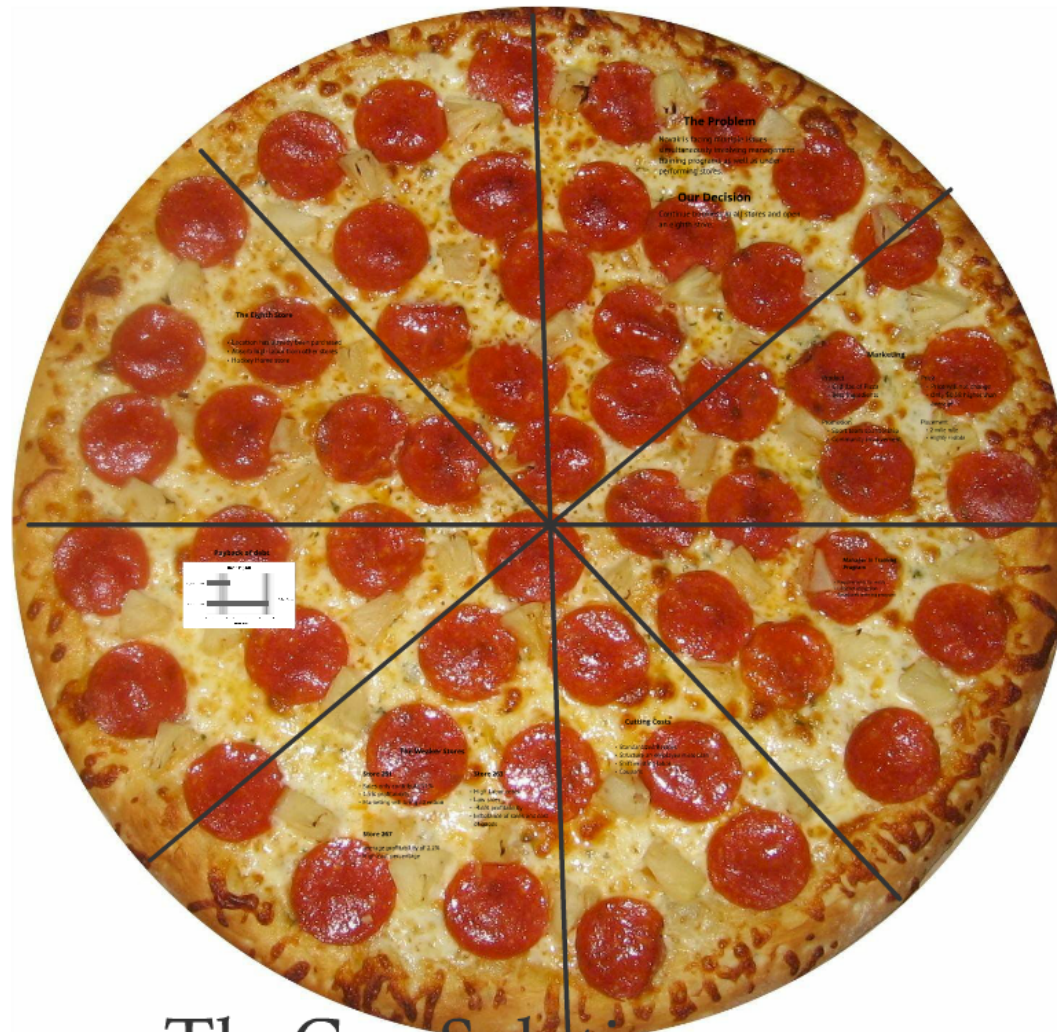
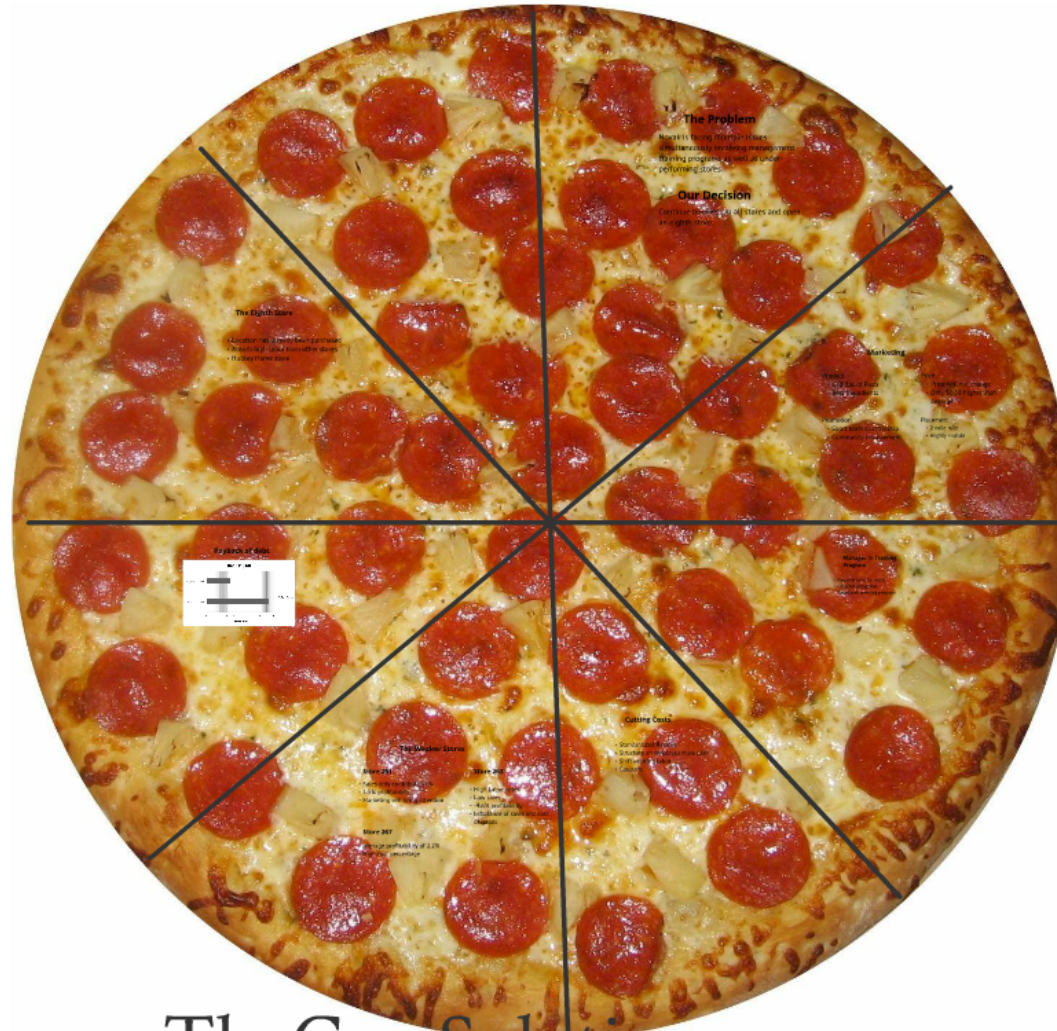


M&M Pizza Harvard Case Solution & Analysis



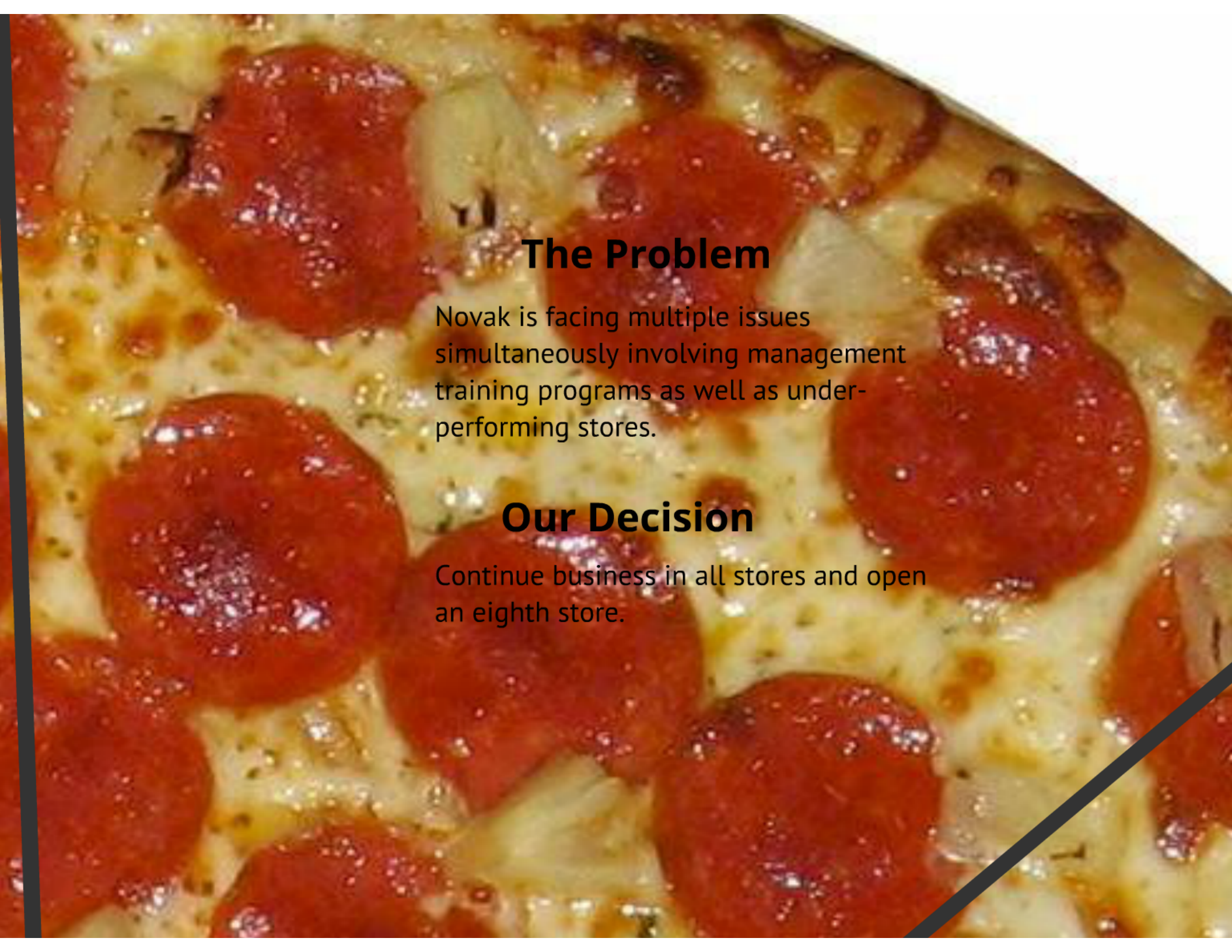
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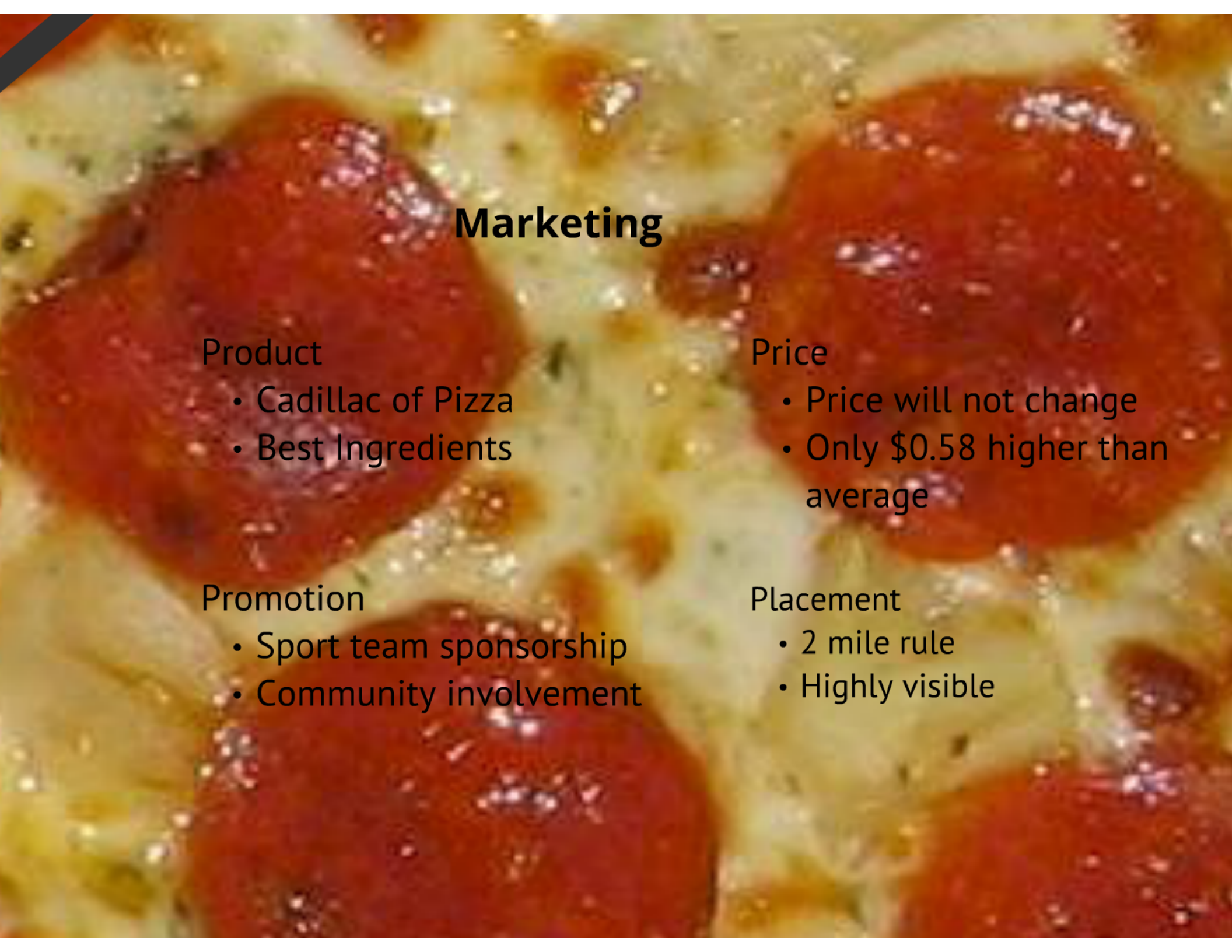


The Problem

Novak is facing multiple issues simultaneously involving management training programs as well as under-performing stores.

Our Decision

Continue business in all stores and open an eighth store.



Marketing

Product

- Cadillac of Pizza
- Best Ingredients

Promotion

- Sport team sponsorship
- Community involvement

Price

- Price will not change
- Only \$0.58 higher than average

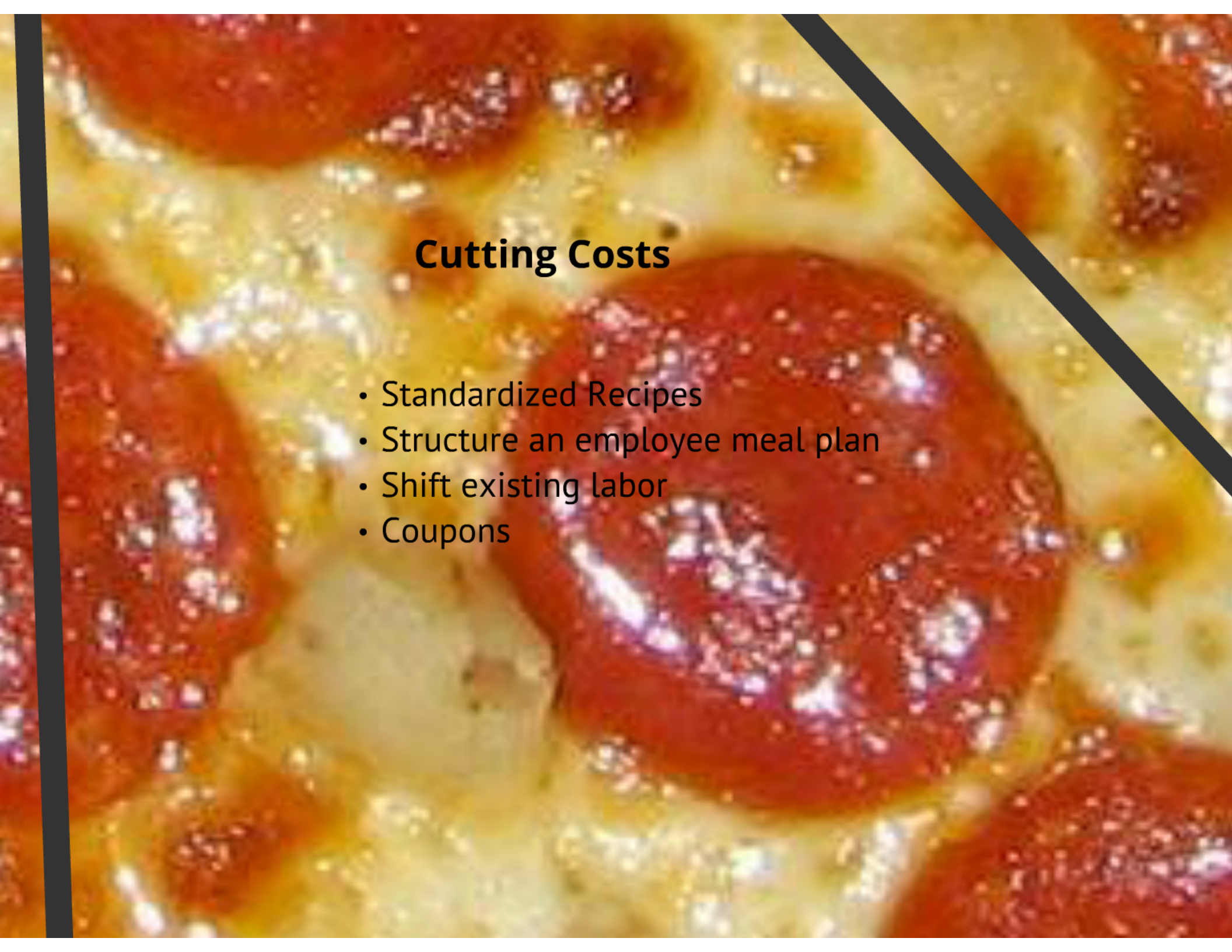
Placement

- 2 mile rule
- Highly visible



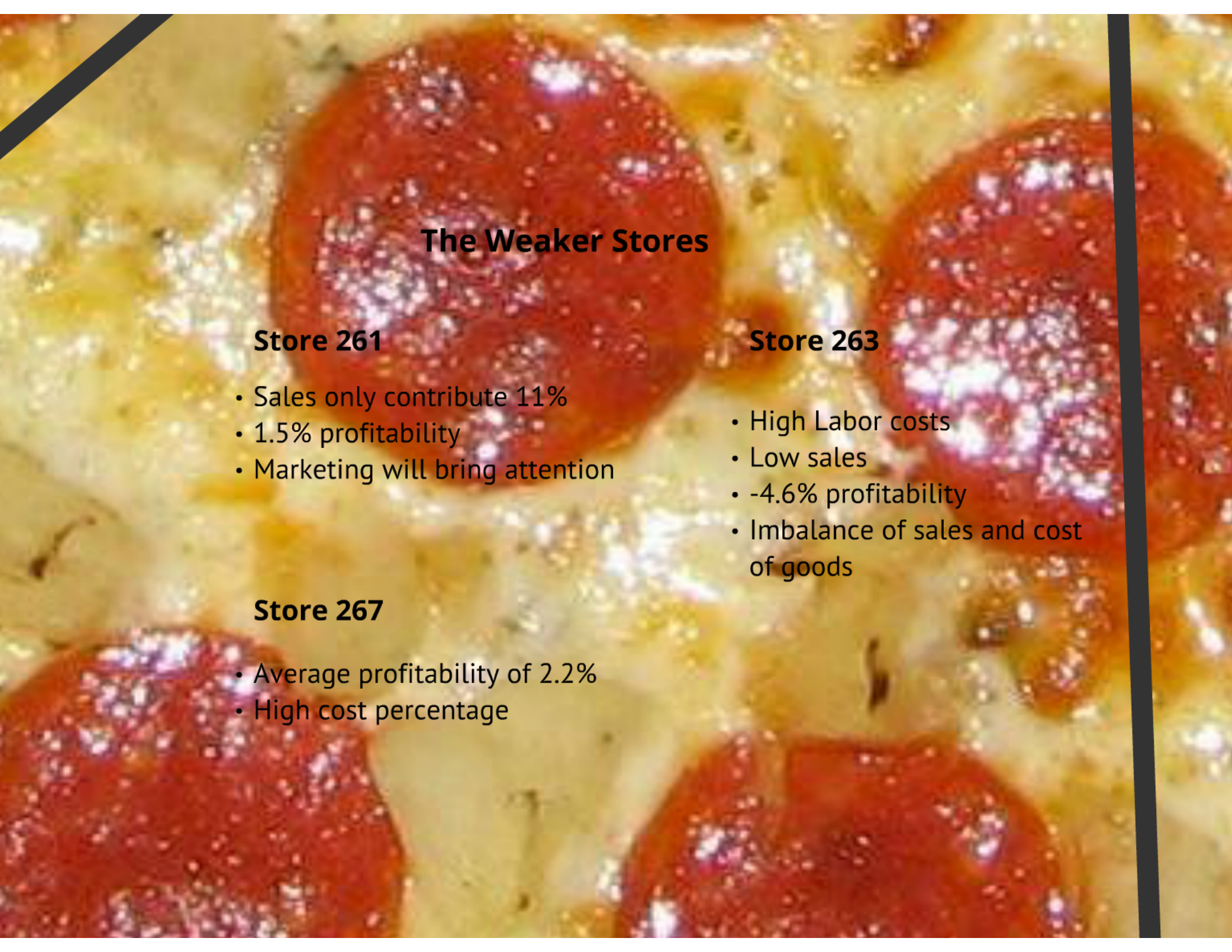
Manager In Training Program

- Requirements for entry
- Contract obligation
- Structured training program



Cutting Costs

- Standardized Recipes
- Structure an employee meal plan
- Shift existing labor
- Coupons



The Weaker Stores

Store 261

- Sales only contribute 11%
- 1.5% profitability
- Marketing will bring attention

Store 263

- High Labor costs
- Low sales
- -4.6% profitability
- Imbalance of sales and cost of goods

Store 267

- Average profitability of 2.2%
- High cost percentage