

Product Design & Marketing

Services (Customers & Employees)

Pizza Express

AB: Video Preview

Ask your partner the following question. Write down the answer and answer your partner's question with a full sentence in English

- a) For Japanese customers, when they choose a restaurant, what are the 3 most important points & why?
- i) _____
- ii) _____
- iii) _____
- a) Imagine you are going to open a restaurant in Tokyo/Yokohama/Saitama/Chiba area. Which location would you choose & why? What kind of restaurant would you open & why? Who would be your target customer & why?
- i) Location: _____
- ii) Type: _____
- iii) Customer: _____

Vocabulary

The following words are important to understanding the DVD segment you will watch. Match the word (A) with its meaning (B):

A

- a) ambience
- b) spacious
- c) consistency
- d) decor
- e) 'the sky's the limit'
- f) 'pizzaiolo'
- g) inspection
- h) ladle

B

- unlimited
- a wooden spoon
- atmosphere
- pizza chef
- check closely
- bread mixture
- desire to improve
- interior design

i) ambition

the same standard

j) dough

a wide area

Video Viewing

Watch the DVD and try to answer your partner's questions. Ask your partner your questions and write down the answer. Answer your partner's questions with a full English sentence.

1. When & where was the first Pizza Express restaurant opened?
2. Where can Pizza Express restaurants be found (2 answers)?
3. According to Richard Craven, why do people come to Pizza Express (4 things)?
4. Complete the following:

"If you have got the _____ and _____ to go far, the ____ the _____. I think that's very good for a _____"

5. What does Annabel Jelley mean you could do working at Pizza Express?
6. When Peter Boizot first started Pizza Express, how long did he work each day?
7. What 4 things are served at Pizza Express?
8. Where are many of the Pizza Express restaurants located?
9. When did the Pizza Express in York open?
10. What was this building before? When was it built?

11. What did his first 'pizzaiolo' from Rome, give Peter Boizot?

12. As the number of restaurants grew, what problem arose?

13. How did Peter Boizot solve this problem (3/4 ways)?

14. Complete the details about how to make pizza:

- a) tomato - ____ ladle & ____ quantity
- b) dough – certain ____ & ____ a certain ____
- c) oven – certain _____

1. What is the position of Pizza Express in the market?

2. Complete the following:

"We ____ to our _____. Peter Boizot wanted to give good ____ with good _____"

3. Complete the following:

"Other pizza companies have actually _____ their _____ to try to meet the _____, to try and _____ their sales and _____ profit margins"