

Executive Summary

Our Mission

To provide a framework for &pizza to amplify the company experience and empower The Tribe to work in meaningful ways which will allow for expansion into new markets.

Competitive Advantages

&pizza differentiates itself through community involvement and socially responsible business practices including a livable wage for all employees and locally sourced ingredients. &pizza partners with organizations whose missions champion environmental advocacy, education, food access, and economic stability in urban communities. &pizza leverages these partnerships in conjunction with investments in automation to create new business opportunities and forge local relationships. Each location is unique, transformed and inspired by the vibe of the surrounding neighborhood.

Summary of Recommendations

By nurturing the autonomy of the Tribe, &pizza can elevate their experience and support its ambitious efforts to expand the business into new markets. Our immediate recommendations are to increase the company minimum wage to \$15/hr, create a scholarship program, and restructure the employee training program to capitalize on their skills and interests. By automating menial tasks, employees can focus on connecting with customers and engage in meaningful work for the brand. &pizza must leverage its significant social media presence and exposure achieved through partnerships with organizations like Broccoli City to deploy brand ambassadors to act as recruiters.

Our final recommendation is a robust expansion plan that includes a tertiary headquarters in Atlanta and data-driven decision-making for locations in Miami. Atlanta parallels Washington, D.C. as a “culturally vibrant, diverse, and artistically progressive city” and can serve to further expansion efforts in the South. In pursuit of the CEO’s goal to double physical locations, we recommend that the company invest in seven new forward mobile kitchen trucks to test new markets and use the data gathered through UberEats to establish two physical locations and three pop-up locations in Miami by the end of 2020.

Financial Considerations

Our recommendations would require an estimated total investment of \$2.4 million to cover the company-wide minimum wage, scholarship investment, mobile app improvements, a lease on office space in Atlanta, seven additional mobile trucks, and two physical locations in Miami less an estimated \$1.5 million cost savings from halving the employee turnover rate.

References

Utilized all resources provided. Sourced supplemental information accredited below:

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