



PIZZA BUSINESS BLUEPRINT

COURSE CONTENT

Introduction Module

Overview of the Pizza Industry

Why us

Bonus

Pizza Success Pathway

Pizza Making Module

Equipment Required

Ingredients Required

Pre ferment explained

Hydration

Making Poolish

Making Big

Balling the Dough

Reballing the Dough

Stretching the Dough

Preparing the Cheese

Creating Tomato Base

Cooking in Conventional Oven

Cooking in Pizza oven

Using a Turning peel

Bonus

3 ways with left over dough

Setting Up

Business Planning

Legal Structure

Business Name

Legal Compliance

VAT Registration

Insurance

Accounting

Tax

Cash Flow

Bonuses

Business Plan template

Simple accounts template

Claimable expenses guide

SWOT analysis Guide

Name Brainstorming checklist



BUSINESS IN A
PIZZA BOX
LLP

PIZZA BUSINESS BLUEPRINT

COURSE CONTENT CONT.

Logistics

- Kitchen Set up
- Ingredient Sourcing
- Packaging
- Menu Development
- Pricing
- Delivery
- Quality Control
- Pre launch
- Soft Launch
- Customer Service

Marketing

- Marketing Overview
- Branding
- Traditional Marketing
- Community Marketing
- Review Marketing
- Collaborative Marketing
- Guerilla Marketing
- Launch Marketing
- Calendar Marketing

Bonuses

- Logo Check list
- Logo design brief sheet
- Launch Marketing Planner
- Calendar Marketing Planner

Website, Delivery and Ordering System

- How to add a product
- How to add extra toppings
- How to add time slots
- How to add a New Flash
- How to add users
- How to organise deliveries
- How to use customer info
- How to check statistics
- How to amend order email contact
- How to amend orders
- How to add pages
- How to add images to pages
- How to add a form
- How to hook up payment system