



College of Business

Developing Professionals
One Student at a Time



COMMUNITY ENGAGEMENT BUSINESS PLAN COMPETITION

For many college students, pizza is nature's most perfect food. Hot, fresh, and gooey, pizza is packaged in a cardboard box that has been unchanged for many years. While pizzas have changed in response to regional tastes and general population trends, the cardboard box packaging has remained relatively the same for many years.

The pizza packaging really should do more than the current cardboard box can accomplish. The ideal pizza packaging needs to protect the pizza from physical deformation, maintain the pizza's serving temperature, retain that tempting fresh pizza aroma, be able to function as the consumers' serving tray and storage container, and act as a branding/advertising medium for the pizza producer. The cardboard box does not, and cannot, accomplish all of these functions.

Your challenge is to develop a business plan for a new company planning to launch a pizza container that can be temperature controlled to conserve heat and has the potential to overcome the deficiencies associated with the cardboard pizza box. This project provides you with an opportunity to be creative with regard to the material used to make the pizza container, design features for the new pizza container, the name of the product, a "rewards program" for repeat customers, etc.

- Scope
 - College pizza consumption
- Challenge
 - To transport and prepare a pre-cooked pizza to ready-to-eat
- Define
 - Sales & marketing plan
 - Business plan
 - Profit/loss statement
 - Personal liability review
 - Geographic location of manufacturing/distribution plants
 - Sustainability of natural resources
 - Time to market
- Rewards
 - Berry Plastics will offer summer 2010 internships to top students as identified by USI professors regarding your work on this case study