

3 Products and packaging

- ▶ product differentiation
- ▶ formulating a development strategy
- ▶ presenting recommendations



3.6 Case study Big Jack's Pizza

Discussion

1 In one minute, list as many fast-food businesses as you can. How does each of them try to differentiate itself from its competitors?

Scan reading

2 Read the documents and answer the questions.

- 1 What sort of company is Big Jack's Pizza?
- 2 Who is Jack Jr?
- 3 What is Big Jack's USP (unique selling point)?
- 4 What proportion of Big Jack's customers eat in the restaurants?
- 5 What is the company's development strategy?
- 6 What is the biggest threat to the company?
- 7 What do customers like and dislike about Big Jack's?
- 8 What four changes is Jack Jr suggesting?



Big pizzas, big value!

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Re: Marketing meeting tomorrow
Billie, Mick,

I've attached the latest figures and customer-feedback summary, which seem to confirm what we discussed last time. Restaurant sales are holding up but, as expected, our takeout and delivery revenues are down again this month.

If we want to defend our market share against Pizza Hut and the other international majors, and attract new franchisees, we desperately need to relaunch our product.

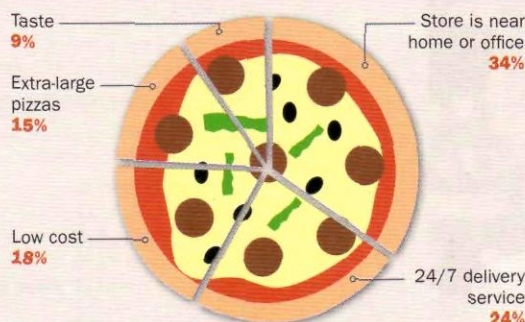
So, here's the agenda for the meeting:

- | | |
|--|--|
| 1 a new, more exciting range of pizzas | 3 a new or updated logo and color scheme |
| 2 new promotional ideas | 4 a new box for takeout and delivery |

Looking forward to hearing your ideas on all these points tomorrow.

Jack Jr
President & CEO

Why did you buy a Big Jack's pizza?



Big Jack's Pizza Revenues

