

# **Final Project Report**

**“A Study on Customer Satisfaction at Domino’s Pizza, In  
Nagpur City”**

Submitted to:

**G.S. College of Commerce and Economics, Nagpur  
(An Autonomous Institution)**

Affiliated to:

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

In partial fulfilment for the award of the degree of

**Bachelor of Business Administration**

Submitted by:

**PANKAJ SHETYE**

Under the Guidance of:

**DR. PRAGATI R. PANDEY**

**G.S. College of Commerce & Economics,  
Nagpur NAAC Accredited “A” Grade Institution**



**Academic Year 2023-24**

**G.S. College of Commerce & Economics,  
Nagpur NAAC Accredited "A" Grade Institution**



**Academic Year 2023-24**

**CERTIFICATE**

This is to certify that **Pankaj Shetye** has submitted the project report titled, " **A Study on Customer Satisfaction at Domino's Pizza, In Nagpur City**", towards the partial fulfillment of the **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by **G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

**Dr. Pragati R Pandey**

**(Project Guide)**

**Dr. Afsar Sheikh**

**(Co-Ordinator)**

**Place: Nagpur**

**Date:**

**G.S. College of Commerce & Economics,  
Nagpur NAAC Accredited "A" Grade Institution**



**Academic Year 2022-23**

**DECLARATION**

I hereby declare that the project with the title "A COMPARATIVE STUDY OF MARKETING STRATEGIES OF TATA SKY & DISH TV" has been completed by me in partial fulfillment of the **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by **G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to Rashtrasant Tukadoji 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.

**Pankaj Shetye**

**Place: Nagpur**

**Date:**

**G.S. College of Commerce & Economics,  
Nagpur NAAC Accredited “A” Grade Institution**



**Academic Year 2023-24**

**ACKNOWLEDGEMENT**

With immense pride and a sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Praveen Mustoor**, Principal, G. S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide **Dr. Pragati R Pandey** for her guidance throughout the project. I tender my sincere regards to the Coordinator, **Dr. Afsar Sheikh** for giving me guidance, suggestions, and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the non-teaching staff of the college for their Cooperation.

I would like to thank all those who helped me in making this project complete and successful.

**Pankaj Shetye**

**Place: Nagpur**

**Date:**

**INDEX**

<b>S.NO.</b>	<b>PARTICULAR</b>	<b>PAGE NO.</b>
<b>1</b>	Introduction	1
<b>2</b>	Company Profile	6
<b>3</b>	Review of Literature	40
<b>4</b>	Research Study	42
	<ul style="list-style-type: none"> <li>• Objective</li> </ul>	43
	<ul style="list-style-type: none"> <li>• Scope of Study</li> </ul>	43
	<ul style="list-style-type: none"> <li>• Limitation</li> </ul>	43
	<ul style="list-style-type: none"> <li>• Hypothesis</li> </ul>	44
<b>5</b>	Research Methodology	45
<b>6</b>	Data Analysis and Interpretation	48
<b>7</b>	Finding And Recommendation	60
<b>8</b>	Conclusion	62
<b>9</b>	Bibliography	64
<b>10</b>	Annexure	66
	<ul style="list-style-type: none"> <li>• Questionnaire</li> </ul>	

# **CHAPTER-I**

# **INTRODUCTION**

## INTRODUCTION

### FAST FOOD INDUSTRIES

The fast-food industry is on a high as Indians continue to have a feast. Fuelled by what can be termed a perfect ingredient for any industry's large disposable incomes - the food sector has been witnessing a marked change in consumption patterns, especially in terms of food.

An increasing number of international fast-food chains rushing to India is because all of them see tremendous potential in this type of business. The large upwardly mobile population in urban areas tends to eat out more often for business or leisure.

The various players operating in India are well-established Indian chains like Nirula's In addition to these some of the best-known international food chains are looking at India. Among them are Sbarro, Burger King, KFC, Dunkin Donuts, Subway, etc. are some of them to name. All these players are currently fighting for a small pie, as fast food is not a big habit with Indians, but they see a big potential.

The players are fighting on products, pricing, positioning, and trying to convert their first trials into regular purchases by providing delightful service quality. The focus is on product quality and standardization of taste. Consistency is the key, as it is standardization in fast food as the consumer is short on time and wants to satisfy his taste buds with a consistent taste experience.

Beyond this, each player has its own strategy to expand its consumer base.

- Some feel that pricing is not the deciding factor since fast food is not price price-sensitive market because it is not a single diet of Indians.
- Some others are competing on positioning which is surprisingly varied, given the small size of the market.
- -For most, targeting children seems the right strategy.
- Advertising is popular.
- However, with competition hooting up most chains are increasing reach as well as working on establishing a national presence.

### **Trends in the fast-food industry**

The industry is estimated to grow at 9-12 percent, based on an estimated GDP growth rate of 6- 8 percent, during the Tenth Five-year plan period. Value addition of food is expected to increase from the current 8 percent to 35 percent by the end of 2025. Fruit and vegetable processing, which is currently around 2 percent of total production will increase to 10 percent by 2010 and to 25 percent by 2025. The popularity of food and agro products is not surprising when the sector is now offering growth of more than 150 percent in sales. While US brands such as McDonald's, Pizza Hut, and Kentucky Fried Chicken have become household names, more are on their way.

### **The Market Scenario**

India is among the top 10 markets for weekly fast-food consumption, an online survey has found. Most of the countries are from the Asia-Pacific region, with the US being the exemption.

According to an AC Neilson study of 28 markets across the US, Europe, and the Asia-Pacific, carried out through the internet in interviews with more than 14000 consumers, Asians are the world's greatest fast-food fans.

### **INTRODUCTION OF THE COMPANY**

The Domino's brand was founded in the United States of America in 1960 by Thomas Monaghan. Since then, that business has grown into a global network of over 8,500 pizza stores in more than 60 countries, involving over 2,000 franchises. Over its 49-year history, domino's has developed a simple business model focused on delivering quality pizzas promptly. Domino's Pizza, inc., completed its initial public offering in 2004 and is listed on the New York Stock Exchange.



Domino's Pizza India Ltd. was incorporated in March 1995 as the master franchisee for India and Nepal, of Domino's Pizza International Inc., of the U.S.A. Moreover, the company holds the master franchise rights for Sri Lanka and Bangladesh through its wholly-owned subsidiary.

Domino's Pizza India has a network of 274 stores, in 55 cities, 20 states, and union territories (as of 31st August 2009). According to the India Retail Report 2009, domino's is the largest pizza chain in India and the fastest-growing multinational fast-food chain between 2006-2007 and 2008-2009 in terms of several stores.

On May 13, 1983, Domino's opened its first international store, in Winnipeg, Canada. That same year, Domino's opened its 1,000th store overall, and by 1995 Domino's had 1,000 international locations. In 1998, after 38 years of ownership, Domino's Pizza founder Tom Monaghan announced his retirement and sold 93 percent of the company to Bain Capital, Inc. for about \$1 billion and ceased being involved in the day-to-day operations of the company. A year later, the company named David A. Brandon Chairman and Chief Executive Officer. Involved in day-to-day operations of the company. A year later, the company named David A. Brandon Chairman and Chief Executive Officer.

In a simultaneous celebration in 2006, Domino's opened its 5,000th U.S. store in Huntley, Illinois, and its 3,000th international store in Panama City, making 8,000 total stores for the system. Also, the Domino's Pizza store in Tallaght, Dublin, Ireland, became the first in Domino's history to hit a turnover of \$3 million (€2.35 million) per year. As of September 2006, it has 8,238 stores which totaled US\$1.4 billion in gross income. In 2007, Domino's introduced its Veterans and Delivering the Dream franchising programs and also rolled out its online and mobile ordering sites. In 2001 the company's stores in New York City and Washington D.C. provided more than 12,000 pizzas to relief workers following the September 11 attacks on the World Trade Centre and The Pentagon. Through a matching

funds program, the corporation donated \$350,000 to the American Red Cross' disaster relief effort.

Leading industry publication Pizza Today magazine named Domino's Pizza "**Chain of the Year**" in 2003.

Domino's Pizza constantly strives to develop products that suit the tastes of its consumers and hence delight them. Domino's believes strongly in the strategy of 'think global and act local'. Thus, time and again domino's Pizza has been innovating with delicious new products such as crusts, toppings, and Flavors suitable to the taste buds of Indian consumers. Further, providing value for money at affordable products to the consumers has been Domino's motto. Initiatives such as fun meals and pizza mania have been extremely popular with consumers.

Since 2008 to included Oven Baked Sandwiches and Bread Bowl Pasta, and recently debuted its 'Inspired New Pizza a permanent change to its core hand-tossed product, reinvented from the crust up with new sauce, cheese, and garlic-seasoned crust.

# **CHAPTER-II**

# **COMPANY PROFILE**

### Company profile



Domino's is an Ann Arbor-based American multinational pizza restaurant chain. Founded in 1960, the chain is owned by master franchisor Domino's Pizza, Inc. and led by CEO Russell Weiner. The corporation is Delaware-domiciled and headquartered at the Domino's Farms Office Park in Ann Arbor Township, near Ann Arbor, Michigan. As of 2018, Domino's had approximately 15,000 stores, with 5,649 in the United States, 1,700 in India, and 1,249 in the United Kingdom. Dominos has stores in over 83 countries and 5,701 cities worldwide.

### KEY INFORMATION

- Type -Public (NYSE: DPZ)
- Founded-Ypsilanti, Michigan, U.S. (1960)
- Headquarters -Ann Arbor, Michigan, U.S.
- Founder -Tom Monaghan
- Chairman & CEO - David Brandon.
- Industry- Restaurants
- Products- Pizza, sandwiches, pasta, chicken, wings, desserts
- Employees -145,000
- Website-www.dominos.com

## **Domino's Pizza India Limited**

Jubilant Food Works Limited, a Jubilant Bhartia Group Company holds the Master Franchise Rights for Domino's Pizza for India, Nepal, Sri Lanka, and Bangladesh. The company has been listed on the Indian bourses recently. Before Sep 24, 2009, the company was known as Domino's Pizza India Limited and underwent a name change, the rest of the terms remaining the same. The promoters of the company are Mr. Shyam S Bhartia, Mr. Hari S Bhartia and Jubilant Enpro Private Ltd. Domino's Pizza opened its first store in India in January 1996, at New Delhi. Today Domino's Pizza India has grown into a countrywide network of more than 364 stores (as of 31 December 2010) with a team of over 9,000 people. According to the India Retail Report 2009, we were the largest Pizza chain in India and the fastest-growing multinational fast-food chain between 2006-2007 and 2008-2009 in terms of number of stores.

Over the period since 1996, Domino's Pizza India has remained focused on delivering great-tasting Pizzas and sides, superior quality, exceptional customer service, and value-for-money offerings. We have endeavoured to establish a reputation for being a home delivery specialist capable of delivering pizzas within 30 minutes or else FREE to a community of loyal consumers from all our stores around the country.

Domino's vision is focused on "Exceptional people on a mission to be the best pizza delivery company in the world!" We are committed to bringing fun, happiness, and convenience to the lives of our consumers by delivering delicious pizzas to their doorstep and our efforts are aimed at fulfilling this commitment towards a large and ever-growing customer base.

Domino's constantly strives to develop products that suit the tastes of our consumers and hence delight them. Domino's believes strongly in the strategy of 'Think global and act local'. Thus, time and again we have been innovating with delicious new products such as crusts, toppings and Flavors suitable to the taste buds of Indian Consumers. Further providing value for money and affordable products to our consumers has been an important part of our

efforts. Our initiatives such as Fun Meal and Pizza Mania have been extremely popular with consumers looking for an affordable and value-for-money meal option.

Our Brand Positioning of '**Khushiyon ki Home Delivery**' (Happiness Home delivered) is the emotional benefit we offer to our consumers. All our efforts, whether it is a new innovative and delicious product, offering consumers value for money deals, great service, country- wide presence, or delivery in 30 minutes or free are all oriented towards delivering happiness to the homes of our consumers.

## **HISTORY AND GROWTH OF INDUSTRY**

Like most corporate success stories, Domino's started small with just one store in 1960. Now, Domino's Pizza is celebrating over forty years of delivering food, fun, and innovation.

### **Domino's Pizza Timeline**

1960

- Tom Monaghan and his brother, James, purchase "Dominick's," a pizza store in Ypsilanti, Mich. Monaghan borrowed \$900 to buy the store.

1966

- James Monaghan trades his half of the business to Tom for a Volkswagen Beetle.

1965

- Tom Monaghan, the company's sole owner, renames the business "Domino's Pizza, Inc."

1967

- The first Domino's Pizza franchise store opens in Ypsilanti, Mich.

1968

- Company headquarters and commissary are destroyed by fire. The first Domino's store outside of Michigan opens in Burlington, Vt.

1975

- Amstar Corp., maker of Domino Sugar, institutes a trademark infringement lawsuit against Domino's Pizza.

1978

- The 200th Domino's store opens.

1980

- Federal court ruled Domino's Pizza did not infringe on the Domino Sugar trademark.

1983

- The 1,000th Domino's store opens.
- Domino's first international store opens in Winnipeg, Canada.
- The first Domino's store opens on the Australian continent, in Queensland, Australia.

1985

- Domino's opens 954 units, for a total of 2,841, making Domino's the fastest-growing Pizza Company in the country.
- The first Domino's store opened in the United Kingdom, in Luton, England.
- The first Domino's store opens on the continent of Asia, in Minato, Japan.

1988

- The first Domino's store opens on the South American continent, in Bogota, Colombia.

1989

- Pan Pizza, the company's first new product, is introduced.
- Domino's opens its 5,000th store.

1993

- Thin Crust Pizza is rolled out nationwide.
- The company discontinues the 30-minute guarantee and re-emphasizes the Total Satisfaction Guarantee: If for any reason you are dissatisfied with your Domino's Pizza dining experience, we will remake your pizza or refund your money.

1995

- The first store opens on the African continent, in Cairo, Egypt.
- Domino's Pizza International opens its 1,000th store.

1996

- Domino's launches its website ([www.dominos.com](http://www.dominos.com)).
- Domino's rolls out flavoured crusts, for limited-time-only promotions, nationally for the first time in company history.
- The company reached record sales of \$2.8 billion system-wide in 1996.

1998

- Domino's HEAT WAVE
- Domino's launches another industry innovation, Domino's Heat Wave, a hot bag using patented technology that keeps pizza oven-hot to the customer's door.
- Domino's Pizza opens its 6,000th store in San Francisco, Calif., in April
- Domino's Pizza founder, Tom Monaghan, announces his retirement to pursue other interests, and gives up ownership of the company to Bain Capital Inc.



1999

- David A. Brandon is named Chairman and Chief Executive Officer of Domino's Pizza. The company announces record results for 1999, with worldwide sales exceeding \$3.36 billion. Revenues increased 4.4 percent over 1998.

2000

- Domino's Pizza International opens its 2,000th store outside the United States.
- Domino's Pizza celebrates 40 years of innovation and delivering pizza to homes around the world. •During the past four decades, Domino's has paved the way for businesses involved in food delivery, employing practices that have set the standard in the industry.
- Domino's Pizza announces record results for 2000. Worldwide sales exceed \$3.54 billion. Revenues increased 5.3 percent over 1999.

2001

- Domino's 7,000th store opens in Brooklyn, N.Y
- Domino's introduces Cinna Sti \* x deg a new permanent dessert item, to its menu.
- Domino's launches "Get the Door. It's Domino's." advertising campaign.
- Domino's launches a two-year national partnership with the Make-A-Wish Foundation of America.
- Domino's stores in New York City and Washington, D.C., provide more than 12,000 pizzas to relief workers following the September 11 tragedy. Domino's established a team-member matching funds program to financially assist the American Red Cross and donates \$350,000 to the Disaster Relief Effort.
- Domino's Pizza International division establishes Domino's first regional resource center with the majority stake purchase of the franchise in the Netherlands, setting the stage for expansion on the European continent.
- Domino's Pizza announces record results for 2001. Worldwide sales exceed \$3.78 billion. Revenues increased 6.8 percent over 2000.

2003

- Domino's announces an exciting multi-year partnership by becoming the "Official Pizza of NASCAR."
- Domino's is named Chain of the Year by Pizza Today magazine, a leading pizza trade publication.
- Domino's combines two culinary classics - pizza and Philadelphia Cheese Steak Domino's Philly Cheese Steak Pizza. - to create

2004

- Domino's announces a three-year partnership with St. Jude Children's Research Hospital. St. Jude was selected as Domino's "charity of choice" by franchise owners and team members.
- Domino's launches Domino's Cheesy Dots™, delicious round balls of dough covered in a blend of zesty melted cheeses.
- Domino's becomes an associate sponsor for the Drive for Diversity program, a minority driver development program designed to provide a steady pipeline of well-trained and supported minority drivers for the NASCAR circuit.
- Domino's Pizza Inc., the recognized world leader in pizza delivery, becomes a publicly traded company on the New York Stock Exchange (NYSE) in July 2004, under the new ticker symbol DPZ.

2005

- Domino's Pizza celebrates the completion of the three-year renovation of its World Resource Centre in Ann Arbor, Mich. The renovation marks the first major improvement to the company's world headquarters since Domino's founder Tom Monaghan opened the sprawling Domino's Farms office complex.
- Domino's Pizza Australia opens its 400th store in Aspley, Brisbane.
- Domino's Pizza in the United Kingdom celebrates the opening of its 400th store in Wadsley Bridge, Sheffield.

- Domino's raises \$1.2 million for St. Jude Children's Research Hospital during its second annual Thanks and Giving campaign.
- Domino's Pizza efforts worldwide raise \$220,000 to support Southeast Asia tsunami relief efforts.
- Domino's Pizza launches its American Classic Cheeseburger Pizza in conjunction with its appearance as a featured task on the NBC hit reality show, "The Apprentice."

2006

- Domino's celebrates the opening of its 8,000th store with simultaneous celebrations of the opening of its 5,000th U.S. store in Huntley, ILL, and its 3,000th international store in Panama City, Panama.
- Domino's indefinitely extends its relationship with St. Jude as its national charitable partner.
- Domino's raises \$1.34 million for St. Jude during its third annual Thanks and Giving® campaign.
- Domino's Pizza introduces Brownie Squares- warm, delicious, bite-sized brownies delivered with a fudge dipping sauce.

2007

- Domino's rolls out online and mobile ordering.
- Domino's introduces OREO Dessert Pizza a thin dessert-style crust that's layered with vanilla sauce and covered with OREO cookie crumbles and then topped with sweet icing.
- Domino's introduces its Veterans and Delivering the Dream franchising programs.
- Domino's is ranked in the Top 10 for the ninth time in Entrepreneur magazine's annual listing of great franchise opportunities.

2008

- Domino's becomes the largest sandwich delivery company overnight when it launches a line of oven-baked sandwiches.

- This revolutionary technology allows Domino's Pizza customers to follow the progress of their order online, from the time they click the "Place Order" button (or hang up the telephone) until the order is delivered. 2009
- At year's end, Domino's scraps its 49-year-old pizza recipe and launches its "new and inspired pizza" with an unusual advertising campaign.
- Domino's introduces American Legends, a line of premium pizzas featuring toppings such as roasted red peppers, spinach, and feta cheese.

2010

- In March, Domino's Pizza opens its 9,000th store worldwide, with dual celebrations in New Delhi, India, and New Orleans, LA.
- Bain Capital sells its interests in Domino's Pizza.
- Domino's raises \$2.7 million during the 7th annual St. Jude Children's Research Hospital Thanks and Giving campaign, marking the largest single charitable donation in the company's 50-year history.
- Domino's Pizza celebrates its 50th anniversary in December.

2011

- Pizza Today Magazine names Domino's its "Chain of the Year" for the second straight year making the company a three-time overall winner, and the first pizza delivery company to receive the honour in back-to-back years.
- Domino's continues to revamp its menu, launching a new recipe for Buffalo wings and Boneless Chicken, a new line of Domino's Artisan" Pizzas using premium ingredients, and two new bread sides-Stuffed Cheesy Bread and Parmesan Bread Bites.
- Patrick Doyle is named No. 1 Best CEO of 2011 by CNBC.
- Domino's Pizza is recognized as the Official Pizza of the NCAA and the Official Pizza of the NCAA March Madness. The partnership lasts from 2011-2013.

2012

- Domino's unveils its new logo and 'Pizza Theatre store design... marking a significant change in the customer experience at Domino's!
- Domino's debuts its ordering app for Android phones. This, in addition to its existing iPhone app which debuted in 2011, offers a Domino's mobile ordering app to more than 80 percent of smartphones.
- Domino's Pizza debuts its mobile ordering technology to Amazon's Kindle Fire by launching the Domino's Pizza app into the Amazon App Store for Android. This marks the company's first appearance in the Amazon App Store for Android and the company's first Android tablet app.
- In August, Domino's launched its "Ultimate Delivery Vehicle- something Domino's fans and customers could see as part of the delivery experience in the future. Stay tuned!
- Domino's debuts the biggest product launch since the redesign of its core hand-tossed pizza, launching its Handmade Pan Pizza in September. Made from fresh, never-frozen dough, the terrific product marked Domino's entry into the pan pizza scene in a big way!
- Domino's opens its 9,999th store with a celebration in Carlsbad, Calif. Days later,
- Domino's celebrates the opening of its 10,000th store in Istanbul, Turkey.

2013

- Domino's launches Pizza Profiles on dominos.com. The enhanced online ordering profile platform gives customers the ability to save the information and record their favourite order in as little as five clicks, or about 30 seconds.
- Domino's opens its first Thailand store in Bangkok.
- Domino's updates its revolutionary Domino's Tracker with a new experience exclusive to customers who order Handmade Pan Pizza.
- Domino's introduces a pilot program in one Salt Lake City store that lets customers watch their orders being made live via a webcam. Five webcams were placed in the store's kitchen for the entire month of May.

- Domino's launches a new ordering app for Windows Phone 8. The new app added voice capabilities and allows customers to pin their current order directly to their Start screen, which allows direct access to track an order using Domino's Tracker.
- Domino's debuts its "Second Hand Logos" program on Pinterest. The program encouraged artists to recycle old Domino's logo materials (from signage and closing to store materials) into pieces of art.

2015

- Domino's DXPT™ (Delivery Expert), a specially designed and built pizza delivery vehicle three years in the making is launched across 25 markets in the U.S. The car can hold up to 80 pizzas and features a warming oven located behind the driver's door, as well as storage areas designed for easy loading and unloading of pizzas and other menu items.
- Domino's launches Any Ware, a suite of innovative technology that allows customers to order in more ways and on more devices than ever before. Customers can order via text, tweet, Samsung • • • Smart TV, Ford SYNC® AppLink™ system, the Android Wear smartwatch app, Pebble® smartwatch app, or via voice ordering with Dom
- Domino's raises \$5.2 million during the 11th Hospital Thanks and Giving campaign, marking the company's history. annual St. Jude Children's Research largest single charitable donation in the company's history.
- Domino's Event Centre opens at St. Jude Children's Research Hospital in Memphis, Tenn. The flexible event space can be used for hospital fundraising events, patient and family activities, and entertainment.
- Domino's opens in six new international markets: Cambodia, Azerbaijan, the Republic of Georgia, Portugal, Italy and Belarus.
- Domino's celebrates the grand opening of its 12,000th store in the world in Oklahoma City - by presenting a \$12,000 check donation to the Boys and Girls Clubs of Oklahoma County.
- Domino's launches Marbled Cookie Brownie a warm and gooey blend of milk chocolate chunk cookie and fudge brownie that is baked in the oven and cut into nine pieces. Domino's introduces Piece of the Pie Rewards, a loyalty program that provides.

- Exclusive members-only discounts, bonus offers, and perks.
- Domino's celebrates its 55th anniversary in December.

2016

- Domino's launches salads in all stores across the U.S. They come in three varieties: Classic Garden, Chicken Caesar, and Chicken Apple Pecan.

Domino's opens its 1,000th store in India.

- Domino's unveils the following additions to its line of Any Ware technology: Amazon Echo, Apple Watch, zero-click ordering, Facebook Messenger, and Google Home.
- Domino's rolls out a second wave of DXP delivery vehicles across the U.S., bringing the total number of DXPs to 155.
- The store is located in Auburn, Wash.- just outside of Seattle.

2021

- They introduced the cheeseburger pizza, the first new pizza for the brand in decades.
- In partnership with Nuro, they launched autonomous delivery.
- An old marketing icon was brought back.

2023

- Global retail sales (excluding Russia) grew by 4.9%.
- Domino's shares were down 11% in 2023 and had declined over 20% in the past full year.
- Analysts expect Domino's to implement its highest pricing in more than a decade, potentially affecting its \$7.99 carryout offering.

### **Early years**

location, opening seven stores in one day across five continents. In 1975, Domino's faced a lawsuit by Amstar Corporation, maker of Domino Sugar, alleging trademark infringement and unfair competition. On May 2, 1980, a federal appeals court found in Favor of Domino's Pizza.

### **International expansion**

On May 12, 1983, Domino's opened its first international store, in Winnipeg, Manitoba, Canada. That same year, Domino's opened its 1,000th store overall, and by 1995 Domino's had 1,000 international locations. In 1997, Domino's opened its 1,500th international

### **Sale of Company**

In 1998, after 38 years of ownership, Domino's Pizza founder Tom Monaghan announced his retirement and sold 93 percent of the company to Bain Capital, Inc. for about \$1 billion and ceased being involved in the day-to-day operations of the company. A year later, the company named David A. Brandon Chairman and Chief Executive Officer.

### **Current era**

In 2004, after 44 years as a privately held company, an employee of Domino's Pizza rang the opening bell at the New York Stock Exchange and the company began trading common stock on the NYSE under the ticker symbol "DPZ".

Industry trade publication Pizza Today magazine named Domino's Pizza "Chain of the Year" in 2003 and did so again in 2010. In a simultaneous celebration in 2006, Domino's opened its 5,000th U.S. store in Huntley, Illinois, and its 3,000th international store in Panama City, making 8,000 total stores for the system. Also, that year, the Domino's Pizza store in Tallaght, Dublin, Ireland, became the first in Domino's history to hit a turnover of \$3 million (€2.35



million) per year. As of September 2006, it has 8,238 stores which totaled US\$1.4 billion in gross income.

In 2007, Domino's introduced its Veterans and Delivering the Dream franchising programs and also rolled out its online and mobile ordering sites. In 2009, Domino's introduced the Pizza Tracker, an online application that allows customers to view the status of their order in a simulated "real-time" progress bar. In addition, the first Domino's with a dining room opened in Stephenville, Texas, giving the customers the option to either eat in or take their pizza home. Since 2005, the voice of Domino's Pizza's national phone ordering service 1-800-DOMINOS has been Kevin Rails back.

In a 2009 survey of consumer taste preferences among national chains by Brand Keys, Domino's was last tied with Chuck E. Cheese's. In December of that year, Domino's announced plans to entirely reinvent its pizza. It began a self-flogging ad campaign in which consumers were filmed criticizing the pizza's quality and chefs were shown developing the new product. The new pizza was introduced that same month, and the following year, Domino's 50th anniversary, the company acquired J. Patrick Doyle as its new CEO experienced a historic 14.3% quarterly gain. While admitted not to endure, the success was described by Doyle as one of the largest quarterly same-store sales jumps ever recorded by a major fast-food chain.

## **Products**

The current Domino's menu features a variety of Italian-American entrees and sides. Pizza is the primary focus, with traditional, specialty, and custom pizzas available in a variety of crust styles and toppings. Additional entrees include pasta bread bowls and oven-baked sandwiches. The menu offers chicken side dishes, breadsticks, and salads, as well as beverages and desserts.

From its founding until the early 1990s, the menu at Domino's Pizza was kept simple relative to other fast-food restaurants, to ensure efficiency of delivery. Historically, Domino's menu consisted solely of one pizza in two sizes (12-inch and 16-inch), 11 toppings, and Coke as the only soft drink option.

The first menu expansion occurred in 1989, with the debut of Domino's deep dish, or pan pizza. Its introduction followed market research showing that 40% of American pizza customers preferred thick crusts. The new product launch cost approximately \$25 million, of which \$15 million was spent on new sheet metal pans with perforated bottoms. Domino's started testing extra-large size pizzas in early 1993, starting with the 30-slice, yard-long "The Dominator".

Domino's tapped into a market trend toward bite-size foods with spicy Buffalo Chicken Kickers, as an alternative to Buffalo wings, in August 2002. The breaded, baked, white-meat fillets, similar to chicken tenders, are packaged in a custom-designed box with two types of sauce to "heat up" and "cool down" the chicken.

In August 2003, Domino's announced its first new pizza since January 2000, the Philly Cheese Steak Pizza. The product launch also marked the beginning of a partnership with the National Cattlemen's Beef Association, whose beef Check-Off logo appeared in related advertising. Domino's continued its move toward specialty pizzas in 2006, with the introduction of its "Brooklyn Style Pizza", featuring a thinner crust, cornmeal baked in to add crispness, and larger slices that could be folded in the style of traditional New York-style pizza.

In 2008, Domino's once again branched out into non-pizza fare, offering oven-baked sandwiches in four styles, intended to compete with Subway's toasted submarine sandwiches. Early marketing for the sandwiches made varied references to its competition, such as offering free sandwiches to customers named "Jared," a reference to Subway's spokesman of the same name.

The company introduced its American Legends line of specialty pizzas in 2009, featuring 40% more cheese than the company's regular pizzas, along with a greater variety of toppings. That same year, Domino's began selling its Bread Bowl Pasta entree, a lightly seasoned bread bowl baked with pasta inside, and Lava Crunch Cake dessert, composed of a crunchy chocolate shell filled with warm fudge. Domino's promoted the item by flying in 1,000 cakes to deliver at Hofstadter Bluffs Visitor Centre near Mount St Helens.

In 2010, the company changed its pizza recipe "from the crust up", making significant changes in the dough, sauce, and cheese used in their pizzas. Their advertising campaign admitted to earlier problems with the public perception of Domino's products due to issues of taste.

### **Corporate governance**

Domino's management is led by J. Patrick Doyle, CEO from March 2010, formerly and president of Domino's USA. Previous chief executive David Brandon made athletic director of the University of Michigan in January 2010, remains chairman. Among 11 executive vice presidents are Michael Lawton, CFO; Asi Sheikh, Team USA; Scott Hinshaw, Franchise Operations and Development; and Kenneth Rollin, General Counsel. Domino's operations are overseen by a board of directors led by Brandon. Other members of the board are Andrew Balson, Diana Cantor, Mark Nunnally, Robert Rosenberg and Bud Hamilton

### **Charitable activities**

In 2001, Domino's launched a two-year national partnership with the Make-A-Wish Foundation of America. That same year, the company stores in New York City and Washington D.C. provided more than 12,000 pizzas to relief workers following the September 11 attacks on the World Trade Centre and The Pentagon. Through a matching funds program, the corporation donated \$350,000 to the American Red Cross' disaster relief effort. [6] In 2004, Domino's began its current partnership with St. Jude Children's Research Hospital, participating in the hospital's "Thanks and Giving" campaign since it began in 2004, raising more than \$1.3 million in 2006.

### **Advertising and sponsorship**

In the 1980s, Domino's Pizza was well known for its advertisements featuring The Noid. That concept was created by Group 243 Inc. who then hired Will Vinton Studios to produce the television commercials that they created. The catchphrase associated with the commercials

was "Avoid the Noid." Due to a glitch on the Domino's website, the company gave away nearly 11,000 free medium pizzas in March 2009. The company had planned the campaign for December 2008 but dropped the idea and never promoted it. The code was never deactivated though and resulted in the free giveaway of the pizzas across the United States after someone discovered the promotion on the website by typing in the word "bailout" as the promotion code and then sharing it with others on the Internet. Domino's deactivated the code on the morning of Tuesday, March 31, 2009, and promised to reimburse store owners for the pizzas.

Domino's sponsored CART's Doug Shierson Racing, which was driven by Arie Luyendyk, and the team won the 1990 Indianapolis 500. In 2003, Domino's teamed up with NASCAR for a multi-year partnership to become the "Official Pizza of NASCAR." Domino's also sponsored Michael Waltrip Racing and driver David Reutimann during the 2007 season in the NASC

## **VISION AND MISSION**

### **Vision**

"Exceptional people on a mission to be the best pizza delivery company in the world"

### **Mission**

"Domino's Pizza is the Pizza specialist who consistently delights the customer with great taste and choices in pizza with friendly, courteous team members providing prompt, safe delivery service"

## **ORGANIZATIONAL STRUCTURE**

### **People related to Domino's Pizza Inc.:**

- Andrew B. Balson - Director
- David A. Brandon- Chairman
- Diana F. Cantor - Director
- J. Patrick Dovle - President & CEO
- James A. Goldman -Director
- Vernon O. Hamilton -Director
- Thomas S. Monaghan- Founder
- Mark E. Nunnelly - Director
- Gregory A. Trojan- Director

### **Domino's Pizza Inc. past relationships:**

- Daniel R. Foley -Vice President/General Counsel
- Dennis F. Hightower-Director
- Robert M. Rosenberg - Director

## **COMPETITORS**

Major players in this field:

- Pizza Hut
- Papa John's Pizza

### **1. Pizza Hut:**

Pizza Hut is the largest pizza restaurant company in the world. It has 12700 outlets in 90 countries. Pizza Hut has an aggressive expansion plan for India. It intends to have 100 outlets by the end of 2004. Pizza Hut will consolidate its presence in cities where it already exists as an endeavour to create a major share of these profitable markets first before spreading to other markets. Pizza Hut is one of the largest pizza brands. Further, all new outlets in India would be franchisee-owned resulting from the smooth functioning of the existing stores which are all franchisee-owned. Hence, the same arrangement will be followed in the future to ensure growth-oriented results.

### **2. Papa John's Pizza**

Papa John's Pizza is the world's largest pizza restaurant chain. The headquarters of the company is located in Addison, Texas, USA. Pizza Hut is a subsidiary of Yum! Brands, Inc. Yum! Brands own approximately 34,000 restaurants, delivery-carryout units, and kiosks in 100 countries. Pizzas in the pizza hut come out in 4 different sizes: personal, small, medium and large. Apart from pizza and garlic cheese bread, the Pizza Hut menu includes a wide variety of side dishes such as bread sticks, cheese sticks, cinnamon sticks, mozzarella sticks, onion rings, chicken wings, boneless wings, etc.

**THEORETICAL BACKGROUND**

**SWOT ANALYSIS**

**STRENGTH**

1. More Outlets-Even in smaller towns
2. Less than 30 minutes of home delivery
3. Quick service at outlets expectations
4. Customer Satisfaction parties and corporate lunches
5. Low Price
6. Excellent offers
7. Good promotion

**WEAKNESS**

1. Lack of variety
2. Outlets lack space
3. The ambiance is not up to
4. There is no option for birthday

**OPPORTUNITY**

1. Growing fast food market-Scope for expands Pizza
2. Introduce more varieties
3. Bigger outlets
4. Take away counters

**THREAT**

1. The emergence of Papa John's
2. Better quality and variety of Competitor
3. No take away counters for Pizzas

## PEST ANALYSIS



### **Political Factors:**

- ✓ Regulatory framework operating in the judicial system which may affect the business in different ways
- ✓ Not many political factors in Delhi affect Domino's Pizza as it has the best pizza delivery system in the country
- ✓ Factors such as laws on business employment, pollution, and taxation apply to the organization which it has to abide

### **Economic Factors**

- ✓ Increasing per capita income is a good sign as the purchasing power increases.



✓ The rise in food inflation rate is directly related to the rise in price.

✓ With a change in the socioeconomic status of the Indian population (expanding middle class) there lies a huge potential of the untapped segments

### **Social Factors**

✓ Domino's Pizza is a multinational company and has originated from America So the organization is overwhelmed by western culture.

✓ There are social forms of society which consist of Upper class, middle class, middle upper class, lower class and lower class.

✓ Every country has cultural norms, values, beliefs and religion which can affect the organization.

✓ In India, Domino's has been associated with the NGO's devoted to the cause of under privileged children's. Domino's conducts Store Educational Tour (SET) for underprivileged children time-to-time.

### **Technological Factors**

✓ With the new age technology baking and production is cheaper and easier, hence, efficient.

✓ Due to new technology, there are new ways of marketing like internet; telemarketing and the organization can advertise their products with much faster pace.

✓ Computer based customer data that is MIS (managing information system) helps in collecting customer data, daily transactions, future forecasting and decision making

## **Porter's Five Forces model**



## **INDUSTRY COMPETITION**

Domino's is facing stiff competition from these providers:

- Pizza Hut
- Papa John's Pizza
- Smokin Joe's
- Us pizza

### ➤ **The threat of new entrants**

With the economic reforms and liberalization, many new entrants also want the revenue of the 200 billion Indian fast-food industries.

There are many new entrants in the branded pizza industry some of them are

- Papa John's Pizza
- Us pizza

They have captured a lot of customers with their new style and discount offers. Many young crowds flock their restaurants and their taste buds are getting modified. Now the new entrants are also likely to enter the tier ii cities and make their presence. Thus, dominos have to rethink their strategies to retain their customers. They have to constantly differentiate their services from the newer entrants

### ➤ **Substitutes**

There are lots of substitutes which are available to choose from concerning the fast-food industry some of them are

- Any restaurant
- McDonald's
- Barista
- Cafe coffee day
- Chinese restaurants (mainland China)

Largely it depends upon the customers what they want to have. Generally, it is assumed that when people dine outside, they think of having pizza at least 25% of the time. Thus, if the brand recall of a particular company is good. More people will tend to go there. The higher the quality of food, and service, the higher be product recall and sales

### ➤ **Buyer's bargaining power**

Dominos have higher market reach and greater visibility in the market with respect to the pizza industry and hence they command supplies at a lower rate. However, their counterparts. Competitors cannot command such lower prices. Thus, the muscle power of dominos is way beyond the others.

### **Supplier's growing bargaining power**

Supplies till now were not a problem. But with the advent of the rising food costs (raw material inflation). Suppliers are not ready to supply items at the normal rate. Thus, the supplier's muscle power grew only due to inflation. Thus, the company either has to increase the menu costs or reduce the operational costs to recover. Failing to do this will make the company losses or lose out in the industry.

### ➤ **Trends in the Indian market**

#### **Marketing to children**

Fast food outlets in India target children as their major customers. They introduce a variety of things that will attract the children's attention and by targeting children they automatically target their parents because children are always accompanied by their parents.

#### **Low-level customer commitment**

Because of the large number of food retail outlets and also because of the tendency of customers to switch from one product to another, this industry faces a low level of customer commitment.

#### **Attracting different segments of the market**

Fast food outlets are introducing a variety of products in order to cater to the demands of each and every segment of the market. They are introducing all categories of products so that people of all ages, and sexes. Class, income group, etc. can come and become a customer of their food line.

The success of fast foods arose from the changes in the economic conditions.

1. Many women or both parents now work.
2. There are increased numbers of single-parent households
3. Long distances to school and work are common

4. There's often not enough time or opportunity to shop carefully for groceries or to cook and eat with one's family. Especially on weekdays, fast food outside the home is the only solution.

## **Customer Satisfaction through 4P's of Marketing Mix**

### **Marketing Mix**

Marketing Mix refers to the ingredients the tools or the variables that the marketer mixes in order to interact with a particular market.

"Marketing Mix is a set of marketing tools that the firm uses to pursue its marketing objectives in the target market"- Kotler

Marketing mix is a term used to describe the combination of the four inputs that constitute the core of a company's marketing system: the product; the price structure; the promotional activities, and the distribution system.

The marketing mix represents the total marketing program of a firm. It involves decisions with regard to product, price, place, and promotion. The marketing mix is a blending of decisions in the '4 PS'. Four major ingredients of the marketing mix are:

### **1. Product**

A product is any good or service that consumers want. It is a bundle of utilities or a cluster of tangible and intangible attributes. Product component of the marketing mix involves planning, developing and producing the right type of products and services. It deals with the dimensions of the product line, durability, and other qualities. The total product should be such that it really satisfies the needs of the target market. In short, product mix requires decisions with regard to

- (a) Size and weight of the product
- (b) Quality of the product
- (c) Design of the product
- (d) Volume of output
- (e) Brand name
- (f) Packaging
- (g) Product range
- (h) Product testing.

## **2 Price**

Price is an important factor affecting the success of a firm. Pricing decisions and policies have a direct influence on the sales volume and profits of the business. Price is, therefore, an important element in the marketing mix. In practice, it is very difficult to fix the right price. The right price can be determined through pricing research and test marketing. A lot of exercise and innovation is req. to determine the price that will enable the firm to sell its products successfully. Demand, cost, competition, govt. regulation, etc. are the vital factors that must be taken into consideration in the determination of the price. Price mix involves decisions regarding base price, discounts, allowances, freight payment, credit, etc.

## **3 Promotion**

The promotion component of the marketing mix is concerned with bringing products to the knowledge of customers and persuading them to buy. It is the function of informing and influencing the customer. Promotion mix involves decisions with respect to advertising, personal selling, and sales promotion. All these techniques help to promote the sale of products and to fight the competition in the market. No single method of promotion is effective alone and, therefore, a promotional campaign usually involves a combination of two or more promotional methods. Growing competition and widening markets have made simultaneous use of more than one promotional method all the more necessary. The combination of two or more methods in a single promotional campaign requires an effective blending of promotional inputs so as to optimize the expenditure on each. There is no one ideal product, type of customer, the promotion budget, stage of demand, etc. should be taken into consideration.

#### **4. Place (Distribution)**

This element of the marketing mix involves a choice of the place where the products are to be displayed and made available to the customers. It is concerned with decisions relating to the wholesale and retail outlets or channels of distribution. The objective of selecting and managing trade channels is to provide the products to the right customer at the right time and place on a continuing basis. In deciding where and through whom to sell, management should consider where the customer wants the goods to be available. A manufacturer may distribute his goods through his own outlets or he may employ wholesalers and retailers for this purpose. Irrespective of the channel used management must continuously evaluate channel performance and make changes whenever performance falls short of expected targets. In addition, management must develop a physical distribution system for handling and transporting the products through the selected channels. In the determination of distribution mix or marketing logistics, a firm has to make a decision with regard to the mode of transporting of goods to middle-men, use of company vehicles or both.

#### **Product Mix (Dominos Product Mix)**

As explained earlier Product mix deals with the dimensions of product line, quality and design of the product, its packaging, brand name, product range, etc.

In this section we will study the product mix of Dominos

Product line of Dominos includes the products offered for sale, ie. the range of food products offered to the customers.

1) Vegetarian products

The product breadth or number of products offered by Dominos can be classified as:

2) Non vegetarian products

3) Beverages

4) Deserts

5) Add-ons

**Vegetarian products include:**

Veg. cheese pizza

Veg. onion pizza

**Beverages**

Cold coffee

Hot serves

Soft drinks

**Non-vegetarian products include:**

non-veg. chicken pizza

**Desserts**

Soft serve cone

Choco lava cake

**Add-ons**

Ice tea

Shakes

All this shows the wide product range of Dominos. Besides that, the quality of Dominos according to the survey and general findings, is consistent throughout the life of the product.

**Nothing but the Best**

That's how we plan our product range. Food quality is key at Dominos That's why we take pride in the foods we serve you and your family. We seek out fresh lettuce and tomatoes, quality buns and potatoes, select poultry and fish and wholesome dairy products. Despite extensive and meticulous quality tests at the supplier end, all products are once again carefully scrutinized at the restaurant.

**Cold Chain**

The term Cold Chain describes the network for the procurement, warehousing, transportation and retailing of food products under controlled temperatures. McDonald's restaurants store products to be used on a daily basis, within a temperature range of 18°C to 4°C. About 52% of our food products need to be stored under these conditions before they are used.



### **Trikava Agriculture - Supplier of Iceberg Lettuce**

Implementation of advanced agricultural practices has enabled Trikaya to successfully grow specialty crops like iceberg lettuce, special herbs and many oriental vegetables. A specialized nursery with a team of agricultural experts.

### **Vista Processed Foods Pvt. Ltd. - Supplier of Chicken and Vegetable range of products**

A joint venture with OSI Industries Inc., USA, and Dominos India Pvt. Ltd. Vista Processed Foods Pvt. Ltd. produces a range of frozen chicken and vegetable foods. A Separate processing line for chicken and vegetable foods.

### **Dynamic Dairy - Supplier of Cheese**

- Dynamic has brought immense benefits to farmers in Baramati, Maharashtra by setting up a network of milk collection centers equipped with bulk coolers. Easy accessibility has enabled farmers to augment their income by finding a new market for surplus milk

### **Product strategies:**

In order to achieve the desired rate of profits and growth, a firm has to continuously adjust its products and product mix to the changing needs and targets of the market. This matching of products to the requirements of competition and buyers is known as product strategy.

Some of the important product strategies, that firms adopt, are as follows:

#### **1) Limited Line Strategy:**

This refers to the offering of one product or a small number of products to cater specific market. The main benefit of this strategy is the low cost of operations. However, it cannot meet the requirements of different types of customers in different markets.

#### **2) Full Line Strategy:**

This is also known as broad line strategy; it implies the offering of a large number of products to meet the requirements of different customers in different markets.

### **3) Trading up and trading down:**

These are alternate or opposite strategies for expanding the product mix. Trading up implies the addition of some higher-priced products to the existing product line of lowered-priced products to improve the sales of old products.

Trading down refers to the addition of lower-priced products to the existing higher-priced products to boost total sales.

### **Price Mix**

#### **Price and Pricing strategies:**

Price is the key element of the marketing mix because it relates directly to the generation of total revenue. The term pricing policy refers to a systematic approach to pricing of different products in different markets to evolve an appropriate pattern of prices in the long run. It is the plan defining the initial price range and the planned price movements through time that the firm will use to achieve its marketing objectives. Pricing policy includes not only the determination of base prices but also the terms and conditions of sale.

#### **Company pricing policies:**

The price must be consistent with company pricing policies. Many companies set up a pricing department to develop policies and establish or approve decisions. The aim is to ensure that the salespeople quote prices that are reasonable to customers and profitable to the company.

Now a day's most companies follow buyer-based pricing. They are basing their prices on the product's perceived value. They see buyers' perception of value, not the seller's cost, as the key to pricing. The company using perceived-value pricing must establish the value in the buyers' minds concerning different competitive offers.

Dominos began with skimming prices, ie. setting a very high price for a new product initially and reducing the price gradually as competitors entered the market. The initial high price serves to skim the cream of the market, that is, relatively insensitive to price. This approach

to pricing is, in effect, an experimental search for the right price and it may result in a market-determined price. This method starts with a high price and moves the price downward by steps until the right price is reached. Initially, Dominos charged a higher price than what is being charged now. But now it introduces new schemes for the value of money.

### **Place Mix (Distribution)**

This element of the marketing mix involves a choice of the place where the products are to be displayed and made available to the customers. It is concerned with decisions relating to the wholesale and retail outlets or channels of distribution. The objective of selecting and managing trade channels is to provide the products to the right customer at the right time and place on a continuing basis.

Domino distribution centers are wide, located in every area of India.

Dominos has a Dine-in restaurant, Drive-Thru. Dominos has 1750 restaurants in India of which most are in north & east India and the remaining in west & south India.

### **Most restaurants in North & East India: with**

- Delhi
- Uttar Pradesh, Noida, Ghaziabad, Mathura (Highway and Drive Thru), Kanpur), Meerut, Lucknow, Agra, Allahabad, Varanasi
- Haryana Faridabad, Manesar (Highway and Drive Thru), Gurgaon, Karnal (Highway and Drive-Thru), Panipat
- Punjab Chandigarh , Ludhiana, Doraha (Highway and Drive Thru), Jalandhar , Patarsi (Highway and Drive-Thru)
- Rajasthan Jaipur
- Uttaranchal - Dehradun
- West Bengal - Kolkata

### **Remaining restaurants in West & South India:**

- Maharashtra Mumbai , Pune , Nasik

- Gujarat Ahmadabad , Vadodara , Surat
- Karnataka Bangalore
- Andhra Pradesh - Hyderabad
- Madhya Pradesh Indore

For the Big Mac, the current calendar year will be the biggest in terms of restaurant openings, and by year-end, 16 new restaurants will be in place, informs Vikram Bakshi, Managing Director, Domino India.

The new outlets will be a combination of highway restaurants, outlets at railway stations, at shopping malls, and Cineplex's, besides residential areas with significant footfalls. India recently won the tender for setting up an outlet each at railway stations in Mumbai and Jaipur. In Delhi, the chain will mark its presence through an outlet at the ambitious Delhi Metro Rail Corporation project, expected to be operational by year-end. And if all goes according to plan, another Domino outlet could come up at Delhi's Nizamuddin railway station.

The fourth Dominos highway outlet on the Delhi-Jaipur highway is expected to begin operating shortly. The chain's other three highway restaurants are located on the Delhi-Agra highway, the Delhi-Ludhiana highway, and the Mumbai-Pune highway.

### **Promotion Mix**

Promotion is a process of communication with potential buyers involving information, persuasion, and influence. It includes all types of personal or impersonal communication with customers and intermediaries. Promotion mix refers to the combination of various promotional tools used by a business firm to create, maintain, and increase demand. It involves an appropriate integration of advertising, personal selling, sales promotion, and publicity.

**CHAPTER-III**  
**REVIEW OF LITERATURE**

## REVIEW OF LITERATURE

Surprenant (1977), explained that Domino's Satisfaction Leads to Desirable consequences such as repeat purchases, acceptance of other products in the line, brand loyalty, store patronage, and ultimately higher profits and increased profit share.

Tse and Wilton (1988), examined that Dominos, satisfaction is the consumer's response to the evaluation of the perceived discrepancy between prior expectation and actual performance of the product as perceived after its consumption.

Sepannen, Etal., (2004), examined that in Dominos, consumers always expect a product or service of better quality, which is easy to use or consume, and of lower costs than ever before. By improving operations, a business or an organization can improve internal efficiency, effectiveness, adaptability, and customer service.

Yesodha Devi N &, Kanchana V.S. (2009), In Dominos, it examined that Quality & Taste are the two major factors in selecting a restaurant. Customers are more discerning and demanding and they always want to experiment with the money they spend, they also found that the Indian restaurant industry has come of age by diversifying its services and is trying to cater to the Indian taste buds and is staying in competitive arena amongst international giants and can provide better services to the customers.

**CHAPTER-IV**  
**RESEARCH STUDY**

## **RESEARCH STUDY**

### **OBJECTIVES OF THE STUDY**

The objectives of the project can be summarized under the following points:

- ✓ To do customer value analysis which includes identifying the major attributes that customers value in a fast-food chain restaurant, and assessing the quality of the different attributes.
- ✓ To study the FMCG industry.
- ✓ The market position of the main players in the industry.
- ✓ To know the awareness of people towards Domino's Pizza.
- ✓ To know the Domino's Pizza working in India

### **SCOPE OF THE STUDY**

Most of companies want to know about customer satisfaction because normally they have made a huge amount of investment to make the product known to the customers. In order to know the effectiveness of sales and customer satisfaction can be made through the particular survey. If the customers are not satisfied, they will switch over to the other products it is very difficult to bring back those customers to make purchases and encourage them to make word of mouth. The area of study is limited to the segment selected within Hubli. This study is mainly confined to customer satisfaction only.

### **LIMITATION OF THE STUDY**

Since the road to improvement is never-ending, so this study also suffers from certain limitations. Some of them are as follows:

- ✓ The scope of the project is limited in the sense that only Dominos has been taken for consumer research.
- ✓ The extent of the survey was New Delhi only. So, the suggestions or arguments given in the report may not hold for other locations in India.



- ✓ The questionnaire method involves some uncertainty of response. Co-operation on the part of informants, in some cases, was difficult to presume.
- ✓ It is possible that the information supplied by the informants may be incorrect.

### **HYPOTHESIS: 1**

H0: The variety and quality of products offered by Domino's Pizza do not significantly influence customer satisfaction.

H1: The variety and quality of products offered by Domino's Pizza significantly influence customer satisfaction.

### **HYPOTHESIS: 2**

H0: The quality of service provided by Domino's Pizza significantly does not influence customer satisfaction.

H1: The quality of service provided by Domino's Pizza significantly influences customer satisfaction.

# **CHAPTER-V**

## **RESEARCH METHODOLOGY**

## **Research Design**

✓ The controlling plan for a marketing research study in which the methods and procedures for collecting and analyzing the information to be collected is known as Research Design or A framework or plan for a study that guides the collection and analysis of the data.

## **Descriptive Research**

✓ A research design in which the major emphasis is on determining the frequency with which something occurs. For example, how often do users access the Internet in a given month? The focus of descriptive research is to provide an accurate description for something that is occurring.

project is limited to 50 respondents to the study of customer attitude towards Domino's Pizza and the area of study has been restricted to Nagpur city.

Project report data is collected through primary and secondary data.

## **SOURCES OF DATA COLLECTION**

### **a) Primary Sources**

- Survey with Questionnaire
- observation

### **b) Secondary Sources**

- Journals, Articles, etc.
- Websites

### **Primary sources**

The primary data was collected through questionnaires. They were filled using the scheduled method of data collection by the researcher. Primary data is data which have been collected originally for the first time. In other words, primary data may be the outcome of an original statistical inquiry, measurement of facts or a count that is undertaken for the first time. For instance, data of the population census is primary. Primary data being fresh from the fields of investigation is very often referred to as raw data. In the collection of primary data, a good deal of time, money, and energy are required. (Sample size)

#### **The following are the methods of collecting primary data:**

- ❖ Collection directly by personal investigation.
- ❖ Collect indirectly by oral investigation.
- ❖ Collection by questionnaires and schedules.
- ❖ Collection from statistical reports of correspondents and local sources.

### **Secondary sources**

The secondary sources were used only for collecting information regarding the sample; they were however not used for analysis. Secondary data is data that has already been collected and examined earlier by other investigators. Secondary data can either be published or unpublished data.

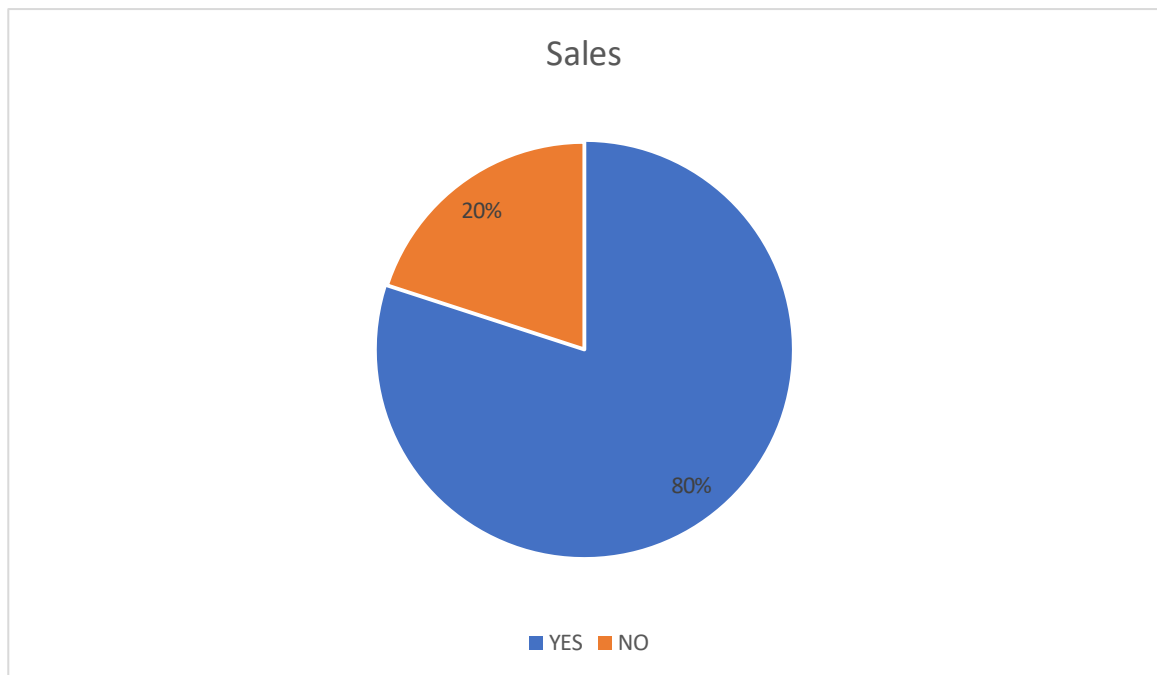
#### **The following are the methods of collecting secondary data**

- ❖ Publications of the central, state, or local governments
- ❖ Publication of foreign governments
- ❖ Technical and trade journals
- ❖ Books, magazines and newspapers

**CHAPTER-V**  
**DATA ANALYSIS AND INTERPRETATION**

Q1. Do you love Outdoor eating?

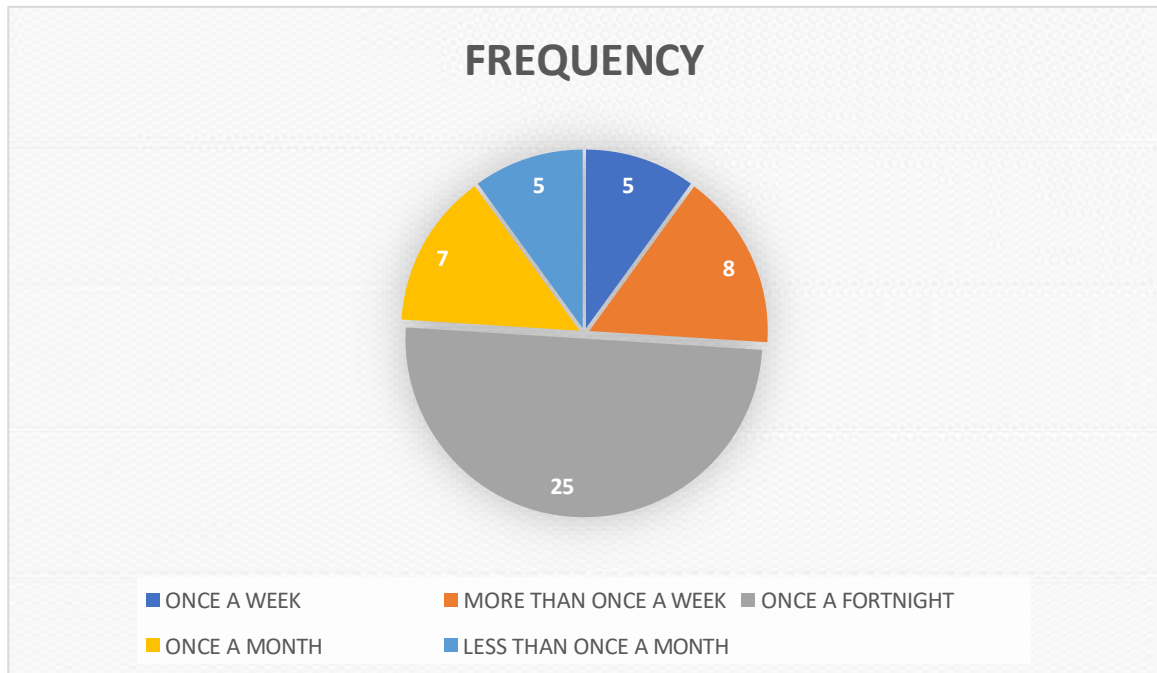
S.NO.	PARTICULAR	NO. OF RESPONSE	PERCENTAGE
1.	YES	40	80%
2.	NO	10	20%
TOTAL		50	100%



**INTERPRETATION:** From the above graph, it is clear that majority of respondent love to eat outdoor.

## Q2. How frequently do you visit Dominos?

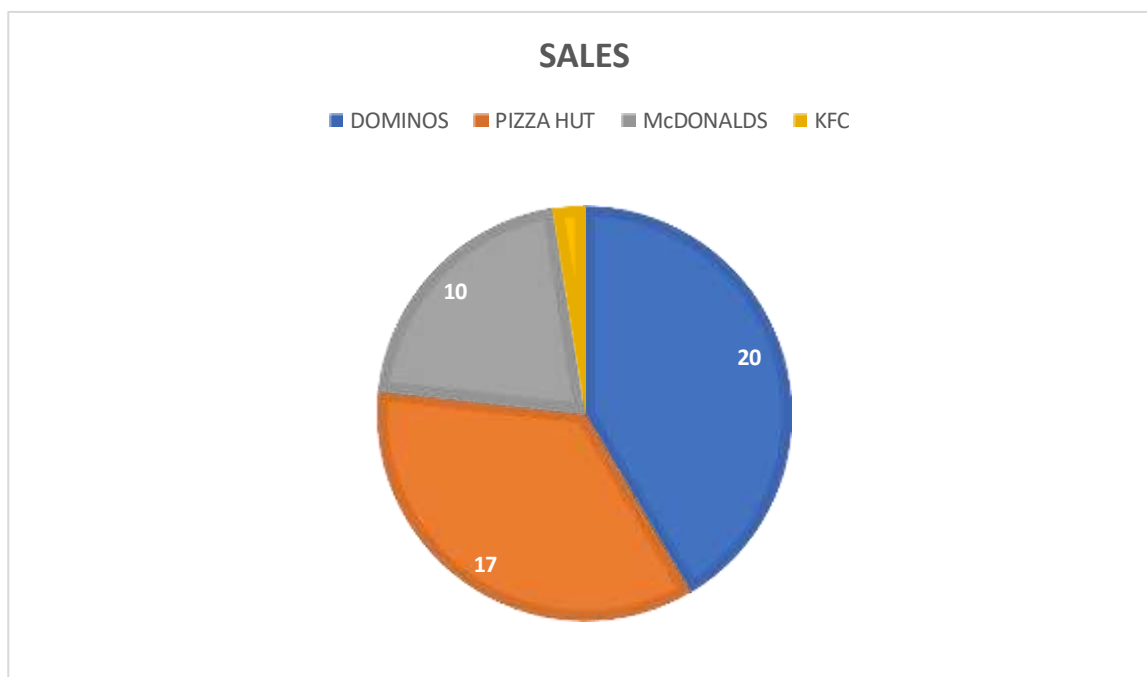
S.NO	PARTICULAR	NO. OF RESPONSE	PERCENTAGE
1.	ONCE A WEEK	5	10%
2.	MORE THAN ONCE A WEEK	8	16%
3.	ONCE A FORTNIGHT	25	50%
4.	ONCE A MONTH	7	14%
5.	LESS THAN ONCE A MONTH	5	10%
TOTAL		50	100%



**INTERPRETATION:** From the above graph, it is clear that 10% of respondents visit once a week, 16% more than once a week, 50% once a fortnight, 14% once a month, and 10% less than once a month visit Dominos.

Q3. Restaurants preferred by customers?

S.NO	PARTICULAR	NO. OF RESPONSE	PERCENTAGE
1.	DOMINOS	20	42%
2.	PIZZA HUT	17	35%
3.	MCDONALDS	10	21%
4.	KFC	3	2%
TOTAL		50	100%

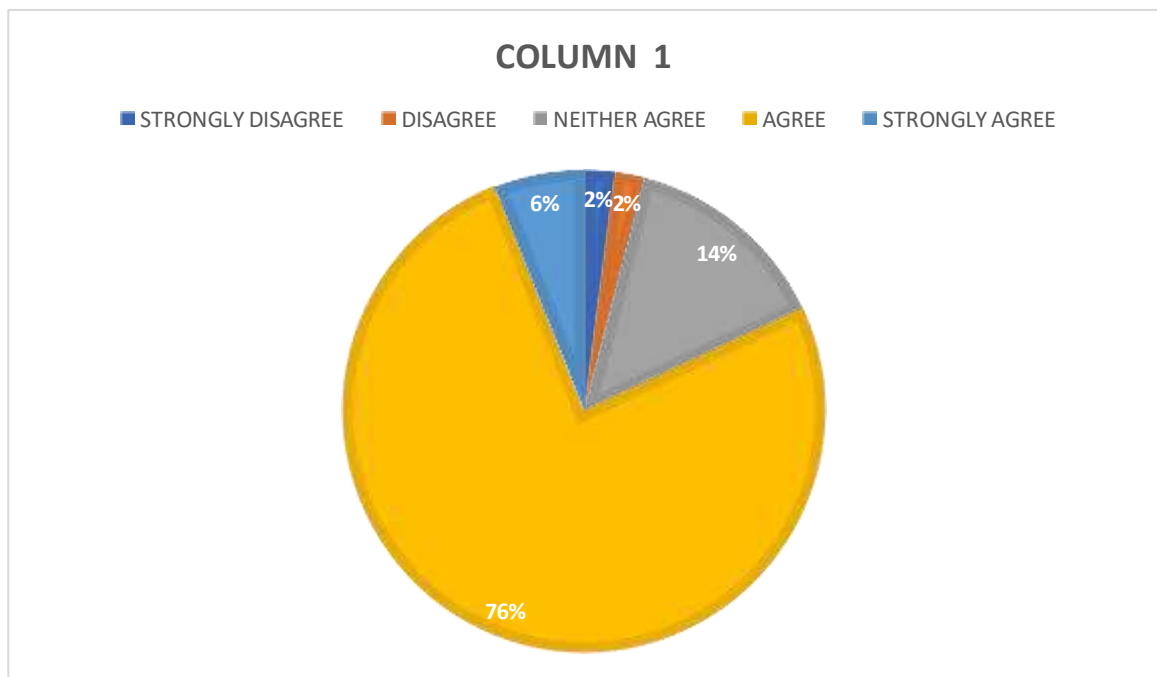


**INTERPRETATION:** From the above graph, it is clear that the most preferred restaurants are 42% Domino, 35% Pizza Hut, 21% McDonald's, and 2% KFC.



Q4. Is Domino's ambience comfortable and well provided?

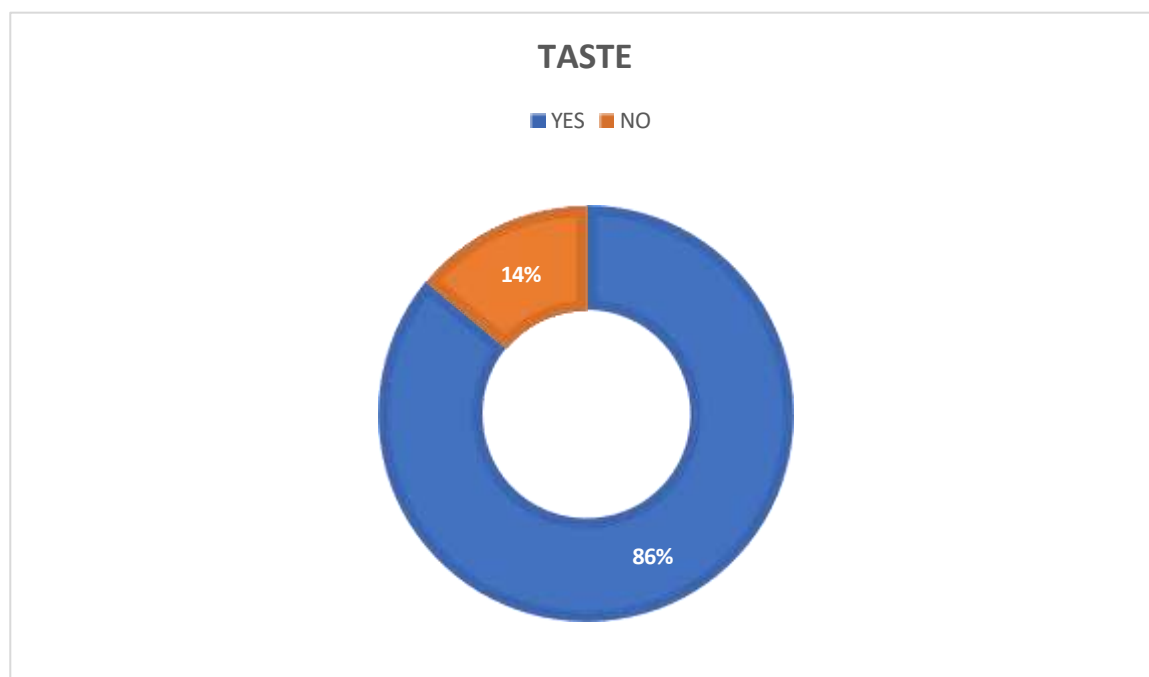
S.NO	PARTICULAR	NO. OF RESPONSE	PERCENTAGE
1.	STRONGLY DISAGREE	1	2%
2.	DISAGREE	1	2%
3.	NEITHER AGREE	7	14%
4.	AGREE	38	76%
5.	STRONGLY AGREE	3	6%
TOTAL		50	100%



**INTERPRETATION:** From the above graph, it is clear that 2% strongly agree, 2% disagree, 14% neither agree, 76% agree, and 6% strongly agree on dominos ambience.

Q5. Does Dominos maintain consistency in its taste and quality?

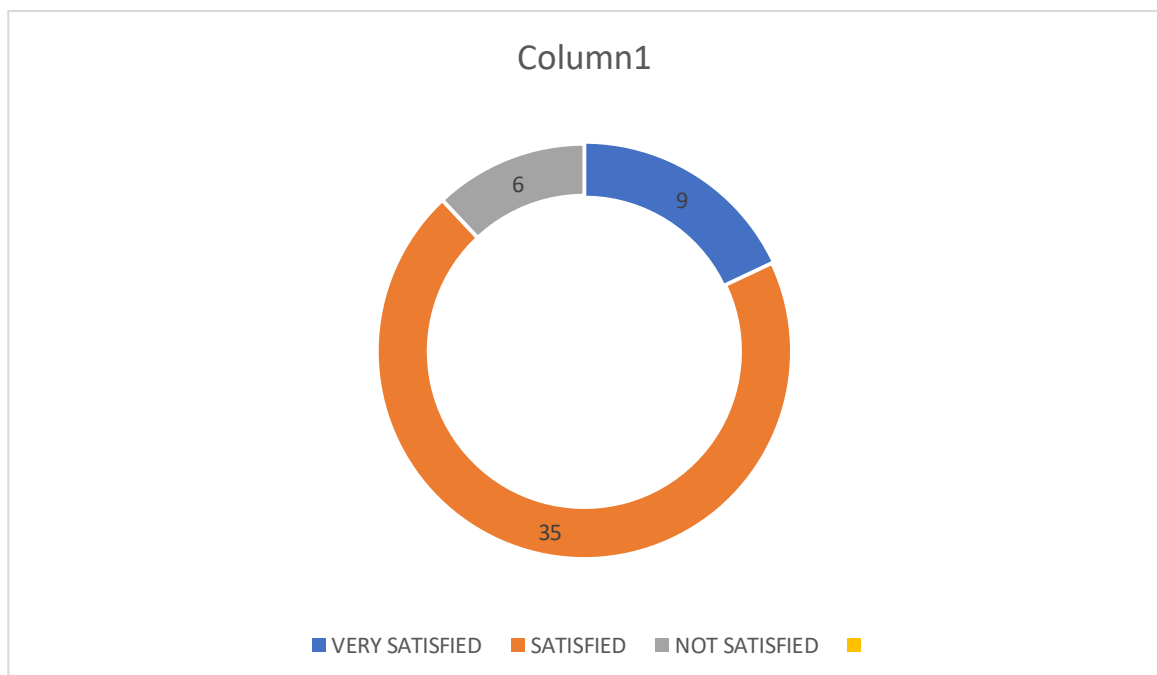
S.NO	PARTICULAR	NO. OF RESPONSE	PERCENTAGE
1.	YES	43	86%
2.	NO	7	14%
TOTAL		50	100%



**INTERPRETATION:** From the above graph, it is clear that 86% yes, and 14% no on dominos maintain consistency in taste and quality.

Q6. Are you satisfied with the prices charged by Dominos?

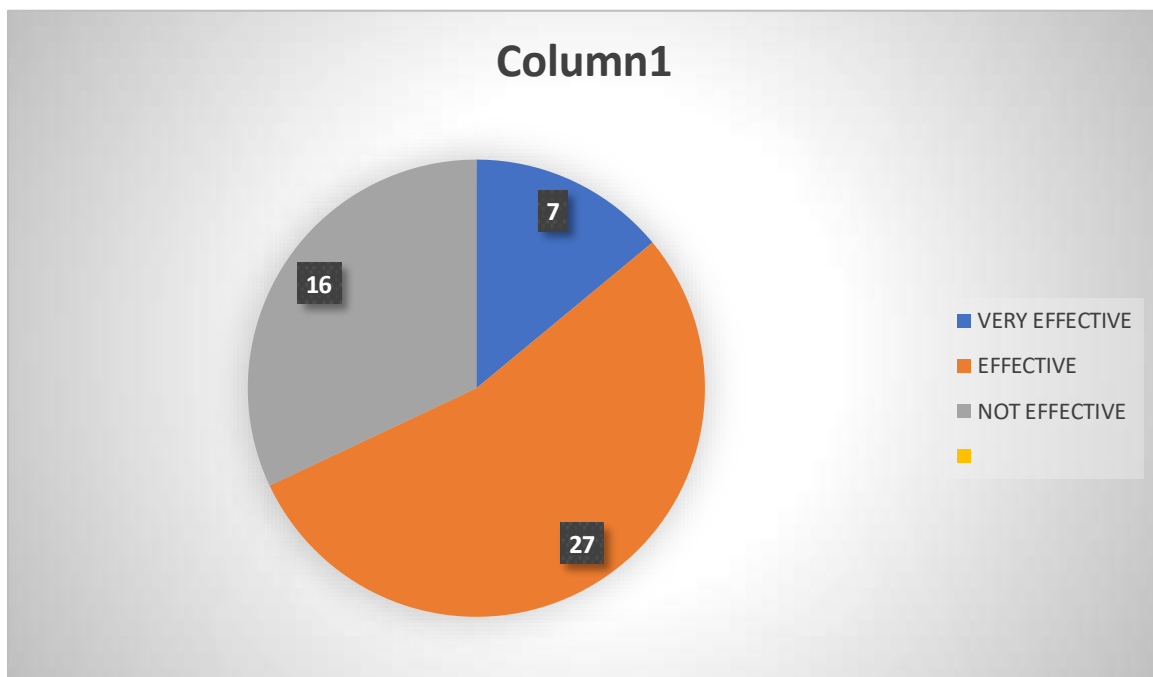
S.NO	PARTICULAR	NO. OF RESPONSE	PERCENTAGE
1.	VERY SATISFIED	9	18%
2.	SATISFIED	35	70%
3.	NOT SATISFIED	6	12%
TOTAL		50	100%



**INTERPRETATION:** From the above graph, it is clear that 18% are very satisfied, 70% satisfied, and 12% not satisfied with the price charged by dominos.

Q7. Do you find the promotional measures adopted by Dominos effective?

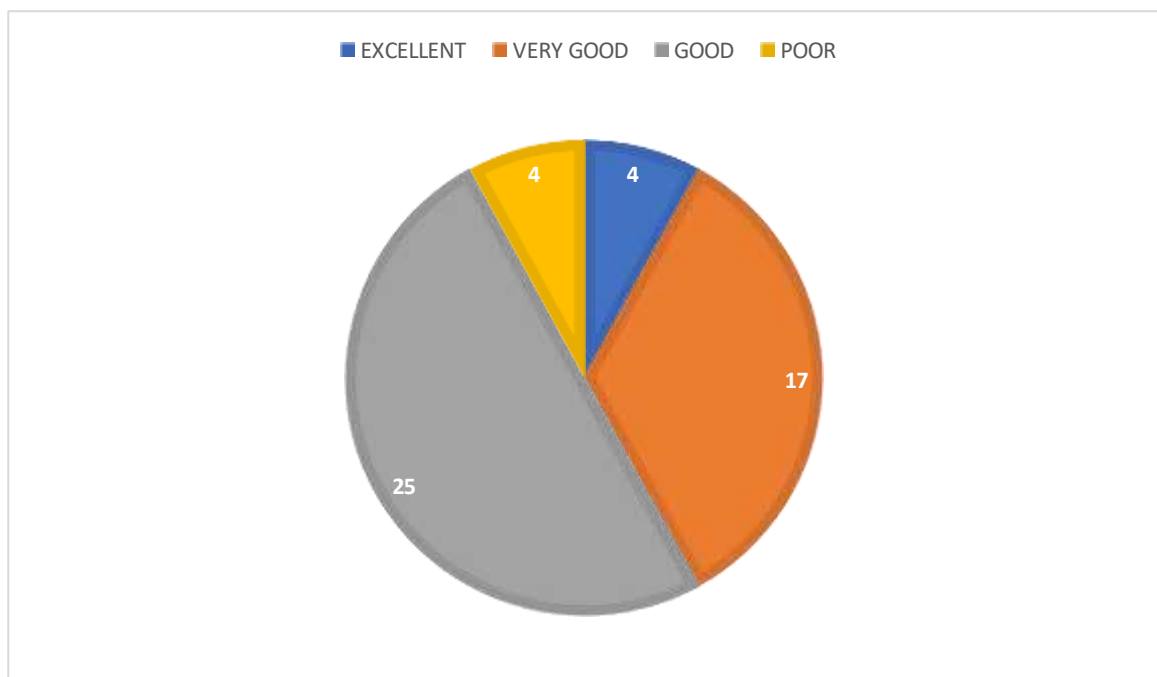
S.NO	PARTICULAR	NO. OF RESPONSE	PERCENTAGE
1.	VERY EFFECTIVE	7	14%
2.	EFFECTIVE	27	54%
3.	NOT EFFECTIVE	16	32%
TOTAL		50	100%



**INTERPRETATION:** From the above graph, it is clear that 14% are very effective, 54% effective and 32% are not effective on promotional measures adopted by dominos.

Q8. How would you describe your eating experience at Domino?

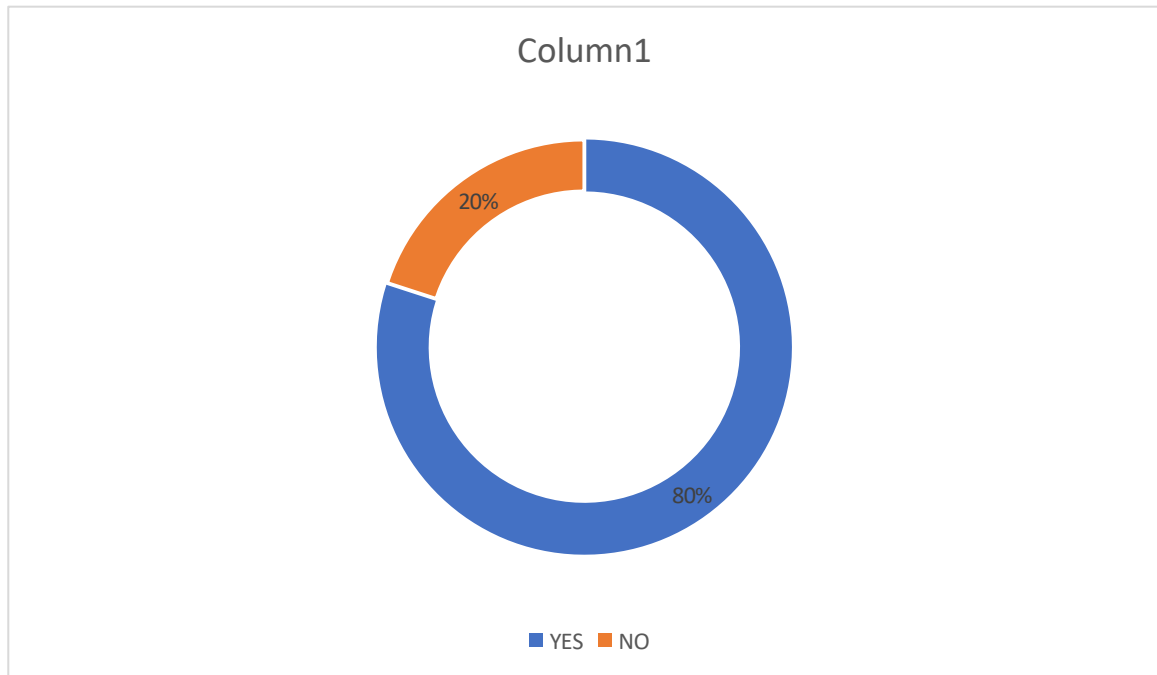
S.NO	PARTICULAR	NO. OF RESPONSE	PERCENTAGE
1.	EXCELLENT	4	8%
2.	VERY GOOD	17	34%
3.	GOOD	25	50%
4.	POOR	4	8%
TOTAL		50	100%



**INTERPRETATION:** From the above graph, it is clear that 8% excellent, 34% very good, 50% good, and 8% poor in eating experience.

Q9. Have you ever called for home delivery of products from Domino?

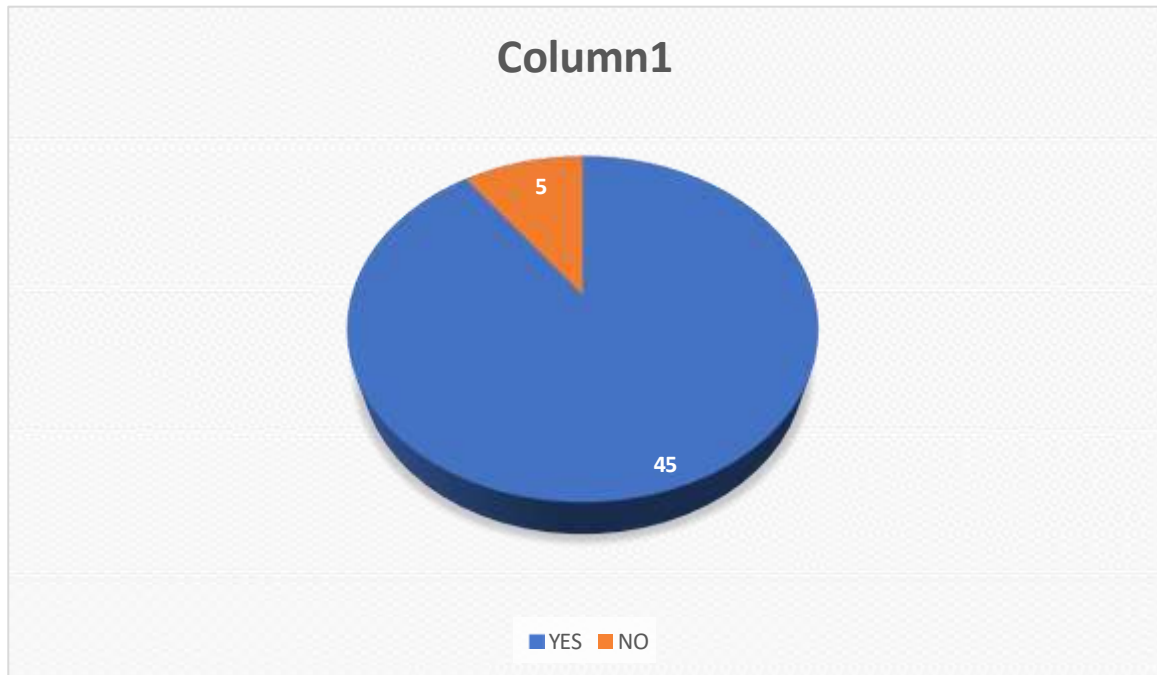
S.NO	PARTICULAR	NO. OF RESPONSE	PERCENTAGE
1.	YES	40	80%
2.	NO	10	20%
TOTAL		50	100%



**INTERPRETATION:** From the above graph, it is clear that 80% yes and 20% of respondents called for home delivery of products from Domino.

Q10. If yes, do they have delivered their product in half an hour?

S.NO	PARTICULAR	NO. OF RESPONSE	PERCENTAGE
1.	YES	45	90%
2.	NO	5	10%
TOTAL		50	100%



**INTERPRETATION:** From the above graph, it is clear that 90% yes and 10% no on delivery time.

## **HYPOTHESIS TESTING**

A hypothesis (plural hypothesis) is a precise, testable statement of what researchers predict will be the outcome of the study:

### **MAIN HYPOTHESIS**

From the above research study, it is found that among hypothesis 1 the alternate hypothesis H1 that the variety and quality of products offered by Domino's Pizza significantly influence customer satisfaction is found to be true in its accepted whereas null hypothesis HO is that is the variety and quality of products offered by Domino's Pizza do not significantly influence customer satisfaction is rejected.

From the above research study, it is found that among hypothesis 2 the alternate hypothesis H1 that the quality of service provided by Domino's Pizza significantly does not influence customer satisfaction is found to be true in its accepted whereas null hypothesis HO is that the quality of service provided by Domino's Pizza significantly influences customer satisfaction is rejected.



**CHAPTER-V**

**FINDING**

**AND**

**RECOMMENDATION**

## FINDING AND RECOMMENDATION

### FINDING

- DOMINO'S PIZZA is the world's largest user of cheese, one of their secret recipes is the Insider pizza and that alone uses a pound of cheese on each pizza. Throughout the summer, it is estimated that DOMINO'S PIZZA uses 100 million pounds of cheese. DOMINO'S PIZZA uses more than 300 million pounds of cheese annually.
- To make that amount of cheese requires 300 million gallons of milk.
- DOMINO'S PIZZA purchases more than 3 percent of all cheese production in the United States, which requires a herd of about 170,000 dairy cows to produce it.
- They also use 700.000.000 pounds of pepperoni and 525.000.000 pound of tomatoes in one year
- Ringo Starr (the drummer of the Beatles) played in a DOMINO'S PIZZA commercial in 1995, together with The Monkees.
- Gorbachev (the former president of the USSR) also played in a DOMINO'S PIZZA commercial.
- In 2001 DOMINO'S PIZZA sponsored a pizza delivery to the international space station
- One of the bad guys in the Movie Spaceballs is called Pizza the Han. The oldest DOMINO'S PIZZA that is still functional is in Wichita, Kansas

### **The Recommendations to Dominos are to:**

1. Maintain consistency in the taste and quality of products.
2. Include more items in its product line like burgers.
3. Include more promotional and advertising measures to increase its sales or to increase its market share.
4. They should also freeze their Ice Cream at higher Temperatures so that it does not get melted so early.
5. The most important thing is that they should also sell pizzas without cheese because today's generation is more diet-conscious and every pizza of Domino's is more or less cheese so they should make pizzas without cheese.

# **CHAPTER-VII**

# **CONCLUSION**

## CONCLUSION

- Going through the analysis of responses from the survey conducted, it is concluded that Dominos is able to be and remain at the top among all the fast-food chains like Nirula's, Subway, and Burger King Sbarro.
- Dominos is also preferred over Pizza Hut, McDonald's and KFC.
- Domino is providing its customers with good quality food products.
- Though not wide its product line is quite impressive. It includes meals for both Vegetarian and Non-Vegetarian and satisfies both sections of customers.
- Dominos is also providing its customers with a well-provided and comfortable ambience.
- It has been rated as 'very good' by its customers in terms of Taste and Variety of food and promptness of delivery.
- Dominos maintains its consistency in taste and quality.
- Customers are also satisfied with its prices and promotional and advertising activities.
- Prices are affordable by all and Domino also satisfies its customers by continuously introducing value-for-money offers
- Summarizing all points we conclude that Dominos is growing Fastly by satisfying its customers by providing quality and maintaining consistency and also has an impressive strategy of marketing the products in the form of Marketing Mix Elements.

# **CHAPTER-VIII**

# **BIBLIOGRAPHY**

## **BIBLIOGRAPHY**

### **Books referred:**

Kotler P. (2004) 'Marketing Management: Analysis, Planning, Implementation & Control',  
Prentice Hall of India, New Delhi

Christopher Gand Harold W Bukman,

Marketing management C.B. Gupta

### **Websites referred:**

- [www.wikipedia.com](http://www.wikipedia.com)
- [www.dominos.co.in](http://www.dominos.co.in)
- [www.google.com](http://www.google.com)

**CHAPTER-IX**  
**APPENDICES**

QUESTIONNAIRE

Dear Respondent,

I Pankaj Ghanshyam shetye of G.S College of commerce and Economics, Nagpur. Doing my project on “A Study on Customer Satisfaction at Domino’s Pizza, In Nagpur city”. I would be grateful to you if you could kindly cooperate with my work for the better of my knowledge.

Name : \_\_\_\_\_

Phone no : \_\_\_\_\_

Q1. Do you love Outdoor eating?

YES  No

Q2. How frequently do you visit Dominos?

Once a week  More than once a week  once a fortnight

Once a month  Less than once a month

Q3. Restaurants preferred by customers?

Dominos

Pizza hut

McDonald's

KFC

Q4. Is Domino's ambiance comfortable and well-provided?

Strongly disagree  Neither agree

Disagree  Agree



Q5. Does Dominos maintain consistency in its taste and quality?

Yes

No

Q6. Are you satisfied with the prices charged by Dominos?

Yes

No

Q7. Do you find the promotional measures adopted by Dominos effective?

Very effective

Effective

Not effective

Q8. How would you describe your eating experience at Dominos?

Excellent  Good

Very Good  Poor

Q9. Have you ever called for home delivery of products from dominos?

Yes

No

Q10. If yes, do they have delivered their product in half an hour?

Yes

No