



MARTINO'Z

PIZZA

www.martinozpizza.com / www.martinozpizza.ca

OUR JOURNEY

Pruthvish Thakkar (Bobby), the visionary founder of Martino's Pizza, leverages 20 years of food industry expertise to deliver exceptional pizzas. Through extensive research during a business shutdown in covid times, he launched the first Martino's Pizza branch in Ahmedabad, Gujarat, India his hometown in August 2021. Bobby's passion for creating delectable pizza variations and reimagining the pizza-making process fueled his ambition to establish a truly unique dining experience. Martino's swiftly garnered a reputation as State of Gujarat's foremost pizza brand, known for serving the most indulgent and the most cheesy pizzas.

Martino's Pizza started giving franchisee in January 2022 and with his exceptional business model ideas and quality of food now Martino's Pizza is keep growing with 33 stores in India and opening soon more across the India.



FRANCHISE MODEL





OTHER STRATEGIES



We serve customers through various ways:



Dine In, Delivery & Takeaway model.



Official Martino's Pizza mobile ordering application where serve customers with exclusive offers and deals.



We have our web ordering portal (Website) which saves time and customer can skip the queue and order.



Customers can also order through third party deliveries e.g. Skip, Uber Eats, Doordash etc. to save time.



We are quick service restaurant (QSR) chain, Quick order and faster preparations and better service of customers.

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4 P'S OF MARKETING



PRODUCT



Martino's Pizza is a pizza-restaurant chain serving not only pizza but other food items like tacos, nuggets, French fries, poppers, beverages, etc. Its products have a unique taste of their own and are flavored by secret recipes known only to selected people. Another highlighting point about Martino's Pizza is that its taste is consistent across its various stores hence ensuring both reliability, a bench mark and consistency in its products.

It also offers a lot of options to its customers in the pizza segment like giant slice, regular, medium, large, Giant, Monster (24") pizzas or in terms of the crust being extra cheesy or crunchy, etc as a part of its marketing mix product portfolio. It has options for both its vegetarian and non-vegetarian customers with options between paneer, meat fillings, or beef, etc.

4 P'S OF MARKETING



PRICE



Martino's Pizza has a competitive pricing policy. Since the players in this segment are many both in the global levels and also in the local level, Martino's Pizza has a very competitive pricing strategy and has prices comparable to that of some of its main competitors like Dominos, Pizza Hut, Papa John's Pizza, Pizza Pizza etc.

Variable pricing is also there ie its products are available both in different sizes and flavors and hence are priced differently for each type of product. Combination pricing is also adopted by Martino's Pizza. As most of the players in the pizza-restaurant segment do Martino's also has combo pricing scheme wherein the products offered in the combo if bought individual would cost cumulatively more than in the combo. Promotional pricing strategy offers discounts and other offers during special occasions to increase its reach and also the sales.

4 P'S OF MARKETING



PROMOTION



Martino's Pizza has a multi-channel approach when it comes to promotion. It uses both traditional mass media promotional channels like Local Newspapers, Radio, etc. and also modern media channels like the social media channels like Facebook, YouTube, Instagram etc. Sports based strategy are also adopted by Martino's Pizza. Its major promotional funds are diverted towards the sports partners and sponsors it gets into, like with the Super Bowl and other teams from various different sports and hence reaching a wider audience. Incentive Marketing strategies include reward systems which play a major role in incentivizing the customers into buying the pizza regularly, it gives reward points to both its regular customers and to those customers who order by their online website.

4 P'S OF MARKETING



PLACE



Martino's Pizza is a truly better company today. It has very robust and salient distribution and supply chain network with people from different countries working towards the optimization and in the system as well. Martino's Pizza going international in countries like USA, Canada, Australia, UK, etc. While timely distribution is its focus it emphasizes on consistency on terms of its taste so as to ensure customer retention and trust in the market.

UNIQUE SELLING PREPOSITION



Pizzas baked with
Fresh Dough made
everyday in
our kitchen

PIZZA

25% CHEESE

40% TOPPINGS

35% DOUGH

Use of
Premium Quality
ingredients



Purest form of
in-house Oregano
and Herbs used

Use of 100%
Cow Cheese



"Quality and taste makes the brand"

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OUR UNIQUE MENU










We offer a diverse menu with a wide range of Pizzas, Pastas, Tacos, Quesadillas, Garlic Breads, Garlic Breadsticks, Panzerotti, Sandwiches and Side orders:

-  Pizza (We offer Slice, regular, Medium, Large, Giant & Monster [24"] Pizza with Veg and Non Veg)
-  Pasta (We offer different varieties of pastas with Veg and Non Veg)
-  Tacos & Quesadillas (We offer tacos and quesadillas in different varieties with Veg and Non Veg)
-  Garlic Breads (We offer different varieties of garlic breads with Veg and Non Veg)
-  Garlic Breadsticks (We offer different varieties of breadsticks with Veg and Non Veg)
-  Panzerotti (We offer different varieties of panzerotti with Veg and Non Veg)
-  Sandwiches (We offer different varieties of sandwiches with Veg and Non Veg options)
-  Sides (We offer varieties of sides e.g. Wing, Drumsticks, Bites, French Fries, Cheesy French Fries, Popcorn Chicken, Poppers, Onion Rings, Potato Wedges etc.)

OUR SERVICES



Join us in our journey and be a valuable business partner:

-  We have a Individual Franchise Owned & Operated model for pizza outlet subject to terms of agreement.
-  High quality food products.
-  Strong product quality and development team.
-  Streamlined tech support team to keep your outlet live 7 days a week.
-  Strong promotion team with different ad campaigns running 7 days a week for getting a better reach and building brand image.
-  Strong accounting and well setup supply chain so that you don't have to worry about your operations.
-  Stringent staff training process and product.

ACHIEVEMENTS



FRANCHISE MODEL



City Franchise : Dine-In, Delivery & Takeaway Model

- 🍕 1000 - 1200 sq. ft. carpet area.
- 🍕 One time franchise fee amounting of **\$21,000.00 CAD.**
- 🍕 Franchise Agreement valid for 10 years (Mutually renewable for another 10 years).
- 🍕 Cost to open a outlet would be between **\$200,000.00 and \$400,000.00 CAD.**
- 🍕 Martino's Pizza approved general contractor will handle all the interior and fitouts work.
- 🍕 Martino's Pizza approved vendor will supply all pizza equipments and accessories.
- 🍕 Food supply will be delivered through Martino's Pizza approved food supplier.
- 🍕 POS system will be provided by Martino's Pizza approved vendor.
- 🍕 Royalty to brand is **6%** of monthly gross sales.
- 🍕 Marketing Fees to brand is **2%** of monthly gross sales.






FRANCHISE MODEL



Shopping Mall : Delivery & Takeaway Model

- 🍕 600 - 800 sq. ft. carpet area.
- 🍕 One time franchise fee amounting of **\$21,000.00 CAD.**
- 🍕 Franchise Agreement valid for 10 years (Mutually renewable for another 10 years).
- 🍕 Cost to open a outlet would be between **\$100,000.00 and \$200,000.00 CAD.**
- 🍕 Martino's Pizza approved general contractor will handle all the interior and fitouts work.
- 🍕 Martino's Pizza approved vendor will supply all pizza equipments and accessories.
- 🍕 Food supply will be delivered through Martino's Pizza approved food supplier.
- 🍕 POS system will be provided by Martino's Pizza approved vendor.
- 🍕 Royalty to brand is **6%** of monthly gross sales.
- 🍕 Marketing Fees to brand is **2%** of monthly gross sales.

BRAND RESPONSIBILITIES

-  All products having company branding will be provided by Martino'z Pizza Franchisor or Master Franchisor.
-  14 days of stringent training at desired Franchisor outlet or Master Franchisee outlet to the franchisee staff.
(Accommodation and travel expense will be handled by franchisee).
-  14 days of training by company staff to franchisee staff will be provided after outlet begins its operation (Accommodation and travel expense will be handled by franchisee).
-  Martino'z Pizza quality team shall be coming over to franchisee outlet anytime with/without prior notice for quality and cleaning check.
-  Provide for all branding materials to franchisee at cost.





FRANCHISE RESPONSIBILITIES



- 🍕 All statutory requirements to be fulfilled by the franchise for his/her franchise outlet.
- 🍕 Recruiting staff and ensuring that they maintain quality and service at outlet.
- 🍕 Maintain sales through all forms of tech platforms and through phone calls and dine-in.
- 🍕 Food materials and other materials will be supplied through approved vendors.
- 🍕 Maintain brand dignity and sanctity and use for franchisee outlet as authorized by company.
- 🍕 Follow the operational manual provided by the company.
- 🍕 Ensure the best possible customer service and maintain cleanliness and hygiene.
- 🍕 Follow all company policies and accept the changes as applicable from time to time.

GOING INTERNATIONAL



Martino's Pizza, driven by its unwavering ambition, is embarking on an international expansion. The brand is poised to establish its outlets in the United States, Canada, and Australia





THANK YOU

Contact Us

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