



PIZZA

OLIVA

CLIENT PROPOSAL

Presented by:





Bienvenido

We at H+H Consulting are pleased to have the opportunity to meet with you and share some ideas about how we can help your business grow. We are a full-service consulting firm specializing in Brand building through a strategic, multi-channel approach. Your brand is more than just what you make, sell, or do - it is your personality as a company. By refining that brand and figuring out the best ways to get it in front of your current and future customers, we can offer a lift to your business while *you* focus on doing what you do best. Think of us as a volume knob on your stereo - you play the music, and we will crank it up to make sure more people can hear it.

H+H+Pizza Oliva

As we mentioned in our previous letter to you, we have four recommendations that will crank up the volume for Pizza Oliva. The best part is that these options are stackable - start with the website, then you can add on the other features (or not!) as desired.

Website | **Digital Advertising** | **Delivery** | **Local Partnerships**

Website

We can't help but think of this plan like a pizza - the H+H+Pizza Oliva Special. In our plan, a custom website is the crust - the foundation without which no business can thrive in the modern era. Your website is the strongest marketing tool available to you. According to one poll, 92% of customers prefer to get information from a business' website instead of their social media page (Verisign, 2015). A website also lends credibility to your business, boosts your presence on google SEO (which means that when people in San Jose search "pizza near me" you are more likely to appear in their search results), and can save you time by allowing you to communicate to all of your customers at once (Kaplan, 2020).

Let us build you **a beautiful website** that expresses the brand promise you have built in your restaurant. We will include a customizable menu, online ordering capability, a social media plug-in that features your customers' rave reviews. Your multilingual staff made our visit easy and comfortable, and your website will be available in both Spanish and English to reach both your neighbors and visitors to San Jose and will be mobile and desktop ready.

Beyond the functionality of the website as an online portal to your restaurant, your website will also be an important tool for your advertising efforts, allowing you to track the effectiveness of your ads by following customers from ad to website to order. Online orders will automatically be pulled into a Customer Relationship Manager (CRM) database that you can use to easily send out coupons and promotions, reward your most loyal customers with special offers, or reach out to old customers and entice them back in.



Once the website is built, we will train and coach you on how to make changes on the front end and make use of the back-end tools, so that you own your site and be **empowered to customize** it as needed going forward. Our contract includes site development and web hosting, as well as monthly monitoring & analytics check-ins for one year. By this time next year, you will be as good at working the back end of your website as you are at making pizza dough!

Targeted Digital Display & Social Media Advertising

If a great website is the crust of your pizza, then targeted digital advertising is the sauce. When it is done well, you don't even notice it - yet without it, your pizza would be pretty bland. We will identify your core audience and market to them (and people who are like them) in the digital spaces where they are already spending their time. **The best time to get people thinking about what's for dinner is before they are even hungry.** Ads for Pizza Oliva in people's Instagram feeds or on the banner of the websites where they are shopping, reading, or even browsing for where to go for dinner will keep your business top of mind. Let's be honest - all you really need to do to make someone want pizza is to mention pizza. Let us work our digital advertising prowess to develop a plan that will whisper "pizza" into your customers' ears every day. Like a delicious sauce, these strategic marketing efforts can add a boost to your business, often without your customers even noticing.

We don't expect Pizza Oliva to hire H+H every month to make these ad placements. We will develop the strategy and get you set up and ready to roll, and then train and coach you on how to make these tools work for you. We have proposed an initial media spend of \$2,000, but this amount is flexible - we will need to conduct a client intake meeting to learn more about your business goals and capacity before we can make detailed recommendations. However, at that rate we believe you will gain 500 to 2000 new orders per month.

\$2000 spend → 500 new customers x \$10 average order = \$5000 gross

These numbers are fairly scalable, so this is merely a glimpse into how quickly you will see the return on your investment. We will do the research and provide the plan - and you can decide how much to spend each month, as you see the results of this plan in action.



Delivery & Third-Party Affiliations

Your website is the crust, targeted digital advertising is the sauce, and partnering with third-party online ordering platforms + delivery services is the cheese. Some may feel it isn't necessary, but true pizza fans know that pizza isn't complete without it!

When we first dined at Pizza Oliva and met you, we discussed how the pandemic forced you to consider delivery for the first time. However, you opted to complete deliveries yourself because the third-party online ordering platforms in the area (UberEats, PedidosYa, and Rappi) each charge a 25% commission per order, which you felt Pizza Oliva could not afford. On the contrary, H+H Consulting believes that not only can Pizza Oliva afford these crucial third-party partnerships, but they will help **take your delivery service to the next level**. Partnering with UberEats, PedidosYa, and Rappi will allow you to expand your delivery boundaries and reach more customers. They will also free you up to stay in the restaurant and focus on greeting and serving dine-in customers (which, as we know, is your real passion anyway!)

Not only do these online ordering platforms help you expand your delivery, but they also act as **additional marketing platforms**. It's easy to ask yourself, "why should I be on a third-party online ordering platform that costs money when I can fulfill deliveries myself?" Understanding the benefits of these partnerships is critical.

The most common method of advertising for restaurants is to print out menus and distribute them to local residents and businesses. Let's say you printed out 500 copies of your menu at 25 cents apiece for a total of \$125. That's pretty cheap, but a hopeful estimate would be for those efforts to result in five new customers. Meanwhile, simply having your menu appear on UberEats' website is free. You are only charged a commission when you receive an order, so there is no harm in merely adding your restaurant. Restaurants who fully commit to these partnerships report an increase in business of up to 80% (Weiner-Bronner, 2020). Many users open the app when they are hungry and searching for inspiration of what they should order or want to try a new restaurant. Adding your restaurant to popular third-party online ordering platforms and delivery services is a crucial step in allowing potential customers to discover your menu. Pizza Oliva is already very popular on TripAdvisor (which is how we discovered you initially!), so it makes sense to expand your online reach and reputation through online ordering platforms, as well.

As you know, prior to the explosion of online delivery services, pizza was at the center of the food delivery industry, and it remains among **the most popular cuisines on delivery platforms**, so you are naturally set up for success. Additionally, you are allowed to mark-up your menu prices on third-party online ordering platforms to help cover additional commission costs. It is understandable that you are hesitant to partner with third-party delivery companies. 25% commission is significant, as we know that your restaurant's margins are already razor thin. But consider this: If you were running a dine-in promotion that gave new customers a 25% discount on menu items, and it was successful and you had a line of people that wrapped around Parque Nacional, you would not turn all of those customers away. You would welcome them with open arms.



H+H Consulting will initiate relationships with the three most popular online ordering + delivery platforms in Costa Rica: UberEats, PedidosYa, and Rappi. We will negotiate a commission rate, obtain delivery marketing decals, promote your partnerships, and assist your staff for the first few weeks of adding these services to ensure that everything goes smoothly. Once these partnerships have been fully implemented, we will introduce you to our account managers and customer service reps for each platform, so you will be prepared to turn to them for future assistance.

Local Partnerships & Cross-Promotional Opportunities

Let's face it: tourism is the backbone of Costa Rica. San Jose alone receives nearly two million visitors annually (Alvarado, 2017), so appealing to tourists can be a big slice of potential revenue, as well. We believe that Pizza Oliva would be very **appealing to tourists**, and a major way that Pizza Oliva can reach tourists is by partnering with local businesses within the tourism industry.

This can be achieved by running cross-promotions with local shops, breweries, hotels and other industry-related companies.

Cross-promotional opportunities include:

- Putting an ad with a coupon on hotel room keys in exchange for promoting the hotel with a banner ad on your website
- Serving beer from local breweries in exchange for the breweries displaying an ad for Pizza Oliva on table tent advertisements on each table
- Offering discounts for local museums on your social media channels, and vice versa
- Ending local walking tours with a slice of Pizza Oliva pizza, included in the cost of admission
- Having a presence at local art walks, festivals, and other events

H+H Consulting will research and form connections with prominent companies and organizers in the San Jose tourism industry **on your behalf**.

We understand that this can be a large expense and may be worthwhile to share this expense with other friends in the restaurant industry. Therefore, we recommend that you start with our "Website + Delivery + Marketing" package, and we can address your need for cross-promotional opportunities at a later date.



Budget

Much like the menu at Pizza Oliva, we want to make sure our clients get the services they want and **don't have to pay for anything they don't**, which is why we have a stackable set of tactics that we would recommend for your business. The only piece that is non-negotiable is our agency fee, which covers the research and development for each of the other options.

Cost Breakdown by Tactic		Stack Options	
Agency Fees	\$2,500	Option 1: Website Only	\$11,635
Website	\$9,135	Option 2: Website + Marketing	\$13,885
Social Media Marketing	\$2,250	Option 3: Website + Delivery	\$12,385
Delivery & Third-Party Affiliations	\$750	Option 4: Website + Marketing + Delivery	\$14,635
Local Partnerships	\$5,200	Option 5: All In	

Calendar



Pizza Oliva has built its reputation on fast, quality service, and H+H Consulting is no different! This partnership will produce **dependable, efficient results**.

We understand how valuable weekends are to restaurants – that's when you receive the most customers and revenue. Therefore, nearly all of the new phases of our consulting plan will take place on Mondays to avoid overwhelming you and your staff.

Phase	Deadline
Initial Pitch	July 19, 2021
Proposal Submission	July 26, 2021
Initiate research	August 9, 2021
Begin website build	August 16, 2021
Launch website*	September 7, 2021
Initiate partnership with PedidosYa, Rappi, and UberEats	September 9, 2021
Complete Pizza Oliva's staff acclimation with third-party delivery services	October 3, 2021
Promote delivery partnerships on social media and other digital marketing efforts	October 4, 2021
Initiate strategic digital marketing research	November 1, 2021
Launch digital marketing campaign	December 6, 2021
Conduct research of potential local tourism partners	January 10, 2022
Sign agreements with local cross-promotional partnerships	January 31, 2022
H+H presents evaluation of success to Pizza Oliva	June 27, 2022

*As discussed, we offer our services on an "ala carte" basis. Therefore, should you only wish for H+H Consulting to build a website for you, the evaluation of success would happen after the website launch.



Con Gusto

H+H Consulting offers four different consulting options, and after considering Pizza Oliva's needs and target audience, we suggest **Option 4: Website + Marketing + Delivery** at this time.

We grasp how special Pizza Oliva's food, atmosphere and staff is, and we believe we can help many others see this, as well. Pizza is best when shared, which is a value that your restaurant embodies, and we are ready to share your restaurant with San Jose residents and tourists alike.

H+H Consulting looks forward to working with you. Thank you for your time, Federico!

Heidi Rushing | Hillary Thornton
H + H Consulting

References

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