HOT**
NOT JUST OUR **DELICIOUS PIZZA**
VISIT US **IN NEW HOLSTEIN**

920 898-4045

\$2 Domestic Tap or Rail Mixer
\$2 Domestic Tap or Rail Mixer

Online Banner Advertizments.



VILLAGE INN
PIZZA
All Ways • Served Hot

Looking for more on Village Inn Pizza?
Then Check out our Facebook page



VILLAGE INN
PIZZA
All Ways • Served Hot

Dont forget to check out
our weekly specials

