

LATE NIGHT

12 APR
2023

SLICE

PLANS BOOK



SUNSET DISTRICT

Waller Street, San Francisco, CA

SARAH HAMILTON

Strat Comm Plan MW 11a.m.



EXECUTIVE SUMMARY

Late Night Slice is a fun and casual pizza restaurant and bar that's open late from 12pm-3am. It's located in the Sunset District of San Francisco, California within walking distance to a plethora of popular college bars. Late Night Slice will be the perfect place to end your night of bar hopping, or just grab a slice anytime you're hungry! There's a range of fun activities to do there from corn hole to a pool table and several night events ranging from trivia night, karaoke, and theme nights. Come check us out!





*Company
Information:*

**It ain't
easy being
greasy.**

HISTORY: Late Night Slice is a new company that started off of one college student's need for a fresh slice of pizza at any hour of the day or night. The owner looks to grow their business and expand to other college towns.

KEY PEOPLE:

Sarah Hamilton
CEO & Owner



COMPETITORS



Logo		Why
	<p>SF Hole in the Wall Pizza</p>	<ul style="list-style-type: none"> • Outdoor seating • Close to bar area • Similar prices • 30 years in business, very established
<p>PRIMO</p> <p>PIZZA</p>	<p>Primo Pizza</p>	<ul style="list-style-type: none"> • Free pizza delivery • Older building • Minimal seating • Expensive
<p><i>Mythic Pizza</i></p>	<p>Mythic Pizza</p>	<ul style="list-style-type: none"> • Open late at night • Expensive • Well established in San Francisco • Option to buy by the slice



PROMOTION

Social media will be the main source of promotion by making the atmosphere very “postable” and a place people want to hang out. Paid promotions on social media with some of USF students with the most followers will almost be a promotion strategy. T-shirts are sold for a reasonable price and will be given away at some different events we host which will make our logo seen by students on campus and people in the San Francisco Community, bringing brand awareness. There will also be a range of different theme nights that are advertised on social media and by giving out flyers around campus.

Place

Waller St, Sunset District 12:00 p.m. -
San Francisco, California 3:00 a.m.

Waller Street is adjacent to 10 popular bars all within a half mile of each other. There is only one other pizza place in the immediate area and it is not as close to the bars and the university as Late Night Slice will be. Waller Street is positioned in between the bar area and the university. This is a walking route many students will be taking back to campus and the surrounding apartments.

MARKETING



PRODUCT & PRICE



Pizza \$5 slice & \$25 whole

Alcoholic Drinks \$5-\$15

Non-alcoholic drinks \$3

T-shirts \$20





MARKETING

SWOT Analysis

Strengths

Availability late at night, lots of different events, & pizza can be bought by the slice

Weaknesses

Low financial funding & pizza market is oversaturated

Opportunities

Create strong brand awareness, become well established, and create availability to expand business

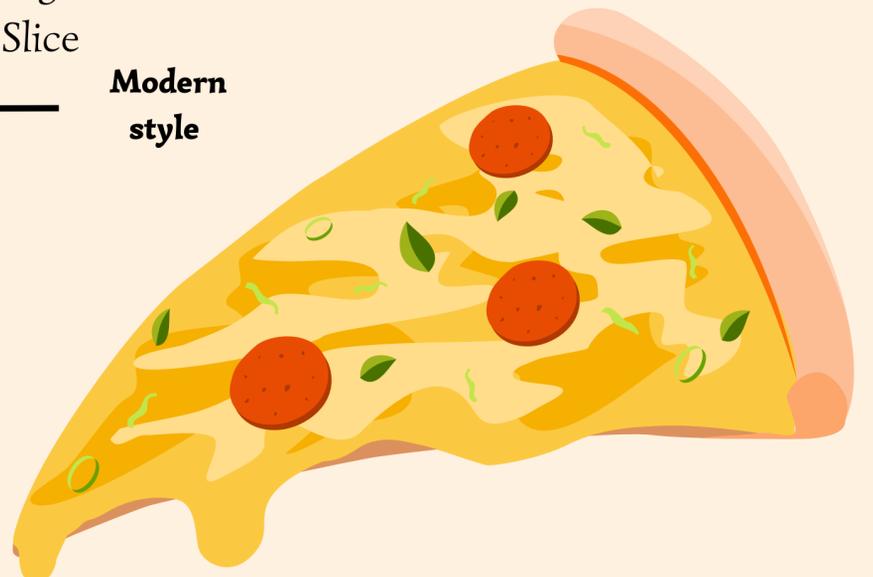
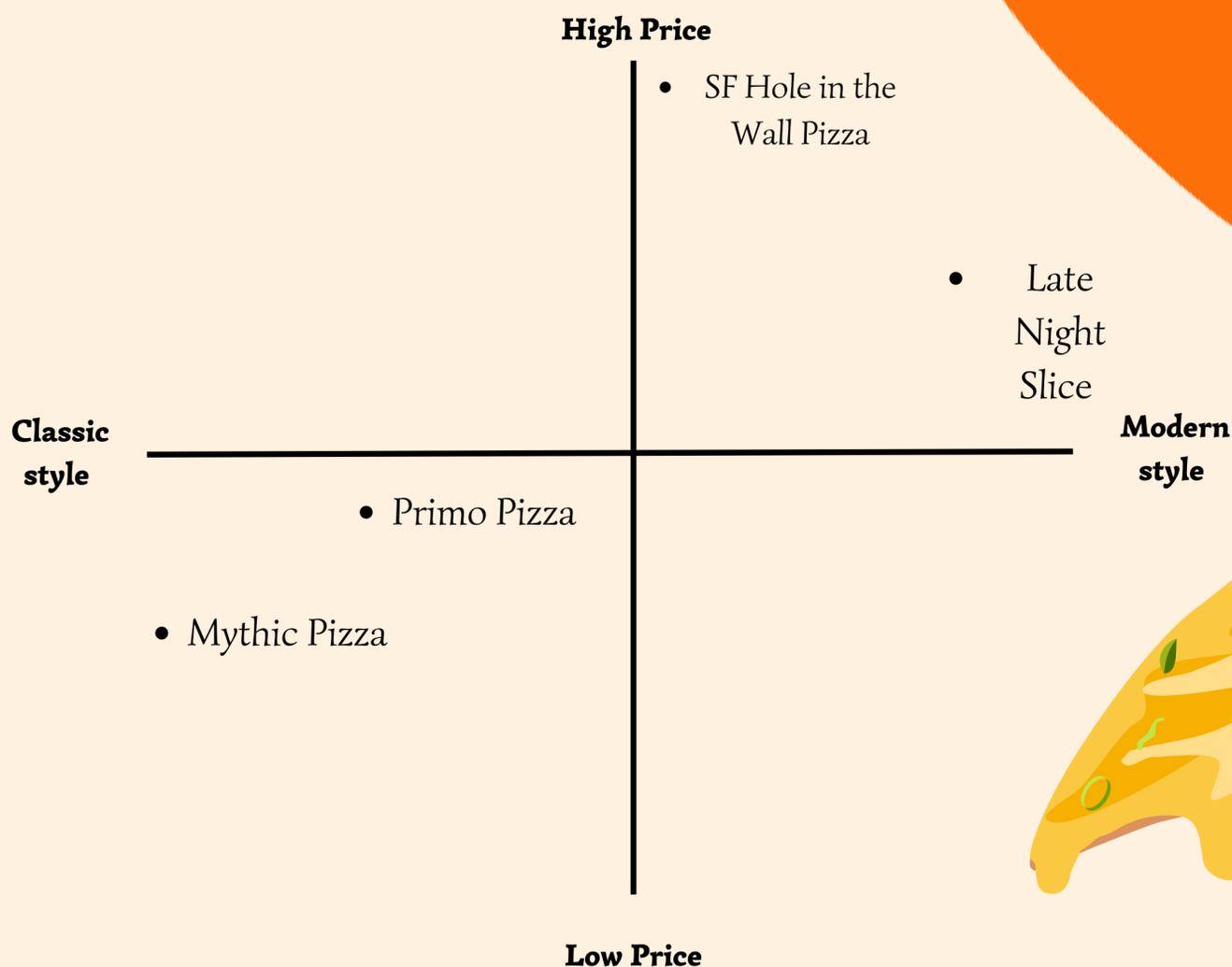
Threats

Several already well established competitors

Problem Statement

Late Night Slice is a new pizza restaurant that is trying to differentiate themselves in an already oversaturated market.

Position Map





Personality

Late Night Slice is a casual, fun-filled pizza restaurant and bar that is open late at night and the perfect place to go eat after a night of bar hopping.

Consumer Experience

The Late Night Slice is within walking distance of UCSF and over 10 popular bars. Come grab a slice for lunch, dinner or after the bars as we are open from 12:00 p.m. to 3:00 a.m. We have the most accommodating hours to our target audience (college students) compared to our competitors. Before you even walk into The Late Night Slice you will hear music playing and see people relaxing in our fun indoor/outdoor atmosphere. You can walk up to the counter and order a slice of pizza or a drink. The lights dim and at 10:00 p.m. to set the mood for the night. If you come to Late Night Slice during our “after hours” (11:00 p.m. - 3:00 a.m. Thursday-Saturday) you will see people enjoying our drink and food specials, playing pool and cornhole, and singing karaoke. If you come during one of our theme night or trivia night events you are likely to see people dressed in costumes or working their brain in Late Night Slice trivia. Customers can download our app to get updated on special events or promotions we have going on such as trivia night, karaoke night, or free t-shirt giveaways. There will also be t-shirts for sale in the restaurant. This is going to be the popular spot for you and your friends to all meet up and relax with a drink and slice of pizza after a long night of hitting the bars.

RESEARCH

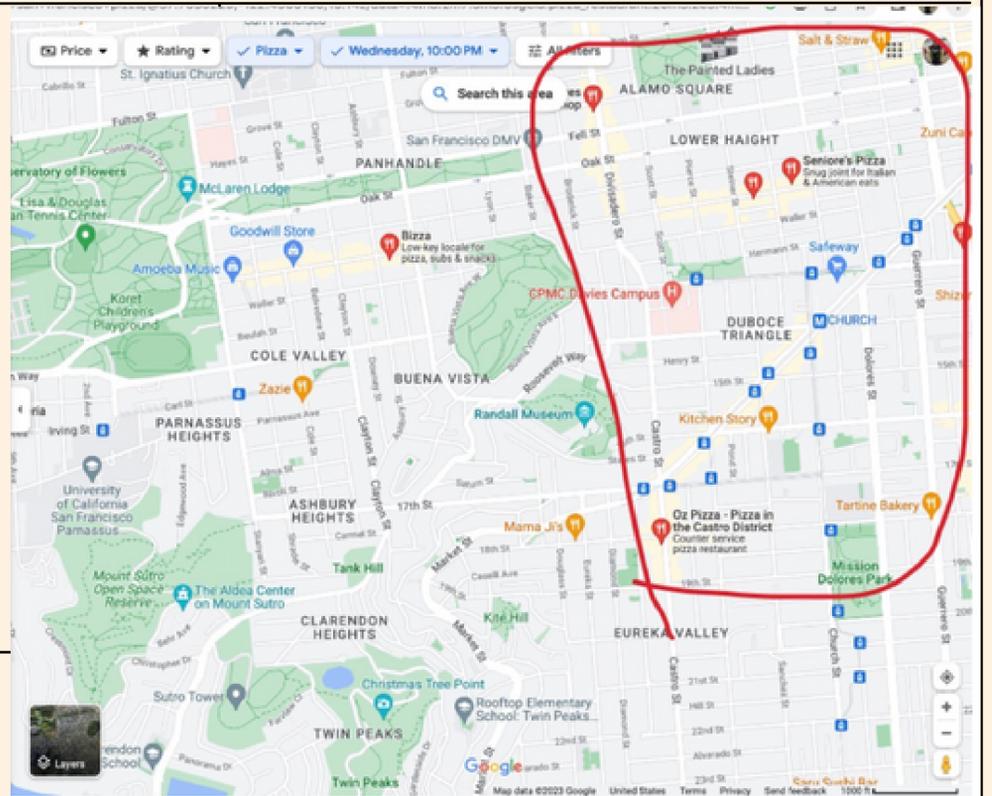
LOCATION

RESEARCH QUESTION

WHICH AREA IS HEAVILY CONCENTRATED WITH BARS THAT ARE OPEN LATE, WITHIN CLOSE PROXIMITY TO A UNIVERSITY AND DOES NOT ALREADY HAVE AN OVERSATURATION OF LATE NIGHT PIZZA PLACES?

RESEARCH

We compared locations of bars and pizza restaurants in the Sunset District. While comparing the maps we also considered the walking distance from the university.



FINDING 1

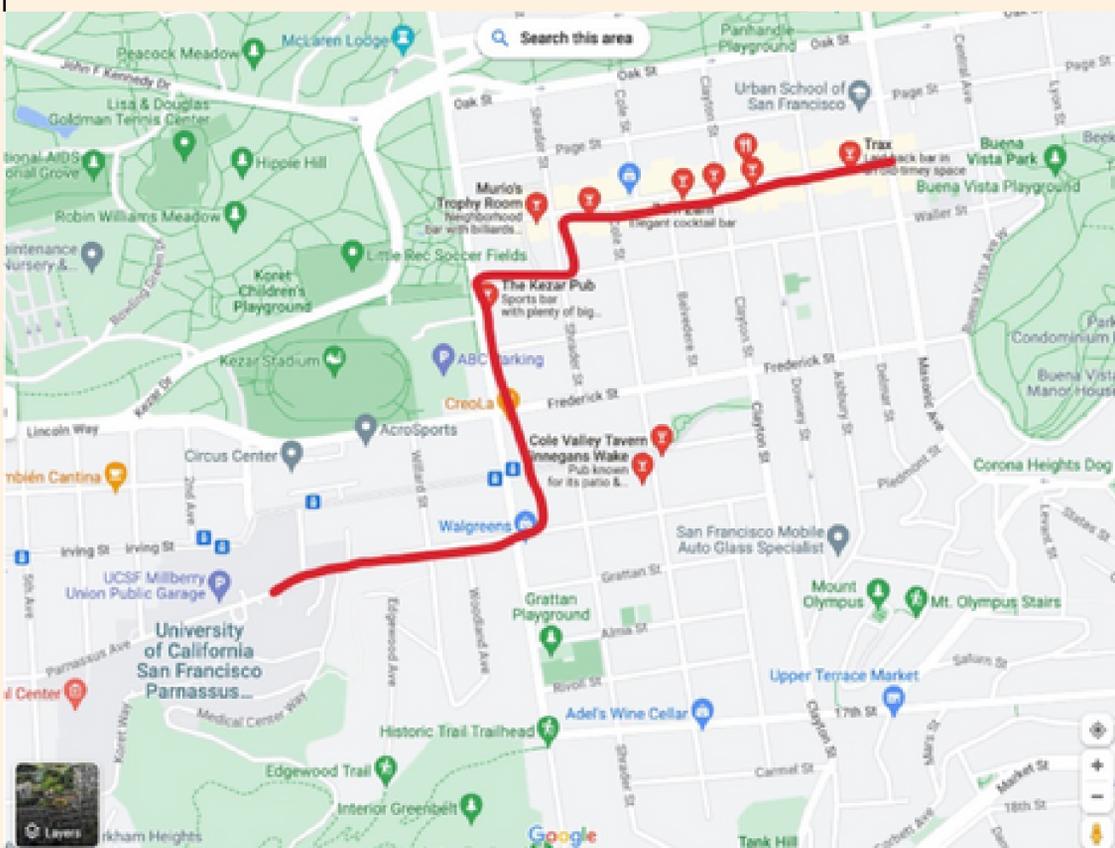
The Sunset District has the perfect combination of high income, high population density, and a very large university within walking distance to Late Night Slice.

FINDING 2

Waller Street, located in the Sunset District has over 10 popular bars all within a half mile of each other. There is only one other pizza place in the area and we will be open much later than them and have a better location.

FINDING 3

Our location on Waller Street will be in the walking route many people will be using to get back and forth from the bars to the university campus and apartments.



RESEARCH

TARGET MARKET

RESEARCH QUESTION

WHAT IS OUR TARGET MARKET? TAKING INTO CONSIDERATION THE LOCAL ENVIRONMENT, INCOME STATUS, LOCATION, AND SURROUNDING AREAS.

RESEARCH

We compared graphs, charts and data from Mintell using UCO's library. After looking at the findings, our target market is college students aged 18-29 living in or around the University of San Francisco California.

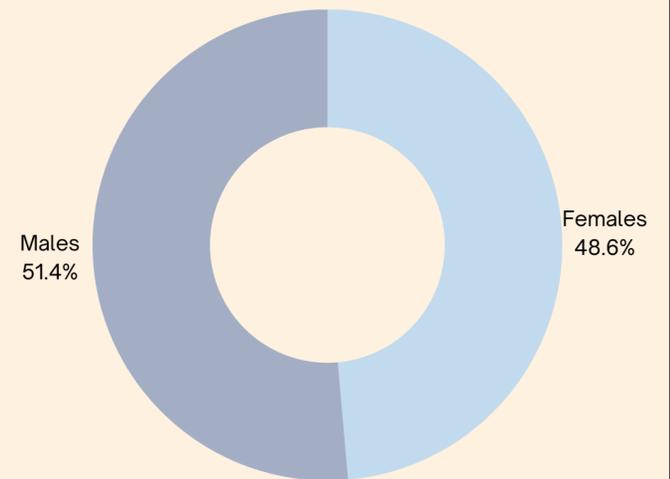
FINDING 1

San Francisco has a total population of 865,933. The population of males is 51.23% which leaves the females slightly underneath at 48.77%.

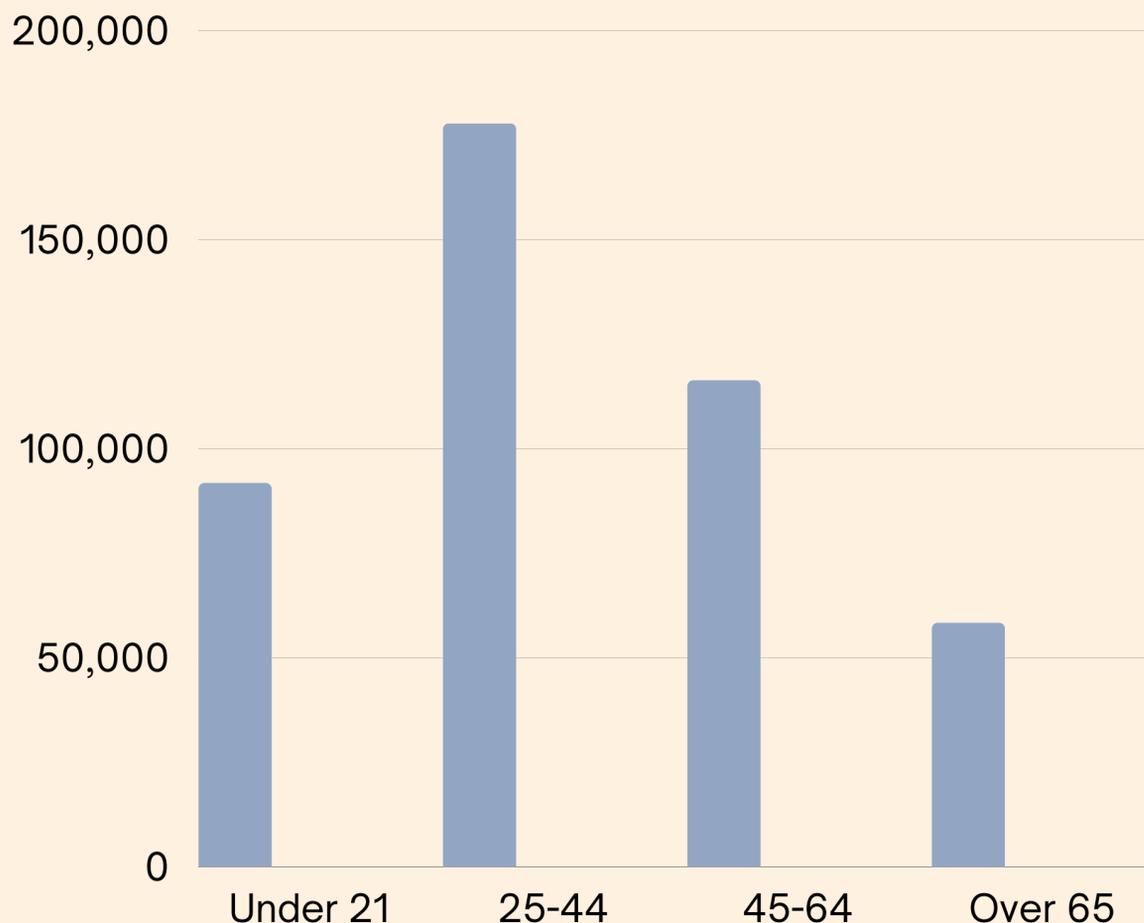
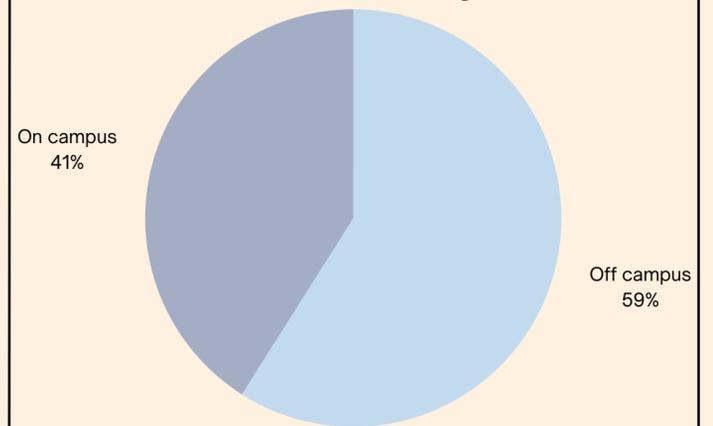
FINDING 2

There are currently 10,034 students enrolled at the University of San Francisco California. 65% of those students are female and 35% are male. Of those 10,034 students enrolled 59% live off campus and 41% live in college owned, operated, or affiliated housing. Out of the 105,363 people living specifically in the Sunset District, 23,179 of them are in the target age group of 18-29 years old.

Population of San Francisco



Student Living



FINDING 3

The average annual income for San Francisco is \$178,742. The median annual income is \$126,187. Currently, there are 87,602 people below the poverty line and 757,186 above the poverty line. According to the graph to the left, the median income for people 25 years old and younger is \$91,707. This makes our chosen location a good area for college aged students to come and check out our affordable restaurant.

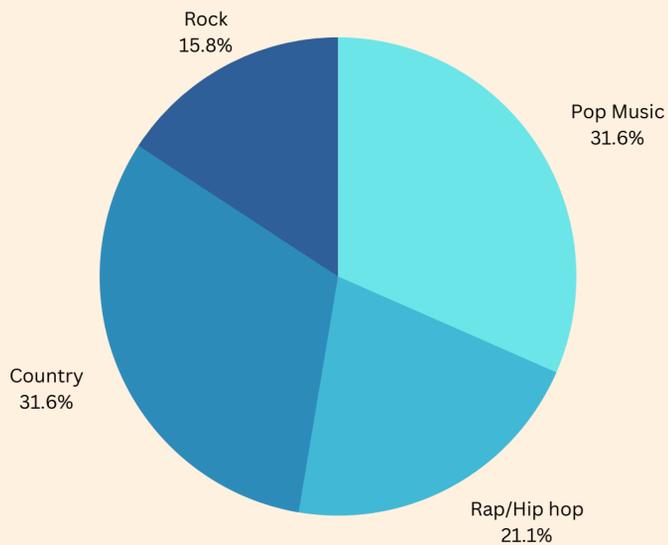
RESEARCH

ENVIRONMENT

RESEARCH QUESTION

WHAT IS OUR TARGET MARKET'S(COLLEGE STUDENTS AGED 18-29) ENVIRONMENTAL PREFERENCES? WHAT DO THEY ENJOY DOING WHILE OUT WITH FRIENDS? WHAT KIND OF ENVIRONMENT ATTRACTS THEM TO A RESTAURANT/BAR LOCATION?

1. What kind of music would you like to hear at a bar/restaurant?

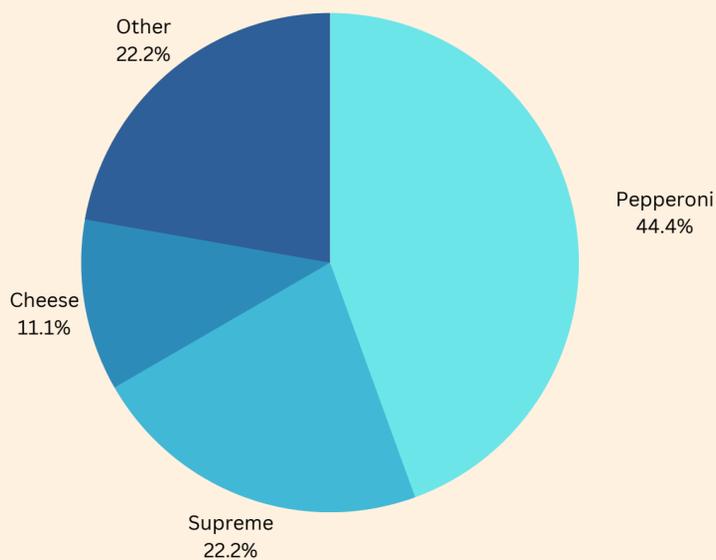


FINDINGS

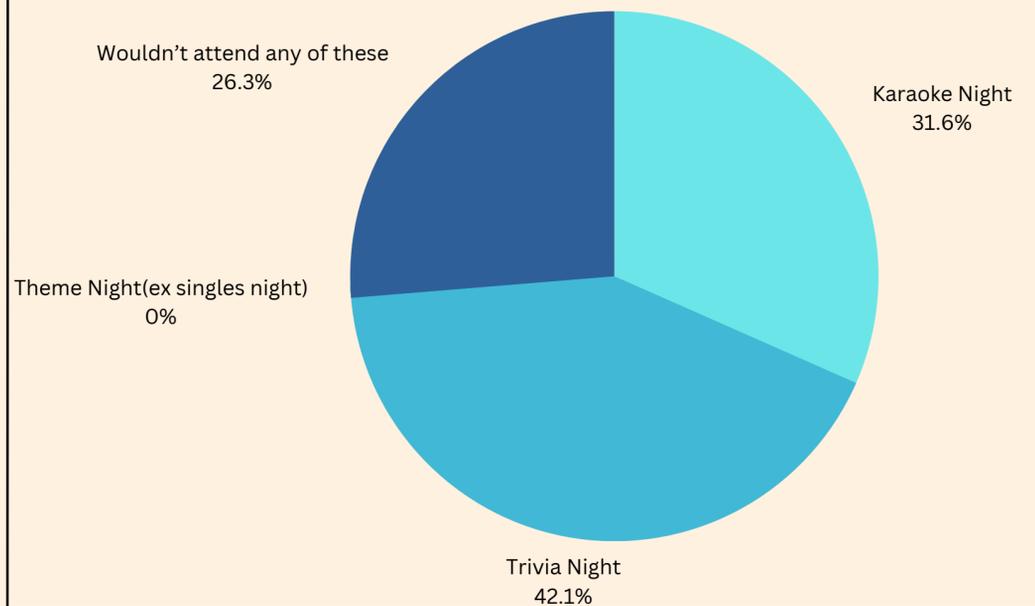
23 college age students completed this Google Forms survey.

From questions 1-5, college students seem to like a wide variety of music. Theme night appears as if it will be the least popular hosted event but if the theme is intriguing enough, more people might be enticed to come. This also makes us aware that plenty of seating options needs to be available inside and outside. More customers could potentially be drawn in when the weather is nice. Pepperoni pizza is the most popular but it will still be important to have a wide variety and offer by the slice or by the box.

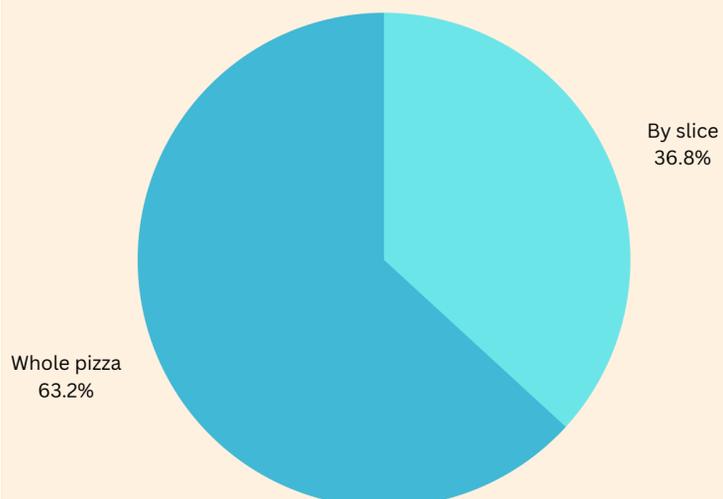
2. What's your favorite kind of pizza?



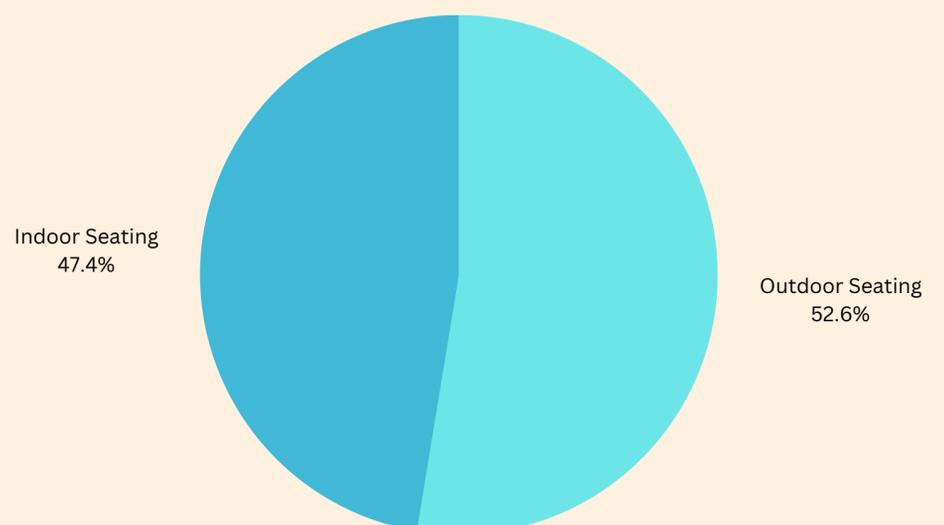
4. Which event would you be most likely to attend?



3. Would you rather buy pizza by the slice or the whole?



5. Preferred seating arrangement?(weather permitting)



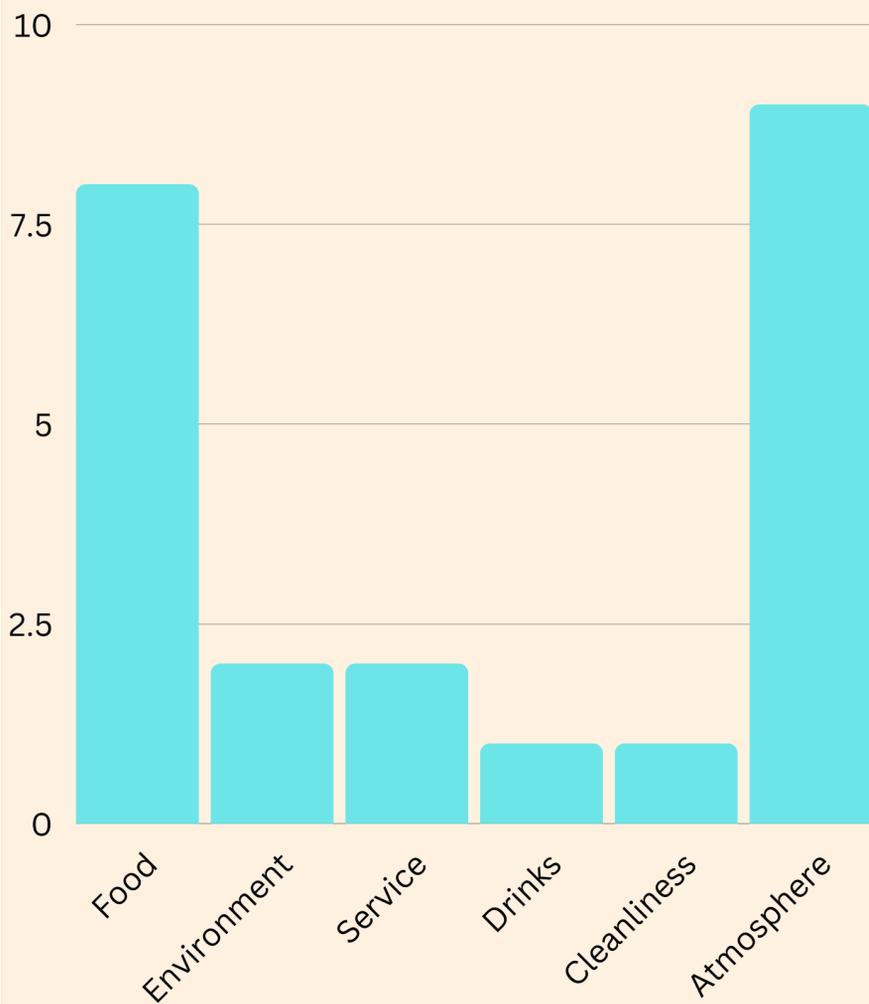
RESEARCH

ENVIRONMENT

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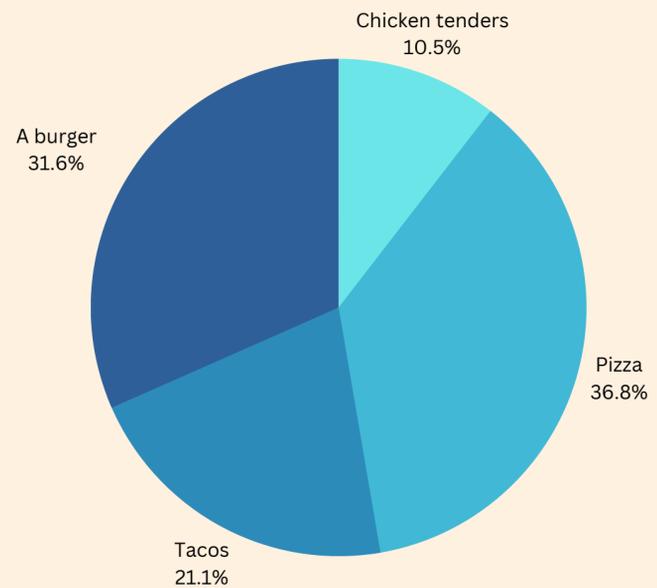
6. What's the greatest appeal to a place when deciding where to eat/drink at night?



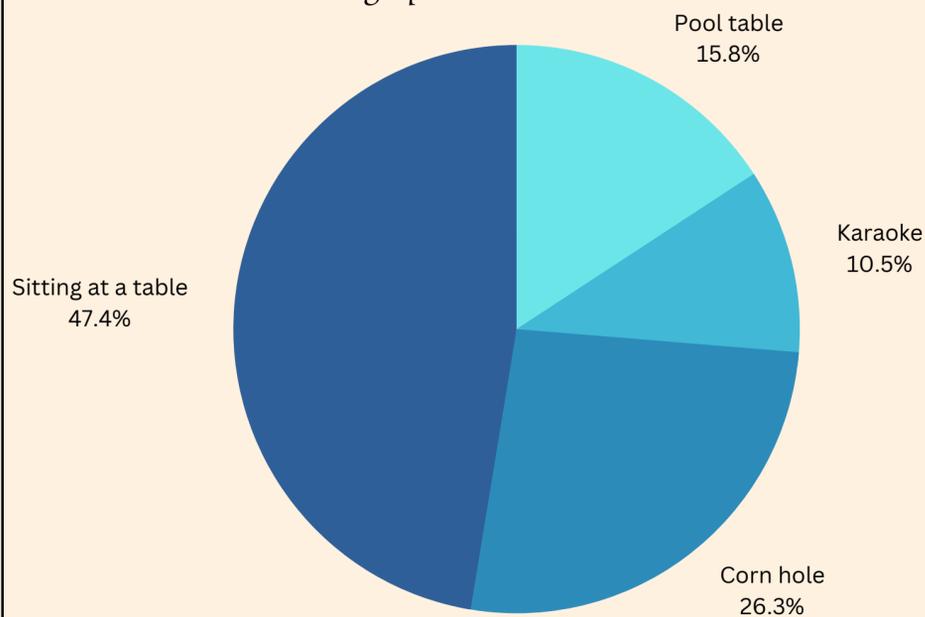
FINDINGS

From questions 6-9 we got an even closer look at our target market. Most would prefer to sit in booths while out. That could be because 47.4% would likely be sitting at a table when enjoying their time at Late Night Slice. Pizza was the most popular choice for a late night snack which is very good news for us. There was a wide variety of answers on the greatest appeal to a place but the atmosphere and food seem to be very important.

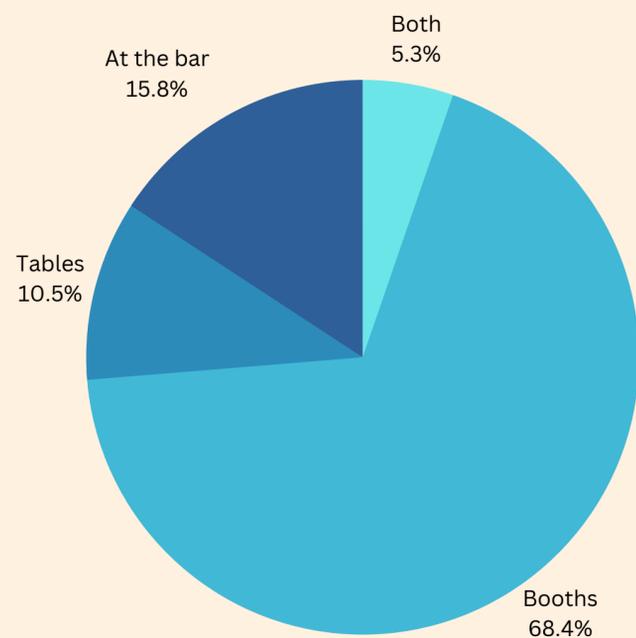
7. What snack is most appealing after a late night out?



8. How would you spend your time at a bar with the following options available?



9. What's your preferred seating at a bar/restaurant?

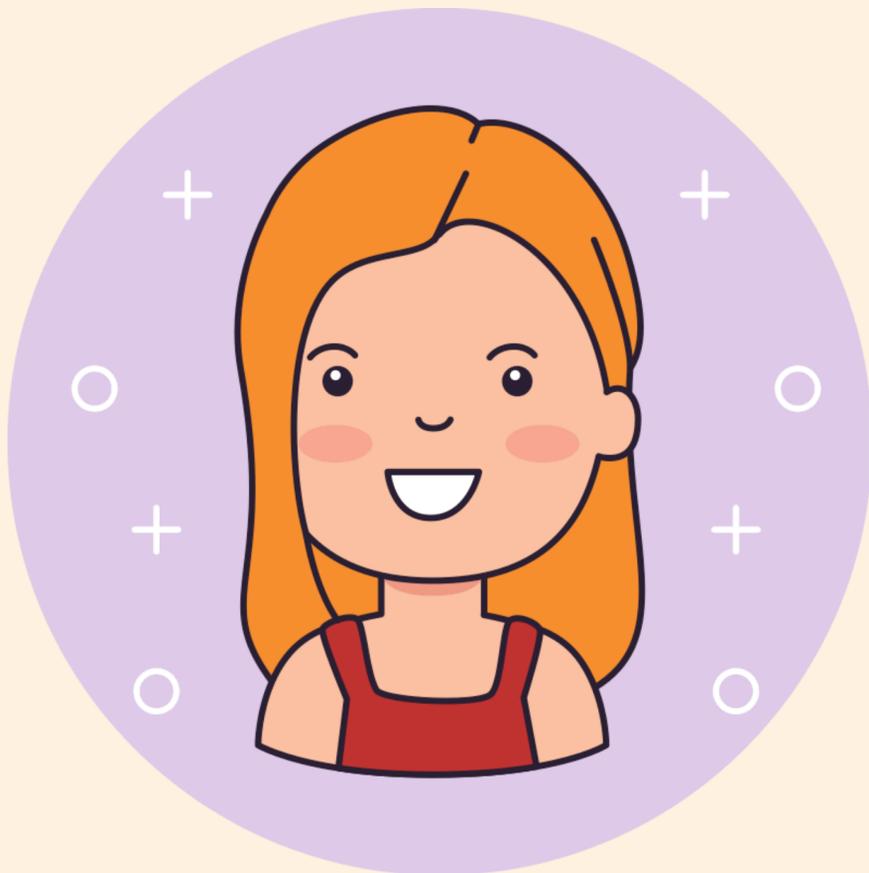


LATE NIGHT SLICE

TARGET MARKET

LATE NIGHT SLICE'S TARGET MARKET IS 18-29 YEAR OLD COLLEGE STUDENTS WHO ENJOY BEING SOCIAL AND UP LATE AT NIGHT.

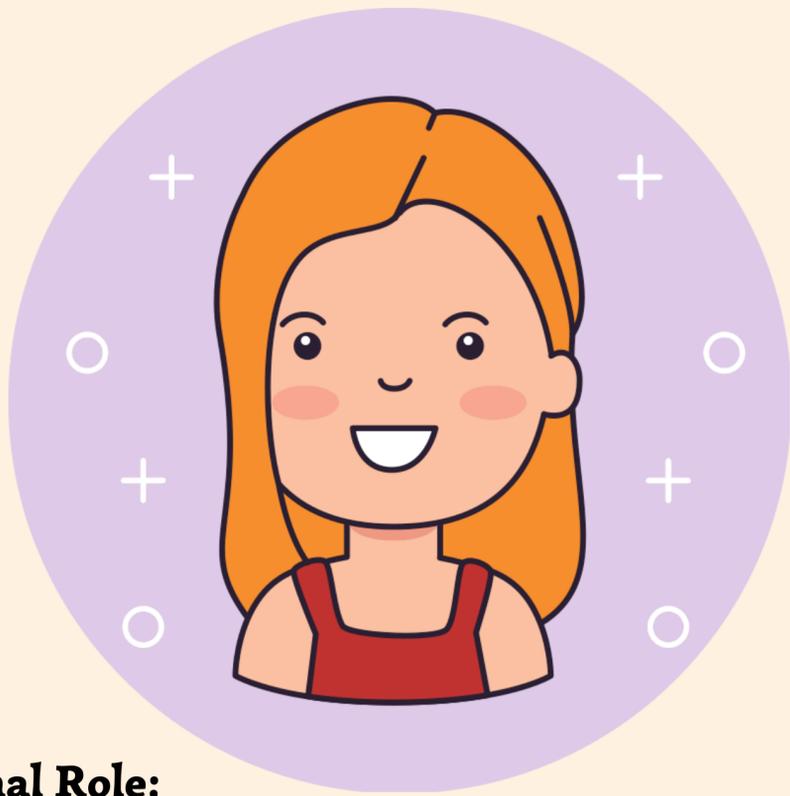
BUYER PERSONAS



Emily,
USF Student



Trey,
USF Student



BUYER PERSONA



EMILY



”Enjoy the life you live because you only have one.”

Professional Role:

Industry: Public Relations
Job Title: Account Manager
Company Size: 40

Values and goals:

Honesty and integrity are very important to her. She also values her family and friends. She strives to one day own her own PR agency.

Challenges:

Emily sometimes forgets to go out and have fun. She feels so busy between work and school that she doesn't get much of a break.

Sources and Influence:

Blogs/websites: Instagram, Facebook, Tiktok, Twitter, and Pinterest
Magazines: Cosmopolitan
Conferences: Work conferences through her agency
Books: Leadership for the New Female Manager
Thought leaders: Selena Gomez and Queen Elizabeth

Buying Decisions:

Emily researches companies before purchasing from them. She likes to ensure that they are reputable and have credibility. Good reviews are important in her decision making process.

Age: 24

Gender: Female

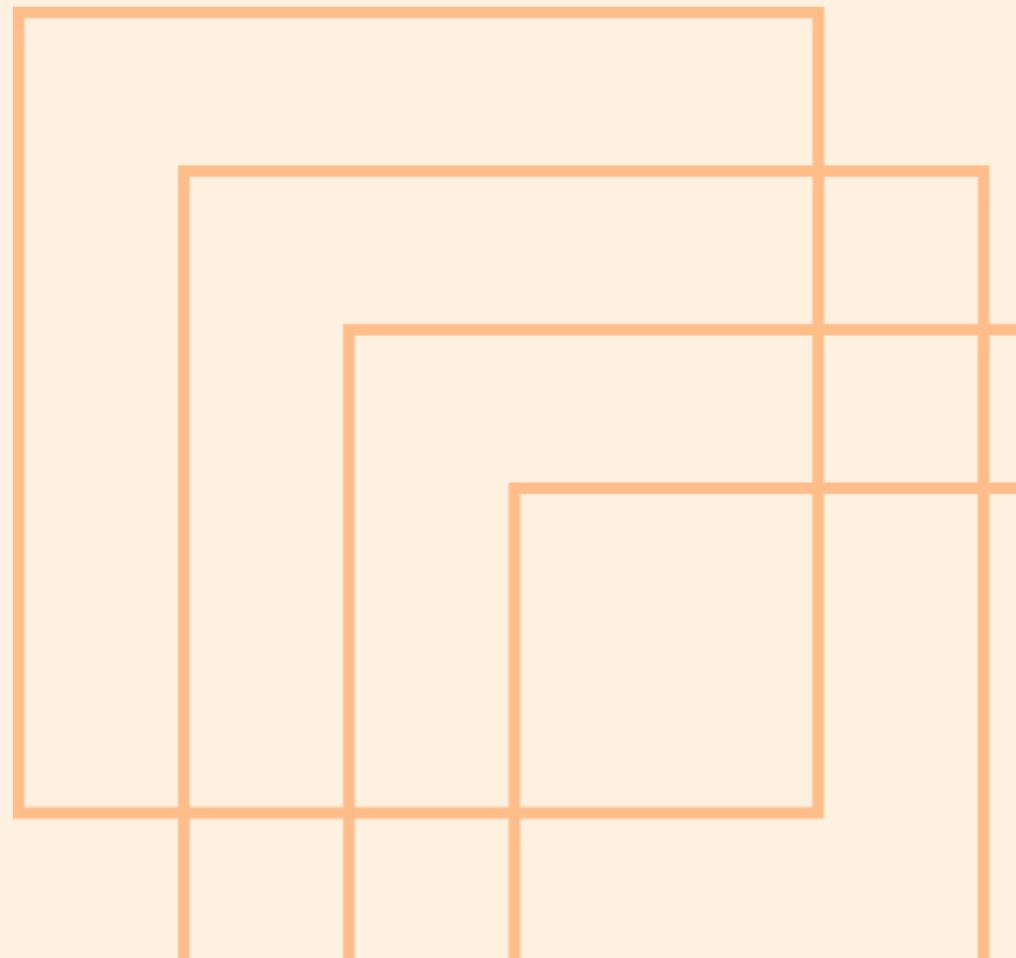
Income: \$1,250

Location: University of California San Francisco

Family Situation: Living in an apartment with sorority friends. Her parents are married and she has one younger brother and one younger sister.

Annual Income: \$65,000

Education: Current college student studying Public Relations





BUYER PERSONA



TREY



”Hard work beats talent when talent doesn’t work hard.”

Professional Role:

Industry: College

Job Title: Basketball player

Company Size: 30

Values and goals:

Trey values health and wellness. He also values his family and friends. Trey’s goal is to graduate college and become an athletic trainer.

Challenges:

Trey’s biggest challenge is completing school work on time with such a busy schedule. If he could balance his schedule right he would have a lot more time to himself.

Sources and Influence:

Blog/websites: Twitter, Instagram, Facebook, and Tiktok

Magazines: Sports Illustrated and HOOP

Conferences: N/A

Books: N/A

Thought leaders: Michael Jordan

Buying Decisions:

If Trey likes how something looks, he buys it. He chooses to review items himself regardless of good or bad reviews.

Age: 22

Gender: Male

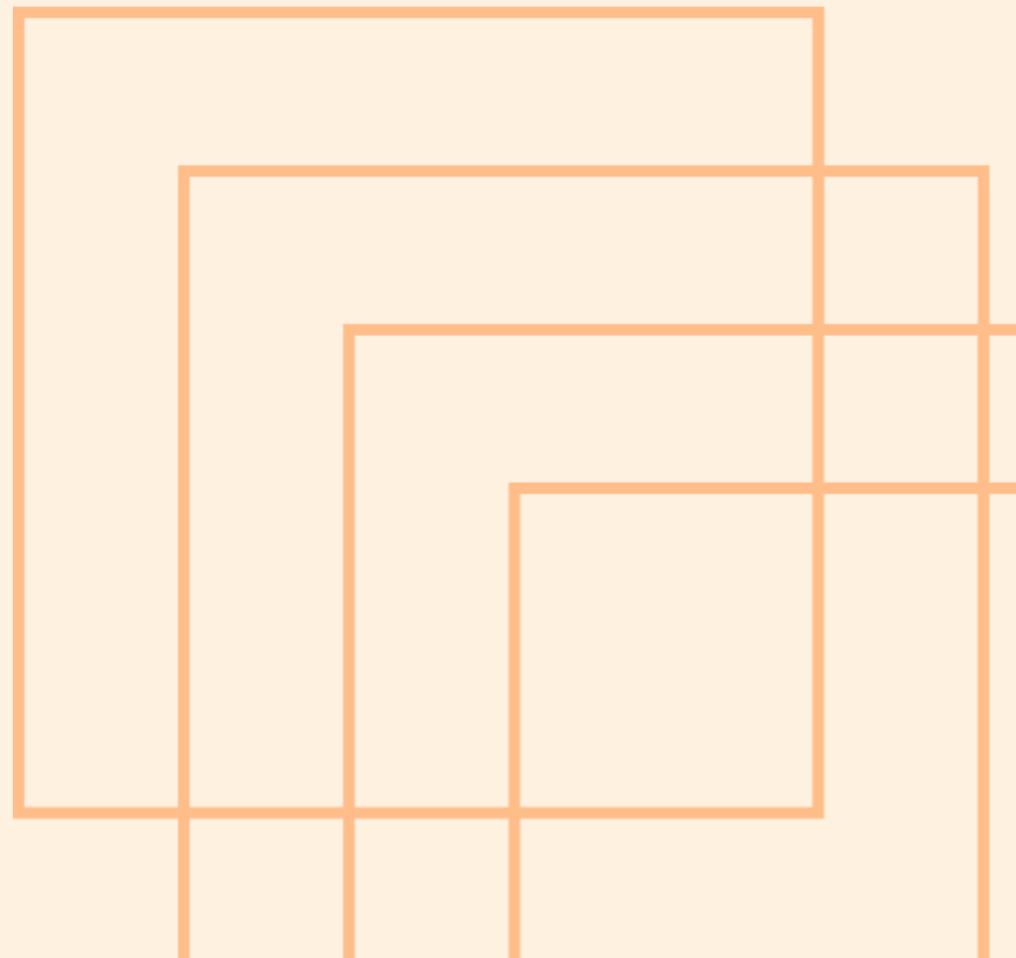
Income: \$800

Location: University of California San Francisco

Family Situation: Living in a dorm room. His parents are married and he has one younger brother and one older brother.

Annual Income: \$42,000

Education: Current college student studying sports medicine



Campaign Guidelines

OBJECTIVES

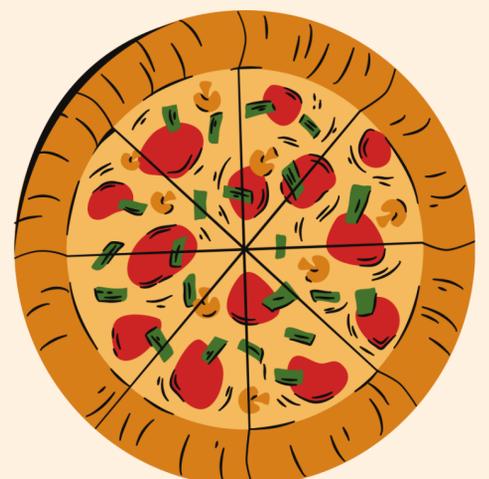
Our objective is to bring awareness to Late Night Slice and have 20% of college students know about us.

STRATEGY

Our strategy consists of a series of promotional tactics on social media announcing Late Night Slice's grand opening. There will also be a billboard put up near the location as well as flyers shared around campus to boost Late Night Slice's grand opening. We also will host a series of events like trivia night, theme nights, and karaoke night. We will also do a Pizza of the Month and have an after hours special from 11:00p.m.-3:00a.m.

TACTICS

We're going to hire a social media manager for the social media promotion and create a series of grand opening related content. We will have theme nights for customers to have extra fun dressing up which will be advertised on social media. There will also be a trivia night once a week for customers to test their brains. The trivia night winner will also be rewarded with a free meal at Late Night Slice. Lastly, there's also going to be a karaoke night once a week for customers to come and sing their hearts out. Video/picture clips from past trivia and karaoke nights will be shared on social media as well. Flyers will also be handed out around campus when theme nights are coming up.



COMMUNICATION PLAN

STRATEGY

Our communication strategy is to reach college age students by creating fun social and owned media posts that boost engagement. Our purchased media is a great tactic to expand our market and bring awareness to new students on campus. The earned media is going to be used to promote upcoming events and theme nights.

Back to School Night: The first campaign for Late Night Slice that will boost the grand opening of Late Night Slice in August. This campaign will be used to bring awareness to the brand new pizza place and encourage people to come to the place to check it out. There will be special deals going on during the first week of opening and a free sticker to anyone who shares a photo of them at Late Night Slice with the hashtag, #Latenightslice.

TACTICS

1. *Purchased:* Flyers, Billboard, and paid partnership
2. *Social:* Instagram, Twitter, and Facebook
3. *Earned:* Theme night, Trivia Night, and Tailgate events
4. *Owned:* Website(latenightslice.com), App (Late Night Slice), and Email list(monthly newsletter or discounts)

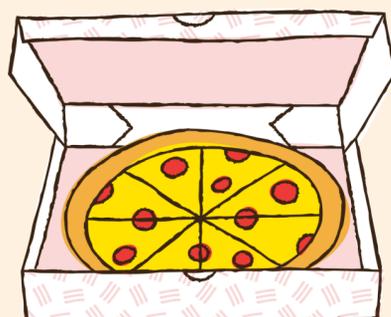


STAFF BENEFITS

Free shirts, hats, and meals for employees if offered. Microsoft Teams Communication will be used to provide work schedules, meetings, etc.

MEDIA

The best media for Late Night Slice will be social media because college kids are super active online. The flyers and signs by campus is also a great tactic to bring awareness to out of state or new college students. The media that will get used the least is probably the email list because a lot of consumers see an email pop up and just send it to spam instead of actually viewing it.



Creative Direction

OBJECTIVES

Our objective is to bring awareness to Late Night Slice, boost engagement, and gain 1,000 followers on our social media pages by the end of the school year.

BIG IDEA

Our starting campaign “Back to School Night” will serve as Late Night Slice’s grand opening at the end of August. The main thing we want our college crowd to be aware of is 1. Back to School Night/Grand opening and 2. After Hours Specials every Thursday-Saturday 11:00p.m.-3:00a.m.

TACTICS

This campaign will be promoted heavily on social media platforms with different content that is fitting for each platform(Facebook, Instagram, Twitter). Content will consist of interactive things like surveys and captions with questions. There will also be some posts that give sneak peaks to the inside of Late Night Slice before it opens. The first 100 followers on Instagram will receive a free slice of pizza. The week before the grand opening employees will hand out flyers to students on campus as well as do 2 paid partnerships with students who have to largest online following at USF. We will also push our T-shirts strongly by giving some away during giveaways and selling for a low price because the more people wearing our logo, the more brand awareness we will create.



CREATIVES

Twitter



Instagram



Caption: Late Night Slice is opening this Friday at 12pm!! The first 200 people to follow us here and show proof will receive a free slice of pizza. Don't forget Back to School Night begins Friday @6pm and Saturday @7pm. We can't wait to see you there! #LateNightSlice

Facebook—>

Caption: Don't forget Late Night Slice's Grand Opening is THIS FRIDAY at 12pm!! The first 200 people to follow our Instagram account will receive a free slice of pizza!! Can't wait to see you all there! #LateNightSlice



HEY STUDENTS!

BACK TO SCHOOL NIGHT



WHEN: FRIDAY AT 6PM AND SATURDAY AT 7PM

WHERE: LATE NIGHT SLICE, 123 WALLER ST

Join us for our grand opening Friday at 12pm with Back to School Night starting Friday evening at 6pm and continuing Saturday at 7pm. Free slice of pizza to the first 200 people to follow our Instagram. Come hang out and be apart of some special giveaways including T-shirts and meals. After Hours specials start at 11pm Thurs-Saturday. Can't wait to see you there!

PIZZA



**\$5
SLICES**



@LateNightSlice

BILLBOARD AD

IT AIN'T EASY BEING GREASY.

OPEN 12PM-3am

Take THE next exit



- KARAOKE
- GAMES
- BEER
- INDOOR/OUTDOOR SEATING

AND SO MUCH MORE!

**\$5
SLICES**

LATE NIGHT SLICE

BUDGET EVALUATION



We expect to make \$100,000-150,000 this year. \$20,000 is being used for advertising and marketing which is about 15-20% of our budget. The most expensive advertising will be the billboard and paid partnerships with students on campus.

Thank you!