

## Vending a slice of the pizza market



View video clip: <http://news.bbc.co.uk/1/hi/world/europe/7967253.stm>

### Questions

Which method of production has traditionally been used for pizza making?

Identify two advantages and disadvantages of buying a freshly-baked pizza from a vending machine

The Lets Pizza machine offers customers a choice of four pizza types. Discuss whether this offers customers sufficient choice

What, in your opinion, is the commercial potential for this product?