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A

PROJECT REPORT

ON

"PROJECT MANAGEMENT PROCESS AT PIZZA ZONE"

BY

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UNDER THE GUIDANCE OF

Mr. Prasant Kumar Rout

SUBMITTED TO

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DECLARATION

This is to certify that Research study entitled **"Project Management Process at Pizza Zone, Mohali Punjab"** is prepared by **Mr. Amandeep Upadhayaya** under guidance and supervision of **Mr. Prasant Kumar Rout** during Academic session of 2020-2022 as partial fulfilment of M.B.A from **BIJU PATTNAIK UNIVERSITY OF TECHNOLOGY** Bhubaneswar, Odisha. This thesis has not formed before the basis for the award of any degree, diploma or any other similar titles.

Amandeep Upadhayay

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Acknowledgement

I take this opportunity to express my sincere gratitude to the following people without whose help and guidance the successful completion of my project work would have not been possible.

I would like to take the pleasure of this opportunity to express my heartfelt gratitude to my guide **Mr. Prasant Kumar Rout** who gave her valuable suggestions throughout my project. The study was done as a part of Descriptive Research. The primary data was collected by means of questionnaire. The secondary data was collected from the company records and websites. A structured questionnaire was given to 50 consumers and 7 employees assigned to PSP and the data were collected based on the same. The data was analysed using percentage method and analysed data is presented through graph chart. Valuable suggestions and recommendations are also given to the company for the better prospects.

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Executive Summary

1. A study on **"Project Managenent Process of Pizza Zone"** Was carried out at Pizza Zone,Mohali, Chandigarh. The main objective of the research was to know the effectiveness of the PSP and response of the consumers towards the product that has been involved in the sampling process. The study was done as a part of Descriptive Research. The primary data was collected by means of questionnaire. The secondary data was collected from the company records and websites. A structured questionnaire was given to 50 consumers and 7 employees assigned to PSP and the data were collected based on the same. The data was analysed using percentage method and analyzed data is presented through graph chart. Valuable suggestions and recommendations are also given to the company for the better prospects.

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CHAPTER1

Introduction

PROJECT MANAGEMENT

1. WHAT IS A PROJECT?

To know about the project management, we need to first understand what project is? Project is a set of activities. Every project is unique and it is a non-routine activity. Project management is a very old process. It is an organized unit dedicated to the attainment of pre-defined goals within the specified time and specified resources with a pre-defined plan and programme. Project management is used in modern days as well as in early days. In modern days, we just got facilities to improve the project management as from the early days. Poject requires special management processes, organization structure, techniques and the people who are familiar with Project management techniques? A project is a set of activities to create something outside your day-to-day operations. Projects have budgets, deadlines, and n agreed set of requirements for the deliverable to be accepted by the customer.

Project management is the only way which can get us from right here, our current state, to our desired future state. Project management is about planning, doing, and ensuring that we've followed our plan.

Effective project management is built on a solid foundation of planning. The poject team then must execute the work, according to the plan and the project manager must control the work to ensure that the project plan was followed.

There are triple constraints of project management: time, cost and scope. The triple constraints of project management are collectively called "The Iron Triangle." In order for the project to be successful the project must remain in an equilateral triangle. For a project to be successful each side of the iron triangle must remain in proportion to the other sides. The different characteristics of project are following: -

1.1 Characteristics of Projects
The following characteristics are the characteristics of a project: -
1. A clearly defined objective.
2. It has a life cycle
3. It has time limit
4. It is a complex mesh of multiple simultaneous activities.
5. It is a team work.
6. It involves lot of sub-contracting or outsourcing.
7. It always involves risk and uncertainty.
8. It is customer specific and is meant to address some specific demand of the customer
9. It is dynamic in nature
10. It involves and requires detailed forecasting.
11. It should have good monitoring and control mechanism.

DIFFERENT STEPS IN PROJECT

The project management has different stages which help us to manage the project as well as business. Some steps are needed to be taken while managing the business as well as project. The different stages of project management are described below:-

1. Initiate a project
2. Planning the project
3. Executing the project
4. Controlling the project
5. Closing the project

1. Initiate a project: In this process, the business is identified; decisions are made to initiate the project. For every project or business, this is the most important step for the beginning of the project which decides about the project and in this process; it is decided about the assigning of tasks, manager.

2. Planning the project: In this process, planning of project or business is decided. For planning of the project, one should know the objectives and perspectives of the project. It helps in planning of the project which will help in the execution of project. If the planning of project is good, then execution will be good.

3. Execution of the project: In this process, we have to plan our work, and then work on our plan. Project is executed according to the plan of the project. Execution should be good enough that there should not be any problem in controlling.

4. Controlling of the project: In this process, balance should be between execution and control. Controlling is also about balancing the time, cost, and scope constraints as the project moves along. The project manager has to measure, compare, and adjust the controls within the project to ensure project success.

5. Closing the project: This process is the closure of the project which includes the project accounts, completing final, formal acceptance of the project deliverables, finalizing any time, cost or quality reports, completing the project's lessons learned documentation and finalizing any financial and procurement audits.

2. PROJECT MANAGEMENT

Project management is about creating an environment and conditions in which a defined goal or objective can be achieved in a controlled manner by a team of people. Project management is often summarised in a triangle. The three most important factors are time, cost and scope, commonly called the triple constraint. These form the vertices with quality as a central theme.

1. Projects must be delivered on time.
2. Projects must be within cost.
3. Projects must be within scope.
4. Projects must meet customer quality requirements.

A poor project manager will see the scope triangle as a straight-jacket by which their project is irrevocably constrained. A better project manager will make better use of one or more of the axes and will shift the emphasis in the project to one of the other axes. The best project

managers will juggle all three like hot potatoes and will make decisions every day which effectively trade-off time vs. quality vs. resources. Many things can go wrong in project management. These things are often called barriers. Here are some possible barriers: Poor communication

● Disagreement
● Misunderstandings
● Bad weather
● Union strikes
● Personality conflicts
● Poor management

A good project management discipline will not eliminate all risks, issues and surprises, but will provide standard processes and procedures to deal with them and help prevent the following:
● Projects finishing late, exceeding budget or not meeting customer expectations.
● Inconsistency between the processes and procedures used by projects managers, leading to some being favoured more than others.
● Successful projects, despite a lack of planning, achieved through high stress levels, goodwill and significant amounts of overtime.
● Project management seen as not adding value and as a waste of time and money.
● Unforeseen internal and/or external events impacting the project.

2.1 IMPORTANCE OF PROJECT MANAGEMENT
The benefits of project management are:
1. Better efficiency in delivering services: Project management provides a "roadmap" that is easily followed and leads to project completion. Once you know where to avoid the bumps and pots holes it stands to reason that you're going to be working smarter and not harder and longer.
2. Improved/increased/enhanced customer satisfaction: Whenever you get a project done on time and under budget, the client walks away happy. And a happy client is one you'll see again. Smart project management provides the tools that enable this client/manager relationship to continue.
3. Enhanced effectiveness in delivering services: The same project management strategies that allowed you to successfully complete one project will serve you many times over.
4. Improved growth and development within your team: Positive results not only command respect but more often than not inspire your team to continue to look for ways to perform more efficiently.
5. Greater standing and competitive edge: This is not only a good benefit of project management within the workplace but outside of it as well; word travels fast and there is nothing like superior performance to secure your place in the marketplace.

6. Opportunities to expand your services: A by-product of greater standing. Great performance leads to more opportunities to succeed.
7. Better Flexibility: Perhaps one of the greatest benefits of project management is that it

allows for flexibility. Sure project management allows you to map out the strategy you want to take to see your project completed. But the beauty of such organization is that if you discover a smarter direction to take, you can take it. For many small-to-midsize companies, this alone is worth the price of admission.

8. Increased risk assessment: When all the players are lined up and your strategy is in place potential risks will jump out and slap you in the face. And that's the way it should be. Project management provides a red flag at the right time: before you start working on project completion.

9. Increase in Quality: Goes hand-in-hand with enhanced effectiveness.

10. Increase in Quantity: Often the result of better efficiency, a simple reminder regarding the benefits of project management.

By implementing fundamental project management strategies, you will narrow your focus, reach desired goals and achieve said goals with specific time and cost perimeters. Project management is everything as soon as more than one person is involved in doing something. Every team need a leader or your project will be a disaster.

2.2 CHARACTERSTICS OF PROJECT MANAGEMENT

Project management is a complex process which can be successfully accomplished if we understand the characteristics of project management which are as follows:

● Resource requirement: During the course of executing the project, it is seen that the resource requirement increases from start to an intermediate stage of the project. It further increases at rapid rate and becomes constant while the project is during its 95% progress stage. Thereafter, the resources requirement decreases to zero, i.e., when the project comes to finish.

● Funds: The requirement of funds to complete execution of the project also follows the same trends as that of the resources. The two are more or less proportional.

● Probability of completion: The probability of completing the project can be estimated based upon the normal distribution curve. In the initial stage of the project the probability of completing the project is low though not zero. It gradually increases and as the project approaches the end, the probability of completing the project tends to become 100%. Refer to the characteristic chart.

● Risk: The risks involved in the project effecting its completion time are high at the initial stages and low at the later stages of the project. Refer to the characteristic chart.

● Design changes: The project during the course of its progress may be subjected to changes because of some external factors. The influence of such external factors on the project may result in changes in the design of the project though not very often. It is observed that such changes.

2.3 PHASES AND STEPS IN PROJECT MANAGEMENT

A project goes through six phases during its life:

1. Project Definition: Defining the goals, objectives and critical success factors for the project.

2. Project Initiation: Everything that is needed to set-up the project before work can start.

3. Project Planning: Detailed plans of how the work will be carried out including time, cost and resource estimates.

4. Project Execution: Doing the work to deliver the product, service or desired outcome.

5. Project Monitoring and Control: Ensuring that a project stays on track and taking corrective action to ensure it does.

6. Project Closure: Formal acceptance of the deliverables and disbanding of all the elements that were required to run the project.

Steps in Project Management

For every project to be successful there should be complete agreement about what the clients/end-users/stakeholders want and what you are trying to achieve through the project. It is best if this is achieved in the analysis stage itself, so the project can set off in the right direction without any doubt about matching the deed to the need. The following are the steps for an optimal business requirement analysis for any project to be successful.

Step I: Know Your Stakeholders Learn all about the sponsors/clients/stakeholders/end-users of the project. It is essential to identify the sponsors who may have authority to change any decision. What their views and needs are will have a strong influence on the process. Also you should know about the intended end-users. Their input is essential. Stakeholders and end-users may be from within the company or outsiders.

Step II: Know Stakeholders' Requirements

● You should compile an exhaustive list of the requirements of each of stakeholder and end-user. You should compile all their requirements to get an overall picture.

● Give an exact picture of the limits and extent of the project to keep the requirements within the range and pertaining to the project alone.

● You can hold individual interviews as well as group discussions (requirements workshops) to discuss the requirements.

● There are other techniques for eliciting the requirements like use cases, prototyping, data flow diagrams, and competitor analysis. It is essential that the exact requirements of the stakeholders are established.

● Build a prototype of the project to give an exact idea of the final results of the product or project to stakeholders.

Step III: Classify the Requirements

With so many requirements on the agenda, it will make better sense to group the requirements under various categories. There can be three or four types, such as:

● What requirements identify with functions and components the end-users are expecting?

● What requirements identify with the operational activities that need to be done?

● What requirements identify with the technical details needed for smooth functioning?

● What may be needed for the successful completion of the project?

Step IV: Analyse the Requirements

Now it is necessary to go in depth about the nature of the requirements. You should determine whether the compiled list of requirements are clear in their purpose and are pertaining to the project or the process. Is there any ambiguity inherent? Are there any contradictory interests to other issues? Is implementation of each requirement feasible?

● List all the requirements with regard to priority and relevance to the project.

● Also try to predict the impact of any changes proposed.

● Solve the ambiguous and conflicting details that have come up.

● The final list of requirements must be clear, unambiguous, concise, feasible, and relevant to the project.

Step V: Document the Requirements

Once the requirements are completely known and the stakeholders/endusers are clear about what they want from the project, what they are going to achieve, and they have seen the prototype and are satisfied, it is time to create a document that will combine all the details and get it signed by all stakeholders/ end-users and the project manager. This will be the rulebook for the project.All stakeholders, end-users, project personnel, and developers should be given a copy to apprise them of the project goals. An efficiently done business requirements analysis will enable you to pinpoint exactly what is wanted from the project and how you can achieve it. Once this is done, there will be no ambiguity about the diverse requirements/ specifications connected with the project and there will be a focused and well-planned execution of the project with no chance for a scope or function creep.

PROJECT MANAGEMENT LIFECYCLE

The Project Management Life Cycle has four phases:

- Initiation,
- Planning,
- Execution and
- Closure.

Each project life cycle phase is described below, along with the tasks needed to complete it.

a) Initiation

- Develop a Business Case
- Undertake a Feasibility
- Study Establish the Project Chart.
- Appoint the Project Team
- Set up the Project Office
- Perform Phase Review

b) Planning

- Create a Project Plan
- Create a Resource Plan
- Create a Financial Plan
- Create a Quality Plan

- Create a Risk Plan
- Create an Acceptance Plan
- Create a Communications Plan
- Create a Procurement Plan Contract the Suppliers
- Define the Tender Process Issue
- a Statement of Work Issue a Request for Information
- Issue a Request for Proposal
- Create Supplier Contract
- Perform Phase Review

c) EXECUTION

Build Deliverable

Monitor and Control

- Perform Time Management
- Perform Cost Management
- Perform Quality Management
- Perform Change Management
- Perform Risk Management
- Perform Issue Management
- Perform Procurement Management
- Perform Acceptance Management
- Perform Communications Management

d) CLOSURE

- Perform
- Project Closure
- Review Project Completion
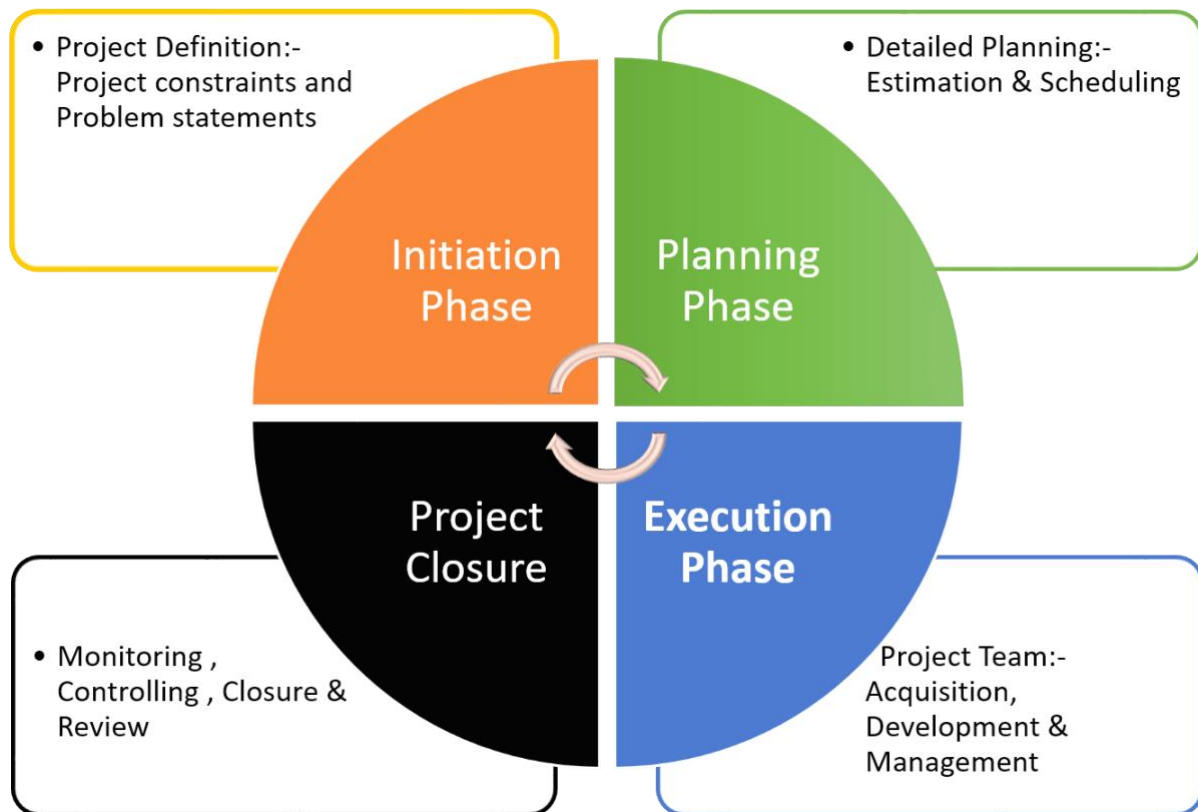
Applies to all project types and industries Is used to manage projects of any size Gives you the complete set of project templates Explains every step in the project lifecycle in depth! The Project Management process helps:

- Project Managers to deliver projects
- Consultants to manage client projects
- Trainers to teach project management
- Students to learn how to manage projects
- Project Offices to monitor and control projects
- Senior Managers to improve the success of projects.

Apart from the commercially available methodologies such as Prince 2 and Rational Unified Process, there are many methodologies developed to suit individual organisations. This white paper sets out to provide a better understanding of methodologies, and how they can be developed and implemented.

2.5 PROJECT MANAGEMENT METHODOLOGY
It is important to differentiate between a project management methodology and an applications development methodology or software development methodology. Aproject

management methodology covers all the things a project manager needs to do regardless of whether the project is a software development, package selection, or relocation of his department. PMBOK (Project Management Book of Knowledge - the PMI Bible) covers nine areas of project management.

They are:

i. Cost Management

ii. Risk Management

iii. Scope Management

iv. Resource Management

v. Communications Management

vi. Quality Management

vii. Time Management

viii. Procurement Management

ix. Integration Management

You will notice there is nothing mentioned about requirements or testing or vendor selection. That is part of an Applications Development Methodology or Software Development Methodology.

Distinction between Methodologies

1. A project management methodology says projects should be broken down into phases and there should be a plan in place before each phase begins. An application development methodology says what the phases are, and what activities should be undertaken in each phase.

2. A project management methodology defines roles and responsibilities. An application development methodology defines what the roles and responsibilities are in the development phase.

3. A project management methodology says a budget should be put in place and managed. An application development methodology says what the account codes for a development in your organisation should be.

The project management methodology is the framework. An applications development methodology is the meat on the bones. The true test of what is a project management methodology is to ask the question. "Could you put other meat on the same bones?" For example, you might have a package selection methodology which could plug into the project management methodology and fit just as well. The difference is that it is a different set of activities, roles, responsibilities, risks, etc.

A Methodology is not a Template Another area of confusion is that people get mixed up between templates and methodologies.

When you ask people if they have a methodology, they say "Yes. We have some templates." A typical evolution is for an organisation that has no common way of doing things is to develop templates in order to get some consistency in how things are presented. In fact you are saying, "Here is a checklist of things you need to consider". The next stage is to add some instructions in the template which explain what each section means. Alternatively, they might create a template user guide. Finally they may develop a process or methodology which tells people how to get the information that ends up in the template.

There is often confusion between templates and process.
● Process is a way of doing things by doing a number of activities in a certain sequence.
● Templates are used for the collection of the output of the process.

Just because you have templates, it doesn't mean people know how to gather the information that goes in the template. A template may have a heading called "Security". The actual process may be something like:
● Discuss the project with the applications security manager and identify what actions will be required to meet corporate standards
● Review how the project will be affected by the new security standard being introduced by architecture. This is best done in a workshop with the following people. Talk with network administration and identify any network security implications.
If only a template is available, the person filling in the template might know nothing of the activities above. The entry might read "Not applicable to this project". This is the difference between a template and a process or methodology.

What should a methodology cover?
The following topics should be covered in any methodology:
Breakdown How is the overall project broken down into smaller components such as phases?

The following topics should be covered in any methodology:

Breakdown	How is the overall project broken down into smaller components such as phases?
Overview	What is the purpose, objectives, deliverables and typical timeframes for each component?
Activities	What are the main activities?

Inputs and Outputs	What are the inputs or prerequisites for each activity? What are the outputs or deliverable of each activity?
Instructions	How do you carry out each activity?
Participants	Who should be involved in each activity?
Supporting materials	Tools, checklists, templates and other material that can assist the activity.
QA	How do you manage quality at either the phase or activity level?
Timing	How to estimate the time for each activity?
Governance	What authority is applicable? This may include approvals, gates to be passed, mandatory activities and sign-offs.

Using a Methodology

Any methodology is not the way all projects will operate. It is a best fit. There will be variations for very good reasons. That is not to say it is variable at the whim of each team. There needs to be some guidance provided as to what is the sensible and pragmatic approach for each project. Gartner research found that a methodology applied loosely could improve productivity by 30%. Applied rigidly it improved product by only 10%. It should be a help to the project, not a hindrance. If you want to have your organisation use a methodology, there needs to be some champion who people have access to for help.

SCOPE

The present study mainly focuses on Project Management Process and to know the effectiveness of the Project Management and Project objectives, Goals, Sub-phases, Tasks Resources, Budget, Schedule.

➤ **OBJECTIVE**

The objective of the study is to know the Financial objectives, Quality objectives, Technical Objectives, Performance Objectives, Compliance Objectives and Business Objectives.

➤ **RESEARCH METHODOLOGY**

➤ **Primary data:** It was collected by the means of structured questionnaire from the employees and the consumers. Some of the data was also collected by the means of interviewing method with the help of unstructured questions.

➤ **Sampling Technique**: Random sampling was used to take the responses of the employees without any bias like gender, age, income etc.

Also Stratified sampling was used to take the responses of the customers.

➤ **Sampling Size**: 50 respondents have been selected size for research.

Tool used for analysis: The tool used for analysing the project report was simple percentage analysis.

RESEARCH LIMITATIONS

● Limited time span.
● There were certain legal constrains while selecting the respondents.
● Some of the retailers were unwilling to cooperate while conducting sampling process.
● Some of the consumers were uncomfortable with sharing their personal information like
● name and contact number.
● There was certain privacy concern, like disclosure of certain vital information was also a
● Constraint

Chapter 2
PROFILE
(INDUSTRY/COMPANY)

INDUSTRY PROFILE

History

Foods similar to pizza have been made since the Neolithic Age.[19] Records of people adding other ingredients to bread to make it more flavorful can be found throughout ancient history. In the 6th century BC, the Persian soldiers of the Achaemenid Empire during the rule of Darius the Great baked flatbreads with cheese and dates on top of their battle shields and the ancient Greeks supplemented their bread with oils, herbs, and cheese. An early reference to a pizza-like food occurs in the *Aeneid*, when Celaeno, queen of the Harpies, foretells that the Trojans would not find peace until they are forced by hunger to eat their tables (Book III). In Book VII, Aeneas and his men are served a meal that includes round cakes (like pita bread) topped with cooked vegetables. When they eat the bread, they realize that these are the "tables" prophesied by Celaeno. The first mention of the word "pizza" comes from a notarial document written in Latin and dating to May 997 AD from Gaeta, demanding a payment of "twelve pizzas, a pork shoulder, and a pork kidney on Christmas Day, and 12 pizzas and a couple of chickens on Easter Day."

Modern pizza evolved from similar flatbread dishes in Naples, Italy, in the 18th or early 19th century.[26] Prior to that time, flatbread was often topped with ingredients such as garlic, salt, lard, and cheese. It is uncertain when tomatoes were first added and there are many conflicting claims.[26] Until about 1830, pizza was sold from open-air stands and out of pizza bakeries.

A popular contemporary legend holds that the archetypal pizza, *pizza Margherita*, was invented in 1889, when the Royal Palace of Capodimonte commissioned the Neapolitan pizzaiolo (pizza maker) Raffaele Esposito to create a pizza in honor of the visiting Queen Margherita. Of the three different pizzas he created, the Queen strongly preferred a pizza swathed in the colors of the Italian flag — red (tomato), green (basil), and white (mozzarella). Supposedly, this kind of pizza was then named after the Queen, although later research cast doubt on this legend. An official letter of recognition from the Queen's "head of service" remains on display in Esposito's shop, now called the Pizzeria Brandi.[29]

Pizza was brought to the United States by Italian immigrants in the late nineteenth century[30] and first appeared in areas where they concentrated. The country's first pizzeria, Lombardi's, opened in New York City in 1905.[31] Following World War II, veterans returning from the Italian Campaign, who were introduced to Italy's native cuisine, proved a ready market for pizza in particular.

Brief Introduction

One of the foods that Indians have become a fan of is pizza. The pizza market in India has a worth of rupees 2000 crore and has been growing at a customer annual growth of 22% per year. India is one of the fastest growing pizza markets in the world. Urbanization and well maintained lifestyle has made the people in India to prefer pizza as their favorite food. Around 75% of the market in India has been captured by organized pizza outlets. Everyone, especially those in the urban areas of India, leads a hectic lifestyle so they prefer fast food like pizza because of its quick preparation surprise. Most of the pizza shops provide guaranteed home delivery within 30 minutes, has gained popularity among the people. India's youth population is growing rapidly and has led to the boom in the fast food industry. There are a number of promotional activities being carried out by pizza vendors

such as "buy 1 pizza and get 1 pizza free" to entice consumers to consume more pizzas at affordable prices,we can also follow that. In today's society there are two types of people—those who prefer fast food to survive fast-paced life and those who are health conscious. So, restaurants have customized their services to meet the needs of the consumers. Instead of providing pizzas with standard toppings and bases, shops are providing thin curst pizzas and pizzas with more vegetable toppings than cheese. Pizza as a meal choice has been outdone by more economically viable options now. Also, Indian food joints with pocket-friendly offerings have put up a lot more varieties at same price of the pizza. One of the most important marketing techniques is the availability of local tastes in pizza such as masala pizzas, tandoori pizzas, etc.

Also by having proper timely home delivery and at an affordable price, we can crack the mind of customers. Also to attract students we can plan for a mini pizza which fits their pocket money.

MARKET CAPITIALIZATION
According to the research report "**Pizza Market - Forecast and Analysis Report 2021-2025**", the market is expected to have a YOY growth rate of 4.84% in 2021 and is expected to grow at a CAGR of 5.45% between 2020 and 2025.

COMPANY PROFILE
Introduction

Company's Review

Pizza Zone is a start-up business which was established in 2018 in Mohali, Punjab. It is a small-scale start-up business which sells purely vegetarian pizzas. The menu not only included pizzas, but also has other items such as shakes, burgers, sandwiches, pastas, garlic breads etc. Pizza Zone also provides home delivery service through swiggy, zomato and also personal home delivery too. Our aim is to sell the lip-smacking taste to the customers.

We create a friendly and pleasing atmosphere for customers and staffs. We also create and nurture a healthy, creative, respectful and fun working environment.

Initially, we thought the business model to be based on word to mouth awareness. Thereafter we planned to use advertisements and promotions. Customer dealing is very important. For that, we have to provide offers too which helps to increase our customers. Offers attract customers to order and as they order, our quality is served. We had thought of a unique expertise that rested upon the skills of 2 chefs that have already worked in other good pizza shops.

In today's highly competitive environment, it is becoming increasingly difficult to differentiate one fast food outlet from another. Mohali a
city in Punjab, is now becoming the model metropolis for Asia's new economic boom. Our main priority is to establish one outlet in a crowded area. Later, our effort will be a further development of more retail outlets in the

surrounding area.

This plan is prepared to obtain a location for the initial launch of this concept. Additional financing will need to be secured for the two

subsequent outlets, anticipated in month 13 and early in year three. The financing, in addition to the capital contributions from shareholders,

will allow Fresin Fries to successfully open and expand through year two. The initial capital investment will allow Pizza Zone to provide its

customers with a value-driven, entertaining experience through the creativity of its founders.

Pizza Zone will entice youngsters to bring their friends and family with our innovative environment consisting different varieties

ofpizzas,sandwiches,burgers,tacos and selection of unique signature dipping sauces.

Objectives

●   To establish a presence as a successful local fast food outlets and gain a market share in Mohali's fast food industry.

●   To make Pizza Zone a destination spot for youngsters.

●   To expand into a number of outlets by year three, and sell the franchise to neighboring metropolitan cities.

Mission

Our main goal is to be one of the most successful fast-food outlets in Mohali. Pizza Zone will strive to be a premier local fast food brand in the

local marketplace. We want our customers to have the total experience when visiting our outlet and website as they will learn about this

fascinating new "pop culture." We will sell merchandise from pre-packaged sauces and t-shirts, to potato cutters, all with our official brand

attached to them.

Products

We want to focus only on selling pizzas. Alcoholic drinks will not be sold in our outlet, as Pizza Zone promotes a healthy and positive
lifestyle. Instead, we will offer Soda and soft drinks to complement the pizzas.

Item	Price
White Sauce Pasta	89
Combo Pasta	99
Side orders	
French Fries	59
Masala Fries	69
Cheesy fries	79
Garlic Bread	
Cheese garlic bread [Onion, corn, jalapeno]	89
Stuffed Garlic Bread [Cheese, Corn, Jalapeno, Onion]	99
MAGGI	
Simple Maggi	30
Veg Maggi	40
Masala veg Maggi	60
Cheese Veg maggi	70
TACOS	
Onion Corn Taco	89
Paneer Corn Taco	109
Mushroom Corn onion	119

Item	Price
Onion paneer jalapeno	129
Combos	
Aloo tikki Burger Combo — Aloo tikki Burger+Fries+Coke(250ml)	89
Onion Capsicum Combo — Onion Capsicum Pizza (Regular) +Fries +Coke (250ml)	99
Pizza Zone Exclusive combo	
Garden Delight Pizza Combo (Garden Delight Pizza [Regular]+Coke[250ml])	175
Corn Pizza Combo — Corn pizza with extra cheese+Veg aloo Tikki burger +Coke [250ml]	150
White Sauce Pasta Combo [White Sauce Pasta+Coke[250ml]	99
Margheritta Pizza Combo [Margheritta pizza [Regular]+Aloo Tikki Burger+Coke [250ml]]	149
Burger Pizza Combo [2 Aloo tikki burger + Margherita Pizza [Regular]+Coke[250ml]]	179
Simply Veg Pizza Combo — Any simply veg [Medium]+ Aloo Tikki Burger + Coke [250ml]	349

THE MOST WANTED PIZZAS IN TOWN

Pizza Zone
Love at first sight.

Double the fun on every delivery

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01234567890

CLASSICS

	Regular	Medium	Large
Margherita	99	175	299
CheeseTomato	99	175	299

SIMPLY VEG

	Regular	Medium	Large
Garden Delight [Onion,Capsicum,tomato]	175	299	429
Mexican Green [Onion,Corn,Jalapeno]	179	299	429
Spicy Paneer [Onion,Capsicum,Paneer, jalapeno]	179	299	429
Farmvilla [Onion,Capsicum,Tomato, mushroom]	179	299	429
Mexican Paneer [Onion, corn, paneer]	179	299	429

PREMIUM

	Regular	Medium	Large
Red Bomber [Cherry, jalapeno, paneer, pineapple]	229	379	549
Hawaiin King (Sweet corn, pineapple, paneer)	229	379	549
Paneer peprika [Onion,capsicum,tomato, paneer,red peprika]	229	379	549
Crazy wave olive [Onion,capsicum,mushroom ,Black olive]	229	379	549

SPECIALITY VEG

	Regular	Medium	Large
Veg Tamer [All Veg topping]	259	459	659
Peri-peri veg [Onion,capsicum,mushroom ,paneer, olive with peri peri dip]	259	459	659
Cheese Lover's [Cheese and jalapeno dip, Onion, capsicum, baby corn,Mushroom]	259	459	659
Veggie Paradise [Mushroom,jalapeno,baby corn,capsicum, onion, tomato with peri peri dip]	259	459	659

PIZZA MANIA SINGLE PACK

	Price
Tomato	49
Onion	59
Capsicum	69
Corn	79

PIZZA MANIA DOUBLE PACK

	Price
Onion+Capsicum	69
Tomato+Corn	79
Paneer+Onion	89
Jalapeno+Pineapple	99
Cherry+Pineapple	109

BURGERS

	Price
Aloo tikki burger	40
Veg Cheese Burger	50
Paneer Burger	70
Maharaja Paneer Burger	80
King Burger	90

SANDWICH

	Price
Veg Sandwich	50
Cheesy Sandwich	60
Paneer Sandwich	70
Corn Stuffed Sandwich	80

PASTA

	Price
Red Sauce pasta	79

Marketing Assessment

Youthful and fresh surroundings: -
We will imitate successful establishments, such as Dominos and pizza Hut, which represent the majority of our core target market, between 18 to 35 years of age. Our store will feature display cooking of our featured Pizza varieties. Our customers will also be able to read our in-house brochures in regards to all knowledge about Italian Pizzas and our other featured items. Our store will be decorated with fast food setting, such as a bright counter and display menu on the wall.

Quality food

Each store will offer nothing but freshly made pizzas, sandwiches and tacos, all served with old-fashioned home-style care.
Open everyday
Our store is open every day from 10 am to 3 am.
Variety, variety, variety
A different selection of sauces will be featured every three months and we will also change our soda flavors to accompany our breads.

Company Ownership

Pizza Zone is a privately held company.

Company Locations and Facilities

Pizza Zone locations will range in size from 10*15 square feet and will seat from 8-10 guests. Our first location will be on the larger end of
this range.We will equip the outlet with modern furniture and aim for cleanliness and an open feeling. We are currently looking at several
possible sites in different areas of the city.
The space selection will be chosen based upon the following criteria:
●   Community size: minimum of 80,000 people within a radius of 8   kilometres.
●   Easy access.
●   Large percentage of teenagers in the community.
All of these qualities are consistent with Pizza Zone goal of providing a top quality pizza experience. We want "word-of-mouth" to be our
best form of marketing, where our customers value our brand as something exciting and cannot wait to tell their friends and neighbours.

In promoting the Pizza Zone lifestyle, we will offer various merchandise with our logo and colours, from hats to t-shirts, so that our customers
can enjoy Pizza eating experience at home.

SWOT   ANALYIS OF PIZZA ZONE
STRENGTH
●   Varieties in Veg Pizza

- Quality Raw Material
- Affordable Price
- Weekly Offers

WEAKNESS
- No products in non-veg segment.
- Weak Management system

Opportunity
- Growing Food Sector
- Change in Preference

Threats
- Pandemic

Market Analysis Summary

The increasing number of new establishments such as fast food franchises, fancy restaurants and gourmet bakeries around Mohali has shown a significant growth in this sector. Food spending is around 56% of total consumer expenditures in Mohali and consumer spending on leisure and recreation made up of 13% of total consumer spending.

A much broader appeal exists for weekend slots because those are the days when most of our core target market enjoys the outing activities.

- Age - Youngsters, single, currently enrolled in college and high school.
- Family unit - We will also appeal to families (young families) with children.
- Gender - We will target both sexes, with a slight skew for males due to their lower attention to dietary concerns.
- Income - We will appeal to the medium income individuals and to all in the lower medium income bracket.

Our concept will have very broad appeal. It is our goal to be the hip destination for fast food cravings.

According to a recent public survey of people 15 - 45 years old, 80% of those interviewed like fast food. 90% of them like fast food on a regular basis, and 10% of them claimed that they like fast food "very much," or "love" fast food. The survey also provided the following particular reasons for the increasing popularity of fast food:

- Most love to window shop, and when they do strolling around the shopping district, they need a quick bite to accommodate their activities.
- White-collar workers in offices have stopped bring lunch, and enjoy burger, pizza, or other fast food joints in the vicinity.

- Parents give more money to kids and students to buy lunch. Fast food is naturally their first choice, because of the brand building effort that heavily targets their age group.
- Eating out still remains a common habit of life. They do not perceive fast food is a luxury, and they enjoy it by bringing their family, especially if they have smaller kids, in the environment of the western-style fast food outlets.

Market Segmentation

We are targeting tricity young people as our primary market. Phase 5, Mohali is near to the industrial area, college students and Paying guests which makes it a perfect place to meet and hang out. Due to heavy extra-curricular activities among the youth, it is common for the youth to have lunch inside such food corners, and not at home.

Lastly, destination for tourists staying in the area Tourists will stroll Road, hunting for the latest trend in fashion and have no time to stop for a full meal during shopping. Pizza Zone is the alternative for a quick bite while shopping the fancy boutiques in the area.

Target Market Segment Strategy

Pizza Zone intends to cater to the bulk of teenagers and youngsters in Mohali. We have chosen this group for several important reasons. It is our goal to be "the extraordinary fast food place" and we believe that the age group from 15 to 25 is the primary age where brand-building efforts could take place. They are on limited or fixed incomes and seek a value/price relationship that will not stretch their budgets.

Our secondary target is between the ages of 25 and 37, which are a heavy lounge/restaurant user group. They are more flexible in budgets and seek more than a value/price relationship.

Our lunch strategy is dual purposed. First, we are featuring this outlet for the busy people craving for fast food as most ideas of lunch is a quick bite not a heavy meal.

Second, we want to keep the price point at lunch as fair as possible to keep us in competition with other fast food outlets.

Market Needs

Our core group:

- Wants variety and flavor in its food, preferably something cheesy
- Looks for speed of service
- Wants an entertaining and fun experience
- Insists upon a clean, friendly, and attractive environment
- Adopts a global lifestyle
- Is computer literate
- Enjoys eating out

- Has an active lifestyle
- Comes from various ethnic backgrounds.

Market Trends

In the past, people preferred Western chain restaurants. This was the time when Dominos and Pizza Hut were dominating most of the chains. Many of these brands grew to become giant franchises that dominate the Southeast Asia region.

The key to success for these foreign chains was mainly due to the popularity of tourist destination for these countries. Tourists are the strongest "buzzer." Usually after they went back from vacationin, they told friends and families about new things in Mohali, including new shopping malls, new boutiques, new restaurants, and new fast food joints. The fascination of Asian tourists coming to Punjab has positioned the city of Mohali itself as an aspiration to modern life in the region.

Trends in Food Service Retail

According to government surveys, Mohali's spending on "eating out" is continuing to increase. Spending on cooked food as a percentage of total average food-spend reached 55% in 1998. The growth in spending in the food service sector arises from a number of factors:

- Increased affluence amongst Punjabis, especially those under the age of 40 years.
- Increases in the number of expatriate residents, which has more than doubled since 1999.
- Increased convenience-seeking amongst younger people who live in a hectic city today compared to the much slower pace of life that existed 20 years ago.

When they want convenient cooked food, people have long turned to the local hawker stalls, rather than prepared ready-to-cook or ready-to-eat processed convenience foods. As the numbers and variety of food service outlets has increased in Mohali, locals have adopted the convenient products of other food service outlets, especially the fast-food outlets, as alternative sources of convenient cooked food. Younger middle- and upper-income group families and individuals are also frequent users of the full-service restaurants, modern-style coffee shops and cafés that now exist all across Mohali.

Over the past 5 years, there has been a general upgrading in the food service sector which has seen the establishment of more air-conditioned food centres (food courts) that are considerably cleaner than the traditional hawker markets. At the same time, increased investment from foreign and local businesses in the sector has also produced an increase in the numbers of:

- Foreign chains.
- Modern retail bakery/café outlets.
- Modern coffee shops.

Customers: -

New Customers
Existing Customer
Loyal Customers
Irregular Customers
Regular Customer
Angry Customers

COMPETITOR:

Any person or entity which is a rival against another. In business, a company in the same industry or a similar industry which offers a similar product or service. The presence of one or more competitors can reduce the prices of goods and services as the companies attempt to gain a larger market share. Competition also requires companies to become more efficient in order to reduce costs.

Mohali is a compact city, but has a lot to offer. Usually there is a minimum of two of the same outlets within a radius of less than 300 meters. For instance, Dominos has one outlet across the street of phase 10 market and another at phase 3B1. It is quite common for retailers to implement this kind of strategy, due to the high volume of people strolling around the market.

Another reason is because many retailers do not want to lose sales opportunity, as the competitors are offering substitutions and similar product categories. This phenomenon has made Mohali the best place to shop. If you just missed The Chocolate Room at phase 5, there is another across the street of .

Main Competitors

Our main competitors in this segment are any food outlets within the 300-meter radius. In our location, there are Warm Bites, Dominos and Dominick pizza.

Warm Bite Pizza

Warm Bite Pizza is a joint venture positioned as gourmet pizza joint in Mohali. Most of its retail outlets are decorated with welcoming ambience, such as flowers and see-through kitchens. Warm Bite is a good place to hang out, and the place is always full during lunch hour.

Dominos

Domino's strategy entering the lunch market had made some impact in Mohali. Usually, a lunch menu in Mohali consists of "pizza and garlic bread stuffs" A Domino's advertisement can instantly make you crave for a pizza. When it comes to advertising, Domino's create such pleasing advertisements that even looking at the ads can make pizza lovers drool. That's one reason for their high sales. Domino's runs ads both online and offline, to reach its target customers of the age group 18-44 years.

Dominick Pizza

Dominick Pizza is a joint venture positioned as gourmet pizza joint in Mohali. Most of its retail outlets serves non-veg items. It opens till 4:00 a.m in morning which increase their customer.

Foreign Vs. Local Franchising

Around 40% of the franchises operating in Mohali are foreign. Homegrown franchises are still in their maturing stages as they start to expand globally. Franchises from the India account for 65% of foreign brands, with big players such as KFC, Starbucks, Pizza Hut, etc. Due to high capital investment, Mohali conglomerates tend to dominate the industry.

Homegrown franchises are more often sought more by young entrepreneurs than are their Western counterparts, as they offer greater flexibility and lower franchise fees to operate. Unlike Western license holders, homegrown franchises are more efficient in the overall supply chain management as the basic raw ingredients are commonly found anywhere in the region.

PROJECT MANAGEMENT LIFECYCLE IN PIZZA ZONE

a) Initiate of project: - Initiating a project is a very first stage as well as the difficult task. In this, we surveyed about the restraunts and markets nearby. In which food businesses showed us that now day's pizzas, burgers, sandwiches, pasta, stuffed garlic breads, tacos have been the most favourite among adults. Now days, pizza has become an emotion, cravings for many people. Most of the people, like to have pizza at their work hours i.e. at night. People like to enjoy pizza in their work from home. Pizza has a strong fan base now days. We surveyed for this and decided to go for a pizza restraunt. So, we decided to start it in a small scale. We thought that we should give it a try. So, we decided to set up a kitchen at location where there are offices and PG's nearby. So, by this we will get to know about that it is a profit or loss. So, we decided to set up a business in phase 5, Mohali but at the first floor which was at a low cost and there were no pizza shops available there in 2018. In this, my brother was an investor and I was working as a project manager. We started deciding the name of the business. As we were thinking for the pizza business which is a monopoly business. So, we gave it a name 'Pizza Zone'.

b) Planning: - For any startup, planning is a very important step for the execution of business. Now, as in the above paragraph, we have told you the name of the restraunt decided. Now, we have to look after the expenses and we have made the list of the items that is one time investment and the items that has to be bought on the daily or monthly basis. After this, we started looking for the making cost of a pizza and a recipe for the pizza. So, the recipe is not just to make the pizza it is the one which is probably for the taste of the pizza which will attract the customers. So, we got into it and started discovering about the recipe of the pizza, tried

many times in the kitchen and at the end we made it. Then we studied about the different different types of sauces which will improve the taste. For this, we have tried pizza many times and we have to now see for the items to buy. We made the list which has to be in fitted earlier. For that we visited different industries that can provide us a genuine one. Before that we have a look on the hop which has to be rented an area has to be measured. So, the space for the items will be known and the space has to be managed for that. We went in the market to get for the vendors who can provide us cheap a good quality product. The best brand has to be selected among the one. So, we tasted different brand sauces and products which can be added to our pizza to make it better. It was not an easy task for a person to justify because some sauces have very little difference. So, how difficult and time taking a planning is? So, we made a recipe and now we have to execute it and take a review for it from the customers. Now, we got to know about the different equipment and from where it has to be bought. So, now we will let you know about all this in the execution part.

Figure 1: Project management lifecycle

c) Executing the project: - Execution of project mainly rely on planning part. As proper plan is the only way to the proper execution of the project. It means if the person is having a proper plan then execution is not so much difficult. So, now we have to found a vendor. So, we will go by the step, first of all we need a board, pamphlets and menu of the shop. So, we went in search for the cheap with the best quality. As this was only on the trial basis, we have to think

that this shouldn't be that much costly. After that we went in the search of the equipment that is oven, frier, griller, defreezer, AC, table top and all the basic items. We decided to buy an electric oven as suggested by the vendor. Vendor told us that if we will go for electric and gas oven. After sometime we may face some issues. So, we should either for gas oven or for electric oven. So, we decided to buy an electric oven for now and later on if it works we will buy one more oven as per the need. So, till that time we should look at it. After that we need a vendor of the items that are used for making a pizza. So, we went at different places in search of cheap vendors who can provide us the genuine products at cheap rates. So, we got the one who can provide us cheapest and the best brand. We have decided to take the products from them and we have also asked them to deliver if anytime anyone is not available to buy the products. Then they should be able to deliver the products. In business, we should always keep a backup. So, we have to prepare for the worst scenario.

d) Controlling the project: - Controlling is about balancing the time, cost and scope constraint. In this, we will tell you how to control the project. In this process, the project manager needs to give proper attention to know that the work is going according to the project plan or not. So, as in execution we found the vendors. In this, we have fitted down the equipment and now we have to control the project by looking at the equipment. We have to manage Swiggy and Zomato id. After pamphlets have been printed, we have to distribute among the localities. So, that among the locality our name is published. So, we have applied an offer on the pamphlet which will attract the nearby customer. As, we have to think how customer will taste our products. So, I have taken the contacts of account managers from nearby restraunts at that time. I contacted with them. They took fees from me. We distributed pamphlets in the nearby area which responded to us in great away. We hired two cooks for the morning shift and two for night shift. We set the salary date. We motivated them to work with a quality for a good salary.

Strategy and Implementation Summary

At first, we will open one outlet in Phase 5. This will become our "market testing area," and as we go further, we are planning to open another in nearby shopping complex. In attracting customers to try our pizzas, we will provide a see-through kitchen, so that people will see how we are committed to freshness in our products.

The kitchen will also let out an aroma of our freshly prepaed foods into the surroundings area, so that people will come and try our products.

Competitive Edge

- Our unique italian sauces blend local taste and international into one fusion recipe for the signature sauce.
- Enthusiastic and friendly staff
- Supporting merchandise items that support company's brand building.
- Our pizzas are made of 100% fresh bread, unlike some other outlets.
- Innovative packaging will position us at the same level with other rapidly growing fast food franchises.

Pricing Strategy

Our pricing strategy is positioned as "generic", meaning that Rs.200 is the average consumer spending for a snack or light lunch in Mohali. Leveraging the volume of bread,toppings, and signature style sauces to be sold, we are serving the majority of the people.

Brand Challenges

Pizza Zone must establish a distinct brand to stand out from the other Western-style fast food competitors.

- Our logo is distinct as fresh, energetic and playful with color elements that are eye catching.
- Product names are geared toward the target market (teens), with items such as "Farm Extravagant" and "Barbeque paneer" pizzas which are fun and easy to remember.

Marketing Programs

We will deploy three different marketing tactics to increase customer awareness of Pizza Zone. Our most important tactic will be "word-of-mouth" and in-store marketing. This will be by far the cheapest and most effective of our marketing programs because of the high traffic in targeted shopping locations.

The second tactic will be local store marketing. These will be low-budget plans that will provide community support and awareness of our facility. The last marketing effort will be utilizing local media. Although, this will be the most costly, this tactic will be used sparingly as a supplement where necessary.

In-Store Marketing
- In-store brochures containing our concept and philosophy.

- Wall posters.
- Design concept.
- In-store viewing of making pizzas.
- Grand opening promotion.
- Party catering.
- Merchandising items.

Local Store Marketing
- Brochures.
- Free occasional t-shirts at local stores events.

Local Media
- Direct mail piece – containing brochures sent to surrounding addresses.
- Web page – containing company philosophy, history and news.
- Local magazines that target our core customers, such as Free! Magazine.
- Newspaper campaign – placing several large ads throughout the month to explain

Positioning Statement

Our main focus in marketing will be to increase customer awareness in the surrounding community. We will direct all of our tactics and programs toward the goal of explaining who we are and what we are all about. We will price our products fairly, keep our standards high, and execute the concept so that "word-of-mouth" will be our main marketing force.

Sales Forecast

We anticipate the highest peak from August to December in our sales forecast, due to the holiday seasons. In August, it is rainy season and a season of festivals I which people order much. In November, there is Ramadan, and for non-Muslims, it means vacation time Then in December, People use to order more as it's a Christmas and a winter season ; this explains the jumped of sales in these last four months of the year.

Strategic Alliances

Our business requires a long relationship with raw suppliers as well as partner vendors. In Chinese, this relationship is called "guanxi," meaning business bonding. We already have a long and good standing relationship with Company V in our previous ventures. For Company Sudhanshu Mishra, the managing director, is a prominent figure in the society and we hope to strengthen further our business relationship with him and the company.

Web Plan Summary

In future, we will try to create a website and application. The website will, of course, show visitors everything about food culture, including the history of Pizza over time. To make the website interactive, Pizza Zone will offer gift cards and promotions via the Internet, so our visitors can print the promotional coupon in PDF format and bring it when they visit Pizza Zone. Visitors can also download Pizza Zone' theme song as ring tones, or order potato cutters for delivery.

Besides the traditional formats of customer service hotline and in-store form, customers can now write their comments and suggestions on our website, which will be directed to one of our staff.

So, the website itself will act as the medium between our company and our audience.

In the future, our website will show information on franchising/licensing our brand name.

Website Marketing Strategy

We will leverage the visibility of our shopping mall's website by getting them to include a link to ours. We will also post banners on our website.

Development Requirements

To adequately serve our audience, the front-end strategy of our website should be parallel with our corporate color. The front-end design of our website will be entirely trusted to Sudhanshu Mishra.

The diversity of founders' background in our company has enabled a cost efficient development in our venture. As Mr. Sudhanshu Mishra are experts in Information Technology, the back end of our website will be developed by these gentlemen.

Management Summary

The initial management team depends on the founders themselves, with little back up. As we grow, we will take on additional help in certain key areas. Part of our basic philosophy will be able to run our executive management as a "knowledge sharing" fellowship. We will not add additional overhead until absolutely necessary. This will mean that the initial staff support team will have to work extra. By doing this, we will keep our overhead as low as possible, allowing us to adequately staff our outlets. This will also allow us and future business partners to recoup investments as quickly as possible and enjoy a higher return.

At present time, Pizza Zone is owned by its two founders. Others that have helped on the development of this business venture will be offered an opportunity to grow together with the company at the appropriate time, and when the time comes, the four founders' share will be consolidated as one entity.

Management Team

Pizza Zone is currently the creative idea of its two founders. As the company is small in nature, it only requires a simple organizational structure. Implementation of this organization form calls for all two individuals to make all major management decisions in addition to monitoring all other business activities.

As we expand into multiple locations, each location will have a primary site manager.

Organizational Structure

Future organizational structure will include a director of store operations when the store locations exceed four units. We hope that this individual will come out of the ranks of our stores' management. This will provide a supervisory level between the executive level and the store management level.

Current plan is to have our accounting and payroll functions done by an in-house bookkeeping. Mr. David Lu will be responsible for accounting and business development of Pizza Zone, helped by Mr. Himanshu Mishra, acting Head of Human Resources Division. Possible positions might be added at a later date include marketing manager, purchasing manager, controller, human resources, R&D and administrative support team.

Financial Assessment

The company is now privately held by Sudhanshu Mishra and Himanshu Mishra. Future shares will be offered after four consecutive years of operating in Mohali, Punjab.

Pro Forma Profit and Loss			
	Year 1	Year 2	Year 3
Sales	Rs279,163	Rs558,327	Rs1,116,654
Direct Cost of Sales	Rs61,957	Rs123,914	Rs247,827
Other Costs of Sales	Rs0	Rs0	Rs0

Total Cost of Sales	Rs61,957	Rs123,914	Rs247,827
Gross Margin	Rs217,207	Rs434,413	Rs868,826
Gross Margin %	77.81%	77.81%	77.81%
Expenses			
Payroll	Rs88,200	Rs262,000	Rs449,600
Marketing/Promotion	Rs10,000	Rs10,000	Rs10,000
Depreciation	Rs0	Rs0	Rs0
Rent	Rs174,000	Rs248,000	Rs298,000
Utilities	Rs2,550	Rs5,000	Rs8,000
New location setup	Rs25,000	Rs50,000	Rs50,000
Total Operating Expenses	Rs299,750	Rs575,000	Rs815,600
Profit Before Interest and Taxes	(Rs82,543)	(Rs140,587)	Rs53,226
EBITDA	(Rs82,543)	(Rs140,587)	Rs53,226
Interest Expense	Rs0	Rs0	Rs0
Taxes Incurred	Rs0	Rs0	Rs0
Net Profit	(Rs82,543)	(Rs140,587)	Rs53,226
Net Profit/Sales	-29.57%	-25.18%	4.77%

Break-even Analysis	
Monthly Units Break-even	9,706
Monthly Revenue Break-even	Rs32,104
Assumptions:	
Average Per-Unit Revenue	Rs3.31
Average Per-Unit Variable Cost	Rs0.73
Estimated Monthly Fixed Cost	Rs24,979

CHALLENEGS AND ACTIONS IN STARTING UP A BUSINESS

1. Failure to plan

CHALLENGE: With the excitement of a new business idea, it can be tempting to launch without much forward-thinking. Yet a lack of planning can mean your business runs out of cash or isn't prepared for vital activities such as marketing or dealing with suppliers. Business owners who plan and set themselves objectives are more likely to succeed.

ACTION: Create a detailed business plan that covers areas such as marketing, staffing, finance and sales. Regularly review and update your plan as the business develops.

2. Lack of demand

CHALLENGE: Understanding the market need for your product or service is a crucial aspect of your business plan. Without enough people willing to buy your product or service, your start-up won't succeed, no matter how great your idea.

ACTION: Spend time conducting market research to collect information about potential customers. This will reveal your target market's size and help you decide if there is enough demand for your business idea.

3. Ineffective marketing

CHALLENGE: It can be easy to get caught up in the latest marketing trends and spend lots of money on marketing techniques that end up costing you more than the sales they generate.

ACTION: Marketing should be effective. Create a marketing plan for how you intend to reach your customers. Most start-ups operate on small budgets, so investigate different marketing methods. Are there low cost or even free ways you can reach your target audience? If you have funds for marketing, invest wisely in the most appropriate tactics. Measure all the marketing activity you do and adapt your tactics if necessary. Consider outsourcing your marketing to an expert if you lack the time and skills to do the job yourself.

4 Knowledge and skills gaps

CHALLENGE: As a first-time entrepreneur, it's unlikely you'll know everything about running a business. A lack of knowledge can lead to avoidable mistakes that could cost your business money. You'll also need to overcome enormous demands on your time and energy setting up a business.

ACTION: Absorb as much information you can, particularly about the industry that you're entering, the customers you're targeting and the competitors you face. You should also learn about critical areas such as finance, marketing and sales, so read business advice websites, attend events, join business groups and seek mentors.

It takes a lot of work to build a business, so you need drive and energy. Being self-confident is a bonus. Our free Learn with Start Up Loans course on entrepreneurial behaviour provides detailed insights into what makes a successful business owner.

5. Financial management

CHALLENGE: Poor financial planning is one of the biggest reasons start-ups fail. If your costs are greater than the revenue coming in, your business won't succeed.

ACTION: You need to understand all the costs your start-up will incur and make sure that your products or services are priced appropriately to make a profit. Create a cash flow forecast that predicts your sales as well as your profit and loss. You can then forecast money coming in and going out of your business.

6. Securing funding

CHALLENGE: One way to manage your cash flow is by securing funding, but raising finance can be challenging and it can be hard to know where to get cash for your business idea.

ACTION: Research the types of funding open to you and gather the information you'll need to share with investors, such as a business plan and cash flow forecast. Government-backed Start Up Loans provides unsecured funding at lower interest rates than from other lenders.

7. Hiring the right people

CHALLENGE: The people you recruit as employees can greatly harm your start-up's success. A negative employee can quickly damage team morale and productivity. It's tough having to fire someone but having the wrong people in your start-up can be very disruptive.

ACTION: Your first hire is an important one, so spend time making sure you find the right person. Look for people who share your values and have valuable experience. Once you have a team, create an open and transparent business culture. Encourage clear and open communication with your staff, so you understand their strengths and weaknesses. This may also help you deal with staff issues if they arise.

8. Leadership

CHALLENGE: As your start-up grows and you build a team, your employees will look to you for strong leadership.

ACTION: Be clear about your business' mission and vision. Communicate this clearly to your employees. Employees should understand their objectives, the company's overall goals and be fully on board with the direction the business is taking. Make sure staff remain motivated and be sure to look after their wellbeing**.**

9. Time management and productivity

CHALLENGE: Managing your time effectively is crucial when launching a start-up. New business owners have to wear so many hats that it can be easy to get distracted and focus on the wrong areas.

ACTION: Planning is vital as it will keep you on track and focused on your goals. You can easily end up working in your business rather than on your business, so dedicate a set amount of time each week to reflect and analyse areas that need attention.

Consider using time-management apps to create lists of tasks you can tick off as you go. If you have an important task to complete, find a quiet area to do it and turn off email, app and messaging notifications.

Outsourcing tasks is another way to manage your time better. For example, rather than building your website or managing your tax returns, handing it over to a web designer or accountant can be more efficient and cost-effective.

10. Impact on your health

CHALLENGE: Running your business isn't like having a 9 to 5 job. Without care, it can be all-absorbing and take over your life. You need to take steps to safeguard your mental and physical wellbeing.

ACTION: Make sure you get enough sleep and take regular time away from work. Have breaks during the day, eat healthily and get regular exercise. Having a co-founder helps share the load, while joining networking events and business groups can give you access to fellow business owners who face similar challenges.
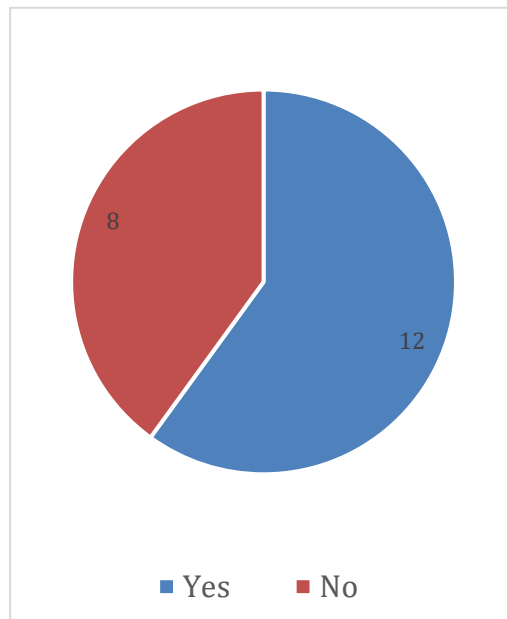
Chapter4

Analysis and   Findings

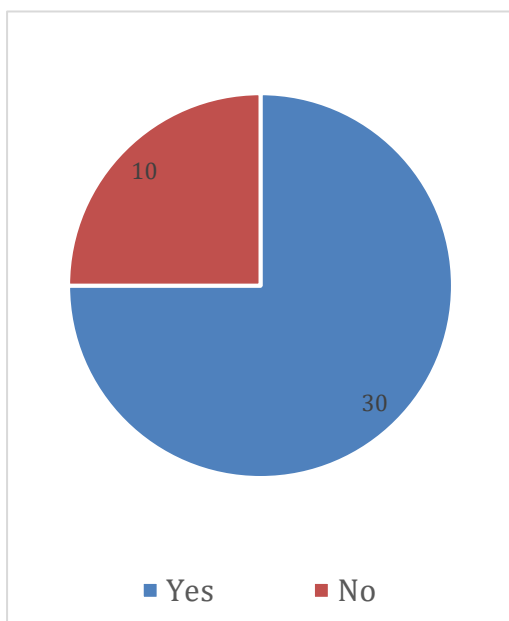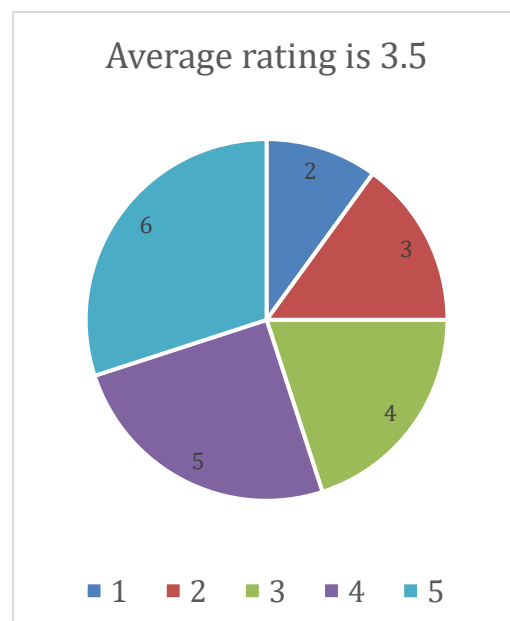**Cʜange in Customer's buying decision due to Covid-19**
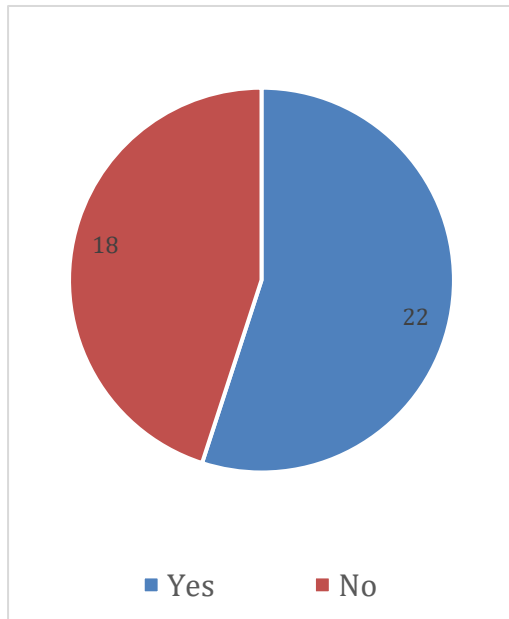
As Per Customers (Chart-1)

As Per employees (Chart-2)

Customer will choose different vendor because of low price even after having full trust on our organisation
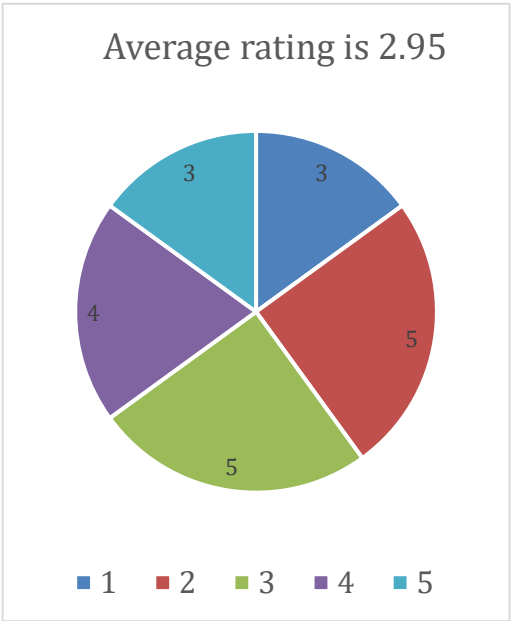

As

Customers

Per employees (Chart-4)
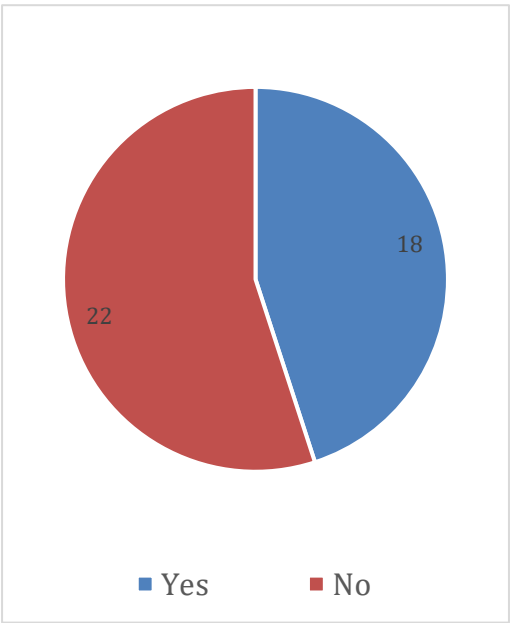
Average rating is 3.5

Per

(Chart-3)

As

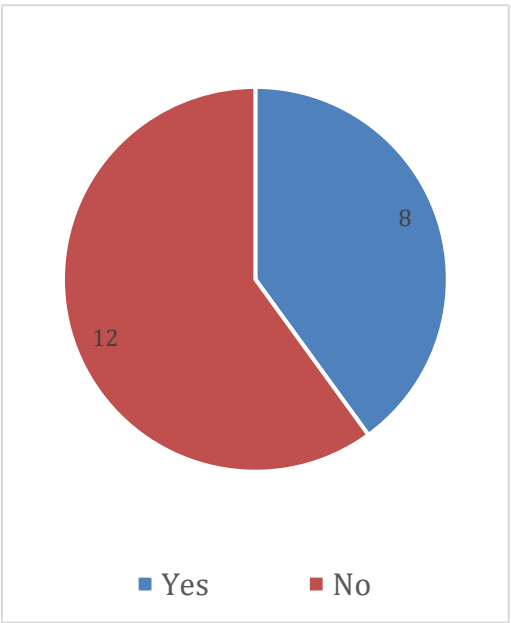# How often customers contacts to our organisation with help of Google or any social networking websites

Average rating is 2.95

Legend: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5

As Per Employees (Chart-5)

Consumer pay extra just for brand name

Legend: ■ Yes ■ No
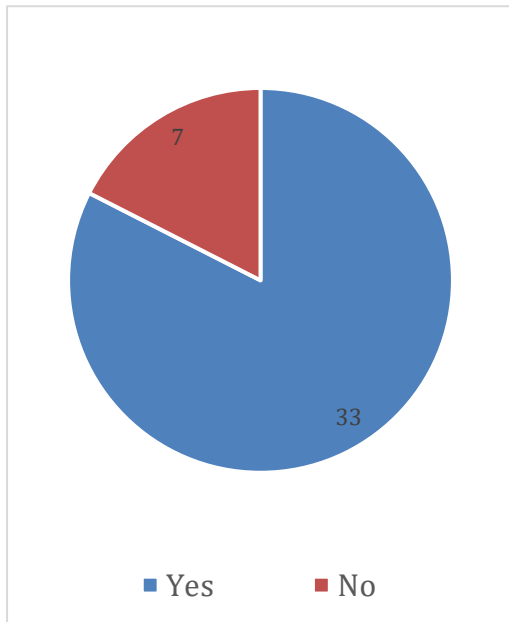

Legend: ■ Yes ■ No

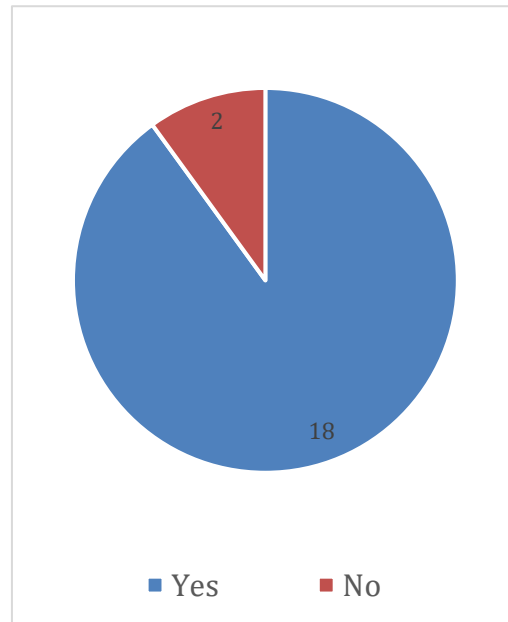**As Per Customers (Chart-6)**   **As Per employees (Chart-7)**

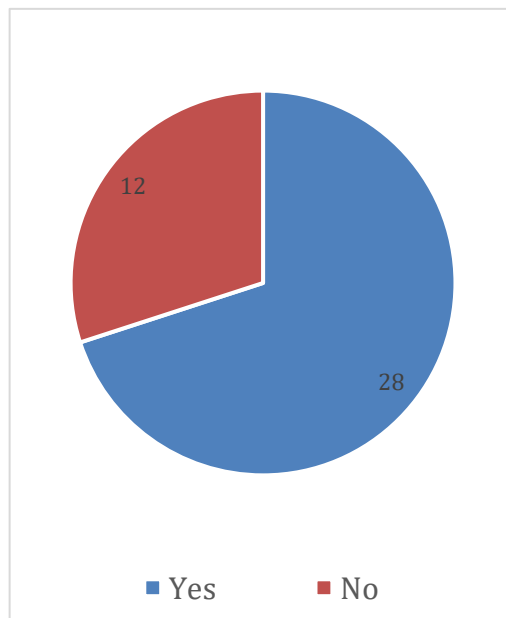# Market is getting more and more competitive

Per Customers (Chart-9)

As Per employees (Chart-10)

As

Customer's find alternatives to our organisation easily

Chapter 5
SUGGESTION & CONCLUSION

Suggestions

- **Varieties in non veg Pizza should be added to the list.**
- **Promotion Strategy could be implemented for making awareness.**
- **Sampling should be followed.**
- **Apart from swizzy and Zomato pizza zone should come with their own delivery agent.**
- **True data should be collected**

CONCLUSION

I would like to say that pizza zone has achieved excellent result in these few years. As the pandemic is going on and where other food ventures are suffering from losses, meanwhile pizza zone has shown good results as compare to others. The only thing to focus on is the marketing and promotion of pizza zone and bringing new varieties.