

A
PROJECT REPORT
ON
**“MARKETING STRATEGY OF PIZZA HUT WITH REFERENCE TO NAGPUR
CITY”**

Submitted to
**Rashtrasant Tukadoji Maharaj Nagpur University,
Nagpur**

For the award of the degree of

Bachelor of Business Administration

Submitted by
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Under the Guidance of

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CERTIFICATE

This is to certified that, **ADITYA J. KSHIRSAGAR** has submitted the project report on **“(MARKETING STRATEGY OF PIZZA HUT WITH REFERENCE TO NAGPUR CITY)”**, toward partial fulfillment of **BACHELOR OF BUSSINESS ADMINISTRATION** degree examination.

This has not been submitted for any other examination and does not form part of any other course under goes by the candidate.

It is further certified that it has ingeniously completed his project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University Nagpur.

Prof. Geeta Naidu
(Project Guide)

Dr.Ashwini Purohit
(Co-ordinator)

Place:

Date:

DECLARATION

I here – by declare that the project with title “(MARKETING STRATEGY OF PIZZA HUT WITH REFERENCE TO NAGPUR CITY)” has been completed by me in partial fulfillment of BACHELOR OF BUSSINESS ADMINISTRATION degree examination as prescribe by Rashtrasant Tukodoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Place:

Date:

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regard to Dr. N.Y Khandait, principal, G.S collage of commerce & economics, Nagpur

I am extremely thankful to my project Guide Prof Geeta Naidu for her guideline throughout the project. I tender my sincere regard to Co-ordinater Dr. Ashwini Purohit for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which help me in the complication of the project.

I will fail in my duty if I do not thank the non teaching staff of the collage for their co-operation.

I would like to thank all those who helped me in the complication of the project.

Place:

Date:

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EXECUTIVE SUMMARY

During the past four decades Pizza Hut has built a reputation for excellence that has earned the respect of consumers and industry experts alike. Building a leading pizza company has required relentless innovation, commitment to quality and dedication to customer service and value. The qualities of entrepreneurship, growth and leadership have characterized Pizza Hut business through more than four decades of success. Through the strength of its heritage, its culture and its people and franchisees, Pizza Hut looks forward to more success in future.

There are different objectives of every organization. In order to achieve these objectives different targets are set. Targets pass down the hierarchy depending on the nature of the business. Therefore, in order to achieve the objectives, management decides on different strategies. These strategies are divided into many sub-parts and are useful for the running of the business. The employees and the management know what they have to achieve through the targets which have been set to them and the strategies they have adopted help them know the way they will achieve the objectives. Similarly, Pizza Hut has different targets set to them and they have adopted different strategies to successfully achieve the targets set. These targets are set by the RSC i.e. the restaurant support centre in Karachi. These targets are passed on to the RGM (restaurant general manager) and he passes them to the workforce. These targets fall within the organizational structure in which there are many people who have different targets to achieve. In order to successfully achieve the targets they need to co-operate and work in a friendly environment.

COMPANY PROFILE

Pizza Hut is an American restaurant chain and international franchise which was founded in 1958 in Wichita, Kansas by Dan and Frank Carney. The company is known for its Italian American cuisine menu, including pizza and pasta, as well as side dishes and desserts.



Logo used from 1967–1999 and was brought back in 2019

Type	-	Wholly owned subsidiary
Industry	-	Restaurants
Founded	-	June 15, 1958; 61 years ago Wichita, Kansas, U.S.
Founders	-	Dan Carney Frank Carney

Headquarters - 7100 Corporate Dr., Plano, Texas[1]

Number of location - 18,431 restaurants worldwide[2]

Key people - Micah Cory (President Pizza Hut U.S.)[3]

Products - Italian American cuisine pizza · pasta

Parent

1. Yum Brands worldwide
outside of China
2. Yum China within China

INTRODUCTION

Fast food is one of the world's largest growing food types. India's fast food industry is growing by 40% .the multinational segment of Indian fast food industry is up to Rs. 20 billion, a figure which is expected to zoom more than Rs.30 billion by 2010. In last 6 years, foreign investment in this sector stood at rs.3600 million which is about one-fourth of total investment made in this sector. Because of the availability of raw material for fast food, global chains are flooding into the country. The percentage share held by foodservice of total consumer expenditure on food has increased from a very low base to stand at 2.6% in 2001. Eating at home remains very much ingrained in Indian culture and changes in eating habits are very slow moving with barriers to eating out entrenched in certain sectors of Indian society. The growth in nuclear families, particularly in urban India, exposure to global media and western cuisine and an increasing number of women joining the workforce have had an impact on eating out trends.

Major players in fast food are:

- McDonalds'
- KFC
- Pizza hut
- Domino's pizza
- Café coffee day
- Barista
- Subway

The main reason behind the success of the multinational chains is their expertise in product development, sourcing practices, quality standards, service levels and standardized operating procedures in their restaurants, a strength that they have developed over years of experience around the world.

Brief History of the Company, Pizza Hut

Pizza hut was started in 1958, by two brothers frank and Dan carney in Wichita, Kansas. They had the idea to open a pizza parlour. They borrowed \$600 from their mother, and opened the very first pizza hut. In 1959, the first franchise unit opened in Topeka, Kansas. Ten years later, pizza hut was serving one million customers a week in their 310 locations. In 1970, pizza hut was put on the New York stock exchange under the ticker symbol Piz.

Until 1997, Pepsi owned pizza hut, the company also controlled a vast network of fast-food operations that included Kfc, pizza hut, and taco bell. With 29,000 locations across the world, the restaurant group was the largest in the world. However, PepsiCo decided to spin off its restaurant business as a separate company.

Pizza hut is one of the flagship brands of yum! Brands, Inc., which also has kfc, taco bell, A&W and long john silver's under its umbrella. Pizza hut is the world's largest pizza chain with over 12,500 restaurants across 91 countries

In India, pizza hut has 137 restaurants across 36 cities, including Delhi, Mumbai, Bangalore, Chennai, Kolkata, Hyderabad, Pune and Chandigarh amongst others. Yum! Is in the process of opening pizza hut restaurants at many more locations to service a larger customer base across the country

Marketing Strategies

Pizza Hut:

Adapting To Economic Environment -

In 1991 under the guidance of a visionary Narasimha Rao and his comrade Manmohan Singh India marched towards a new era of Liberalization, Privatization and Globalization. Trade barriers were eased and cultural barriers started dissolving. It was at this juncture that pizza hut made its infant steps in India, with its first outlet at Bangalore. Today Bangalore alone has a striking 19 outlets which remain busy till late night.

Pizza hut has 140 restaurants across 34 cities in India including metros. With its focus steadily on quality and variety, pizza hut has given a new dimension to regular pizza eat-outs. However the trifle higher prices may remain a concern for middle class Indians with lesser purchasing power and disposable income. The status is steadily improving as more of us embrace fast foods to suit the pace of our life.

Embracing Technology -

Locating stores and placing orders has never been easier for pizza hut locals. With their virtual store kind website, pizza hut offers customers a wide range of options to choose from

menu and avail new offers. Now orders can also be placed through mobile phones. High end technologies are used at the cash counters.

Across Socio-Cultural Barriers –

Food has no language. Good food is appreciated across the globe. Pizza hut has outlets in a better part of the world. It has taken immense effort to cater to its customers all over the world.

Pizza Hut: Operational Strategies in India

The Indian fast food market has been witnessing rapid growth on the back of positive developments and presence of massive investments. Currently, market growth is largely fuelled by the rising young population, working women, hectic schedules, and increasing disposable income of the middle-class households. Some of the unique properties of fast food like quick served, cost advantage, etc., are making it highly popular among the masses. Thus, India offers enormous opportunities for both domestic as well as international players. According to a recent research report, “Indian Fast Food Market Analysis”, the Indian Fast Food Industry is anticipated to grow at a CAGR of around 34% during 2011-2014. Anticipating the future growth, many big international players are entering into the market by making deals with the domestic players. And those already present in the Indian market are expanding their presence in different parts of the country . The new found interest in the Indian consumer market by Fast Food MNCs is only natural given the substantial size and varied customer base which provides ample business opportunities for these companies.

According to a report by Maple Capital Advisors, the middle class which is the largest patron of the food service industry is expected to grow by 67 per cent by 2015, thereby increasing the 'dining out' consumer base.

The growth of malls and multiplexes has popularised kiosks and food courts as food centres. Flavour innovations used to create variety are an obvious way for players to create excitement in the category, but this needs to be done with care (Khicha, 2011). Pizza Hut ventured to start business in India in 1996. The first Pizza Hut restaurant was opened in Bangalore, which was the first international restaurant chain to enter this category. Their operations in India are 100% franchise-based. In 2011, Pizza Hut had 131 outlets in India and plans to double the number outlets in India by 2015. The expansion is expected to happen in tier II and tier III cities. In 2011, it had 27 per cent market share of the eating-out market.

Among the many challenges Pizza Hut is facing in recent times are:

- Constant need and assured supply for adequate manpower to run
- The outlets, a problem common to all operators in the sector Challenges of solid supply chain system
- Ever-increasing real estate cost

However, there are several drivers which provides opportunities for this sector, such as,

- Segmenting the market to make the products more affordable of a varied range of customers

- Increasing the number of offerings in the menu at affordable cost from appetizers to pizzas, pastas, and desserts. An example of the above is the introduction of a introduction of the ‘3-course meal for Rs 99’ to recruit more people into the brand by Pizza Hut. Another driver to increase the consumption base is affordability. Pizza Hut, for instance introduced less than Rs 100 offerings across its menu, from, pizzas, pastas and desserts.

Further to enhance its strategic hold and intent in the Indian market, the company has launched a new adverting campaign particularly to celebrate its 15 years in India. The campaign focuses on people who have been visiting the brand-outlets have also grown up over the past 15 years. The campaign highlighted the sweet and sour moments of life, when the “irresistible” taste of Pizza (of Pizza Hut) acted as a catalyst to maintain the emotional bond among people. The campaign has been conceptualised by JWT India. Well-known actors in the campaign include, well-known faces like, Rajat Kapur and Shernaz Patel. Since the beginning, Pizza Hut launched various products (apart from pizzas), such as, garlic breads and masala lemonades, pastas, skewers, shakes, mojitos, salads, gelatos, cheesecakes, and so on. Additionally, Pizza Hut planned to launch a new range of 15 different pizzas, which have been inspired from regional cuisines and flavours from around the country.

Pizza, Made for India : Globalization Strategy

The major competitor of Pizza Hut is Domino's Pizza, which believes that, people eat pizzas because they want to enjoy the authentic taste. Considering this view, though Domino's experimented with flavours like, Chettinad Chicken in the past, it realised regional flavours did well initially due to the novelty factor, but could not sustain themselves in the long run. Hence, Domino's answer to innovations are the cheese burst pizza or the three cheese pizza (made only for India) which are exotic, but retain the international influence.

Unlike Domino's Pizza, Pizza Hut wants to focus on more than just pizzas. It has offerings like pasta, appetisers and a larger collection of beverages. This is part of its strategy to make the transition from a quick service restaurant (QSR) to a casual dining restaurant. And the introduction of wine and beer in a few outlets is a part of the strategy. This strategy also acts as a differentiator from their rival Dominos whose core strength has been home delivery (Khicha, 2011).

The most recent offering by Pizza Hut in India is an extended menu of 15 localised pizzas derived from regional tastes including Sev puri, Chettinadu paneer, Chicken achari, Nimbu mirchi. The new product line, marketed heavily through a 360 degree campaign, celebrates the Kansas based chain's 15 year anniversary in India. It also reflects the brand's aggression in a market where several new brands have entered the fray.

Pricing Strategy

In this recessionary times, the basic strategies of fast food businesses (including Pizza Hut) is on making consumers try new products and gradually move them over to high price points.

Therefore, the strategy rests upon a simple dictum – hook the customer, make him get used to a product, so that he becomes a habitual buyer.

In general, the pricing strategy in the market seems to be concentrated on providing and enticing Indian customers with rock bottom prices in order to drive volumes and higher sales in an inflationary economic environment (Bhushan & Jacob, 2012).

Further, the emphasis has also been on creating and offering ‘snacking option’ rather than a full-meal by Pizza Hut. It piloted the project in Chennai in recent past and is taking the product nationally across 30 cities as Pizza Hut Delivery (PHD) outlets. Currently, the organized pizza market stands at INR 1800 crores and is growing at 20-25%.

Home Delivery of Pizza

A recent innovation by Pizza Hut has been to cater to the home delivery of pizzas, and this has been done by the company by aggressively focusing on their sub-brand PHD. The firm launched the first PHD in 2008, in Bangalore on a trial basis and is now looking to aggressively expand in the delivery format. By 2015, the company aims to gain turnover of \$100 million only from the delivery segment and has plan to set up 300 stand-alone PHD outlets. The new outlets planned will be franchisee operated like the existing ones.

Thus the current strategy of the company is to focus on both home delivery and dine-in as concepts to cater to the differentiated needs of the Indian customers.

Management Structure at Pizza Hut-

Pizza Hut has a fairly well led out organizational structure which at once is both tidy and functional in nature. Each of the functionaries has clear-cut role definition with their key result

areas in place. Typically speaking, there are four functionaries who manage the administration and business domain at Pizza Hut. They are as follows:

1. **Support manager:** The Support Manager is part of the management team and will help run their business by either managing shifts or working as a key team member. The key skills required for this role include, flexibility, communication, leadership, and team work and customer service.
2. **Deputy designate manager:** This is the role in which most new recruits start their careers with Pizza Hut. After completing the initial training, they take responsibility for the key areas of the business, assisting the management on a day-to-day basis. They will look to get trainees involved in customer service, team training and development and business controls.
3. **Deputy manager:** The Deputy Manager works as part of the management team to ensure that the restaurant operates effectively, meeting sales and profit targets and quality standards. The role is also to assist the manager in ensuring that all the team members are recruited and trained to meet all quality and product standards. The Deputy Manager will take responsibility for the restaurant on the shifts that they run and will assist the manager on financial reporting and analysis of the business.
4. **Restaurant general manager:** The Restaurant General Manager has a responsibility for the running of the restaurant, managing the business with full ownership and responsibility. They take care of the following functions in this role:
 - Managing the financial side
 - Product ordering
 - Production

- Quality monitoring,
- Customer service, and
- Training and development of staff.

Pizza Hut has an efficient talent management and succession planning in place and as such, the same is ensured through a promotional policy of mobility of their employees to higher levels of the organizational hierarchy on satisfactory performance at lower levels. For example, Restaurant General Managers can progress on to become Area Managers who manage ten restaurants or more. They can also work on second things at the Restaurant Support Centre in IT, Training, Marketing and Human Resources.

Pizza Hut is committed to recruiting and developing the very best people. They have a strong track record of developing their very best people at every level. Most of the Managers and half of their Area Managers started working as trainees. Promotion is on merit and ability and they have an excellent training programme to assist in people development.

Culture at Pizza Hut-

As already mentioned in the earlier part of the case, Pizza Hut was acquired by PepsiCo, and eventually went on to become Yum! Brand. It was found that PepsiCo management system was incongruent with the quick service restaurant business of Pizza Hut. PepsiCo was more focused on individuals instead of team success. Therefore, to build long term capabilities, coaching had to be brought as a tool to support the restaurant focused culture in a number of ways. Its effectiveness is maximum when done face to face as it requires physical proximity.

Operational leaders (not training personnel) would be responsible for teaching all coaching classes for those two levels down from them. This method had huge implications for fostering a new culture at Pizza Hut, such as:

- All the coaches had to acquaint themselves with the coaching.
- Model to teach the same. Demonstration by coaches on their commitment was mandatory.
- Even before they got to teach it to others and, at the same time, they were held accountable for achieving results. It put the one level down coaches on notice for accountability to their immediate subordinates. Operators were able to bring real-life examples into the role-plays.
- Increasing the relevance, impact, usefulness and credibility of the coaching material. In addition to training, coaching logs were created in each.
- Restaurant to document each coaching session, it's lessons and commitments. Audiotapes of coaching sessions were circulated to restaurant.
- Managers to provide real-life demonstrations.

HRM at Pizza Hut-

The cornerstone of the success of Pizza Hut was considered to lie in serving their customers, to make them satisfied. The company is aware that it is possible only when the employees, who are the most valuable resource, are provided on-the-job training and learn to work hard with dedication. Pizza Hut wants its managers to understand the business from “the ground up” and the importance of Customer Service to their company.

The importance of talent management is understood by the company and, therefore, at the level of acquisition of talent, certain steps have been taken, which would make joining the Pizza Hut team a lucrative option for prospective employees. The reasons for joining Pizza Hut Team are as follows:

- Flexible hours, working hard, having fun, making friends and
- Earning money. Independence and confidence and learning resulting in self development and social skills.
- Opportunity to take on functions at various organizational levels
- Career options to move to the top of the organizational hierarchy, even go to the extent of owning a Pizza Hut franchisee.

RESEARCH STUDY :

Problem definition-

The problem statement for Pizza Hut issue of late deliveries. Deliveries should generally take anywhere from 30 minutes to 45 minutes. Where actual delivery time are taking anywhere from an hour to an hour and half delivery time. The objectives is to satisfy the customers and increase the speed of delivery without the lack of quality and maintain the image of the company. The two solutions include decrease the delivery areas and hiring more drivers for all shifts available.

The objectives here is to decrease the delivery time by shrinking the delivery areas. Was this an operable solution for the slow delivery? The answer to the leading questions is what is the cause of the delayed delivery. The delivery areas is already down to five miles, so the delivery area could not be the cause of the delayed delivery. After digging down into the complaints from customers it was determined that the busiest delivery time had the most complaints, so therefore the lack of delivery drivers was the reason.

Objectives of Pizza hut :

- To analysis new pizza will increase the market share of the company.
- To identify the competitive edge in innovative products and this new product that will also be successful in the market.
- To examine the high quality of product and services of the pizza hut will help to ensure good chance at successful introduction of a new pizza.
- Increase in fast food market share.
- To know the satisfaction level of customer on pizza of pizza hut.
- To know the satisfaction level of consumer of pizza.
- To know about the strategies adopted by both the companies.
- To know which type of taste customer likes in pizza.
- To know whose pizza is like most by the costume.
- To know the visit of customer in a week of pizza hut

HYPOTHESIS -

Definition: Hypothesis is the process of taking and using the sample statistics to make an inference for a population parameters, a theory or guess can be called a hypothesis.

There are two type of hypothesis are as follows:

Null Hypothesis:

- There is a significance positive relation between marketing strategy of pizza hut and its growth.
- Promotional tools applied by pizza hut are very beneficial for the growth of company.
- Customers attracted towards the taste of pizza.

Alternate Hypothesis:

- Without promotional tools pizza hut will not beneficial for the growth of company.
- Without making any marketing strategies, this thing will affect the growth of company.
- If there is not good taste in pizza, customers are not attract automatically.

SCOPE OF THE STUDY

- The Study Is Helpful To Company For Knowing That How Many Persons Are Satisfied With Pizza Of Pizza Hut.
- Company Can Make the Product Better As Per Customer Suggestion.
- During Study Researcher Get Large Experience And Introduced Himself In Front Of New People.
- The study is also helpful in finding out the respondent's opinion towards certain attributes.
- This study can be helpful to the company for conducting any further research.

WORK PLAN:

1. The project adopted here is a simple random sampling.
2. Visit towards the customers and their restaurants for that review.
3. All have their right to buy and taking review about their product for their satisfaction.

SAMPLE SIZE:

1. Sample size for this study is restricted to 100 customers and duration if that sample size is between 45 days.
2. It may know that the product ability and that services about the customers.

Research Methodology

Research is a scientific and systematic search for pertinent information on a specific topic.

Research is an art of scientific investigation. According to Clifford Woody, "Research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, making deductions and reaching conclusions and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis".

DEFINITION-

Method and sampling method research methodology is a way to systematically solve the research problem. It may understand as a science of the study research is done scientifically this section comprises the research design of the data collection.

Methods of data collection :

- **Primary data:** it is the data that is collected by researcher from first hand source, using method like away interview or experiments. Here the primary data is collected questionnaires by directly meeting the customers.

- **Secondary data:** it is the data that have been already collected by and readily available from other sources and also may be available when primary data cannot be obtained at all.

The sources of secondary data for this study are newspaper, news channel, internet websites etc. projects.

Push and Pull Strategies in Channel Marketing

In a push strategy, the manufacturer uses his sales force, trade promotion, money or other means to induce intermediaries to carry promote and sell its products to end users.

In a pull strategy, the manufacturer uses advertising, promotion and other forms of communication to persuade the customer to demand the product from intermediaries, thus inducing the intermediaries to order it.

- **Pizza Hut: Masters At Pull Strategy**

Pizza hut follows more or less the opposite strategy. Pizza hut has mastered the art of pull strategy. It pioneered the practice of advertising and promotion in the fast food industry. Pizza hut achieved this remarkable feat by adopting a different marketing strategy that involved increasing ambiances and amusement for the customers.

CREATIVE STRATEGY

Pizza Hut:

- Pizza Hut's 1st campaign in television in July 2001, which said, "GOOD TIMES START WITH GREAT PIZZAS". The ad was aired during all the important programmes on starplus, sony, movies star, etc.
- The 1st ad campaign on TV defines Pizza Hut as a brand, and what it offers to its existing and potential customers.

Brand building through advertising

Pizza Hut initially restricted their ad strategy to banners, hoardings and specific promotions. In August 2000, Domino's launched the³Hungry Kya?

(Are You Hungry) sequence of advertisements on television. A company official said,

We realized that a Pizza couldn't be slotted ± it could be a snack; then again, it could also be a complete meal'.

Pizzas and eating was the hunger platform. The launch of Hungry Kya? 'Campaign coincided with Hunger Helpline'

The helpline enabled the customers to dial a toll-free number (1800-111-123) from any place in India

Promotional and advertisement campaigns

The pizza delivery business had traditionally been promotion driven. Coupons and discounts were offered by all pizza delivery chains to woo customers.

Since its inception, Pizza Hut had been known for its unique promotions that included fast delivery and innovations to cater to a varied palette.

Use of technology online sales accounted for over 70 percent of its total sales in 2008.

Pizza Hut planned to further exploit the increasing potential of the online medium as one of the promotional and distributional channels in the downturn.

Key Points of Pizza Hut

- **Type**
 - Wholly owned subsidiary
- **Founded**
 - Wichita, Kansas USA, 1958
- **Headquarters**
 - Addison, Texas, USA.
- **Founder**
 - Dan & Frank Carney
- **Chairman & CEO**
 - Michael Gian.
- **Industry**
 - Restaurants
- **Slogan**
 - What are you celebrating today?
- **Employees**
 - 145,000
- **Website**
 - <http://www.pizzahut.com/>



SWOT ANALYSIS

Strength:

1. Unmatched quality and variety
2. Strong Brand Image
3. Customer Satisfaction
4. Hygiene
5. Excellent Service

Weakness:

1. Inadequate advertisement
2. Inadequacy of outlets
3. High price
4. Lack of parking facilities at outlets

Opportunities:

1. Growing fast food market – Scope for expansion
2. Introduce attractive offers

Threat:

1. Emergence of Papa John's – World's #Pizza makers
2. Low price of competitors
3. No take away counters for Pizza's

MARKET SEGMENTATION

- The Segments Pizza Hut is Working on

- || Higher Income

- || Dual Career Families

- || Age 12-30 Years

- Geographic Segment

- Demographic Segment

- Behavioral Segment

- Psychographic segmentation

Product Line of Pizza Hut

Pizza hut

- Pastas
- Sandwiches
- Thin crispy pizza
- Stuffed crust pizza
- Soups and Salad
- Deserts
- Beverage
- Garlic Bread



SUCCESS FACTOR

Pizza Hut:

- Offering value food
- Moving beyond metros
- Developing the local supply chain
- Good ambience
- Offering more than the international menu
- Aggressive marketing and tie-ups with local and popular brands



Future Prospects

PIZZAHUT

- Pizza Hut is all set to undergo a change of positioning in the Indian market. The fast food retail chain plans to shift its focus from pizzas to full meals and 'treat bundles'. In the process, the group is set to change its punch line from "Good Time, Great Pizzas" to
- "Treat You Just Can't Beat". Arvind Mediratta, chief marketing officer of Yum Restaurants International for the Indian subcontinent, told ET, "Treats play a significant role in our day-to-day life.
- Also Pizza Hut, the flagship brand of Yum! Brands Inc., plans to launch 40 more restaurants across the country.

SUGGESTIONS

- Reduce the menu costs; it is way too expensive for a middle class Indian.
- Middle class forms the maximum population of India and hence reducing the costs of pizza can increase the elasticity of demand greatly
- Invariably there are no discounts, or discounts if offered are very less. Thus Pizza hut should offer more discounts to tap more customers

Their deprives far off customers from having Pizza Huts experience. Hence they should increase their presence

RECOMMENDATIONS

- Pizza Hut should focus on more advertisements.
- Should decrease the variety-seeking buying behavior.
- Membership or discounts cards for the loyal customers.
- Should sponsor more concert and games in Pakistan.
- Should make stalls in universities and colleges.
- Should make online ordering system.

Conclusion

Pizza Hut has many targets which it has achieved in a given period of time. The time-period is mostly a year. Therefore, in order to fulfill the targets different strategies are adopted by Pizza Hut. It can be concluded that these strategies have been successful and there is flexibility in the strategies, as they can be changed with the changes in the market conditions as well as the targets. Indians are value-sensitive, not price-sensitive. The price was attributed to the high quality of ingredients used. However, with competition increasing from Pizza Hut, Pizza Hut uses many promotional strategies. The main promotion is a coupon to purchase. This promotion is also distributed mainly by mail, but also by fliers on college campuses around the country in order to reach the target market.

- Need to be just a step ahead...in sync with the consumer's perception of value.
- Customers move to the lower cost provider when marketers stop giving them reasons not to.
- "Never before, never again"
- "Strategy is only as good as its execution"
- Not just product, but an experience.
- Its strategies are successful and there is flexibility in the strategies, as they can be changed with the changes in the market conditions as well as the targets.

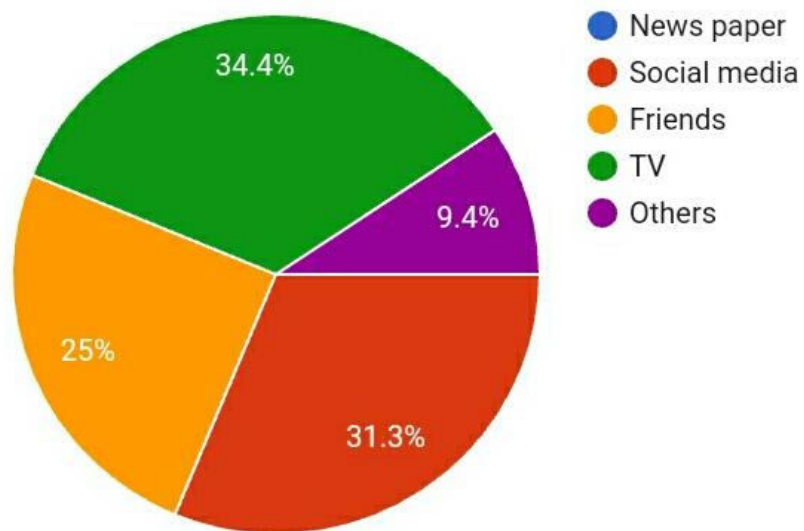
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- <http://www.globalclassroom.org/pizza.html>
- <http://www.oppapers.com>

Questionare

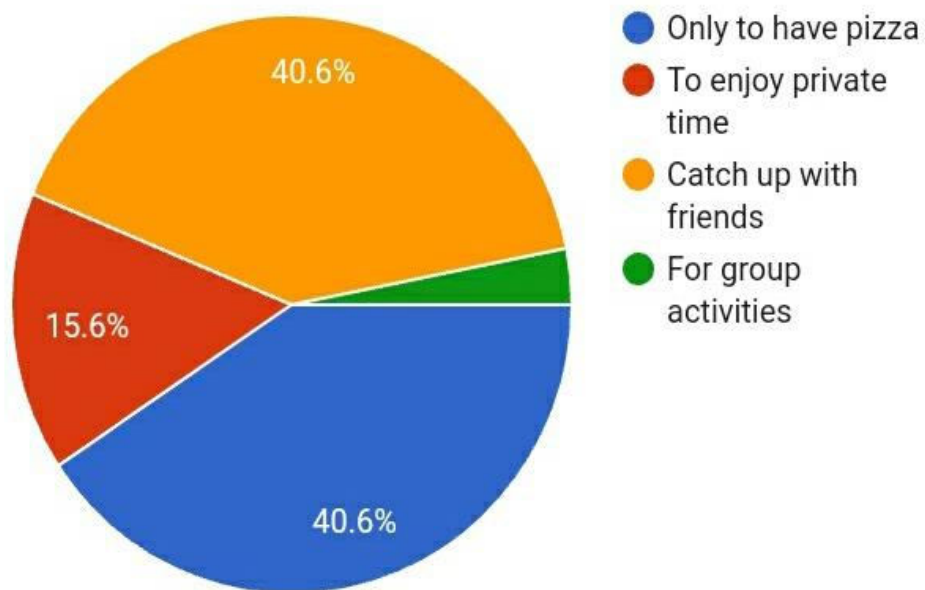
1. From where did you hear about Pizza Hut?



Interpretation -

Above the question it's means that the most of people's are heard about the Pizza from TV (34.4%) and the others are hear about another sources.

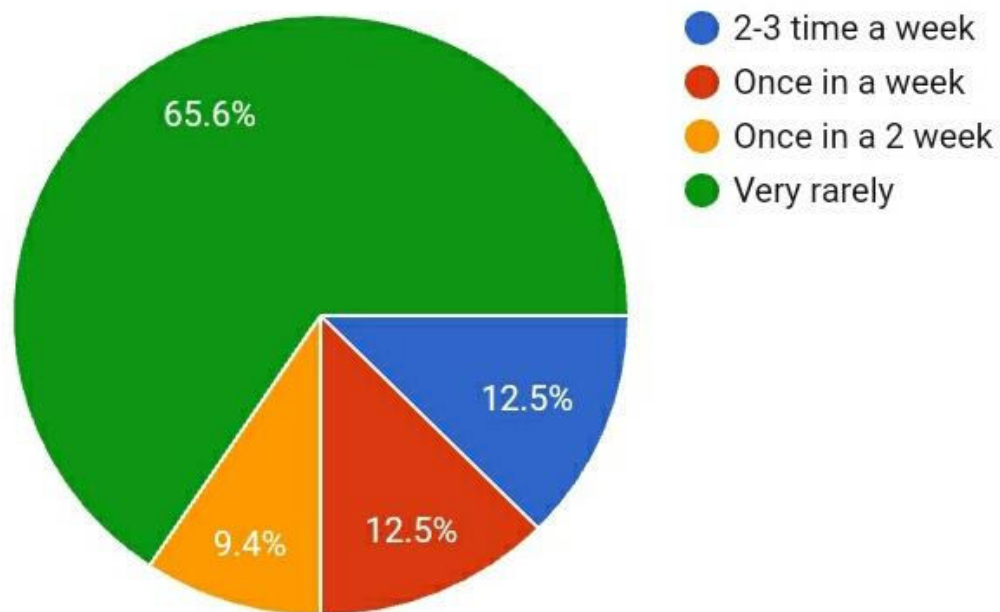
2. Why do you go Pizza Hut?



Interpretation -

Most of the people are goes to the Pizza Hut for catch up with friends and others are spend time that given above the graph.

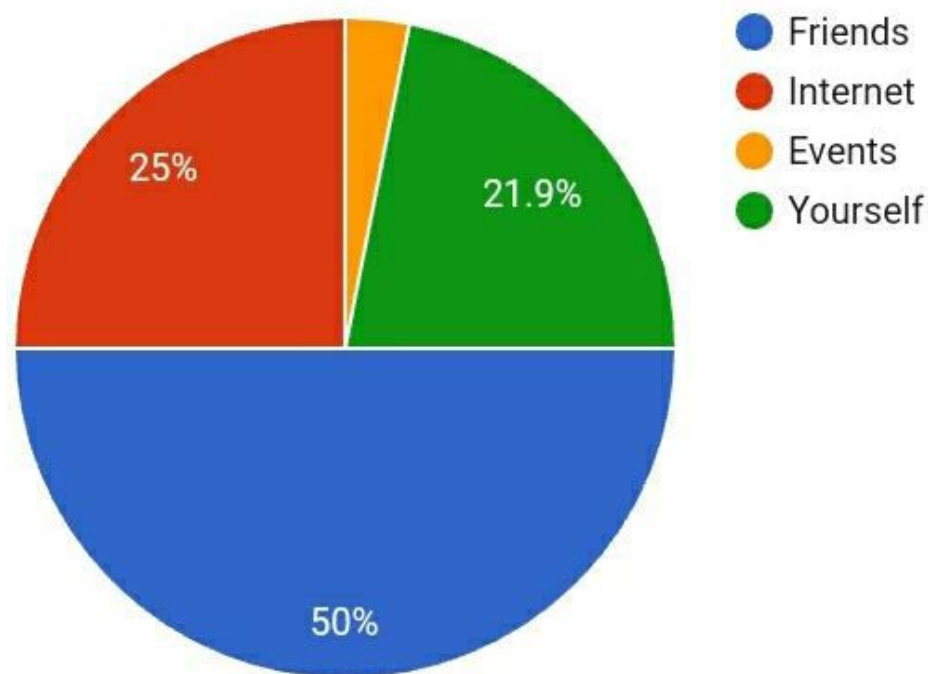
3.How do you often visit Pizza Hut?



Interpretation -

There are seen that the most of the peoples are visit the Pizza Hut are very rarely.

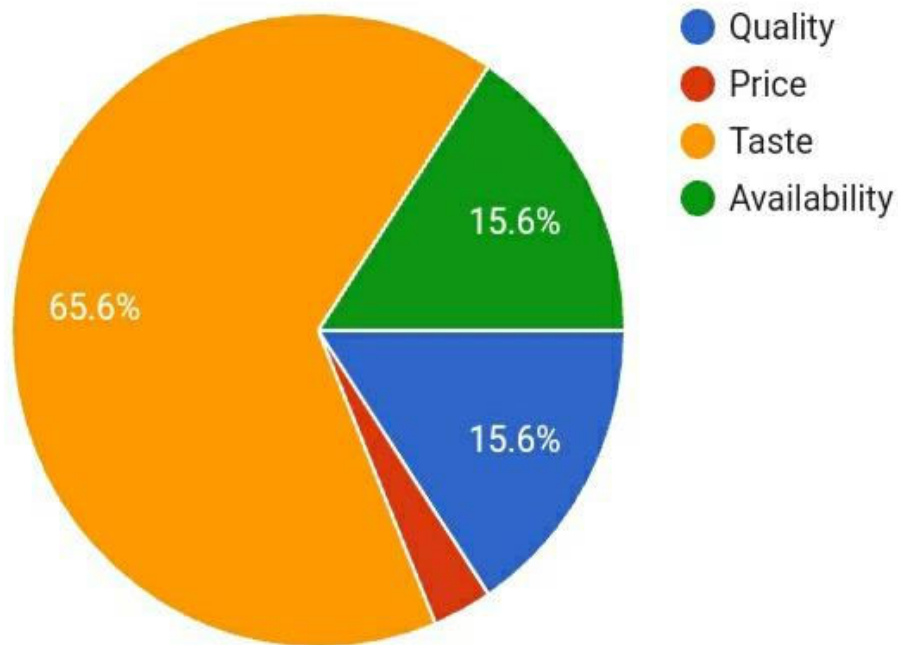
4. Through what source you come to know about Pizza Hut?



Interpretation -

Very low amount of people who come to know about Pizza Hut through Events otherwise the people's are most known through the friends.

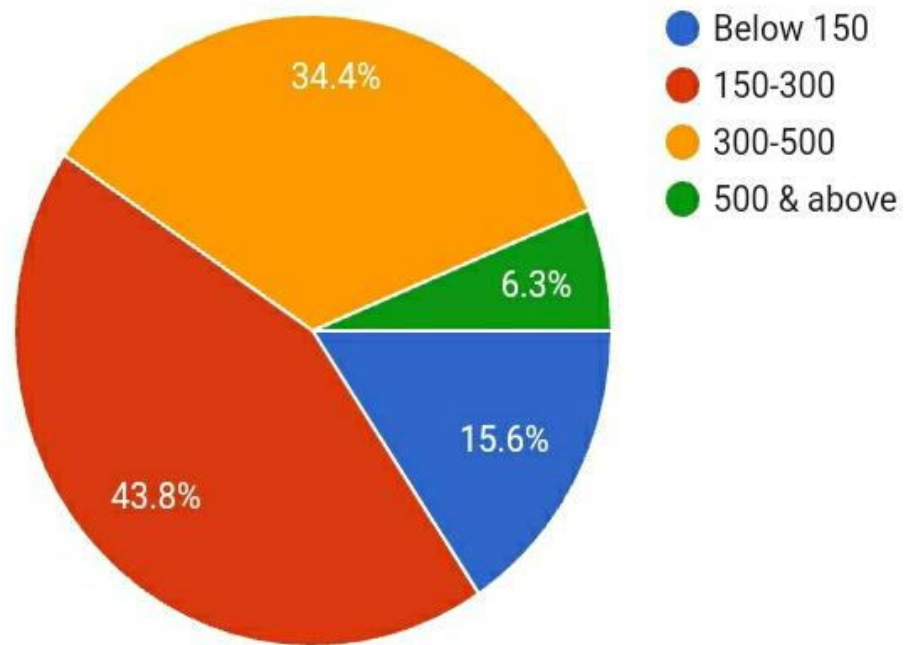
5. How do you know about the Pizza Hut?



Interpretation-

Pizza Hut is their most people attracted through the taste and some people's are attracted to Quality, Price and Availability.

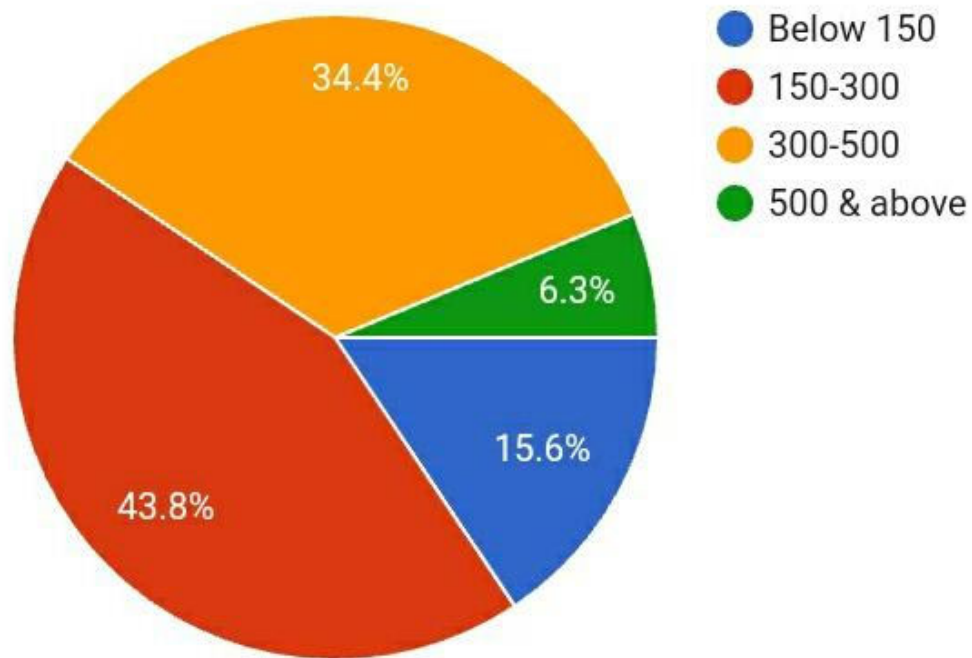
6. How much time do you spend at Pizza Hut?



Interpretation -

Between the 45-60 min of time are people spend at Pizza Hut and others are given below.

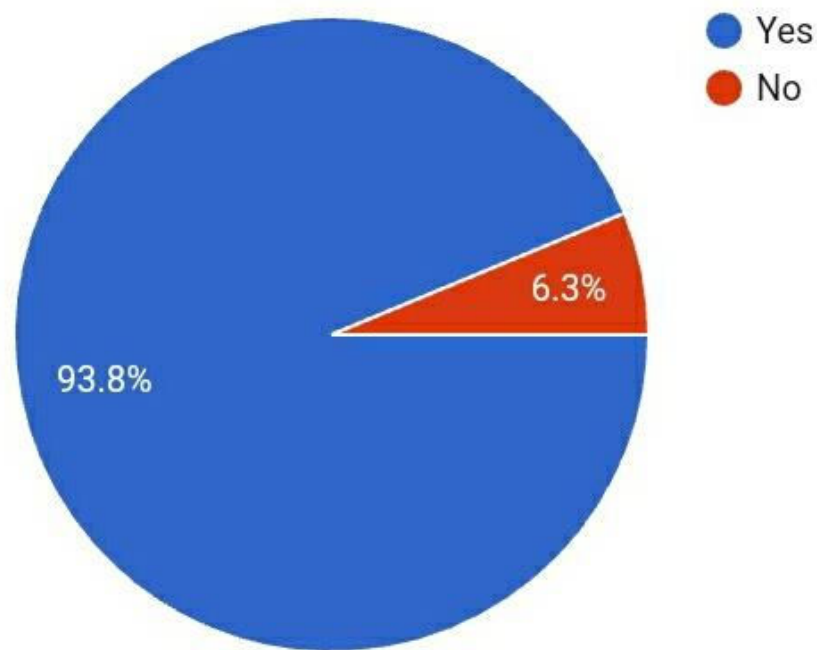
7. How much money do you spend in Pizza Hut?



Interpretation -

In these theory most of people's are spend their money in Pizza Hut is between 150-300 and others given above.

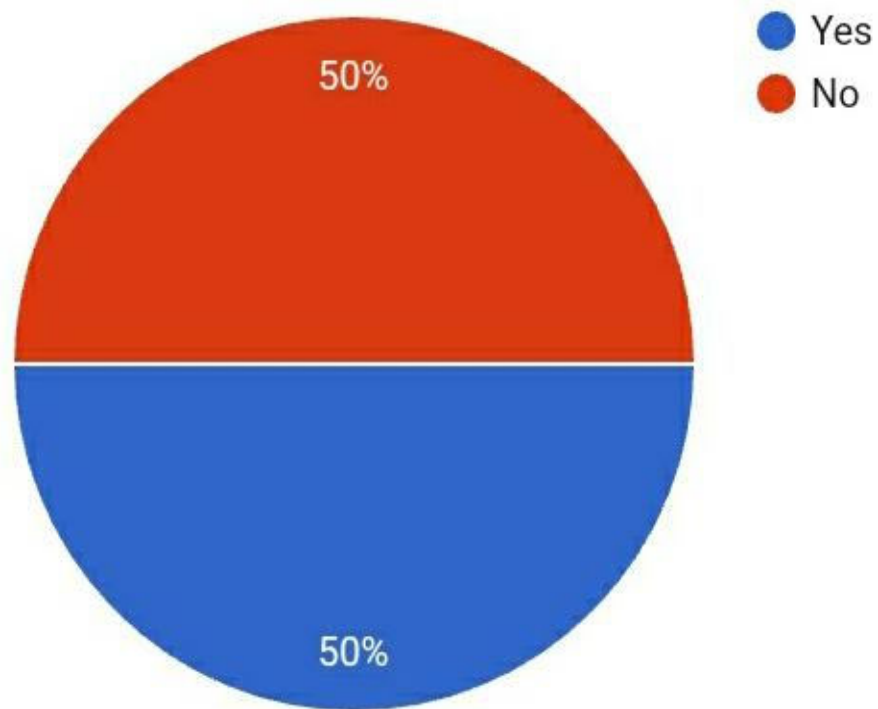
8. Would you like to the new type of Pizza with some different taste?



Interpretation-

Most of people's are have to eat new different type of Pizza.

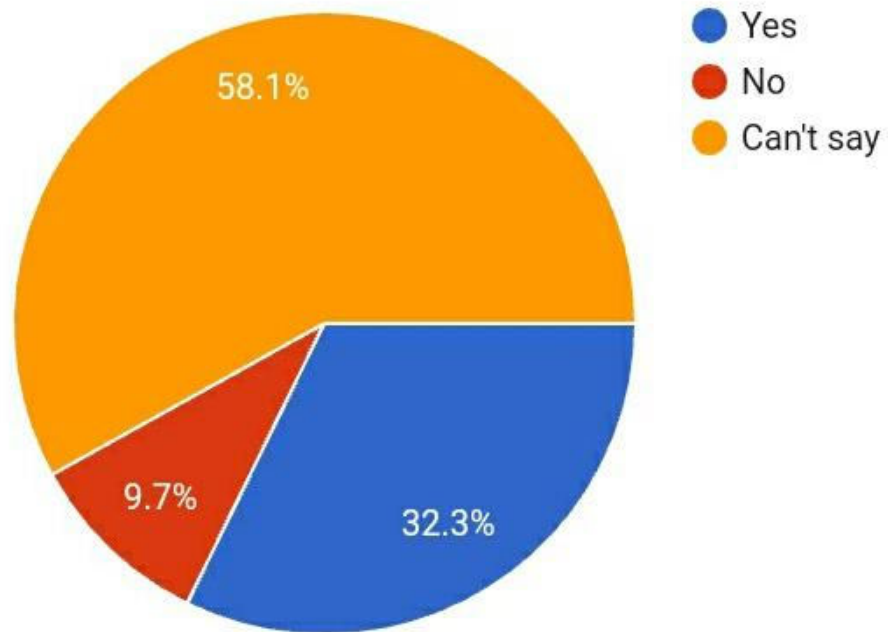
9. Do you know the marketing strategies which are affected in Pizza Hut?



Interpretation -

50% of people are known about the Pizza Hut strategies and 50% are don't known about the Pizza Hut strategies.

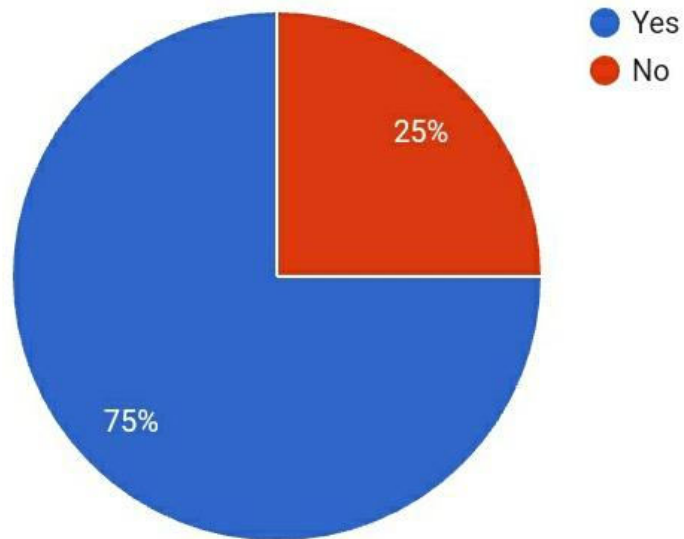
10. if yes, according to you they improve their marketing strategies?



Interpretation -

Their are most of people's may don't know about to improve their marketing strategies.

11. It should be any improvement in Pizza Hut and their services?



Interpretation-

About 75% of people's improvement in Pizza Hut and their services and other 25% may not.