



Entrepreneurship Project

Questions to ask?

- What is needed or wanted in the area?
- What do I really like?
- What is something no one else is doing?

Pizza



- Many people consider pizza to be the perfect food
- Pizza has been popular in the US for over 100 years
- The first American pizzeria was opened in New York in 1905
- Today Americans eat over 100 acres of pizza every day!



Its your turn

- Work in groups of 2-4 to create a new pizza food product.
 - 1. Choose a target market
 - A **target market** is a group of customers a business has decided to aim its **marketing** efforts and ultimately its merchandise towards. A well-defined **target market** is the first element of a **marketing** strategy.
 - Example: teenagers
 - 2. Develop the name for your company

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- 3. Develop your new kind of pizza
 - Keep your target market in mind
 - Be creative
 - it doesn't have to necessarily be realistic
 - Use a theme
 - 4. Name your pizza
 - 5. Create a package for your pizza.
 - 6. Create a commercial for your pizza
 - 30- 60 seconds
 - Aimed at your target market
 - Explains your pizza

