

Environmental Scan

Tommy Boy's Pizza

SWOT Analysis

Strengths	Weaknesses
iPad cash register	Limited seating
TV in Lobby	Menu not displayed on wall
Credit card/debit cards	Menu
Bear Bucks	Facebook
Staff	Competition
Coupons	
Specials	
Products offered	
Inexpensive	
Main Street	
Minimal crime	
Customer base	
Center of town	
Delivery boys	
Order daily	
Record previous day's sales	
Fire extinguishers/ smoke detectors	
Wet floor signs	
Inspections	

Opportunities	Threats
Prices relatively low compared to other Kutztown eateries	Pizza shops tend to come and go very quickly
Can open other restaurants in similar demographics	Equally popular place that is close to campus
	Limited space to dine in

Adequacy of Building

- Limited seating - Weakness
 - The pizzeria provides a full menu, including entrées and full dinners. Due to the limited seating within the vicinity these items are seldom purchased. There are two tables located outside of the pizzeria for outdoor seating. Redesigning the outdoor seating section could allow for more entrées and full dinners sold.
- Menu not displayed on wall - Weakness
 - Tommy boy's Pizza is a popular eatery, especially for college students looking for a quick bite to eat. The pizzeria does not display the menu on

the wall, just handheld menus are offered. This slows down checkout because customers are not prepared to order when they reach the counter.

Technology

- iPad cash register - Strength
 - The pizzeria utilizes the newest technology for a faster checkout time. The iPad is able to sync with the manager's computer to quickly check the daily sales and profits. The iPad is beneficial to the consumer as they can conveniently provide a tip to the cashier.
- TV in lobby - Strength
 - Due to the high volume of the restaurant, the owners have provided the consumers entertainment while waiting for their orders to be prepared. A TV is conveniently located in the lobby for all consumers to watch.
- Credit Card/Debit Card - Strength
 - Adding to the convenience factor of the iPad, consumers are able to use any credit or debit card unlike other cash only pizzerias.
- Bear Bucks - Strength
 - A common form of payment for Kutztown students is Bear Bucks. Bear Bucks works as a reloadable gift card that students can use for meals and gifts on campus and in select eateries off campus. Tommy Boy's Pizza graciously accepts Bear Bucks.

Staff

- Front of house - Strength
 - Tommy Boy's Pizza assigns two staff members to the front of the house. One is able to take orders while the other answers the incoming phone calls.
- Back of house - Strength
 - There are three kitchen staff members that make the orders taken by the front of house employees.
- Other - Strength
 - There is always one manager on site in case any problems arise. Tommy Boy's usually has two delivery boys ready to deliver orders to awaiting customers.
- Hours - Strength
 - Tommy Boy's Pizza operates Thursday – Saturday from 11AM to 3AM and 11AM – 10PM Sunday – Wednesday
- Wages – Strength
 - Front of house and back of house employees begin at minimum wage and are given small raises depending on their progress over time. Delivery boys receive an additional payment for each delivery made on top of their hourly wage.

Marketing Strategy

- Coupons – Strength
 - Tommy Boy's Pizza provides its customers with coupons. These can be located in the take out menu, local newspaper or through the university handouts.

- Menu - Weakness
 - As previously mentioned, the menu lacks display. Tommy Boy's could add a wall menu for customers to read while inside the restaurant. The pizzeria could display a menu on the inside of the windows for the customers to read outside of the restaurant. This is another marketing effort they could utilize to decrease order delays.
- Specials – Strength
 - Tommy Boy's Pizza offers specials and combination meals that allow for food at a discounted price. These specials are often advertised through social media.
- Facebook - Weakness
 - The pizzeria has a Facebook page. In order to better connect with their customers, Tommy Boy's could be more active on this social platform.

Products Offered – Strength

- Pizza
- Subs
- Fried Food
- Entrées / Full Dinners
- Deserts
- Sodas / Other Beverages
 - Tommy Boy's Pizza provides a wide variety of menu items to satisfy every customer.

Pricing

- Inexpensive - Strength
 - A large pizza at Tommy Boy's is only \$10 and a large specialty pizza is just \$15. These are inexpensive prices for pizza in the area. Their other menu items reflect the level of pricing as the pizzas. This is excellent for the local market, as many of the customers are students with little to no income.

External

- Neighborhood
 - Main Street - Strength
 - Tommy Boy's Pizza is located on Main Street in Kutztown. This is a convenient location as most Kutztown University students are located in walking distance of the pizzeria.
 - Minimal Crime - Strength
 - Although located in the center of town, Main Street in Kutztown experiences minimal crime in comparison to other university's Main Street.
- Customer Base - Strength
 - Kutztown Students
 - Majority of Tommy Boy's customers are Kutztown University students, only about 10% of the customers are local residents.

Without the university, Tommy Boy's would not be as successful as they are today.

- Access to Market
 - Center of Kutztown – Strength
 - Tommy Boy's Pizza has prime access to the market due to location. As previously mentioned, most students are in walking distance of the pizzeria.
 - Delivery Boys - Strength
 - Those that are located outside of a comfortable walking distance can utilize the delivery boys to access the food.
- Access to Necessary Resources
 - Order Daily - Strength
 - In order for Tommy Boy's to provide fresh food they reorder their products daily. This ensures that the pizzeria keeps a fresh inventory of the necessary resources to satisfy the menu offered to customers.
 - Previous Day's Sales – Strength
 - Orders are based on the previous day's sales. This ensures that inventory is not over-ordered or under-ordered.
- Competition - Weakness
 - Mama's
 - Betty's
 - Camilio's
 - Spuds
 - Due to the wide variety of options and other Italian eateries in Kutztown, Tommy Boy's must find a way to set itself apart from the competition in order to succeed.
- Safety
 - Fire Extinguishers / Smoke Detectors - Strength
 - Obeying the fire regulations allows for Tommy Boy's to operate in a safe environment to ensure the safety of its customers and employees.
 - Wet Floor Signs - Strength
 - Tommy Boy's uses wet floor signs to display to customers that there is a slip hazard in the region they are walking. This ensures that Tommy Boy's can prevent a lawsuit from any unfortunate mistakes.
 - Inspection – Strength
 - Tommy Boy's is up to date on all their proper inspection papers and regulations. These papers are displayed for customers to see and understand that they are eating non-contaminated food in a safe environment.

Implementation Strategy

Prioritized Adjustments

Tommy Boy's Pizza

1. Social Media
 - a. Low cost
 - b. Become more active on current Facebook page, create a Twitter and an Instagram account.
 - c. Implementation: <1 month
2. Student Benefits
 - a. Create a student discount only available to those who show their student ID card.
 - b. Continue use of Bear Bucks
 - c. Low Cost
 - d. Implementation: 3-6 months
3. Repeat Customer Benefits
 - a. Create a discount card/frequent buyer card
 - i. Punch card – ex. Purchase 9 pizzas then the 10th is free
 - b. Low-Medium Cost
 - c. Implementation: 3-6 months
4. Coupons
 - a. Provide coupons on social media accounts
 - b. Provide coupons to new students
 - i. Distribute in dorms
 - ii. Student housing
 - c. Provide coupons to local residents
 - i. Door to door flyers/newspapers
 - ii. Medium Cost
 - iii. Implementation: 6 months
5. Adjust Menu
 - a. Limit Entrees/Dinners
 - b. Add desert options
 - c. Medium-High Cost
 - d. Implementation: 6-9 months
6. Expand to other similar demographics
 - a. Small towns with universities/colleges
 - b. Limited competition
 - c. Similar median age
 - d. High Cost
 - e. Implementation: 2-3 years

Group 3

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