Doorzza

Market Research Findings

Winter 2026

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Our goal

- Help Doorzza understand their customers better
- Find out what drives college students to choose specific restaurants to eat at
- Learn how Doorzza can connect to these students

Sample Size

665

Taken Surveys



How did we get these responses?

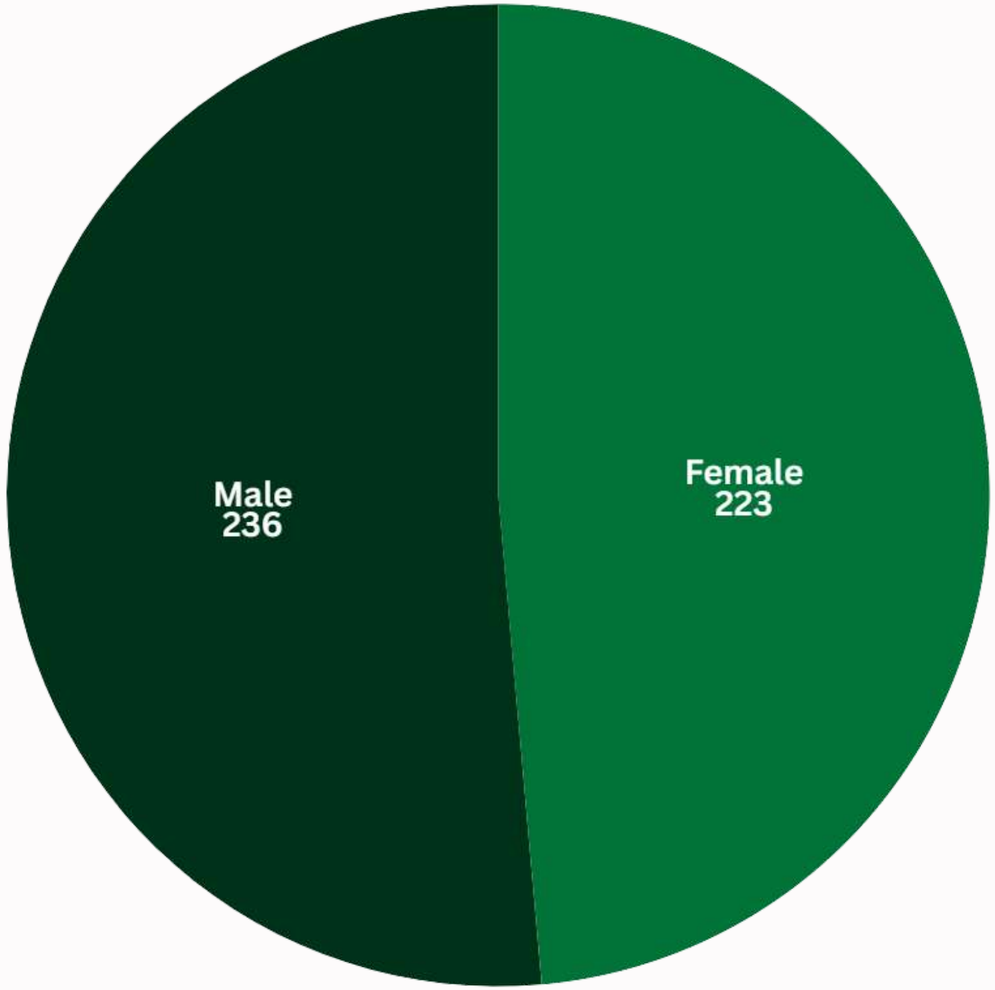
- Social Media
- Pizza Box flyers
- In person contacting



Survey Breakdown

464

100% Completed Surveys



Makeup of Survey Respondents

College Students

Ages 18–24
Why they matter:

- *Largest demographic in the survey*
- *Rexburg is a college town*
- *Students frequently eat quick, affordable meals*

Young Adults

Ages 25–34
Why they matter:

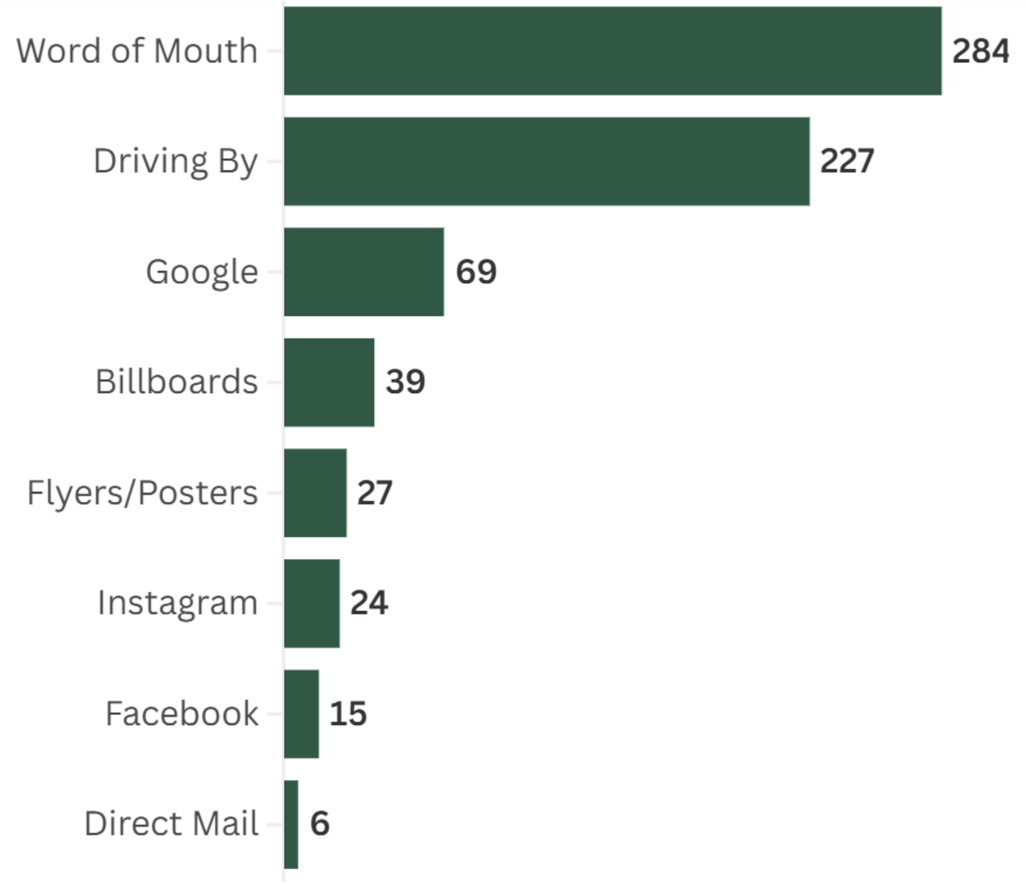
- *Second largest age group in the survey*
- *More disposable income than students*
- *Likely to dine out with friends or coworkers*

Couples & Small Groups

Single people and couples
Why they matter:

- *60% of respondents were single*
- *20% married*
- *Pizza restaurants are popular for shareable foods*

Customer Discovery



- Word of mouth is your bread and butter
- Biggest concern should be people’s perception of you
- What do you want to be remembered as? What makes you different than your competitors?

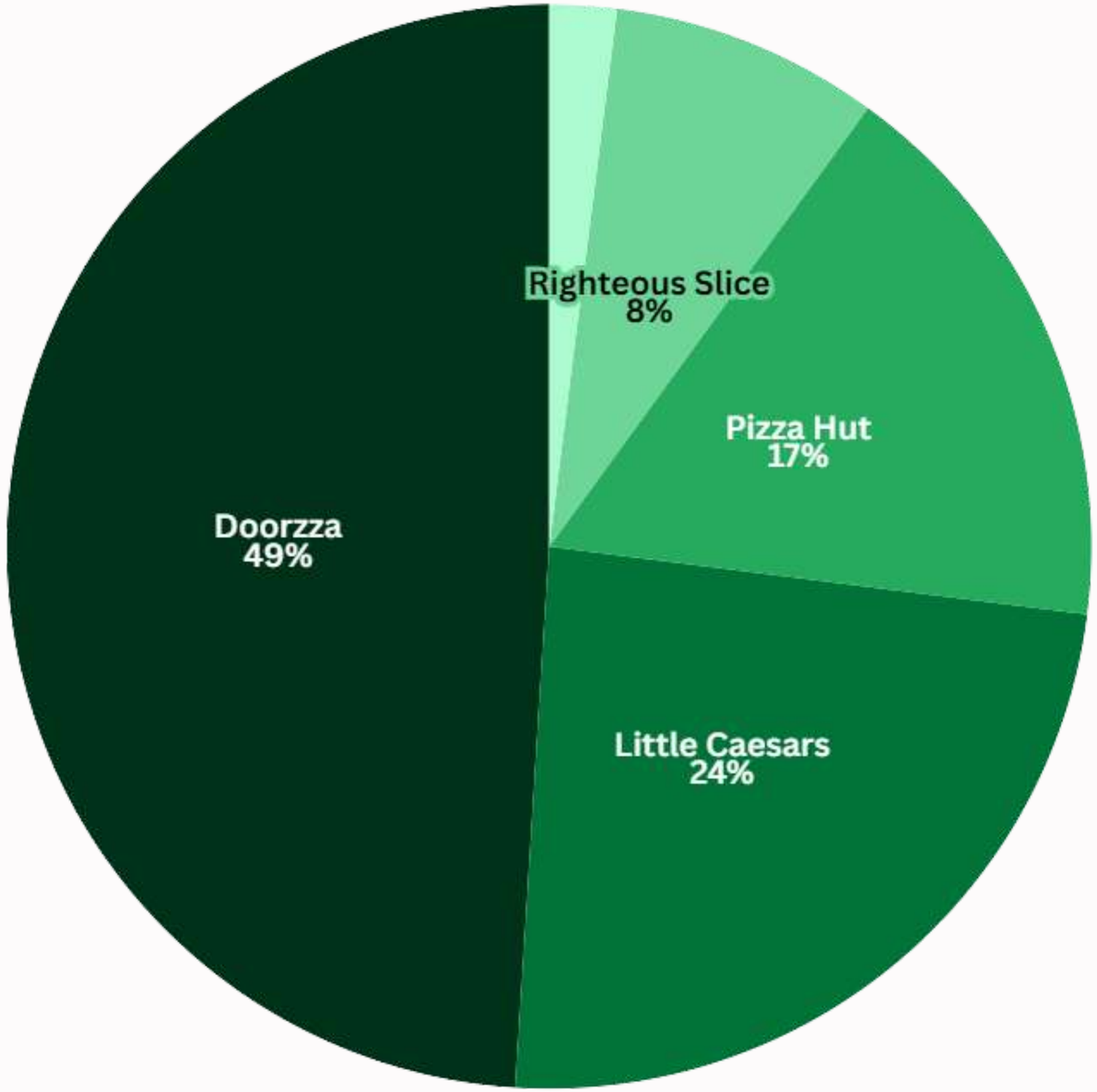
Importance Factors

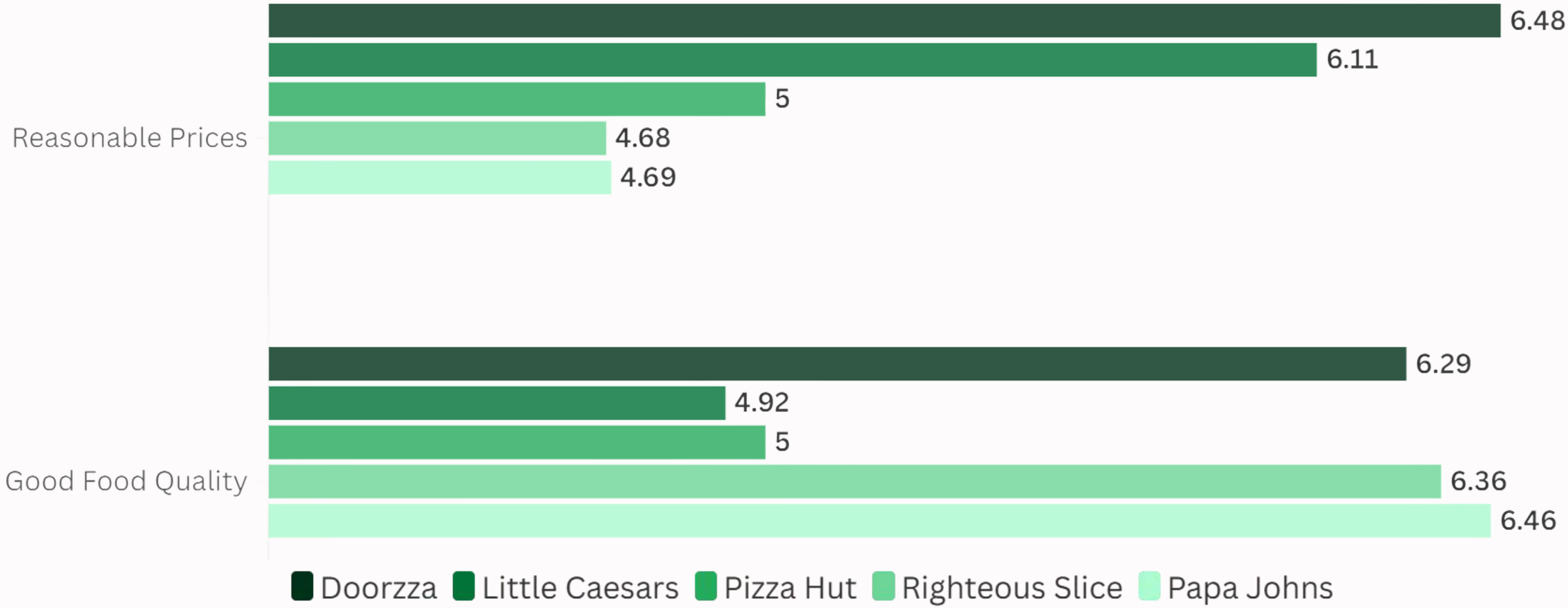
- Reasonable Priced and Food Quality should be main concerns
- Data tells us that there is a significant difference between the two



Favorites

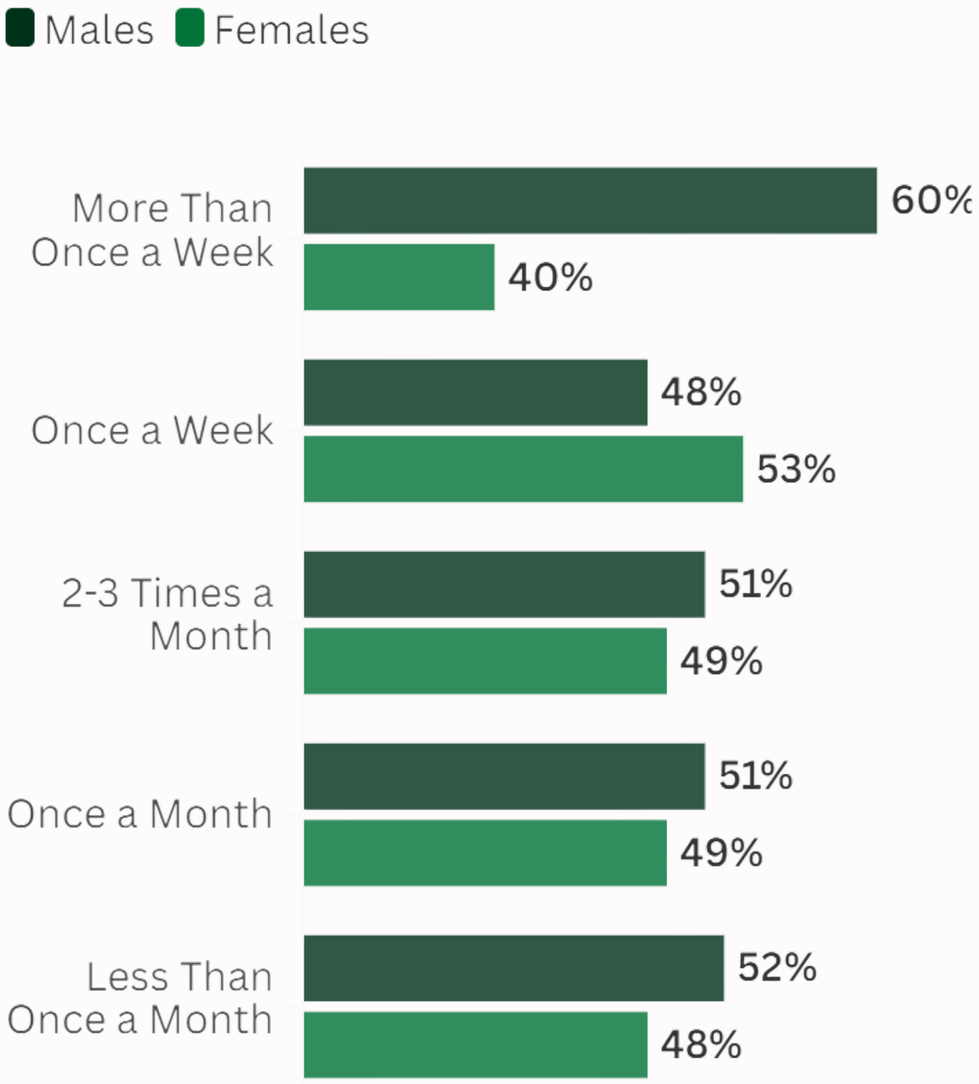
- You are people’s favorite pizza place
- Main competitors are Little Caesars and Pizza Hut





- Your crushing competitors on price
- Main improvement: portrayal of food quality

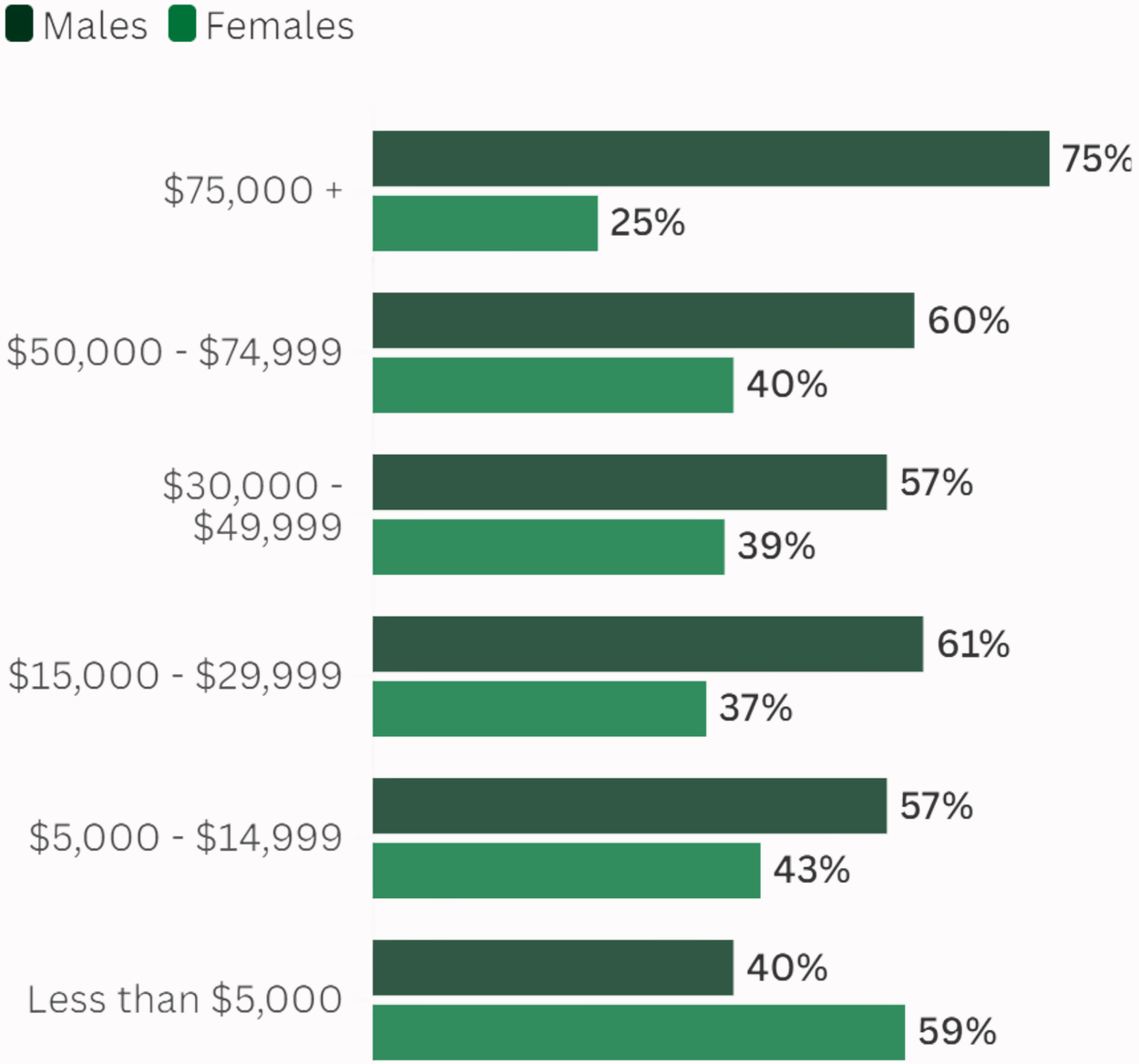
Competitors



Gender and Frequency

- Males are the most frequent customers
- More profit if tapped into female side of the market

Income



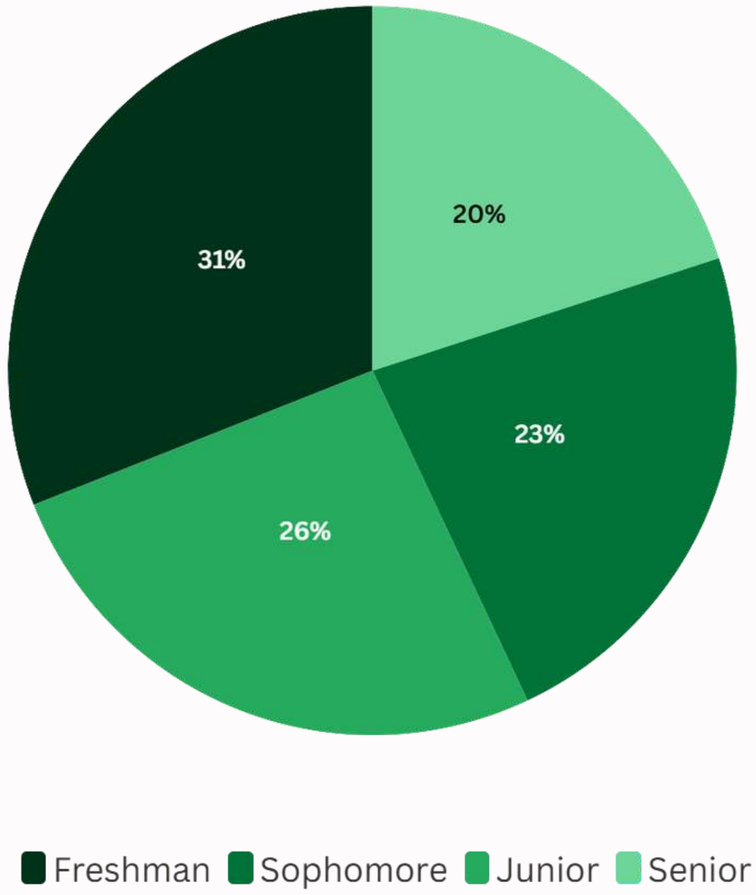
- Males have more of a disposable income
- Females may be more picky where they go since they have less income

Income and Food Quality



- Top three higher income care more about quality
- Bottom three care about price
- Safe to assume males care more about quality than females

Year in School



- Freshman eat out less than the other classes
- Make up ⅓ of respondants in the survey
- If you could increase freshmans intake you would increase sales by over 30%

Findings

Discovery 01

People overall care more about quality and price. And compared to other restaurants, Doorzza is killing it in these sections as far as customer perception.

Discovery 02

Males more frequently eat out and are less concerned with price and more worried about quality. Versus for females it is reverse.

Discovery 03

Freshmen are a third of the population, and they only eat out once a week or less. So getting more freshman would increase your profit.

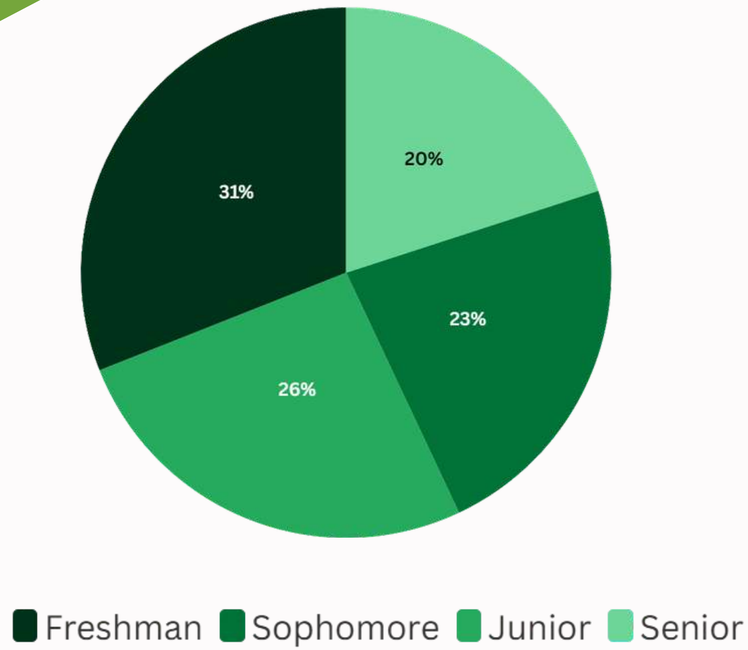


THE NEXT STEPS

Our Recomendations



Targeting Freshman



FHE Night Discounts

Doorzza could offer a small group discount or bundle deal on those nights to encourage groups of students to order together after their activities. This taps into an existing weekly habit and positions Doorzza as the easy post-FHE food option.

First Friday and I Night Coupons/ Prizes

Doorzza could hand out discount coupons, or prize giveaways at these events. This would introduce the brand to new students early in the semester and encourage them to try Doorzza with friends.

New Student Orientation flyers

Freshman before school starts attend an orientation where they are given drawstring bags. Doorzza can put in flyers or info cards to create awareness.



CONTACT INFORMATION

For Recomendations Given

Campus Life Events (First Friday/ I-Night)

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Targeting Males

Utilizing Email List

Using Doorzza’s email list to send out weekly or biweekly ads and discounts that focus on food quality will target the male demographic.

Rewards Program

A rewards program that is focused on “earning better food” would target males interested in food quality and also interested in price. Implementing a program that gives individuals an exclusive menu item or offers a free pizza after a certain number of orders would accomplish this goal.

Date Night Packages

Men are constantly looking for quality food with discounts for dates. Creating a fun date night culture would entice males to come to Doorzza. One idea is to invite couples to create a pizza and the best one gets featured on the menu.



Targeting Females



Utilizing Email List

Using Doorzza’s email list to send out weekly or biweekly ads and discounts that focus on price will target the female demographic.

Girls Night

A rewards program that targets girls will address the value they place on price. Creating a girls’ night bundle that includes a pizza, breadsticks, and soda will encourage groups of friends to come in and will spread word of mouth.

Social Media Marketing

Offering deals associated with social media will also help to generate awareness and foot traffic. For example: Pizza Worth Posting or No Selfie, No Slice. People could post pictures of them enjoying Doorzza pizza and a winner would be picked for a free pizza!



THANK YOU!

QUESTIONS?