

PIZZA SHOPS

Retail FoodService is affecting all in the traditional foodservice channel to include pizza shops. From retail supermarkets, convenience stores and big box mass merchandisers, the independent pizza shop needs to provide a more compelling competitive relevance to keep their customer base.

No longer is the day when opening a pizza shop in a good location and making sure you have your “delivery strategy” solid, no longer is what is needed to compete in the New Food World Order of Retail FoodService. Today market research, impactful marketing and cost effective “non-traditional” advertising will keep the independent competitive.

The independent pizza shops today face fierce competition from not only the chain franchises, but now retail supermarkets and convenience store are making definitive in-roads into their market share with in-store pizza kiosks. So now the neighborhood “pizza shop” not only faces competition from other market segment, but now add to the competitive environment of the supermarket in the business of foodservice.



Price, delivery, style of “cooking” preparation and the restaurant appeal are now the common denominator among all of the pizza shops, except retail has the advantage of high traffic, and franchises the advantage of high advertising budgets. So where does that leave the independent in today’s very competitive environment? Be more unique with their product offerings. Great products, “one to one” sales activity such as catering, party planning, and if you can believe it, another day part mix- breakfast. Today the independent pizza shops must have an incredibly powerful marketing strategy for those who want to stand out in this very crowded marketplace.

Social media with the use of email marketing, larger emphasis on event planning, fundraising, “one to one” marketing such as; firehouses, police stations, and public municipalities are just a few areas. Delivering of menus, means virtually nothing. If you are going to an office campus, try bringing an extra pizza instead.

Learn more about how you can improve sales, grow your business customer base and have your brand become more relevant in your immediate marketing area with Synergy's “one to one to the masses” market strategy.