

The logo for Home Run Inn, featuring the brand name in a white serif font inside a dark red rounded rectangle with a white border.

**Home Run Inn**

Make every pizza a home run



**THE ROAD TO**  
*Phoenix*

MARKETING PLAN  
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# Home Run Inn Marketing Plan 2019

## Executive Summary

Home Run Inn is a local Chicago staple for pizza, with a seemingly unlimited potential for growth. The move to Phoenix presents an incredible opportunity for the client to grow not just in profit, but also in brand recognition. Through this marketing proposal, the client will be able to achieve all goals and objectives by following the extensive plan of promotional activities; including a sponsorship deal with Spotify, an increased presence on social media, and special rewards program for all consumers. Through these promotional activities, Home Run Inn will successfully maintain their brand of “Family First” while also pushing the company forward as they expand to Phoenix, Arizona.

The target market for this plan is aimed at millennials (a.k.a Net Generation, Generation X) living in the greater Phoenix area. This new demographic differs from the Generation Y market that Home Run Inn has been targeting over the years. Successfully winning this market will result in a large revenue increase for the client. To target this market, the products will not change significantly, simply be updated to maintain the premium brand image. Home Run Inn retail locations in the surrounding Phoenix area will be opened up to increase millennial interest in the brand. This expansion gives the client a chance to boost consumer awareness in the Southwestern part of the United States.

# *Home Run Inn Marketing Plan 2019*

## **Abstract**

Since 1947, Home Run Inn Pizza has been owned, operated, and located in the south side of Chicago. To keep up with the innovations of competitors, Home Run Inn is looking to expand to other cities, specifically Phoenix, AZ. The move to Phoenix is a great opportunity for Home Run Inn, as they will be able to reach a secondary Chicago market. Having food from around America is a trend amongst millennials. The following report is a recommendation for a marketing strategy regarding the possible expansion of Home Run Inn.

## **Background**

### **Mission Statement**

Home Run Inn has a long and storied history in the Chicago restaurant business. The original, all-natural recipe was created in 1947 by Mary Grittani and Nick Perrino. Since then, Home Run Inn has been providing pizza with the highest quality ingredients and no preservatives. In the words of the purpose statement of Home Run Inn, "For the Love of Family", the company strives on creating a family-oriented environment.

### **Home Run History**

Home Run Inn started as a tavern in 1947. The owners focused on the beer and liquor aspect before entertaining the idea of solely concentrating on pizza. Mary Grittani and Nick Perrino thought they could make their own pizza to feed the people at their tavern to save money. They loaded it with salt so the consumers would be inclined to drink more and in turn increase profits of their little tavern.



# *Home Run Inn Marketing Plan 2019*

Soon after they introduced the pizza to the customers, more and more people wanted it to bring home. They created "snack packs" which were pre-made frozen pizzas for the customers to take home after a long night at the tavern. Mary and Nick realized that this was a great market to go into, and started to focus more on perfecting the pizza recipe, than the business in within the tavern.

One day, at the tavern, the locals piled in to watch the baseball game going on down the street. The owners were trying to decide on a name for the pizza "snack packs" they created. While discussing it, a baseball from Comiskey Park flew through the window of the tavern. Thus, the name Home Run Inn was born! In 1995, they decided the little tavern was not enough for the rapidly growing business, so they opened up a plant in Woodbridge, IL, which is where they make all of the pizzas today.

## **Main Products/ Services**

This plan will serve to market Home Run Inn, through pop-up shops, concession stands, food trucks, and eventually, restaurant expansion. Phoenix, AZ is Home Run Inn's top selling frozen pizza market outside of Chicago, as it sells extremely well in grocery stores. This factor shows that people in Arizona have a desire to purchase Home Run Inn pizza, which presents the opportunity for the company to expand in unique ways. Phoenix is the heart of Major League Baseball spring training and has many locations to choose from. One suggestion, is to have Home Run Inn concession stands at baseball stadiums, as well food trucks. This allows Home Run Inn to serve pizza outside of stadiums and around the Phoenix area in order to drive up sales. The food trucks have great potential even during the baseball offseason, as they are mobile and can move to different locations such as college campuses, shopping malls,

# Home Run Inn Marketing Plan 2019

bars, tourist attractions, etc. The marketing team will also offer social media planning and sponsor-relation services, to target more consumers and gain revenue. After achieving this, Home Run Inn should aim to open a restaurant in Phoenix with a craft beer wall to increase uniqueness. This provides consumers the opportunity to dine in and enjoy craft beer with their meal, as the target demographic of millennials, are avid craft beer drinkers.

## SWOT Analysis

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Phoenix is fifth most populated city in U.S.</li> <li>• Phoenix is one of Home Run Inn's top markets</li> <li>• Home Run Inn has restaurants and frozen pizza</li> <li>• Home Run Inn has plans to open a restaurant here within the next 10 years</li> <li>• Sloan Park has the highest attendance rate and capacity out of all spring training stadiums in the U.S.</li> <li>• Chicago Cubs train at Sloan Park and is the most attractive team for fans to watch</li> <li>• There are over thirty-five different colleges in Phoenix</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Opening a restaurant is financially challenging</li> <li>• Restaurant is new and not well established</li> <li>• Product that is offered is readily available by other competitors</li> <li>• Finding a specific location and building that is affordable yet easily accessible by customers</li> <li>• If brewery is pursued, this comes with heavy government regulations and taxes</li> <li>• Finding new management and employees that will uphold Home Run Inns standards and fit company's business culture</li> <li>• Current social media presence and offerings can use improvement</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Upgrade traditional target market to include millennials and younger families</li> <li>• Introduce craft beer to appeal to millennials and modernize decor of restaurants</li> <li>• Create Home Run Inn in-house craft beer</li> <li>• Have food trucks outside of stadiums selling pizza</li> <li>• Sponsor local school sporting teams and tournaments</li> <li>• Become a sponsor for the MLB</li> <li>• Redesign social media platforms to improve digital marketing and reach more consumers</li> <li>• Eventually target other sports stadiums around the greater Phoenix area (NHL, NBA, NFL stadiums)</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Lou Malnati's, Giordanos, Rosati's Pizza, and Portillos have restaurants in Phoenix</li> <li>• Competitors lower prices and offer discounts that cannot be matched</li> <li>• New restaurants or food services opening overtime and creating competition</li> <li>• An increase in pizza quality from local pizzerias</li> <li>• Many substitutes are easily available and switching costs are little to none</li> <li>• As healthy food movement grows, people become less attracted to pizza as it is viewed as unhealthy</li> <li>• Delivery services are becoming more popular and people have a stronger desire to stay in and order food rather than go to a restaurant or the grocery store</li> </ul>

# Business & Strategic Overview

## Strengths

There are countless strengths when it comes to the possibility of Home Run Inn expanding service offerings to Phoenix. As Figure 1.1 says, Phoenix is the 5th most populated city in the United

States with over 1,626,100 residing persons (Intel, 2017). This is a strength, as Home Run Inn is able to reach a massive amount of people and target a new demographic. Phoenix, Arizona is one of Home Run Inns top markets for selling pizza, as it is available to purchase in the majority of grocery stores and beats out competition such as DiGiorno, Jacks, and Tombstone. In fact, the market does so well, Home Run Inn has future plans to open a restaurant in Phoenix within the next ten years.

The greatest advantage Home Run Inn has is offering pizza not only in restaurants, but in select grocery stores throughout the United States. All pizzas are made in-house, using the same ingredients, so even the frozen pizzas taste how it would at the restaurant, giving the client a competitive advantage. Phoenix is home to Sloan Park, which is an MLB spring training stadium that has the highest attendance rate and capacity out of all training stadiums in the United States. The Chicago Cubs train at Sloan Park and are one of the most attractive teams for fans to watch. This allows a unique chance to for the client to market the pizza to Phoenix locals, as well as fans who travel from Chicago. Gaining a strong reputation within the sports industry through products and service could potentially lead to the ultimate goal of Home Run Inn becoming an official sponsor of the MLB.

**Top 20 cities in the US with the highest resident population in 2017 (in 1,000)**

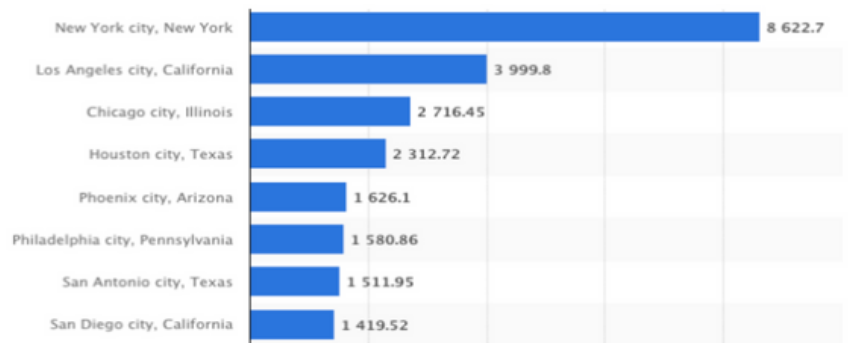


Figure 1.1



# *Business & Strategic Overview*

Phoenix is home to over thirty-five different colleges, which benefits the marketing strategy for targeting millennials attending school. A high percentage of the target demographic are avid fans of craft beer. By tapping into that industry, Home Run Inn gains the advantage of providing a trendy product for the target market.

## **Weaknesses**

Although there are more pros than cons when it comes to expanding a business, there are still negative factors that need to be addressed. The first weakness when opening a restaurant is the potential for financial challenges, as operating a business can easily exceed the designated budget. Since Home Run Inn is currently only offered in grocery stores in Phoenix, opening a restaurant will take time to become well established and create a profit. Another challenge when moving to Phoenix is finding an affordable, yet prime location to attract the maximum amount of customers. Having a prime location is key to having a successful business, and this can be a weakness as the majority of the best locations are already in use. Opening a restaurant in a new area will also present Home Run Inn with the challenge of finding new management and employees that will uphold the company's standards and fit well into the business culture. Due to the innovative strategies of competitors, Home Run Inn's social media presence must be updated to insure customer loyalty. In order to remain competitive against other brands, the client must update social media presence. If the craft beer tap wall is a success, the company will then have the potential to brew their own craft beer, which has many challenges that come with

# Business & Strategic Overview

it. The legal regulations that are set on craft breweries and liquor distributorships can potentially be expensive due to the heavy government laws and taxes.

## Opportunities

Currently, Home Run Inn's main target market is people around the age of forty-five who have children between the ages of five to seventeen. The median age in Phoenix is 33.3, with the highest percentage of the population being around the age of twenty-five, as Figure 1.2 states.

**Phoenix Population Pyramid 2019**

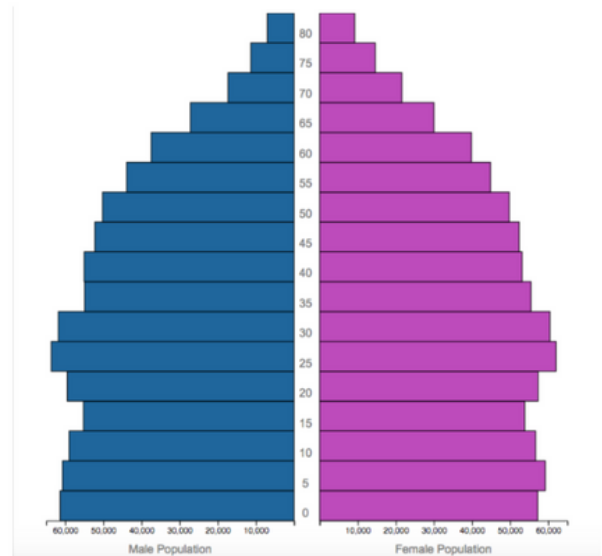


Figure 1.2

This factor is completely different from Home Run Inns target market in Chicago.

This presents an opportunity to evolve Home Run Inn's traditional marketing to include more millennials. By doing this, Home Run Inn would attract consumers that fit the most populated demographic in Phoenix. A way that this can be achieved is to



Figure 1.3

include a tap wall within the restaurant(s) to offer local craft beer (See figure 1.3). Having this wall will ensure that Home Run Inn stands out from competitors, and make the restaurant(s) more appealing to targeted demographic. If successful, this presents Home Run Inn with the

# *Business & Strategic Overview*

opportunity to expand service offerings and develop the client's own craft beer. Home Run Inn could serve this beer within the restaurants, grocery stores, and potentially sell it to distributorships to gain more customers. Another opportunity is Salt River Fields and Chase Park, which are located less than twenty-five minutes away from Phoenix. Salt River Fields is an additional spring training facility in Scottsdale where the Arizona Diamondbacks, Colorado Rockies, and various other AAA teams train. Chase Park is another spring training field, located in the heart of Phoenix. These multiple locations present Home Run Inn with a great opportunity to start pop-up shops in and around the stadiums.

Another opportunity for the client is to purchase food trucks, and serve slices of pizza around Phoenix to gain brand awareness. These food trucks could be placed outside of sports stadiums, college campuses, tourist attractions, bars, and anywhere in Phoenix that would have a large audience. An opportunity for Home Run Inn to become involved in the sports industry and increase brand awareness is to become a sponsor for local school sporting teams and tournaments. Home Run Inn can give money for funding uniforms and donate pizza for tournaments in order to become more involved with the community and ultimately create a positive brand image. By doing this, they will be able to start the process to achieve goal and objective five. Having a strong presence within the sports industry in Phoenix could potentially lead to an MLB sponsorship, which the ultimate goal for Home Run Inn. One last opportunity is to redesign Home Run Inn's social media platforms and implement new strategies in order to reach more consumers, as the target demographic is very tech-saavy.



# *Business & Strategic Overview*

## **Threats**

Pursuing a new type of market and demographic will result in threats and challenges for Home Run Inn. Currently, Lou Malnati's, Giordano's, Rosati's Pizza, and Portillo's have restaurants in Phoenix. Although these brands pose as a potential threat and create a high barrier to entry, Home Run Inn has been able to remain competitive in the Chicago market. Another threat is competitors lowering prices and offering discounts that might not be able to be matched, which can result in customers being lost. New restaurants or food services will also begin to arise overtime in Phoenix, which can create more competition and impose a challenge. Local pizzerias not only are a Phoenix staple, but bring an aspect of ethos to the Phoenix natives that large conglomerates cannot.

Home Run Inn's main product offering is pizza, which is a threat because many substitutes are easily available and switching costs are little to none. There is currently a health trend movement that is growing, as many people are becoming vegan, vegetarian, gluten free, or following a strict diet for health and aesthetic reasons. This is a threat because if the movement continues to grow, people will become less attracted to pizza as it is not a healthy option when compared to other foods. Delivery services have also become increasingly popular over the years, as many people have a stronger desire to stay in and order food rather than go to a restaurant. This is a threat, as Home Run Inn only offers services through restaurants and grocery stores. Other brands that offer a delivery service might gain market share over the client, as this trend becomes more popular.

# Market Analysis

## Market Analysis

In this market analysis, the word restaurant is used as a term to describe all strategies and options the plan recommends for Home Run Inn pizza. These strategies include, but are not limited to brick-and-mortar restaurants, pop-up shops, concession stands, and food trucks.

### Social/Cultural

Over the past ten years, the number of craft breweries have grown significantly and the industry has been booming. In 2006, the U.S. had 1,460 breweries and by 2016, the count had skyrocketed to 5,301. Broken down, 186 of those were regional craft breweries, 3,132 were

microbreweries, 1,916 were brewpubs and sixty-seven were non-craft (Figure 1.4, McCarthy, 2017). The desire to drink craft beer has been growing among consumers. On average, people below the age of thirty-four expressed the most interest in drinking craft beer. Figure 1.5 depicts in 2015, fifty-seven percent of millennials drank craft beer

**Number of Breweries in the US from 1977 to 2016**

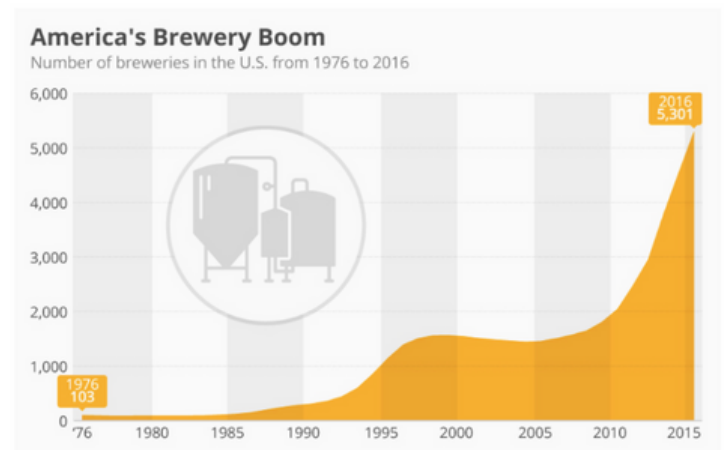


Figure 1.4

**Share of Weekly Craft Beer Drinkers by Age and Gender**

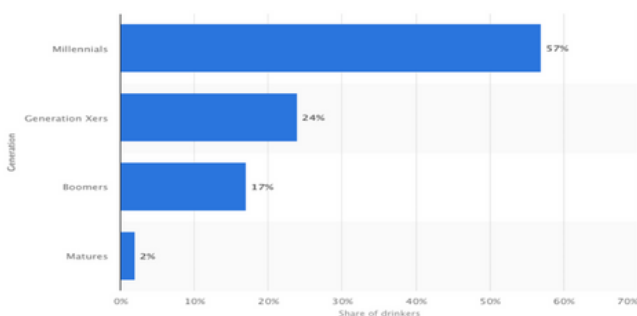


Figure 1.5

every weekend in the United States.

Although it has been around since the 1800s, craft beer was not sold on the market until the 1980s. This explains why it is less popular among older generations, as many have already developed their tastes and preferences beforehand.

# Market Analysis

This factor would be extremely profitable for Home Run Inn, as millennials in Phoenix are the target market. In addition to that, many consumers who drink craft beer, prefer to enjoy it with a good meal. Consuming craft beer with food is more popular amongst men (60 percent) than women (52 percent), due to beer's filling nature (Mintel, 2017). This factor is important when it comes to Home Run Inn selling craft beer at the restaurants, because people have a stronger desire to enjoy it with food if they have the option to do so. Seasonal craft beer is highly exclusive and the most popular choice for consumers. In fact, 61 percent of consumers wish that limited craft beer was sold the whole year instead of just seasonally (Mintel, 2017). However, limited availability is what feeds demand in this industry, as the majority of consumers return to bars to see what is new and fresh. This aspect would be beneficial for Home Run Inn if the company came out with an exclusive craft beer, as the majority of consumers would have a desire to try it.

Education is also a huge factor of what drives craft beer sales, as 53 percent of consumers would try other types if only more information was provided on the different types (Mintel, 2017). Over the years, educational tastings have become increasingly popular, as many bars and liquor stores offer tasting events for customers. Based off of this, Home Run Inn should have a detailed pamphlet about all of the craft beers on the tap wall, so that consumers are better educated and are more likely to make a purchase. The bartender at Home Run Inn should also offer samples and give meaningful advice based on their preferences, in order to drive customer loyalty.



# Market Analysis

## Economic

Phoenix is America's fifth largest and most populated city, behind New York, Los Angeles, Chicago, and Houston, with an average annual income of \$52,000 (Appendix A). Many people are looking to conserve money in the food area, which would be an opportunity for growth in the frozen pizza market. However, opening a pop-up restaurant near Sloan Park, 2nd home of the Chicago Cubs, would be the most beneficial. The Cubs hold the highest attendance record in the MLB and attract many fans during Spring Training. The total revenue for opening up a new restaurant is \$1M with a target gross profit of 25 percent. Having a restaurant straight from Chicago would be appealing to the millennials that live in Phoenix.

## Competitive

Many restaurants had the same idea, and decided to take Chicago-style restaurants to Phoenix. Since the area is dominated by the Chicago based restaurants, it is a perfect place for Home Run Inn to begin the expansion process. Some other competitors that should be considered when looking at the Phoenix market are Lou Malnati's, Portillo's, Giordano's, and Rosati's pizza. Although these are other restaurants that people might be more aware of than Home Run Inn, they are all known for serving deep-dish pizza, and that makes Home Run Inn stand out. Having another solely deep dish pizza place in Phoenix might not be the right move, but since Home Run Inn is unique and offers more to the customer, it will be successful in this market.

Something to keep an eye on is the different stadiums around Phoenix and the restaurants moving in. This could be a potential threat to Home Run Inn, as the other brands could be looking to be a sponsor of the stadium or teams in Phoenix, however, people don't want to go to different stadiums that have the same food offerings.

# Market Analysis

Sloane Park, for example should have different food options than Chase Park, and so on. This would open up many avenues for Home Run Inn to expand and sponsor the stadiums or teams that play there, due to the fact that there are many different places they could have a pop-up shop or restaurant location.

## Food Truck

There are over 300 food trucks in the surrounding Phoenix area, which consist of many different food groups, including TexMex, Grilled Cheese and Burgers. There are close to zero food trucks that have pizza offerings, which makes it a great option for Home Run Inn to try. Many people speak of the “unwritten rules of the food truck fraternity” (Rutkoff, 2018), or else disputes with other truck vendors can arise. For example, in New York, two popular trucks parked on the same block as each other and the NYPD was required to intervene. So long as Home Run Inn obeys the rules of the road and the brotherhood of food truck vendors, the food truck industry would be the ideal route to take as a stepping stone in Phoenix. As Figure 1.6 shows, food trucks are common around Sloan Stadium, but not as prevalent and secluded as other cities

### Food Trucks Located near Sloan Stadium

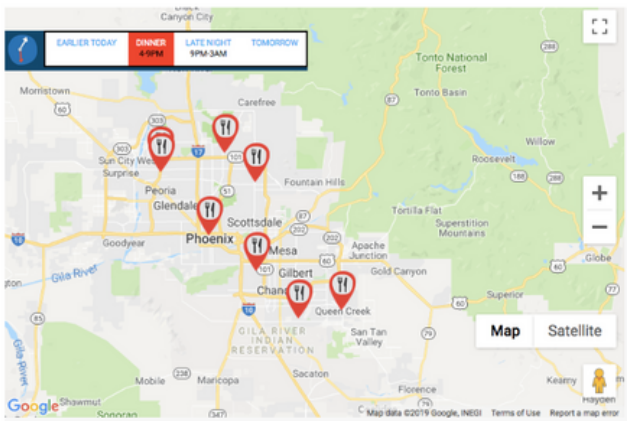


Figure 1.6

around the nation.

There are many different brands of frozen pizza that are sold at grocery stores around the country. Some being top competitors of Home Run Inn, like DiGiorno and Jack’s, while some are local brands sold by grocery stores catered to the specific market.

# Market Analysis

As long as Home Run Inn keeps up the consistent quality of the frozen pizza, the client will be able to sustain a competitive advantage amongst other brands. Home Run Inn prides on the high quality ingredients and homemade recipe, which makes it stand out from the rest.

## Legal

### Permits

There are a couple considerations to take into account when opening and serving beer at the restaurants. Obtaining a liquor license is the first crucial part of being able to serve beer at locations. The first step would be to apply for a license and make sure it gets approved. The approval process usually takes on average 105 days and requires a basic certificate of completion for all licensees and is valid for three years from the completion date. The Arizona Title 4 Alcohol Certification is a three hour course the law does not require all employees to have this certification training, solely upper management and owners. The fee for a full year license would be \$2000 and for every renewal year would be an additional \$500 (AZ Gov, 2019). Once the entire certification is completed, the license will be approved and alcohol may be served on the premises. If the food truck serves alcohol, there must be an enclosed space for the consumers to enjoy it (i.e. a patio, tables that are fenced in, etc.).

### Food Truck/ Concessions

In order to test out the market before opening a brick and mortar restaurant, it would be beneficial to trial run a food truck in a less-expensive, yet effective way. Creating a pop up shop where consumers are able to try the food and rate it through a survey. The

# Market Analysis

survey would include questions for the users to rank on a scale of one to five like the following: Please rate the quality of the food, overall experience, and would they come back/buy the pizza in a store (if no, explain why), etc. Having the pop-up shop as a concession stand in a stadium would help maximize exposure to the brand by showcasing quality frozen pizza to consumers. The only legal requirement to operate a concession stand is to have a Business License and be a registered company to operate a concession stand.

Food truck operations can be more complex than the concession stand, however the pros may outweigh the cons of obtaining one. A food truck is a restaurant on wheels, easily attainable for a quick bite for lunch during work, or a late night snack. Figure 1.7 displays the ages in which food trucks are popular, showing how millennials are most likely to buy food from a food truck. One can cost anywhere from \$15,000-\$20,000 to buy and operate, which is significantly cheaper than \$1 million to open up a brick and mortar restaurant.

A pro to having a food truck to trial run a market is that it is mobile and can go to many different places at the drop of a hat. It can test out the areas to see who is most interested in the food offerings and gather data to find the perfect place to open a brick and mortar restaurant. The Mobile Food Type Permit one, two, or three is necessary to operate a food truck in Arizona. A more recent legislation passed, which loosened the food truck restrictions in the state of Arizona stating that only one permit is needed for the entire state, instead of one for each county. Ideally, the Mobile Food Type Three permit would be most beneficial for Home Run Inn, as it is “an enclosed vehicle-mounted food establishment that prepares, cooks, holds, and serves food” (Maricopa.gov 2019).

# Market Analysis

The permit would allow a truck that looks like the one in Appendix G, which allows it to be driven on the highways and around the state. Figure 1.7 depicts the Share of Consumers Who Have Purchased a Meal from a Food Truck in the US (as of Nov 2016) by Age Group.

**Share of Consumers who Have Purchased a Meal from a Food Truck in the US (as of Nov 2016) by Age Group**

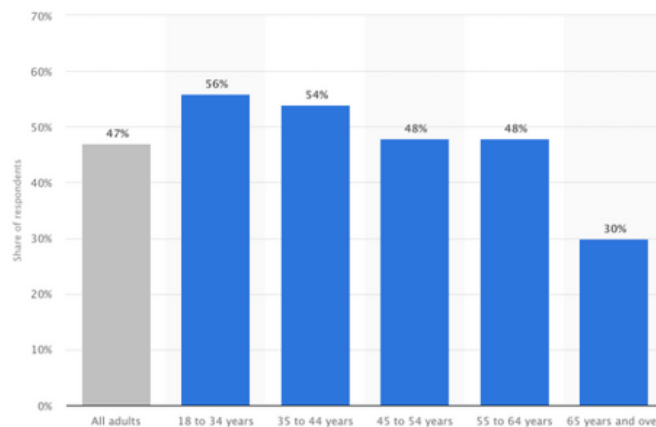


Figure 1.7

## MLB Sponsorship Contract

The ultimate goal of this marketing plan is to be a sponsor of Major League Baseball, which can be attained in 15-20 years down the road. In order to become a sponsor of the MLB, Home Run Inn must create a well-established, national-known brand that will aim to help both sides of the sponsorship deal. Linking MLB and Home Run Inn pizza combines two of America's favorite pastimes: eating pizza and watching baseball. Although the exact pricing of becoming an MLB sponsor is unknown, the estimated cost for one year of media exposure is around \$6 million. In 15-20 years, the hope is that Home Run Inn will have created a brand image that is recognizable throughout the nation.



# Target Market Strategy

## Primary Target Market

### Geographic Segmentation

Due to the overwhelming statistics about the age of Phoenix population, it is clear millennials should be targeted when expanding to this city. In 2018, Phoenix males and females between the ages of 20-34 were estimated to account for 31.25 percent of the population, resulting as the largest generational group in the city (U.S. Census Bureau, 2018). This is the result of the thirty-five different colleges in the Phoenix metropolitan area. This group is the primary target market because of the size, close proximity to the baseball fields, college campuses, and city-center.

### Demographic Segmentation

Home Run Inn's current main demographic are college-educated, Caucasian and African-American individuals between the ages of 35-64. These consumers earn between \$20,000 and \$40,000 or above \$80,000 per year. However, just because these are the demographics of individuals who prefer Home Run Inn pizza in Chicago, does not mean that these demographics are who the client should be focused on targeting in Phoenix.

The median household earnings in Phoenix is about \$52,000 per year, with non-family median incomes around \$37,000, family median incomes of about \$60,000, and married family median incomes of about \$76,500 (Phoenix Population, 2019). Based on these facts, the target demographics for Home Run Inn should be millennials to middle aged single, Caucasian and African-American individuals. Home Run Inn's demographics in Chicago differ from that of Phoenix, therefore the client should shift focus on marketing to a different target market. This shift will result in a massive increase in sales overall.

# Target Market Strategy

Based on the demographics of Phoenix, the best market to target is millennials. Due to overwhelming amount of millennials in the greater Phoenix area, it is fitting to tailor the marketing strategies towards this demographic. Net Generation is the primary group of individuals who frequent downtown Phoenix for its social attractions and the baseball fields. Thus, a marketing strategy that targets this demographic and establishes retail Home Run Inn locations in downtown Phoenix and near major stadiums will be effective in driving millennial interest to Home Run Inn products.

## **Psychographic Segmentation**

This segment's preferred lifestyle and values revolve around family time. 66 percent of parents noted that one of their families' top goals for the next one to five years is to spend more time together as a family, and 61 percent of parents noted that one of their top goals is to enjoy new experiences together (Macke, 2018). This is likely due to the fact that family time was not something the millennials partook in as children. This is a perfect opportunity for Home Run Inn because it is a family-owned and operated business, which prides itself on spending time with family, bonding with each other, and creating happy memories during their time at the restaurant.

## **Behavioral Segmentation**

These individuals are typically cost-conscious in all areas of expense. While the consumers might not be able to eat out every night, they are still looking for affordable, easy to prepare, and tasty meals. A good quality frozen pizza that requires no effort, takes under 20-30 minutes to prepare, and tastes great is a perfect meal option for this demographic.

# GOALS AND OBJECTIVES

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## GOALS

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1. Establish a pop up restaurant
2. Expand social media following on Facebook, Instagram, Snapchat and Twitter by 50 percent by the first grand opening
3. Create a relationship with locals and build a sense of community
4. Make a recognizable brand name
5. Become a sponsor of the MLB by 2040
6. Number one selling branded pizza in the country



## OBJECTIVES

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1. Competitively compete against other rivals, open one near Sloan Park/Chase Field (sport themed) for a bigger following
2. Establish a social media advertising campaign, which includes Behind the Scenes of the kitchen, coined "Behind the Plate"
3. Good pizza quality & customer service, have coupons for buy 10 pizzas get one free, bingo nights, adults only nights (half off craft beer)
4. "For the love of family", invest in a food truck to maximize promotion for the new restaurant
5. Sponsoring teams in the high schools and colleges around Phoenix, Home Run Inn will start the prove
6. By increasing awareness and utilizing the promotion tactics in this plan, applying it to different cities across the nation would benefit the company's expansion policy

# Marketing Mix

## Product Strategy

The goal is to reach existing frozen pizza buyers and convert to them to be loyal customers of Home Run Inn. For existing frozen pizza consumers, this change in consumer behavior will be sparked by making sure that Home Run Inn frozen pizzas are in every major grocery store in Phoenix. Better contracts with each of these grocery stores will be established to ensure that Home Run Inn's frozen pizza



is placed at eye-level, is not too high or too low in freezer shelves, and the advertisements are placed throughout the frozen aisles. These changes will increase awareness of Home Run Inn frozen pizzas to people looking to purchase frozen foods for their homes.

Displayed in the picture above is the new packaging OFTA agency suggests. As our primary research proved the consumers preferred to have the prior packaging, as it was easier to identify with a solid color box. The current packaging has minimal color, making it tough for the consumers to easily differentiate the types of pizza from one another.

Increasing desire for Home Run Inn pizzas for other Phoenix consumers will come through the Home Run Inn retail location, where consumers can try freshly-made pizza. Handing out coupons and promotional material at the retail store will further increase awareness and consumers' willingness to try Home Run Inn frozen pizza.

# Marketing Mix

Frozen pizza brands such as Reggio's Chicago Town, and Uno are pizza brands similar to Home Run Inn. Each of these brands have similar but distinctive packaging for their frozen pizzas. Shelf placement, advertisements, and coupons are vital to differentiate Home Run Inn from these competitor products.. One advantage that Home Run Inn will have is that none of these competitor brands have a physical retail store in Phoenix to reinforce their branding and marketing.

## Place Strategy

There are three major grocery stores in Phoenix that sell Home Run Inn's pizza: Safeway, Albertsons, and Sprouts. Ensuring that all products are sufficiently stocked at every location, with prime shelf placement is vital for Home Run Inn begin to dominate the frozen pizza market in Phoenix. This will ensure that all consumers, especially the target demographic, will have easy access to Home Run Inn frozen pizza at their local grocery store.

The first retail location of Home Run Inn in Phoenix will be near Sloan Park MLB spring training stadium to attract baseball fans for before and after game. The second retail location of Home Run Inn will be in downtown Phoenix. In this area, there are many attractions and is the heart of social life of Phoenix (Visit Phoenix, 2017) . These locations will solidify Home Run Inn as a premium pizza brand in the eyes of Phoenix consumers. The locations will attract significant volume of consumers and will bolster the sale of frozen pizzas by acting as another avenue of advertisement and marketing for Home Run Inn.



# Marketing Mix

## Price Strategy

When it comes to linking the marketing objectives with the pricing, there are many things that need to be kept in mind. For example, when comparing the prices to other major frozen pizza competitors such as DiGiorno, Tombstone, Amy's, Red Baron, it is important the price is still relatively in range and to account that Home Run Inn must cover the cost, and create a profit. "Frozen pizzas reputation as a cheap and easy dinner option may be the key volume driver for the category. Yet to grow, category competitors must continue to explore ways to counter the perception that frozen pizza doesn't taste as good as delivery pizza, an option that may also be seen as convenient and relatively inexpensive. Three quarters of adults whose household eats frozen or refrigerated pizza at least once every three months agree that delivery pizza tastes better than frozen" (Mintel 2018). Home Run Inn's pizza pricing is comparatively higher than the rest of its competitors. By using a skimming price strategy, Home Run Inn is able to maximize the value of the brand, as well as maintain a higher price profit margin to recover from operating costs. Home Run Inn products attract customers that are less "price sensitive" and more willing to try new things.

According to IbisWorld, the "operating profit, as measured by earnings before interest and taxes, accounts for an estimated 6.2 percent of revenue in 2018, up from 4.3 percent in 2013. Industry profit margins benefited from the decreasing costs of key inputs. For example, the world price of wheat fell at an annualized rate of 6.9 percent over the five years to 2018, which in turn decreased the cost of dough used

# Marketing Mix

for pizza making.” Assuming that Home Run Inn brought in \$1,000,000 in profits from its grocery sales, it is fair to assume that they were able to make a \$16,129,032 in revenue.

## Pricing Comparison at Major Grocery Retailer

### 1. Outsider’s Pizza Company - Detroit

Three Cheese = \$8.99\*

2. Home Run Inn – Classic Cheese =  
7.99

3. Connie’s – Cheese = 6.99

### 4. California Pizza Kitchen -

Margherita = \$6.19\*

5. Amy’s Pizza – Cheese = \$5.99

6. DiGiorno 12” – Four Cheese = 5.49\*

7. Ellio’s - Cheese = \$5.49

8. Jacks - Cheese = \$4.69\*

9. Trader Giotto’s Organic - 3 Cheese =  
\$4.49

10. Tombstone - 5 Cheese = \$4.19\*

11. Red Baron – 4 Cheese = \$3.59

Sales of the leading manufacturers of frozen pizza in the United States

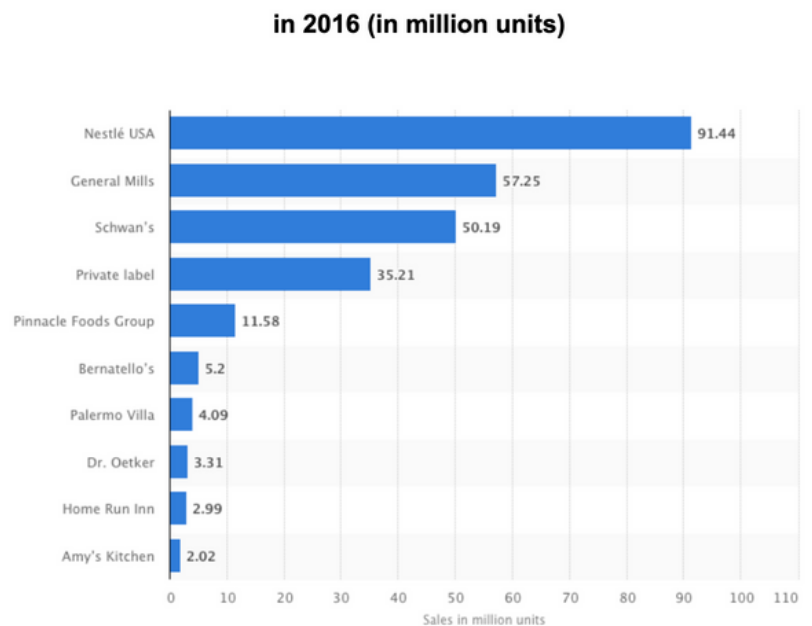


Figure 1.8

\*The Outsider’s, California Pizza Kitchen, DiGiorno, Jacks, Tombstone are all flanker brands under the Nestle Pizza Division. General Mills on the other hand is the market leader for bite sized

pizza products such as pizza poppers and bagel bites. Two of General Mill’s most popular pizza brands include Annie’s and Totino’s Pizza. Schwan’s is another major Pizza distributor, which includes flanker brands such as Red Baron, Tony’s, Freschetta, Mrs. Smith’s, Edwards, Pagoda Express, Bon Appétit, and Larry’s.

# Marketing Mix

When comparing Home Run Inn's frozen pizza prices, it is evident that other most competitors offer lower prices, which is one of the most appealing factors to buyers. According to IbisWorld, "quality is a crucial factor because freshness and taste play a part in a product's competitiveness. Moreover, health-conscious options such as preservative-free or organic frozen pizza products can help companies gain market share in an otherwise stagnant industry." Therefore, if a frozen pizza company wants to stick out from competitors, it would be helpful for to use attractive packaging that stresses Home Run Inn's quality and taste of fresh toppings. On the other hand, Home Run Inn could potentially also introduce healthier options. Since most frozen pizza consumers have a variety of different options to choose from, packaging is a huge factor that can allow for consumers to be swayed from choosing one frozen pizza brand over another.

Considering that most millennials aged between 18-34 years old, would pay willing to \$18 to \$20 for a large pizza, and that Home Run Inn is doing relatively well against similar competitors in Chicago, OFTA agency suggests that Home Run Inn keep the current menu prices when introducing a new location to the Arizona market. Alongside pizza, Home Run Inn also offers a variety of different options such as wings, appetizers, salads, soups, sandwiches, pastas, and desserts. Similarly, Pizzeria Bianco, Spinato's Pizza, and Oregano Pizza Bistro are some potential Phoenix based competitors, that also provide comparable menu items and restaurant feel to Home Run Inn. Other common Chicago based names have also created a stable home in the greater Phoenix area, such as Giordano's and Lou Malnati's. When comparing Lou Malnati's and Giordano's thin

# Marketing Mix

crust cheese pizza prices, our team found that the chains' prices for pizza and other menu items are almost the same in Chicago and Arizona.

## How much \$ Millennials are Willing to Pay for a Large Pizza

How much would you pay for a large pizza at a restaurant?

	How old are you?									Total
	Under 18	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 - 84	85 or older	
\$18-20	1	26	5	0	1	4	0	1	0	38
\$20-25	0	8	3	2	1	5	1	1	0	21
more than \$25	0	4	1	0	1	1	0	0	0	7
Total	1	38	9	2	3	10	1	2	0	66

Figure 1.9

## Restaurant Pizza Prices for Large Cheese Pizza

1. Home Run Inn - \$19.95
2. Pizzeria Bianco - \$16.00
3. Spinato's Pizza - \$14.50
4. Oregano Pizza Bistro - \$14.99
5. Giordano (Thin Crust) - \$21.75
6. Lou Malnati (Thin Crust) - \$16.25

As Figure 1.9 shows, the primary target market of millennials ages 18-34, chose to buy the cheapest amount for a large pizza. Of the sixty-six people who answered the survey, forty-seven of them chose the eighteen to twenty dollar option, making up for two-thirds of the total responses.

# Marketing Mix

## Promotion Strategy

**Integrated Marketing Campaign - The Road to Phoenix**  
**Slogan - Make every pizza a Home Run**

### Revamp Mobile App and Loyalty Program

OFTA Agency plans to take is to recreate the Home Run Inn application in a way that persuades members to enroll in a loyalty system, collect points, and try mobile order payments. Home Run Inn customers will be allowed to gain points through a QR system, from any method of purchasing pizza, whether that be through the brick-and-mortar locations, concession stands, food truck stands, or through grocery retail stores.

Allowing customers to use an order-and-pay system can be greatly beneficial in order to cut lines that are created outside of the pop up locations. The app will also allow the brand to target its millennial audience directly with sweepstake prizes, and promotional deals that are only accessible through the app. Aside from users being allow to pay directly through their phones, users can also visit the app to learn a little bit more about the history behind the brand, find locations near them, learn about upcoming events, and inform users on where they can follow Home Run Inn on various social media platforms.

### Pizza and Pop-Up

Having a pop-up shop allows for the brand to easily gain exposure to different target markets, in different areas. This marketing tactic will differentiate Home Run Inn's from other competitors. The food truck will allure customers with the "pizza and pop-up" meal deal, which offers one slice of pizza and a pop for \$4.00. By creating this mobile pop-up shop, customers can easily buy pizza by the slice they prefer and give us their thoughts on the pizza. After purchasing from the food truck, customers will have the option to fill



# Marketing Mix

out a quick survey on their experience trying Home Run Inn pizza, where they have the option to express any questions, comments, and concerns about the products offered. By creating a survey, the client can better understand what the Phoenix market preferences are, while still promoting the brand's current products, the loyalty program, social media pages, and future location. As a thank you for taking the survey, a "Make Every Pizza a Home Run" 10 percent off coupon will be added to their next purchase. The 10 percent off coupon will encourage consumers to stay engaged with our social media pages, in order to find out where the food truck will be parked next.

According to the Phoenix Street Food Coalition, the average cost of opening up a mobile food vendor shop in the greater Phoenix area, is around \$50,000. This number includes commissary agreements, permit and licensing costs, and operational costs. Some other factors to be aware of, include \$5,000 insurance bond per employee in Mesa, the ban on food trucks in Glendale, and restricted availability of food truck permits in Scottsdale. Although there are a few regulations, there is an advantage because according to Phoenix law, there are no forced shutdowns or fines.

Considering that the pop-up shop is a success and Home Run Inn continues with the plan to open up a Phoenix location, OFTA Agency plans to use the food truck as a mobile way to advertise the opening of new location. The food truck would find prime parking spots throughout the city, that connect Home Run Inn with target markets around college campus, sports fields, downtown areas, parks, shopping centers, popular strips with bars and clubs, touristy areas, festival and event locations, and more.

Similar to the food truck idea, OFTA Agency plans to introduce pop-up concessions stands in Chase Field in Phoenix, Sloan Park in Mesa, State Farm Stadium in Glendale,

# Marketing Mix

and other major stadiums around the greater Phoenix area. The concession stands will be strategically placed throughout these stadiums to attract baseball fans to Home Run Inn pizza. On average, pizza at concession stands have about a 69-75 percent profit margin, while beer has almost a 90 percent profit margin.

## Spring Training Season Passes Sweepstakes

By creating a chance to win season passes to Spring Training for our customers, Home Run Inn can retain and gain attraction of baseball lovers. Since OFTA's goal is to start getting people to associate Home Run Inn with the baseball, having a chance to win a Spring Training Season Pass is a perfect opportunity to gain popularity with baseball lovers. This is a perfect opportunity to reach an entirely new demographic that Home Run Inn hasn't before. Promotional flyers, like Figure 2.0, will be passed out at our pop-up locations informing people to purchase a meal deal and scan their QR code in our application for a chance to win. The flyers will also notify customers about Home Run Inn's grand opening in Arizona and encourage fans to follow the restaurant on social media.



Figure 2.0

# Marketing Mix

## Social Media

The social media campaign will be one of the most important parts of the integrated marketing campaign. Social media is one of the most accessible ways to reach out and engage with potential new customers. In order to achieve goal five of expanding the client's social media following by 50 percent, before grand opening of the Phoenix location, Home Run Inn must implement different tactics to gain more exposure. As part of the social media audit, OFTA agency believe that it is important to completely alter the client's current social media game. The social media campaign will mostly focus Twitter, Facebook, Instagram.

Currently, Instagram advertisements are averaged at \$0.50 - \$1.00 cost per click. Instagram advertisements are known for having a high rate of engagement with customer when targeted accordingly. Therefore, in order to maximize social media campaign efforts, Home Run Inn must segment its target audience depending on the advertisement. For example, Mintel research shows that Caucasian people, and people who range from 25-34 year old are the most concerned about the freshness of their produce, dairy, and meats. In order to attract new customers to Home Run Inn products, OFTA agency suggest creating and running a "Behind the Plate" advertisement, targeted to people who fall into this category. "Behind the Plate" will follow Home Run Inn employees into the kitchen and showcase how the pizzas are made on Instagram Television (IGTV). The goal of creating this IGTV video is to display how truly fresh and organic the ingredients are. Social Media posts can also be used during the countdown to generate buzz the opening of the Phoenix location. Facebook, Twitter, and Instagram posts can include pictures of menu items, images of the beer tap wall, images of the party

# Marketing Mix

deck, as well as repost of photos of Home Run Inn customers enjoying their time at our locations. Each social media post will be hash-tagged with #MakeEveryPizzaAHomeRun in order to share Home Run Inn's message with consumers in a more subtle way.

## Support Local Fundraisers

Another way to focus on getting the brand out there is by supporting local fundraisers. According to Mintel data, 40 percent of customers believe that it is very important for a company to support charitable causes, while 44

## Opinions of Companies Supporting Charitable Causes, April 2018

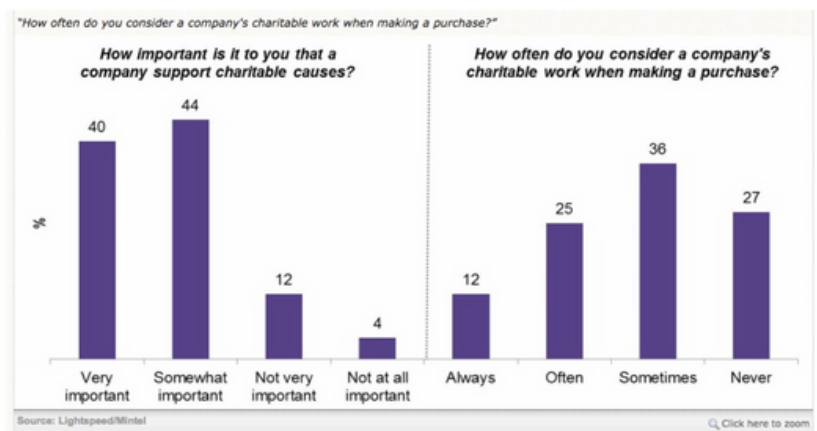


Figure 2.1

percent believe it is somewhat important. According to Mintel (2014), 66 percent of people surveyed also prefer for a brand to donate to a cause that directly impacts their community. By donating pizza and volunteering time to local causes around the Phoenix area, people will associate a closer-knit, homey feel with Home Run Inn. Rather than being seen as a major brand nationally, creating a more hyper local approach in the Phoenix market would be a more beneficial route to take, as more people are being exposed to Home Run Inn name and mission.

## Digital Advertising

The final part of our "Make every Pizza A Home Run" campaign strategy is to create a digital advertisement through Spotify music. According to a Nielsen study, digital Spotify advertisements are 25 percent more effective than the average. Through Spotify, OFTA

# Marketing Mix

Agency plans to create a “Walk-Up Playlist”. The playlist will include what are considered some of the best Walk-Up Songs from the MLB, such as the Humpty Dance by Digital Underground, Lemon by N.E.R.D. and Rihanna, Fame by David Bowie, and more. This advertisement will encourage people in the greater Phoenix area to join Home Run Inn following the game, on the opening day of Spring Training. As Figure 2.3 depicts the playlist on Spotify, it would look something similar to this picture below.

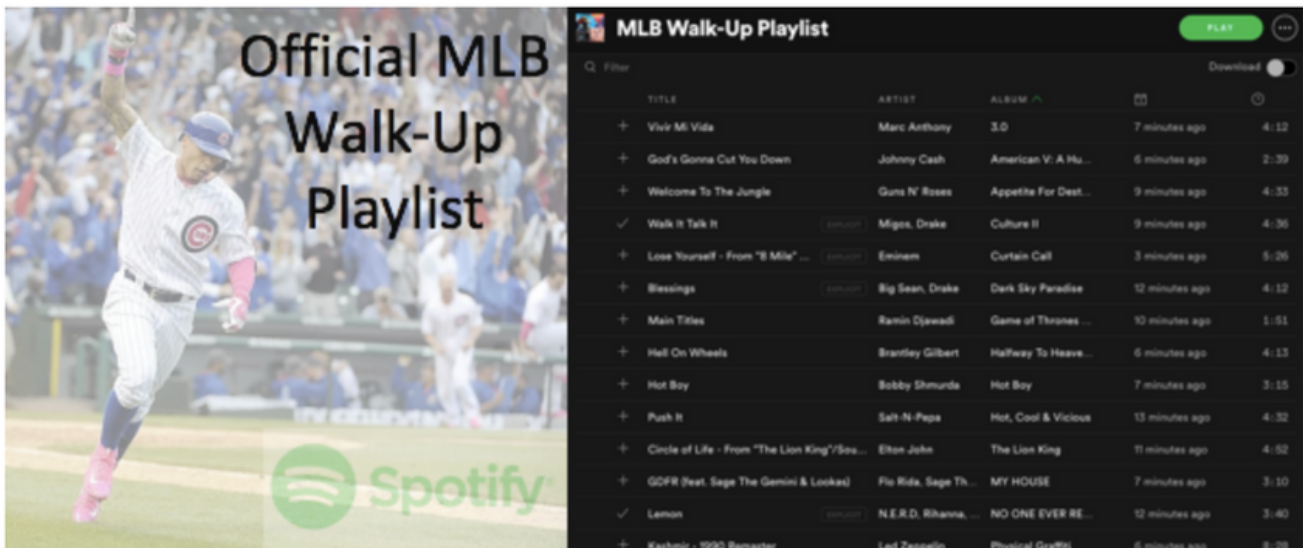


Figure 2.3

Working with Spotify allows the client to increase target marketing efficiency because Spotify allows its advertisers to plan, buy, and manage campaigns directly through the platform. Spotify also allows advertisers to create a campaign as big as they want. By having this flexibility, Home Run Inn has the option to change their message and create a longer campaign that goes beyond the grand opening. Currently, Spotify charges anywhere from \$0.015- \$0.025 to advertise a business campaign. OFTA Agency’s goal is to create a medium-sized campaign surrounding the integrated marketing campaign of “Make Every Pizza a Home Run” to target 150,000 millennials in Phoenix.



# Marketing Mix/Implementation

## Grand Opening of Phoenix Location

With the grand opening of the Phoenix location, Home Run Inn plans to have major events to engage baseball fans and pizza lovers. By creating a social media countdown for the grand opening and posting images of other Home Run Inn locations, it will induce excitement over the new restaurant and create a stellar image of the restaurant before the location opens up. The grand opening of the Phoenix location will coincide with the first day of Spring Training. The plan is to host a massive party and bring in local up-and-coming DJs, performers, to enjoy the opening celebrations with us. For the event, OFTA plans to invite MLB players, vloggers, and social media influencers to join in the celebration, and create an image for the restaurant, as the new place that millennials want to be seen.

## Implementation

### July-July 2019

- Purchase Food Truck

- Apply for Mobile Food Type 3 permit and liquor license to ensure proper selling of food and beverages

- Finalize Pizza Box Design

### August-September 2019

- Hire employees in Phoenix area

- Plan food truck design/menu

### October-November 2019

- Begin promotional strategies during baseball playoffs

- Instagram TV "Behind the Plate" series starts on how pizzas are made

# Implementation

- Make sure all employees/managers are certified food truck certification
- Finalize survey being distributed at food truck locations

## **December 2019-January 2020**

- Finishing touches on food truck design and menu
- Trial run food truck idea near wear house to ensure everything is operating smoothly
- Map out food primary locations for food truck stops in order to test out target market
- Obtain food truck permit
- Print out sweepstake flyers
- Start rolling out Spotify Playlist and Advertisements

## **February 2020**

- Food truck moves to Phoenix
- Promote heavily on all social media sites
- Continue to collect data from surveys and QR codes of the consumers
- Find local schools to sponsor

## **March-October 2020**

- Analyze data and determine locations for potential brick and mortar restaurant
- Find a location and appoint a manager/owner of AZ location

## **2021**

- Break ground on new restaurant
- Promotion on socials, new restaurant location

## **February 2022**

- Open restaurant on same day as opening day of Spring Training

# Evaluation

This plan will be most effective to reach all marketing goals and objectives. Carrying out this plan will properly enhance the overall image of Home Run Inn, while appealing to many different target markets. The carefully thought out marketing strategies, especially the promotional tactics, will be vital in the growth of the franchise and specifically tailored to the Phoenix area millennials. This marketing plan will accomplish the main goal of enhancing the brand image of Home Run Inn Pizza. The company will not only grow to strengthen the franchise, but also will use the promotional plan to integrate into the community and create an all-inclusive atmosphere. The community will be involved in the Home Run Inn family through the many sponsorships, social media presence, and personal interactions with the fans. The revenue generated from this expansion will be profitable and used to push the brand forward. Home Run Inn prides themselves on family-oriented atmosphere, valuing the time spent with family, friends, and loved ones, and hope to convey this through this marketing plan. These values correspond with the purpose statement of Home Run Inn, “For the Love of Family.”

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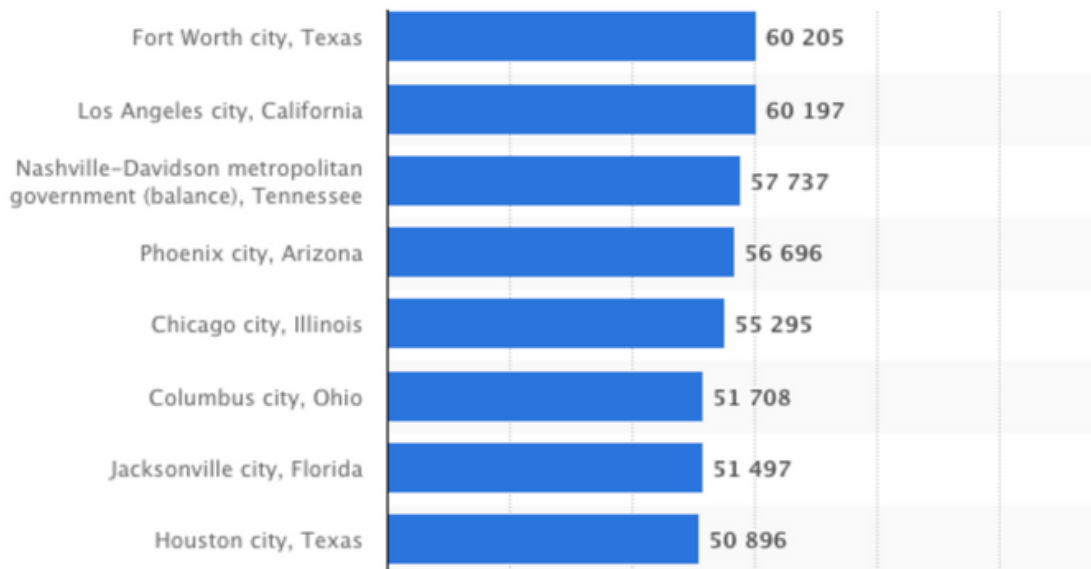
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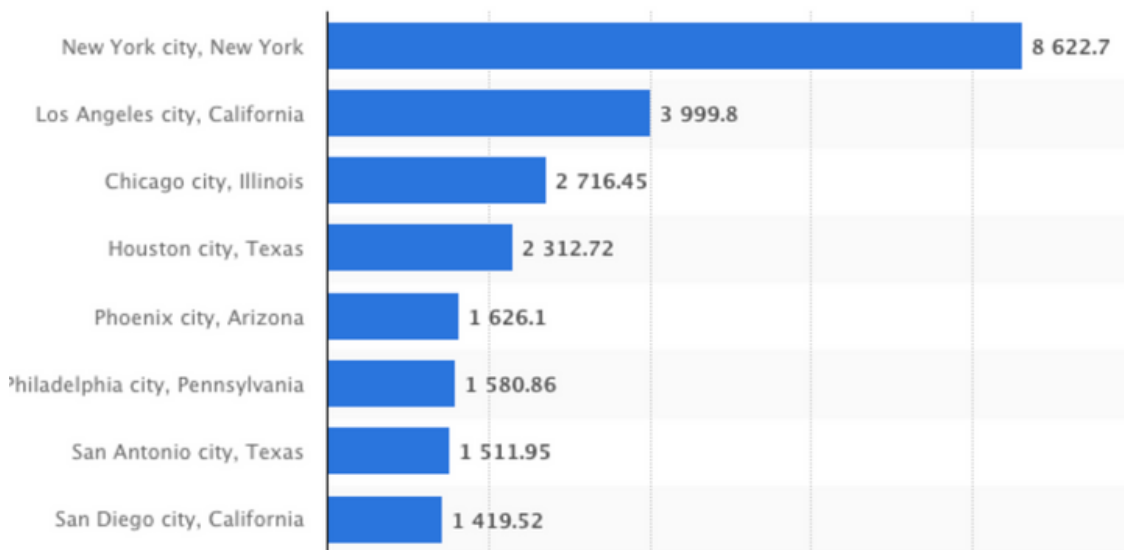
# Appendix

## Median household income in the top 25 most populated U.S. cities in 2017 (in U.S. dollars)



### Appendix A

## Top 25 cities in the U.S. with the highest resident population in 2017 (in 1,000)

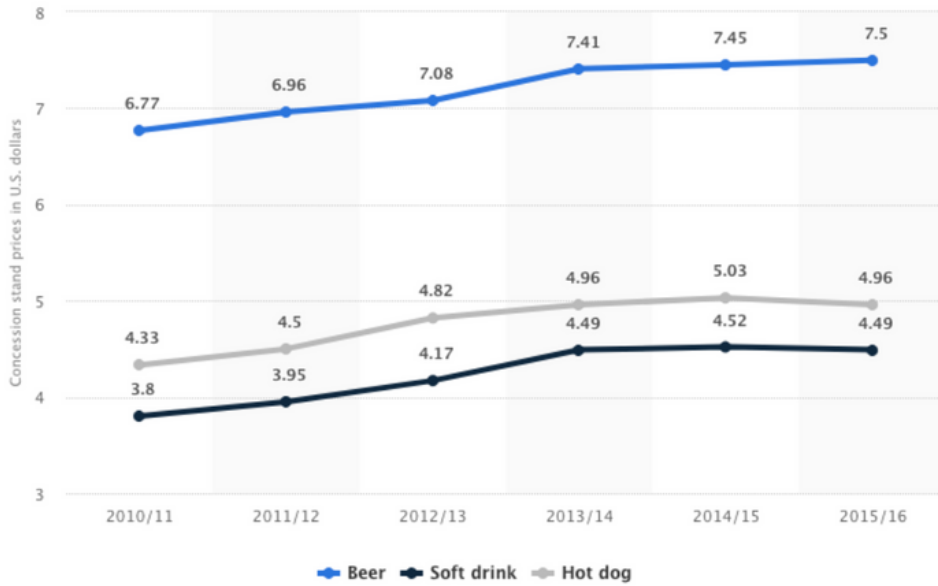


### Appendix B



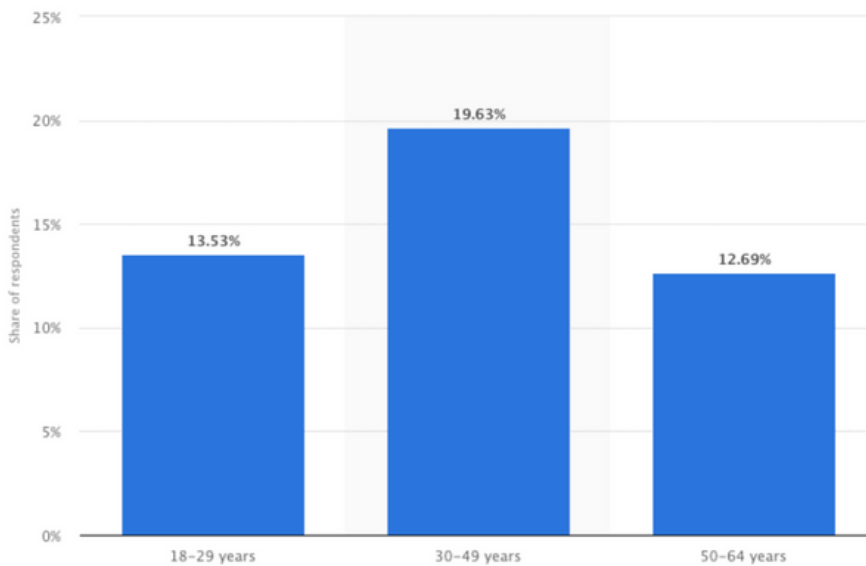
# Appendix

**Average concession stand prices in the National Basketball Association from 2010/11 to 2015/16 (in U.S. dollars)**



## Appendix C

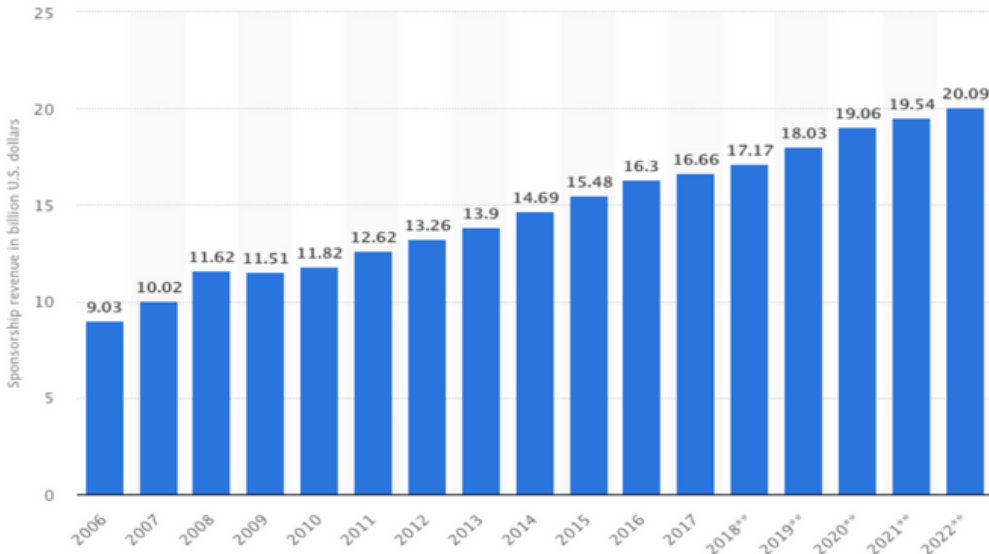
**Share of Americans who attended Major League Baseball (MLB) games in the last 12 months in 2018, by age**



## Appendix D

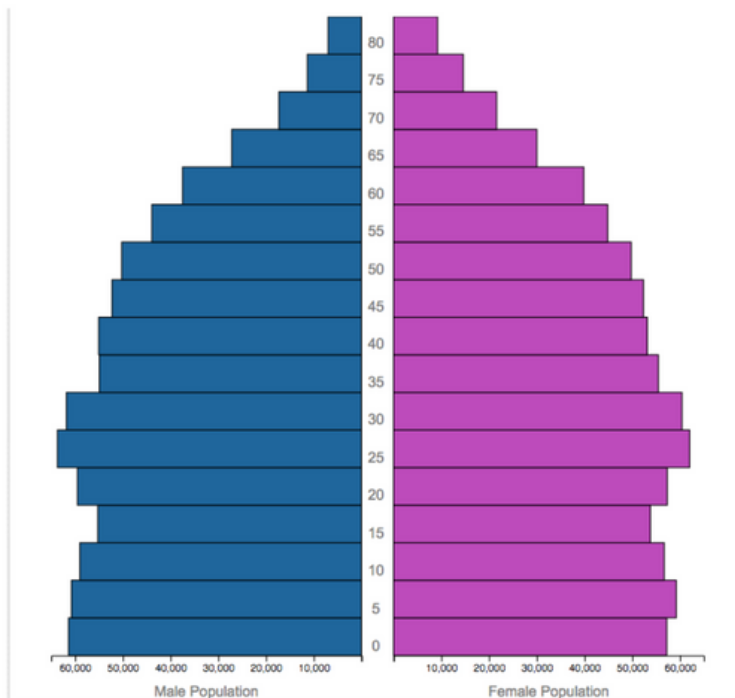
# Appendix

**Sports sponsorship market size in North America from 2006 to 2022 (in billion U.S. dollars)\***



## Appendix E

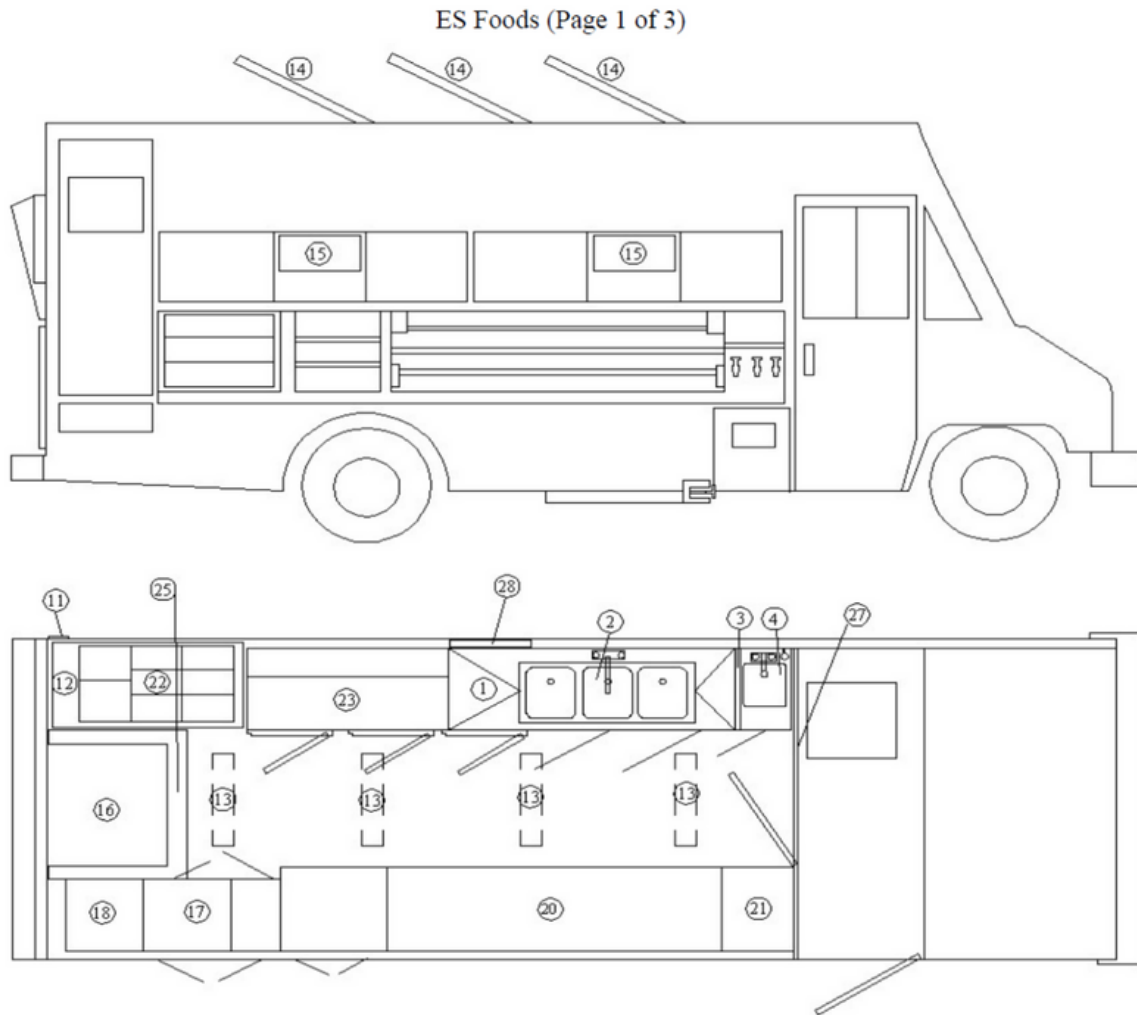
**Phoenix Population Pyramid 2019**



## Appendix F

# Appendix

**Plan Submittal Example**



Appendix G

# Appendix-Survey



Hey there! Thanks for clicking on this survey, we know your time is valuable, so we made the survey short and sweet (and savory)! So grab a piece of pizza and take a load off!



What is your favorite type of pizza?

- Cheese, Cheese, and more Cheese!!!!!!
- Sausage
- Pepperoni
- More of a veggie person, myself.
- No 'za for me thanks!

Thick or thin?

- Thick! Chicago baby!
- Only thin, let's be real. NY is the best
- uh..i still don't like pizza

How much would you pay for a slice of pizza at a ball game?

- \$5-6
- \$6-7
- \$7-8
- more than \$8

How much would you pay for a large pizza at a restaurant?

- \$18-20
- \$20-25
- more than \$25

Do you like to eat frozen pizza?

- Yes!!
- Oh gosh never!

Have you heard of Home Run Inn pizza?

- Yep
- Nope

What is your favorite frozen pizza brand?

- Home Run Inn
- DiGiornos
- Jack's
- Tombstone Pizza
- Other
- I don't like pizza.



How often do you eat pizza?

- I eat pizza daily
- 4-6 times a week
- 2-3 times a week
- Only once a week
- Never

How often do you go out to eat pizza at a restaurant?

- Daily
- Three times a week
- Once a week
- Once a month
- Never



Do you think Home Run Inn should try to expand to different states?

- Sure, why not.
- No! Stay in Chicago!

What do you associate with Home Run Inn?

- Baseball
- Family/Childhood
- Pizza
- All the above

# Appendix-Survey

Do you like beer?

- Heck Ya!
- Nah, not a beer drinker.



Do you prefer craft beer or well-known brands?

- Craft all the way!
- Bud all the way!
- I'm indifferent tbh



Why do you drink craft beer? (select all that apply)

- Something Different
- Tastes better than mainstream beer
- My friends drink it
- Support local business
- Beer is beer to me lol.



How much do you pay for craft beer?

- \$5-\$10
- \$10-\$15
- \$15-\$20
- \$20+

Please specify your ethnicity.

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Other



Now let's get into the fun stuff... (not that the other stuff wasn't fun :D)

When do you drink beer? (select all that apply)

- Watching a game
- Eating Pizza
- Chilling with friends
- Out to dinner
- Choice drink at a bar
- Other



Do you like going to breweries?

- Yes all the time! (I'll be there this week)
- If my friends are going, I'll tag along
- Nah, I'm good.

Have you purchased craft beer within the last 6 months?

- Yep!
- Nope.



Now it's time for you to tell us about yourself!

Are you a...?

- Student
- Full Time Employee
- Part Time Employee
- Unemployed
- Stay at Home Parent
- Retired
- Other

# Appendix-Survey



You're done! Thank you for taking our survey. Your opinions matter to us!



How old are you?

- Under 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 - 74
- 75 - 84
- 85 or older



Please specify your gender.

- Male
- Female
- Other