



FireCraft Pizzaworks

CONSULTING ANALYSIS

TEAM #7



MEET THE TEAM



REAGAN
PRICE



ALISHA
CHATLANI



TOSIN
ALABI



HUNTER
ROSS

AGENDA

1

CURRENT STATE

2

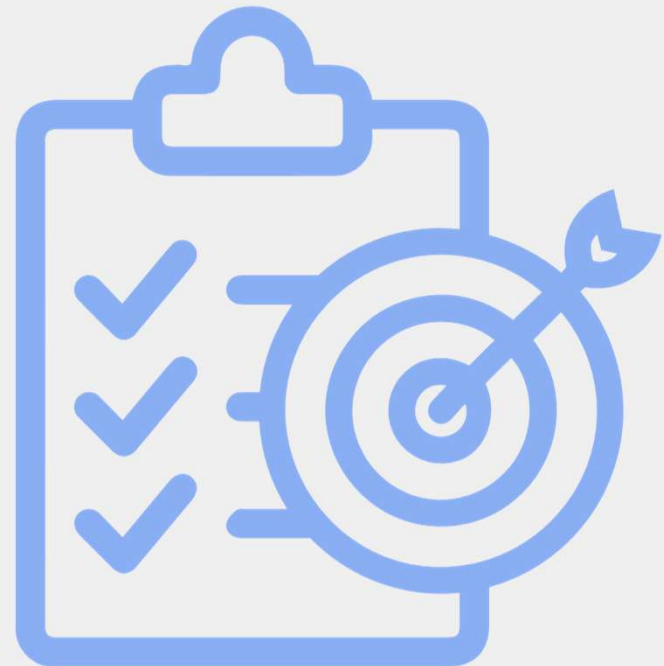
RECOMMENDATIONS

3

ALTERNATIVE SOLUTIONS

4

LOOKING AHEAD



CURRENT STATE

HOW FIRECRAFT EXCELS

- Strong cultural foundation
- Innovative product design
- Rapid growth and market disruption (15% market share)
- Employee participation in interfaith attendance

FIRECRAFT OPPORTUNITIES

- Early maturity stage of the business lifecycle
- Evaluation of faith-based programs
- Leverage faith-based initiatives to drive growth

Current State

Recommendations

Alternative Solutions

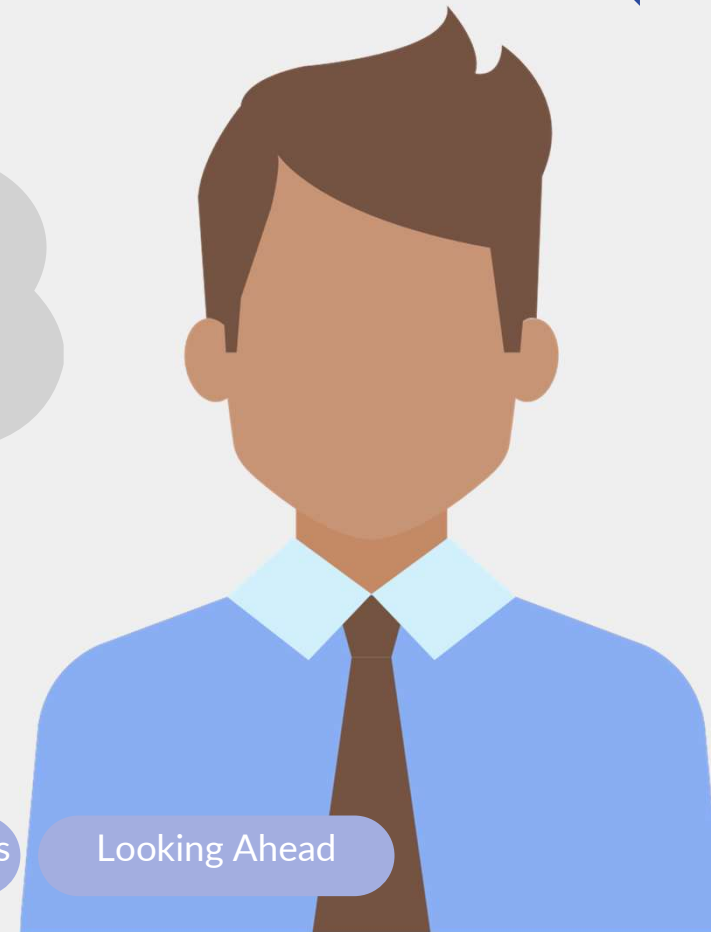
Looking Ahead

MEET SOLOMON

THE ERG INTERFAITH PROGRAM STOOD OUT DURING MY RECRUITING PROCESS

I WANT TO BE ABLE TO INCORPORATE MY FAITH INTO FIRECRAFT'S MISSION

I WANT TO BE MORE INVOLVED IN ENHANCING OUR STRONG EXISTING CULTURE



Current State

Recommendations

Alternative Solutions

Looking Ahead

OUR SOLUTION

F

Focused
Growth

O

Optimize ERG
Value

R

Relationships
Through
Community
Engagement

G

Growth Driven
Metrics

E

Empower
Leadership &
Culture

Current State

Recommendations

Alternative Solutions

Looking Ahead

FORGE INITIATIVES

1

STRENGTHEN
THE EXISTING
INTERFAITH ERG

2

CULTIVATE
LEADERSHIP &
MENTORSHIP
DEVELOPMENT

3

BUILD
FAITH-BASED
RESTAURANT
PARTNERSHIPS

Current State

Recommendations

Alternative Solutions

Looking Ahead

STRENGTHENING EXISTING INTERFAITH ERG

Why: ERG's drive employee retention, mitigating employee turnover costs

- Without one, FireCraft's attrition rate would increase by 4.90% (~\$5.8M)

How:

- Maintain interfaith ERG funding to foster inclusion and collaboration
- Leverage ERG insights to refine FireCraft's inclusion initiatives
- Align ERG's community impact with business goals

Impact:

- Strengthened religious inclusion while driving business growth through FORGE

Current State

Recommendations

Alternative Solutions

Looking Ahead

DEVELOPING LEADERS & STRENGTHENING WORKPLACE CULTURE

Why: Leadership development through mentorship and Chaplain support creates a more engaged, high-performing workplace

- ERG initiatives increase employee happiness by 0.51 points

How:

- Appoint a volunteer Chaplain to act as a liaison for all FORGE initiatives
- Promote "bringing your best self to work" through leadership community engagement programs
- Offer mentorship for future leaders & innovators as FORGE Champions

Impact:

- Fosters a culture of belonging, where synergy drives innovation

Current State

Recommendations

Alternative Solutions

Looking Ahead

EXPANDING FIRECRAFT'S PRESENCE THROUGH COMMUNITY PARTNERSHIPS

Why: Increase market share and brand visibility

How:

- Build strategic restaurant partnerships to promote FireCraft ovens within faith-accommodating establishments
- Sponsor community food events at faith-focused restaurants (Ex. Halal Restaurant Partnership)
- Support local businesses through ERG-led community engagement

Impact:

- Increased brand exposure and sales, tracked via post-event surveys and data

Current State

Recommendations

Alternative Solutions

Looking Ahead

COMMUNITY PARTNERSHIP EXAMPLE



Pilot Market: Houston, TX

- The largest market of Halal restaurants within Texas (291)

Restaurant Partnerships:

- Leverage ERG expertise to develop authentic restaurant relationships
- Sponsor dining events with local restaurants

Measures of Success:

- Market Penetration (TAM, SAM, & SOM framework)
- Revenue growth from restaurant partner sales
- Brand engagement (event turnout) & awareness (social impact)

Opportunity:

- Expand into different faith accommodating food markets and highly concentrated areas for greater growth impact

Current State

Recommendations

Alternative Solutions

Looking Ahead

ALTERNATIVE SOLUTIONS

ALTERNATIVE #1: IMPLEMENT EMPLOYED COMPANY-WIDE CHAPLAINS

Pros:

- Experienced, dedicated support to employees of all beliefs

Cons:

- Salary costs associated with hiring two chaplains (~\$127K annually)
- Onboarding costs associated with hiring for roles (~\$10K)

ALTERNATIVE #2: FAITH CENTERED PRODUCT DEVELOPMENT

Pros:

- Break into new markets
- Potential for future implementation

Cons:

- Extensive R&D costs
- Increased risk from intensive implementation, diverting focus from short-term results

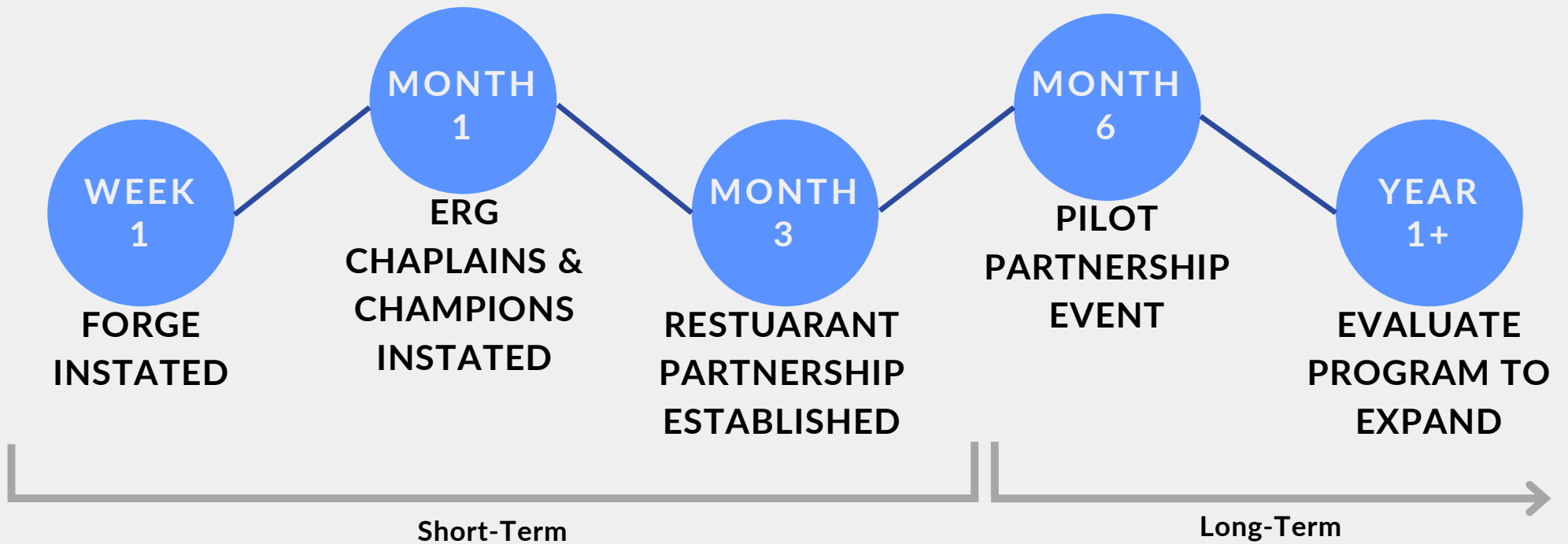
Current State

Recommendations

Alternative Solutions

Looking Ahead

TIMELINE



Current State

Recommendations

Alternative Solutions

Looking Ahead

RE- MEET SOLOMON

I'VE NOTICED POSITIVE MORALE AMONGST EMPLOYEES IN THE OFFICE SINCE FORGE WAS IMPLEMENTED

IT'S GREAT TO SEE LEADERSHIP INTEGRATING INTERFAITH INITIATIVES INTO OUR MISSION

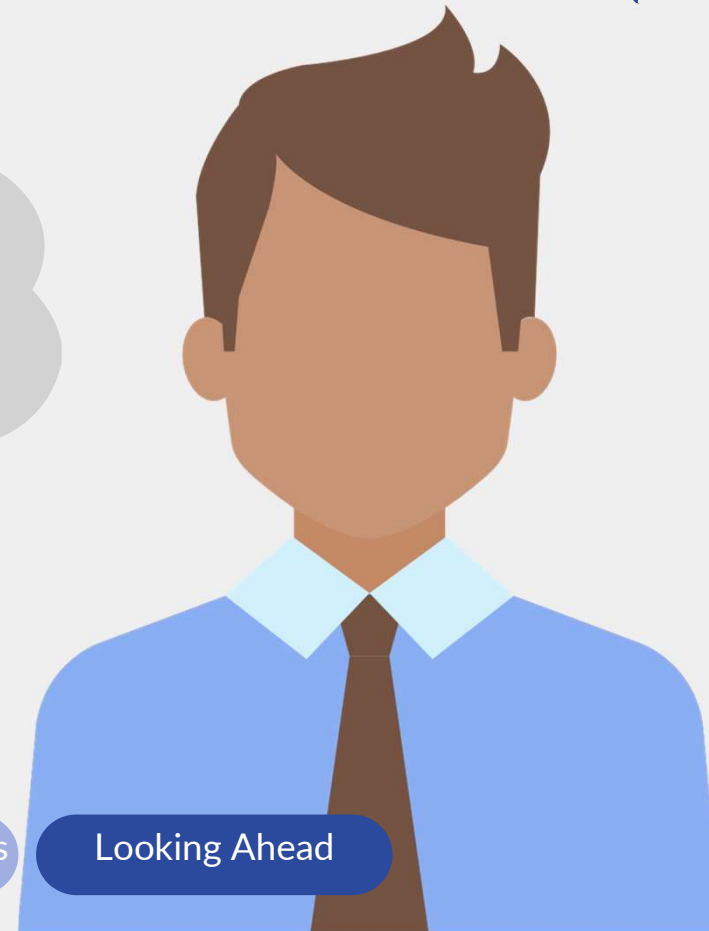
I'VE BEEN ABLE TO DEVELOP MY LEADERSHIP SKILLS THROUGH NEW OPPORTUNITIES UNDER FORGE

Current State

Recommendations

Alternative Solutions

Looking Ahead



FORGE IMPLICATIONS

	STRENGTHEN THE EXISTING INTERFAITH ERG	CULTIVATE LEADERSHIP & MENTORSHIP DEVELOPMENT	BUILD FAITH-BASED RESTAURANT PARTNERSHIPS
SHORT TERM	Increased employee engagement and participation in ERG activities	Leadership development opportunities and increased employee happiness	Increased brand visibility through strategic partnerships and events
LONG TERM	Reduced employee attrition rate - reducing turnover expenses	Creation of a leadership pipeline aligned with organizational values	Expansion of market share and increased sales through restaurant conversions

Current State

Recommendations

Alternative Solutions

Looking Ahead

APPENDIX A

TURNOVER ANALYSIS

<i>Turnover for 2024</i>		
	<i>With ERG</i>	<i>Without ERG</i>
January	0.60%	1.03%
February	0.30%	0.52%
March	1.10%	1.89%
April	0.80%	1.38%
May	0.70%	1.20%
June	0.40%	0.69%
July	0.10%	0.17%
August	0.20%	0.34%
September	0.70%	1.20%
October	1.70%	2.92%
November	-0.10%	-0.17%
December	0.30%	0.52%
	6.80%	11.70%
Increase Attrition	4.90%	

(1) To find the Attrition percentage of FireCraft Pizzaworks, the current turnover percentage was multiplied by 1.72, industry benchmarks for attrition increase without ERGs. (Inclusive Leadership Alliance 2022)

APPENDIX B

ATTRITION ANALYSIS

<i>Financial Loss Due to Increase In Attrition</i>				
Department	Average Salary Per Role	Percentage of Firm	Total Employees	Total Loss Per Department
Sales and Marketing	\$ 74,754.00	32.57%	227.99	\$ 1,251,650.00
Operations	\$ 107,660.00	8.68%	60.76	\$ 480,402.00
IT & Engineering	\$ 152,514.00	12.23%	85.61	\$ 958,885.78
Research and Development	\$ 116,044.00	12.38%	86.66	\$ 738,540.04
Support	\$ 89,773.00	12.23%	85.61	\$ 564,420.66
Executive Leadership	\$ 304,075.00	4.41%	30.87	\$ 689,366.24
Distribution and Logistics	\$ 127,109.00	6.26%	43.82	\$ 409,054.66
Finance	\$ 145,116.00	6.69%	46.83	\$ 499,082.25
HR	\$ 109,745.00	4.55%	31.85	\$ 256,700.58
			Total Loss	\$ 5,848,102.21

(1) Total Employees calculated by finding the product of percentage of employees at the firm by department and total employees (700).

(2) Total Loss Per Department calculated as the product of average salary per role, total employees per role, 4.90% increase in attrition rate, and 1.5 (average cost for replacing an employee in terms of their salary). (Gallup 2019)

APPENDIX C

EMPLOYEE SATISFACTION ANALYSIS

<i>Employee Satisfaction</i>				
Period	Happiness Score Avg (1-5)	Difference (Adjusted Score - Original Score)	Adjustment Factor (39%)	New Score (After Adjustment)
Q1 2024	3.78	1.22	0.4758	4.2558
Q2 2024	3.55	1.45	0.5655	4.1155
Q3 2024	3.69	1.31	0.5109	4.2009
Q4 2024	3.78	1.22	0.4758	4.2558
Average	3.7	1.3	0.507	4.207
			Average Increase	0.507

(1) The adjustment factor was determined based on a Forbes article demonstrating how DEI initiatives can increase Employee Satisfaction by 39%. (Forbes 2024)

APPENDIX D

EMPLOYEE SATISFACTION ANALYSIS

<i>Market Share</i>	
Revenue	\$ 300,000,000.00
Total Market Size	\$ 1,960,000,000.00
<i>Percent of Market Share</i>	15.31%

(1) U.S Outdoor Kitchen Appliances Market held a revenue of around USD 1.96 billion in 2023. (Global Market Insights 2024)

APPENDIX E

RISKS & MITIGATION ANALYSIS

Risk	Partnership Complexity requires coordination across multiple teams	Short-Term Revenue Impact - diverting focus from short-term goals	Overcommercializing Faith Initiatives - harming authenticity
Mitigation	Launch a small-scale pilot program (Ex. Houston Halal market) before full rollout to test feasibility and refine execution	Align FORGE initiatives with revenue-generating activities, such as faith-focused restaurant partnerships	Establish a Chaplain to oversee leadership accountability and interfaith activities, ensuring initiatives remain mission-driven