***Moon’s Pies Case Study***

26

Moon’s Pies makes an outstanding wood-oven pizza pie. Carly Moon really did her homework before opening her restaurant in Ontario three years ago. She visited the best pizza places in North America, and found that the real secret to great pizza was a special wood-fired oven. Carly searched all over Canada and finally found one. After that it was just a matter of testing sauces and getting the best ingredients from suppliers across the country (for example, she found a sausage maker in Alberta who made the perfect pepperoni). Although it cost more for great ingredients, and there were extra shipping costs, her customers love her product and are willing to pay the extra money.

Carly named her restaurant Moon’s Pies for three reasons. First, Moon is her last name. Second, she had an idea for a brand logo that would feature a moon covered in cheese and pepperoni. Her menu, flyers, advertising, and even her pizza boxes feature the moon logo, which gives her strong brand identity in the area. Everyone now knows about Moon’s Pies. Finally, she loves the play-on-words her brand has with the moon pie – a famous marshmallow cookie treat popular in the Southern U.S.A.

In her regular newspaper ads, Carly lets her potential customers know that she is very particular about her pies, and makes sure everyone realizes that her pies are extra special. Although she rarely provides any buying incentives (such as a two-for-one deal, or free soft drinks), she mails out a coupon once a year to local homes that entitles each customer to one medium pizza for only $10. She is exceptionally busy during the weeks following the promotion. Her staff members are well trained and friendly, and are always pleasant to the customers when taking orders. To increase sales, each staff member asks the customers “Would you like any soft drinks with your order?” This is an effective way to boost profits, as soft drinks are very profitable.

After reading the case study above, answer the following questions.

1. Explain with specific examples from the case how Moon’s Pies is
	1. A business
	2. A retail business
	3. A service business

(6 marks – 2 marks each)

1. List 10 marketing activities (out of the 11 we covered) and provide a specific example of each of them from the Moon’s Pies’ case.

(20 marks – 2 marks each)