

**Internship Report**  
**On**  
**“Marketing of pizza in Dhaka city-A case study of Domino’s pizza of  
Jubilant Golden Harvest”**

**Prepared for**  
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Major: Marketing



**Date: 22 Dec 2019**

## ACKNOWLEDGEMENT

First of all I would like to thank the Almighty for giving me the strength, and the aptitude to complete this Internship research report within the time.

I am Prantapaul, ID#183-14-857 has worked in Jubilant Golden Harvest (Domino's pizza). As an intern. I am working there for almost 3 months and during this short span of time I did visit responsible departments. And the completion of this Internship research report regarding marketing issues was possible because of the co-operation of many people. I offer my most sincere thanks to all of those who provided their valuable advices and encouragements in this endeavor. I am truly grateful to all the employees of Jubilant Golden Harvest.

Now I would like to give thanks, **Prof. Dr. Ahmed FakhruAlam**, who is my internship supervisor. Without his guidance and help, I would not have completed my internship report. He gave me enough motivation and time for my report.

Then especially I would like to give thanks, **Md. Khalid Amin**, who is my organization supervisor. He also gave me enough motivation and time for my report.

First of all I would like to thank the Almighty for giving me the strength, and the aptitude to complete this Internship research report within the short time.

## LETTER OF TRANSMITTAL

Date: 9th Dec, 2019

**Dr. Ahmed FakhruAlam**

Professor

Department of Business Administration

Faculty of Business and Economics

Daffodil International University

**Subject: Application for the Submission of internship Report.**

Dear Sir,

I have completed the practicum research report on “**Marketing of pizza in Dhaka city- A case study of Domino’s pizza of Jubilant Golden Harvest**”. “With due respect, I am submitting my internship report on the abovementioned title for the fulfillment of the requirements for the Bachelor of Business Administration.

I took this report as an opportunity to reflect my learning of the techniques and skills of this three months long internship. I realize that my report may not be flawless; there might be some mistakes which were not noticed by me due to my inadequate professional knowledge. By collecting information for this report I also learned something very superfluous in practical. I look forward to make the optimal use of the knowledge that I gained from this internship program.

I would like to gratitude you for giving me such a great job and opportunity to prove my ability in making a quality report. If any mistakes remain I am heartily apologized for those. I hope you will take my mistakes with due consideration.

Sincerely Yours,



.....

Pranta Paul

ID- 183-14-857

Program: MBA

## STUDENT'S DECLARATION

This is **Pranta Paul**, student of Masers of Business Administration (MBA), under the Daffodil International University declaring that this practicum report on the topic of **“Marketing of pizza in Dhaka city-A case study of Domino’s pizza of Jubilant Golden Harvest”**. Have only been prepared for the fulfillment of the course internship as the partial requirement for the degree of Masters of Business Administration (MBA).

I hereby declare that this report has been solely prepared by me and to the best of my knowledge. It contains no materials previously published or written by any other person which have been accepted for the degree at Daffodil International University or any other educational institution, except the quotation and reference which have been duly acknowledged. It has not been prepared for any other purpose, reward or presentation.

Sincerely Yours,



.....

Pranta Paul

ID- 183-14-857

Program: MBA

## SUPERVISOR DECALARATION

This is to certify that this practicum report on the topic “**Marketing of pizza in Dhaka city-A case study of Domino’s pizza of Jubilant Golden Harvest**“has been prepared by **Pranta Paul, ID: 183-14-857, Program MBA**from Daffodil International University and which has only been prepared for the partial fulfillment of the course requirement BUS 490 Practicum.

The report has been prepared under my guidance and supervision. This report supports the topic title and fulfills the entire requirements. I instructed him to prepare. Hereby, I accept the report as the successful completion of the internship program.

During the program he was sincere, proactive and attentive to his work and I wish him every success in life.



.....

**Dr. Ahmed Fakhru Alam**

Professor,

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

## EXECUTIVE SUMMERY

The internship report about **“Marketing of pizza in Dhaka city-A case study of Domino’s pizza of Jubilant Golden Harvest”** It is based on all about marketing activities and strategies of domino’s pizza including procurement of raw material from delivery of product to the customer. Domino’s started their business in Bangladesh from 2018. I have worked their marketing and business development department. Every day I had to go through different activities related to business development and marketing. I have analyzed the potential place for open new domino’s pizza outlet, I have conducted customer survey, and I have visited to the different competitors. My duty was to find out potential place is Dhaka city where food market as well as dominos can develop their business outlet and also involve those outlet marketing activities.

I choose this topic because nowadays every food industry main and major activity is marketing and search potential place for establish the outlet because food industry has most of competitors. I try to find out buying, selling, transportation, warehousing, grading, pricing, financing, risk-taking, promotion, distribution as well as analyses of potential place which is beneficial for open domino’s pizza outlet also beneficial for customer that can take easy food delivery from the dominos outlet.

In our project part I have a survey on the existing customers of domino’s pizza. Here I have tried to discover our market knowledge in practical field. The analysis suggests that domino’s pizza need to increase their pizza shop or outlet and also some marketing and sales strategy. If domino’s pizza follow those recommendations I hope they can maximizing their sales and generate more profits in upcoming days.

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# **Chapter – 1**

## **Introductory part**

## 1.1 Introduction

MBA internship program is a practical requirement and challenges of real life that conducted by the student of intern. Internship is a most important part of MBA program. Internship program time duration is three month. During the three month I have closely worked with the employees of Domino's pizza. This all about internship report shows the outcomes of the study during the internship period- Domino's pizza. I was focused the topic **“Marketing of pizza in Dhaka city-A case study of Domino's pizza of Jubilant Golden Harvest.”**

Daffodil International University, Bangladesh requirement to the prepared internship report in MBA program. Provide job exposure is primary goal of the internship program and opportunity to the real life gathering practical knowledge. Students are place in production organization, financial organization, any types of enterprise and develop the project report. The internship program finish a period of 8 to 12 weeks of organizational attachment.

After one year MBA academic program I am **Pranta Paul**, student of Daffodil International University- Placed in Jubilant Golden Harvest (Domino's pizza) for the program of internship. As a requirement a program need to submit the report, which is **“Marketing of pizza in Dhaka city-A case study of Domino's pizza of Jubilant Golden Harvest”**.

## 1.2 Organ of the report

I am fulfillment of my internship report which is an essential part of the MBA program under the marketing department in the faculty of business administration of Daffodil International University. This is credit hours is 3 and course and duration of course is four months. This internship report is prepared for prof. Dr. Ahmed Fakhru Alam, Department of business administration, Daffodil International University. The internship main objective is gathering corporate knowledge before start the job career. As an intern, I am worked in **Domino's pizza**, duration 3 months. During this period I got the opportunity different task related perform with marketing task of the **Domino's pizza** business Process and these broaden my own opinion about the operation activities of the food Industry.

I was started the internship there from 7<sup>th</sup> sep 2019 to be continuing till now under the marketing and business development Department of Domino's pizza. The report attempts to

identify the all about marketing activity on domino's pizza and the report topic has been chosen **“Marketing of pizza in Dhaka city-A case study of Domino's pizza of Jubilant Golden Harvest.”**

### **1.3 Research Aim**

The aim of this research is to identify the total marketing activity of Domino's pizza and also analysis the search potential place for Domino's pizza outlet. It aims to find out appropriate marketing activity procedure or policies and also analysis the potential place for Dominos outlet which are beneficial for the consumers and also organizations like as marketing of Domino's pizza in Dhaka city.

### **1.4 Research objective:**

#### **Broad Objective**

The broad objective of this study was to examine the pattern and practices followed in marketing of pizza in Dhaka city by Domino's pizza of Jubilant Golden Harvest.

#### **Specific objective:**

- To find out procurement of raw material of Domino's pizza.
- To analyze the selling process.
- To analyze the transportation.
- To analyze the warehousing/storage.
- To analyze the grading policies.
- To analyze the pricing.
- To analyze the financing method.
- To identify the types of risk.
- To identify the promotional activity.
- To analyze the distribution channel.

## 1.5 Methodology

Methodology is the process, technique, or method of observation, survey and analysis. In order to collect the topic oriented essential information and data following potential sources need to use. In order to achieve the data requirement and collect the above necessary information following sources has been used:

### **Primary sources:**

- ✓ By talking with the employees and the management of the organization.
- ✓ From practical working environment.
- ✓ Data collected through observation of the company's activity.
- ✓ Talk with the customer.
- ✓ Competitor Interview

### **Secondary Sources**

- ✓ Organizational profile of Jubilant Golden Harvest.
- ✓ Office file and documents.
- ✓ Websites of the organization.
- ✓ Internet.
- ✓ Some of my course elements as related to this assignment.

## 1.6 Scope of the Study

This report has covered marketing of Domino's pizza in Dhaka city. It also includes a brief profile of the company. The general objective of this report is to acquire practical experience and view the perfect application of theoretical knowledge in the real life. I was cordially privileged by the manager of Domino's pizza to do my internship at his company. The duration of my internship is 3 months. I started my internship from 07 September, 2019 and it will be ended on Dec 07, 2019 under the marketing business development Department of Domino's pizza, As I knew that I need to submit my report before Dec 07, 2019 that is why I requested the manager Md. Khalid Amin who supervised me to help me by providing all the necessary and related data as early as possible so that I can make my report successfully. I committed that I will be continuously attending Domino's pizza Dec 07, 2019 without showing any pretext to fulfill the 3 months duration. Actually, this report identify to the

marketing activities and the report topic has been chosen as **“Marketing of pizza in Dhaka city-A case study of Domino’s pizza of Jubilant Golden Harvest”**.

### **1.7 Limitations of the Study**

Every study or project was not out of limitations. I have faced some limitation of preparing this report. But it was a great opportunity as an intern for me to know the marketing activity of Domino’s pizza in Dhaka city. Some limitations are as follow.

- Shortage of time one of the major limitation. I had only three months to complete this research which is not sufficient to complete the whole task.
- Insufficient knowledge about fast food industry as well as corporate culture.
- Sometimes the relative person did not feeling comfortable to share their policy.
- Various sources of information limitation the report doesn't contain many confidential important information and data. So I cannot provide some internal information.
- Some essential data could not be gathering because of confidential matters of the organization.

### **1.8 Ethical Considerations**

Most important part is ethical consideration for the research it can be specified. Dissertations may be even doomed to failure if ethical part is missing. I can assure that I am using correct information in my report. I assure that I will not lick any data which will fall danger to my company. I also committed that whatever data I have collected for report from organization. I will use it only for the purpose of my report. I will try my best to maintain the all privacy of my company.

# **Chapter – 2**

## **Organization part**



## BACKGROUND ORGANIZATION



### Organization Overview:

#### 2.1 Introduction to Jubilant Golden Harvest Limited (JGHL)

Before getting started with Jubilant golden harvest limited. I would like to share few words about Domino's Pizza International. Domino's Pizza is now present has 84 countries with one of the world's best supply chain.

It has it stores in 5,701 cities worldwide (2,900 international and 2,800 in the U.S.) In 2016, Domino's opened its 1,000th store in India. (Dominos, 2018). As of the first quarter of 2018, Domino's had approximately 15,000 stores, with 5,649 in the U.S., 1,127 in India, and 1,094 in the U.K. (*PR Newswire*. February 8, 2016).

However, most of the time what Domino's does is, it does master franchise contracts with one company per country, But there are other companies like Jubilant Foodworks who owns the franchise for several countries. Below there are few information regarding Dominos master franchise program,

- First of all, Australian Domino's Pizza Enterprises owns the sole right to operate, and franchise branches of the chain in Australia, New Zealand, France, Belgium, the Netherlands, and Monaco. They are the pioneer who bought the master franchises from the parent company in 1993 and 2006.

- Moreover, Domino's Pizza Group(DPG) bought the master franchises for the UK and Ireland in 1993. In addition to that they also purchased the master franchise for Germany in 2011 and Switzerland, Liechtenstein, and Luxembourg in 2012 through buying the Swiss master franchise holder. (The *Daily Telegraph*. London. Retrieved June 22, 2008, *Reuters. Fletcher, Nick (August 29, 2012)*).
- The master franchises for India, Nepal, and Sri Lanka are currently owned by the Indian company Jubilant Food Works. Who made India the largest international market for Domino's outside its home market by opening over 1,000 Domino's outlets. (*Domino's Pizza*.) In all over India. The company operates approximately 1200 stores across 264 Indian cities as of 2019.
- Bangladesh, the franchises for Domino's Pizza is a joint venture of Jubilant Food Works and Golden Harvest QSR Limited naming Jubilant Golden Harvest Limited. In this entity, Jubilant Food works is the majority shareholder and owns 51% of the company, while the rest of the share is owned by Golden Harvest Limited. (Dhaka Tribune. March 15, 2019.)

## 2.2 Domino's in Bangladesh

The master franchises for this south Asian continent is owned by Indian company named Jubilant Food Works. So, in order to do business in Bangladesh, getting acceptance from JFW was mandatory. Again, JFL was looking for a partner, here in Bangladesh, so that jointly they can start Domino's in Bangladesh. So, Golden Harvest QSR, a subsidiary of Golden Harvest Argo and Jubilant Food Works Limited jointly created a new venture Jubilant Golden Harvest LTD which represents Domino's Pizza in Bangladesh. According to this agreement, 51% share will be under control of Jubilant Foodworks Ltd and the rest 49% will be under control of Golden Harvest QSR.

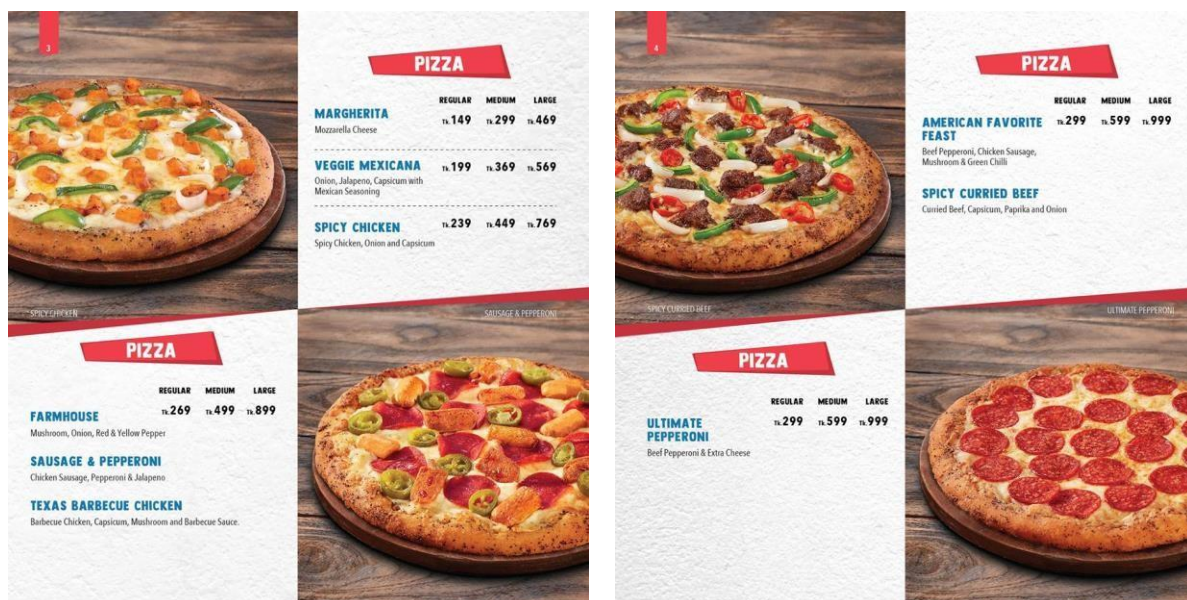
Golden Harvest is Bangladesh's one of the market leaders with diversified interests in Food, Dairy, Commodity, Information Technology, Logistics, Real Estate, Aviation, Infrastructure

Development and Insurance. Golden Harvest has been a pioneering force in the frozen food sector in Bangladesh and is the country's first company to develop its own Cold Chain network in collaboration with USAID.

Jubilant Food Works Limited (JFL) is a Jubilant Bhartiya Group Company. This company was incorporated in 1995 and initiated operations in 1996. Jubilant Food Works is India's largest and fastest growing food service company. JFL has the master franchise for Domino's Pizza in India, Nepal, Sri Lanka and Bangladesh, and also for Dunkin' Donuts in India.

On March, 2018. Golden harvest and Jubilant Food Works Limited (JFL) came to a common interest to deliver world class domino's Pizza taste here in Bangladesh. Domino's Bangladesh started its operation here in Bangladesh in February 28, 2019.

### 2.3 Products provided by Jubilant Golden Harvest Limited



Here is the menu for Bangladesh, they serve both beef and chicken at the same time.

Domino's mainly uses differentiated targeting strategy so that they can meet all types of customers' needs and wants. As everyone has unique taste and preference. That's why Dominos has made a strong position of a good pizza company in this industry and people actually feel that Dominos care about their customers. This helps Dominos to take a position in the industry in other word, Dominos have a positive position and reputation among the foodies. There are few more item like chicken meat ball, roasted chicken wings, Choco lava cake, Butterscotch

mousse cake etc. Most of these items come through import yet in cold transportation mode.

However, moving to new market & product development, previewing the **Marketing Mix** is very crucial as the success of the product depends on these four decisions. 4P's consists of price, place, promotion and product. So, Dominos also worked on their marketing mix as it's very important before starting any new business. For the price, Dominos always have an upper hand over its rivals.

### More Pizza for your Buck

		DOMINOS#					
		VEG			NON-VEG		
		Regular (7")	Medium (10")	Large (13")	Regular (7")	Medium (10")	Large (13")
(in ₹)							
Pizza Category							
Basic	75	165	305	115	240	395	
Economy	115	240	395	165	300	460	
Premium	165	300	460	200	345	495	
Extravagant Feast	200	345	495	200	345	495	
		Pizza Hut*					
		VEG			NON-VEG		
		Personal	Medium	Family	Personal	Medium	Family
Basic	95	205	365	135	280	455	
Economy	135	280	455	185	340	520	
Premium	185	340	520	220	385	555	
Extravagant Feast	220	390	585	255	435	620	
		Premium of Pizza Hut over Dominos					
Basic	27%	24%	20%	17%	17%	15%	
Economy	17%	17%	15%	12%	13%	13%	
Premium	12%	13%	13%	10%	12%	12%	
Extravagant Feast	10%	13%	18%	28%	26%	25%	

## 2.4 Location, Corporate Structure & Business Areas:

After creating a new joint venture named Jubilant Golden Harvest Ltd, Golden Harvest QSR & Jubilant Food Works Ltd started working together and they planned to open the

first Domino's outlet in Dhaka within the next three months. So, in order to do works, they needed to form an organizational structure. Here, one will be the Boss or country head and he will control everything and all the employees will be working under him directly and indirectly. One country head for the overall operations. Then, comes the individual department head or deputy managers of Supply Chain, Fin & Act and IT sector. The marketing part is directly under control of Jubilant Food Works Ltd.'s Delhi team. And under those managers, there are some officers, Sr executives and executives. They also hired some interns too. These employees are for the corporate office. For running the store, they hired other people too like team member, crew member, and 4/5 Guest Delight Managers. Those managers were sent to Thailand, India and America for training purposes. And for the HR department, one executive from Golden Harvest, managing the department of HR here. At first, the employee number was around 40 but right now it's likely to be around 70-75. The agreement took place in March, 2018 between Golden Harvest QSR and Jubilant Food Works Ltd. From then they formed a team in order to open the first Dominos outlet In Dhaka, Bangladesh. So, an office was needed for them and temporarily they started their activities in the sales office of Golden Harvest which is situated in Tejgaon Industrial Area. They worked there for some months and after that they took their own corporate office which is also placed in Tejgaon Industrial Area.

The country head here right now is Indian and the other employees are Bangladeshi. Indian deputy managers of Finance, Supply chain, IT came to Bangladesh to train up Bangladeshi managers.

They stayed here for a long time and taught everything, so that Bangladeshi managers can perform their work smoothly. And now from India, they monitor the whole activities. The whole business is on SAP. SAP is an ERP software and it's owned by the Indians. Everything happens in the process of business goes to the SAP and the Indian managers check the SAP daily and by checking the SAP, they can realize how well the business is running here, in Bangladesh.

## **2.5 OBJECTIVES, MISSION, VISION, GOALS & VALUES**

At Jubilant Food Works limited, we believe the rapid strides we have made in the Indian food service industry is the result of a combined effort of all employees. Our endeavor is that all employees agree with and follow the company's core beliefs and that we continue on this path of growth and success.

### **OBJECTIVES**

To build a strong equity for Domino's Pizza that will help in growing and owning the pizza deliver space. Domino's has focused on producing high quality products which is reflected in customer satisfaction. The company is committed to safety in work practices; social responsibility; and environment around its manufacturing facilities.

### **MISSION**

The Domino's pizza mission is "Committed to provide maximum value to the customer"

### **VISION**

The vision maintain under the high slandered of the pizza delivery international chain.

### **DOMINO'S GOAL**

"Customer for life"

### **DOMINO'S VALUES**

As Domino's pizza, values are chant that's summed up in a sung in the stores-

- Who are we - "Domino's Pizza"
- What are we - "Number 1"
- What's our goal - "sell more pizzas, have more fun"

Dominos now in Bangladesh this basic guide of principles Domino's Pizza people and helping to Domino's grow and succeed.

# **Chapter – 3**

## **Topic Part**

### 3.1 Marketing Activities

Marketing activities is the main and major activity for sold the product. Without marketing activity not possible to reach the product to the customer and without marketing task customer don't know about the product. Product awareness create by the marketing activities. Marketing activities focus “marketing mix” Marketing mix describe the activity of product, price, place, promotion and so on. All of the marketing activities involve under the marketing mix. Each marketing program require its own activities.

### 3.2 Marketing of pizza in Dhaka city

Fast food industry is growing day by day in Bangladesh as well as Dhaka city. At the same time its competitor rapidly growth. Under the fast food pizza is more popular. So marketing strategy is important for food industry as well as fast food like pizza. In Dhaka city already entered a lot of pizza chain. In this moment need to apply or innovation unique marketing strategy. For pizza marketing in Dhaka city need to catch long term business strategy not short term. The strategy should include strong marketing activities of pizza in Dhaka city. Domino's pizza remain follow unique marketing strategy in Dhaka city.

### 3.3 Marketing ideas of pizza in Dhaka city

#### ➤ Food visuals

Better quality of food picture react with the customer. Fast of all customer not trail the product. Firstly customer see image of the product if it is good visual then customer then customer think it can be trail.





➤ **Offer by the slice of pizza**

Customers have multiple needs and tastes. While it's great to get orders for several pizza and related menu items, offering pizza by the slice is always a good option to have to attract customers who come by themselves.

➤ **Group combo packages**

When comes to getting food for a group, ordering pizza is the easiest option compared to any other kind of food. Because pizza can be shared versus individual orders with Mexican, burgers etc. The person ordering the food has the simplest option with ordering pizza by just selecting a package that is adequate for that group.



➤ **Effective coupon offers**

Pizza is the most popular in fast food industry so when provide to coupons and this coupon help to deals promotions.



### ➤ Email list segment

Building potential and existing customer mail list. By the mail organization can send effective product oriented value to the customer. At the same time organization can wise customer birthday, marriage anniversary as well as special program by segment of mail list. And also special discount.

### ➤ Engage on mobile channels

- ❖ Text mobile messaging
- ❖ By mobile apps
- ❖ Push notification
- ❖ Using social media
- ❖ Mail/Email
- ❖ Organization website

### ➤ Multi-channel marketing

Multi-channel marketing refers to the marketing strategy where organization should communicate with the customer via different ways. Such as online, offline, virtual, verbally and so on. In order to maximization of engagement.



### 3.4 Current Market of Domino's pizza

Domino's pizza is largest pizza Manufacture Company in the world Dominos more than 10800 franchised outlets in the world. Now a days Dominos across 5 continents covering more than 70 countries Dominos has strong market leader position specifically in the pizza market in the world. Dominos focus infrastructure investment of low cast and franchisee operation their owned business under prospective of different countries.

### 3.5 Marketing of Domino's pizza in Dhaka city

Dominos now in Dhaka. Domino's pizza is an international pizza chain. Domino's pizza launched in Bangladesh 2018. Domino's pizza has three outlet in Dhaka city Dhanmondi, Uttara and Banana. Dominos will open at least 8 outlet within 2020 in Dhaka city. After covering the Dhaka Dominos will open outlet outside of Dhaka. Dominos main marketing prospective is provide maximum value to the customer. Dominos marketing strategy involve under customer experience of fast food industry. Dominos focus very small distribution channel. They have not any middle man. They sell pizza directly to the customer. Dominos has dining and home delivery facilities. Dominos achievement is world number one home delivery service. They provide home delivery within 30 minutes. Domino's pizza price is reasonable compeer to the other competitor. Their starting pizza pricing is 149 tk. Every outlet has 15 own delivery bike by the bike domino's provide home delivery. From marketing prospective Dominos comes to Bangladesh with unique combination of pizza menu and providing fresh pizza.



### **3.6 Segmentation in the marketing strategy in Domino's pizza**

Domino's pizza is international pizza chain. Dominos now in Dhaka. Customer prospective base segmentation is the main marketing strategy of Domino's pizza. Dominos focus their menu segmentation under the specific country demand.

Dominos segment base on demographic and geographic. They focus demographic condition of the country and also analyze geographic condition.

#### **3.6.1 Targeting in the marketing strategy in Domino's pizza**

Dominos follow different targeting strategy to serve the test and performance based on the market. Their target customer is students, executive, household, and all of the fast food lover.

#### **3.6.2 Positioning in the marketing strategy in Domino's pizza**

Domino's pizza have been successful to position their brand image. Domino's pizza brand having more competitive price that's why its position is better than other competitors.

### 3.7 Domino's pizza marketing mix (4ps)



#### 3.7.1 Product

The product strategy and mix in Dominos marketing strategy can be explained as follows:

Dominos is one of the leading global pizza outlets. The product line of Dominos is mainly concentrated on various kinds of pizzas which are customized with respect to local markets. . It has a lot of vegan pizzas to other non-vegetarian pizzas. The size of the bases has a lot of variety and are of various types. A variety dips, sauces and toppings are included. Domino's pizza can be customized as per the preference of the customer. It also contains a variety of pastas both of non-vegetarian and vegetarian types. Apart from pizza breads there are other flavored breads on the menu. The side items offered by Dominos also include chicken wings, bacon and other flavored chicken dishes. All these are the main product mix in the pizza brand's marketing mix. The dishes are accompanied with drinks for which it has tied up with Coca Cola and sell all the soft beverages and major juices.

In Dhaka the Dominos menu also majorly consists of various types of pizzas, chicken crusts, flavored breads, pastas, side dishes ranging from dips, desserts, chicken items and subwiches, burger pizzas, mousse cake, choice of toppings. The soft beverages and other drinks again are tied up with Coca- Cola, Pepsi, and 7up.



Pizza



Loaded pizza



Sides and others



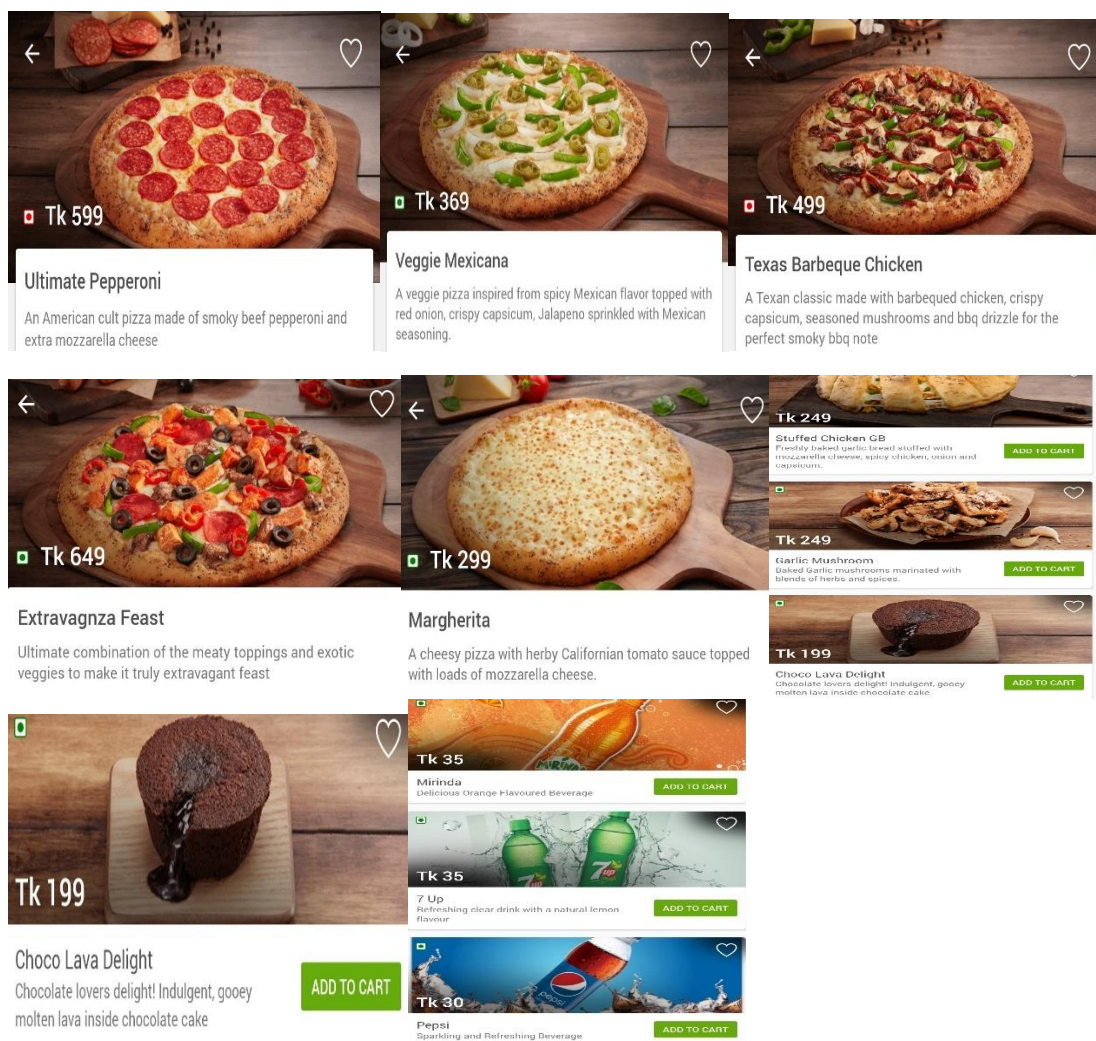
Beverages



Desserts

### 3.7.2 Price

In Dhaka city Domino's pizza starting price is 149 tk. Dominos is very competitive pricing for its pizza pricing. Domino's pizza follow reasonable pizza pricing compeer to the other competitors. Domino's pizza pricing depend on its size. Three size of pizza dominos should provide small, medium and large. Different size pizza price is different. They also manufacture vegetarian and non- vegetarian pizza. Both are price id different. Beside of three size of pizza Dominos has sides, desserts and beverage item. This three item price depend on quantity of food. Domino's pizza is world number one home delivery service. Every outlet they have own 15 bike for serve the delivery purpose. Within trade area delivery charge is 60 tk.



## Speiific product price

## Pizza

Product list	Price
Ultimate Pepperoni	599 tk
Beef kala Bhuna	599 tk
American Favourite Feast	599 tk
Texas Barbeque Chicken	499 tk
Sausage & Peeperoni	499 tk
Farmhouse	499 tk
Spicy Chicken	449 tk
Veggi Maxicana	369 tk
Margherita	299 tk



### Loaded pizza

Product list	Price
Extravaganza Feast	649tk
Deluxe Feast	649 tk
Meatzza	649 tk

### Sides

Product list	Price
Stuffed Chicken GB	249tk
Garlic Mushroom	249 tk
Choco Lava Delight	199 tk
Garlic Breadsticks	119 tk

### Desserts

Product list	Price
Choco Lava Delight	199 tk

### Beverages

Product list	Price
Mirinda	35 tk
7 up	35 tk
Pepsi	30 tk
Aquafina	15 tk

### 3.7.3 Place

Right now Dominos has three outlets in Dhaka city such as Dhanmondi, Banani, and Uttara. Dominos will open at list 8 outlets within 2020. Dominos 97% of franchise based it operate by franchise. Currently domino's pizza has around 13000 outlet globally. United States has around 4800 outlet 480 franchise operate this outlert. In India has 1300 outlet. India, Bangladesh, Nepal, Srilanka operate by the India. Domino's pizza has 16 dough manufacturing center and one equipment center. Equipment comes from America. Domino's pizza is largest pizza Manufacture Company in the world Dominos more than 10800 franchised outlets in the world. Now a days Dominos across 5 continents covering more than 70 countries Dominos has strong market leader position specifically in the pizza market in the world. Dominos 95% of transaction done by the online through apps.



### 3.7.4 Promotion

Domino's pizza efficiency promotional activity is 1 tk pizza that means delivery charge only 1 tk. Most of the person know about the Domino's pizza. It is world largest pizza chain. So dominos not to need imposed strongly promotional activities. But currently Dominos has number of international chain competitors. That's why Dominos provide promotional activities. Dominos majority of promotional activities done by the mobile apps and website. Dominos has own mobile apps and organizational website. All of the promotional issue, discount, and customer value provide or inform by the Dominos apps. They send to the SMS to individual customer for gain attention and aware about the new discount. At the same time Dominos use customer mail list, advisement by FM radio, bill board, and innovative product and discount promote by the newspaper. Sometime Domino's pizza provide 10% discount and also buy one large size pizza get one small pizza. In India for promotion use by the TV advertisement.



### 3.8 Marketing Activities of Domino's pizza:

#### A. Procurements of raw materials

Domino's pizza is one of the largest fast food manufacturing company. So their main activity is buying or procurement of raw material for manufacturing purpose. Domino's pizza has supply chain department this department main activity is procurement or collect all types of production raw materials as well as buying all operational elements. Gathering raw materials is important for all of the food industry because fast food demand growing day by day. Dominos collect their raw materials from local third party supplier and supply chain department maintain cold storage for manufacturing facilities. Need to maintain cold storage because food item raw material should rotten after certain period of time. Dominos cooking instrument come from America. And other necessary things like store decoration element, office decoration furniture collect from local supplier.

Purchasing department is necessary for production business. So Domino's pizza has own purchasing department as like as supply chain department. This department main job is taken requisition from supplier then analysis under the requisition, purchase order, invoice and finally payment. When supply chain or purchasing department procurement of raw materials they strongly focus on the raw material quality and condition and they determine procurements of raw materials right time and right place.

Domino's pizza most of the raw materials collect or buying from local supplier. When local vendor cannot provide any raw material that time dominos buying from abroad.

- **Supplier Optimization**

Domino's pizza mission is provide maximum value to the customer. So for provide maximum value Dominos search optimum level of supplier who can provide best quality of raw materials and also focus price term. That's why Dominos collect requisition for purchasing the raw materials and analysis optimum level of supplier.

## Domino's Supply Chain Management

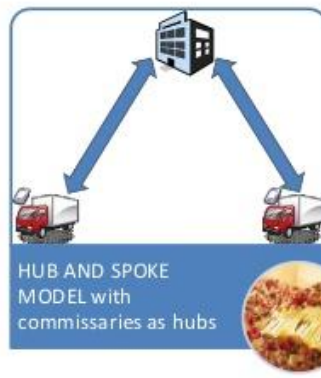
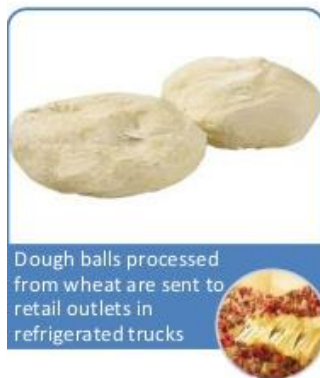


## Supplier of Domino's pizza

Raw material	Supplier
Meat	Bengal meat
Flour	Bashundhara group
Onions	Local market
Tomato	Local market
Cheese	Milki Lux ltd
sauce	Best quality ltd

## B. Distribution channel of Domino's pizza

### Distribution @ Domino's



Distribution channel is way of transfer or reach goods to the customer as well as operational purpose. Domino's pizza has distribution channel. But they don't sell their product by middle man. Dominos directly sell their product to the customer. Their product distribution pattern is

outlet dining, take out and home delivery service. Domino's pizza is world number one service of home delivery. Within 30 minutes Dominos reach their pizza to the customer. Domino's pizza has own mobile apps for order pizza. Customer order pizza by mobile apps then dominos own delivery boy reach the pizza to the customer within 30 minutes.

### **C. Selling of Domino's pizza**

Domino's Pizza Store selling pizza and other authorized products through delivery and carry-out services. These are the franchise formats Domino's Pizza employs:

1. Domino's Pizza Traditional Stores are retail outlets located primarily in shopping centers, strip centers and similar retail locations appropriate parking for delivery vehicles and customers of the store. Domino's Pizza Traditional Stores sell pizza and other authorized products through delivery and carry-out services.

2. Domino's Pizza Non-Traditional Stores sell Domino's pizza and other authorized products and services at non-traditional locations. These locations include office buildings, shopping malls, stadiums, toll roads, airports, zoos, convenience stores and similar retail facilities. Domino's Pizza Non-Traditional Stores will ordinarily offer only carry-out service but may have sit-down facilities depending on the location.

3. Domino's Pizza Transitional Stores are locations where the menu is customized to fit the location. Domino's Pizza Transitional Stores are located in select markets that have fewer potential customers than Domino's Pizza Traditional Stores. Domino's Pizza Transitional Stores generally offer carry-out service only as of the date of the opening of the store and as market conditions materialize. The delivery service will be expanded to the point where full delivery service is offered. At that time the franchisee has an opportunity to convert the Transitional Store to a Domino's Pizza Traditional Store at the same location or such other location as approved by the franchisor.

4. The franchisor also issues licenses to large public entertainment or similar facility operators, like stadiums or their concessionaires, to sell approved products for a license fee based on facility sales. The Licensee can sell pizza and other authorized products for carry-out service at the facility.



## D. Transportation of Domino's pizza

Every company or manufacturing organization need to transportation support for their manufacturing and marketing operation purpose. At the same time Domino's pizza largest international pizza chain and world number one service of home deliveryso for Dominos is a big issue is transportation for their operational activity. Dominos should store selling as well as dining and also take out. At the same time Dominos has home delivery system. So for delivery purpose dominos transportation is motor bike. At the same time Dominos other transportation is temperature control covered Van and also big size truck for carry large volume of raw materials. Every outlet Dominos need to 15 motor bike for serve delivery purpose.





## Types of transportation

- Motor bike
- Temperature control covered Van
- Big size truck

## Transpiration cost of organization

Domino's pizza main transportation is motor bike for delivery the pizza. Every outlet need to 15 motor bike. And also 15 drivers. Dominos provide monthly salary to every drivers and also provide bike maintained cost, fuel cost, bike registration cost.

## Cost of customer

Customer cost is delivery charge for pizza of home delivery. Delivery charge is 60 tk within Dominos trade area.



## E. Warehousing

Warehousing is a space of storage goods where large number of quantity of goods or raw materials should storage for distribution or sold later. Domino's pizza has own warehousing where all of the raw materials should storage and requirement wise raw materials transfer to outlet from warehouse. In Dominos warehouse has cold storage where keep the sensitive raw materials.

Dominos warehouse carried out commissary level. This warehousing has commissary facilities those are focus optimum level of production.

Warehousing major facilities belonging to Domino's pizza in Bangladesh.

### The primary function of warehousing facility:

Warehousing of Dominos pizza main and major responsibility is load, unload, and also moving materials near to distribution center as well as Dominos outlet.

- ❖ Verification and testing load sheets and maps of dough.
- ❖ Pulling loading product using load sheet of company.
- ❖ Trailers strip, sanitize, and pre-cooling the preparation for loading.
- ❖ Product received according to standards.
- ❖ Work area clean up.
- ❖ Proper document maintain.

Dominos warehouse maintain following mechanisms for store of raw materials safely and also minimize the storage cost.

- ❖ Cold storage
- ❖ Refrigerated room
- ❖ Safety box

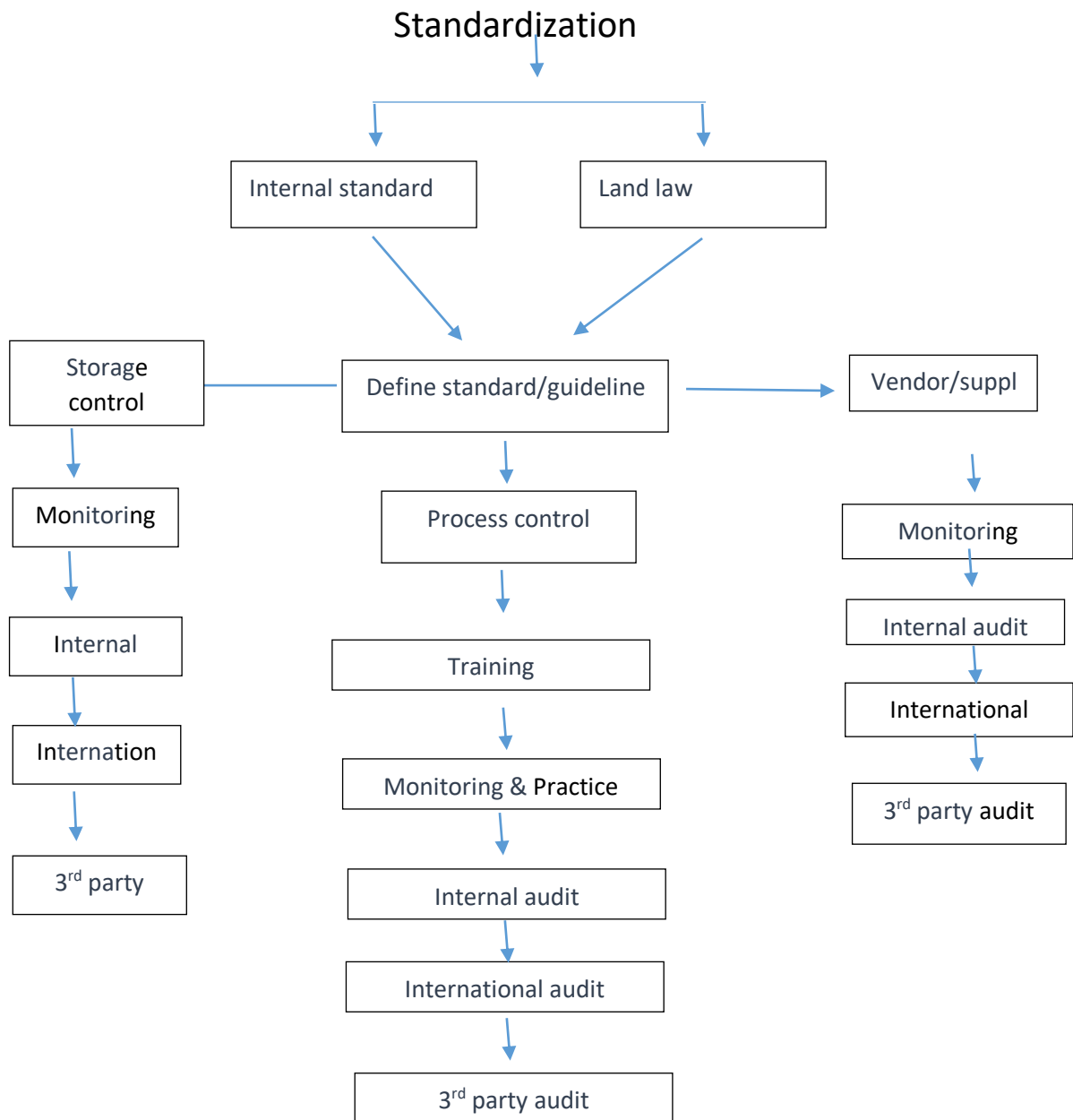
## F. Storage

Stock keeping is an important part for any production organization. Domino's pizza is world largest pizza chain and its demand is high. So must be need to follow storage of necessary element.

- Keeping a track of the existing level of stock.
- Maintaining smooth inflow and outflow of goods.
- Demand forecasting.



## G. Standardization of Domino's pizza



## Sorting

- Small size pizza
- Medium size pizza
- Large size pizza

## H. Pricing of Domino's pizza

In Dhaka city Domino's pizza starting price is 149 tk. Dominos is very competitive pricing for its pizza pricing. Domino's pizza follow reasonable pizza pricing compeer to the other competitors. Domino's pizza pricing depend on its size. Three size of pizza dominos should provide small, medium and large. Different size pizza price is different. They also manufacture vegetarian and non- vegetarian pizza. Both are price id different. Beside of three size of pizza Dominos has sides, desserts and beverage item. This three item price depend on quantity of food. Domino's pizza is world number one home delivery service. Every outlet they have own 15 bike for serve the delivery purpose. Within trade area delivery charge is 60 tk.

### price

### Pizza

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Ultimate Pepperoni	599 tk
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Farmhouse	499 tk
Spicy Chicken	449 tk
Veggi Maxicana	369 tk
Margherita	299 tk

### Loaded pizza

Product list	Price
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Deluxe Feast	649 tk
Meatzza	649 tk

### Sides

Product list	Price
Stuffed Chicken GB	249tk
Garlic Mushroom	249 tk
Choco Lava Delight	199 tk
Garlic Breadsticks	119 tk

## Desserts

Product list	Price
Choco Lava Delight	199 tk

## Beverages

Product list	Price
Mirinda	35 tk
7 up	35 tk
Pepsi	30 tk
Aquafina	15 tk

# Domino's Pizza

### PIZZA

	REGULAR	MEDIUM	LARGE
<b>MARGHERITA</b> <small>Mozzarella Cheese</small>	TK. 149	299	469
<b>VEGGIE MEXICANA</b> <small>Onion, Jalapeño, Capsicum with Mexican Seasoning</small>	TK. 199	369	569
<b>SPICY CHICKEN</b> <small>Spicy Chicken, Onion and Capsicum</small>	TK. 239	449	769
<b>FARMHOUSE</b> <small>Mushroom, Onion, Red &amp; Yellow Pepper</small>	TK. 269	499	899
<b>SAUSAGE &amp; PEPPERONI</b> <small>Chicken Sausage, Beef Pepperoni &amp; Jalapeño</small>			
<b>TEXAS BARBECUE CHICKEN</b> <small>Barbecue Chicken, Capsicum, Mushroom and Barbecue Sauce</small>	TK. 299	599	999
<b>BEF KALA BHUNA</b> <small>Red Beef, Capsicum, Paprika and Onion</small>			
<b>AMERICAN FAVORITE FEAST</b> <small>Pepperoni, Chicken Sausage, Mushroom and Green Chilli</small>			
<b>SPICY PEPPERONI</b> <small>Pepperoni &amp; Extra Cheese</small>			

### LOADED PIZZA

	REGULAR	MEDIUM	LARGE
<b>CHICKEN DOMINATOR</b> <small>Barbecue Chicken, Spicy Chicken, Grilled Chicken Rasher and Chicken Sausage</small>	TK. 349	649	1099
<b>MEATZZA</b> <small>Minced Beef, Beef Pepperoni, Onion and Jalapeño</small>			
<b>DELUXE FEAST</b> <small>Spicy Chicken, Grilled Chicken Rasher, Mushroom, Capsicum and Green Chilli</small>			
<b>EXTRAVAGANZA FEAST</b> <small>Barbecue Chicken, Chicken Sausage, Spicy Chicken, Beef Pepperoni, Red Paprika, Olive and Capsicum</small>			

### DELICIOUS SIDES

<b>GARLIC BREADSTICKS</b>	TK. 119
<b>GARLIC MUSHROOM</b>	TK. 249
<b>STUFFED CHICKEN GARLIC BREAD</b>	TK. 249
<b>BEEF KALA BHUNA TACO</b>	TK. 249
<b>CHICKEN WINGS</b>	TK. 249
<b>CHICKEN MEATBALLS</b>	TK. 249

### EXTRA TOPPINGS

	REGULAR	MEDIUM	LARGE
<b>EXTRA CHEESE</b>	TK. 99	149	199
<b>VEG TOPPING</b> <small>Onion, Capsicum, Jalapeño, Mushroom, Red Bell Pepper, Yellow Bell Pepper, Black Olives, Red Paprika, Green Chilli</small>	TK. 59	79	99
<b>NON VEG TOPPINGS</b> <small>Barbecue Chicken, Spicy Chicken, Grilled Chicken Rasher, Chicken Sausage, Curried Beef, Beef Pepperoni, Minced Beef</small>	TK. 99	119	139

### SIGNATURE DESSERTS

<b>BUTTERSCOTCH MOUSSE CAKE</b>	TK. 169
<b>CHOCO LAVA DELIGHT</b>	TK. 199

### REFRESHING BEVERAGES

<b>FOUNTAIN BEVERAGE</b> <small>(PEPSI/7UP/MIRINDA/MOUNTAIN DEW)</small>	TK. 69
<b>AQUAFINA</b>	AT MRP

[/dominospizzabn](#) [dominos\\_bd](#)

ove shown images are for illustration purpose only. Prices are exclusive of taxes. Prices are subject to change without prior notice. Please check with your order taker for details.

## I. Financing

Golden Harvest Group has formed a joint venture with Indians Jubilant Food works to introduce Domino's pizza in Bangladesh. Jubilant Food Works should be the major shareholders owning 51 percent of the new company, Jubilant Golden Harvest. Bangladesh Golden Harvest should hold the remaining 49 percent. Regarding with shareholders percentage Jubilant should invest 51 percent and Golden Harvest should invest of 49 percent. Profit also getting under the percentage of investment.

## Profit margin

June 30, 2019	39.02%
March 31 2019	38.55%

Calculate Four month profit margin because Domino's pizza opened in Dhaka March 15, 2019

## Responsibilities of finance department of Domino's pizza

- Preparing and review the financial and monthly MIS for the Bangladesh operation.
- Monthly closing of Books of Accounts and Quarterly/Annual Audit handling with Big 4 Audit Firms
- Candidate should be well versed with accounting principles & statutory compliances as per Bangladesh GAAP
- Timely Release of various payments (Cape, Food Bill, store expel, other vendors etc.)
- Supervising Payroll processing & related compliances
- Finalization of Budgets in discussion with various Business Heads. Management
- Reporting, presenting Budget Vs. actual and variance analysis
- Ensuring audit of internal for various process like commissary audit.
- Candidate should be very good in analysis & setting up control processes
- Mindset for a startup, ability to deal with uncertainty, dynamism and flexible approach to work in coordination with other functions in the organization
- To deposit all statutory payment on time and statutory return monthly & quarterly well in time as per Bangladesh law. Filing Income Tax Return in consultation with Tax advisor
- Experience in handling Foreign Remittances, Interaction with BOI and other Banking related activities - Coordination with Bankers for Bank Limits, Daily cash flow transactions etc
- Coordinating with consultants/BOI/Govt depts. on regular basis and ensuring that all the available benefits under various statutes are availed
- Hands on knowledge to work on various ERP's & applications & Good Knowledge of MS Office
- Strong in Communication, presentations, leadership & interpersonal skills

## J.Risk – taking of Domino’s pizza

Risk-taking means taking actions which might have unpleasant or undesirable results.

### Types of risks of Domino’s pizza

- **Political risk:** Bangladesh political condition is unrest. So unrest political condition is hampering all organization marketing and operational activities.
- **Food rotten risk:** Five to sixty degree temperature is danger zone for the dominos food. So it is one kinds of major risk of Domino’s pizza.
- **Technological risk:** Domino’s pizza is world number one service of home delivery. It is mobile apps base delivery system. Suddenly server damage is one of the risk for dominos.
- **Fire risk:** Dominos provide food item. So food burned main element is fire and gas. Both are risk factor.
- **Procurement risk:** All of the time raw materials are not available. This happen to hampering the production. So it is risk for Dominos.

### Risk coverage:

For protection food rotten risk Dominos follow cold chain strategy. At the same time Dominos has strong specific department. Individual department follow individual task that why possible to prevent risk as well as possible to protection specific risk.



## K. Promotional activities of Domino's pizza

Domino's pizza efficiency promotional activity is 1 tk pizza that means delivery charge only 1 tk. Most of the person know about the Domino's pizza. It is world largest pizza chain. So dominos not to need imposed strongly promotional activities. But currently Dominos has number of international chain competitors. That's why Dominos provide promotional activities. Dominos majority of promotional activities done by the mobile apps and website. Dominos has own mobile apps and organizational website. All of the promotional issue, discount, and customer value provide or inform by the Dominos apps. They send to the SMS to individual customer for gain attention and aware about the new discount. At the same time Dominos use customer mail list, advisement by FM radio, bill board, and innovative product and discount promote by the newspaper. Sometime Domino's pizza provide 10% discount and also buy one large size pizza get one small pizza. In India for promotion use by the TV advertisement.

- **Advertising:** Domino's provide their product advertising in FM radio, Pop up ads, Display ad, Digital bill board and their web site also Facebook page.
- **Personal selling:** Dominos all of the outlet employee is trained employee about selling. So they know how to do personal selling. Personal selling capacity is very strong all of the domino's outlet employee.
- **Publicity:** Domino's pizza publicity media is newspaper, left let, bill board, Display ad, traditional occasion and so on.
- **Sales promotion:** Offer, discount, buy one get one free. Sometime Domino's pizza provide 10% discount and also buy one large size pizza get one small pizza.
- **Motivation:** About product motivation is one kinds of promotional activity. Dominos express motivation with the potential and also existing customer.
- **Discount:** 10% discounts and full pizza free, sometime Dominos provide seasonal offer like discount for winter, discount for victory day and so on.
- **1 tk pizza:** 1 tk pizza that means delivery charge only 1 tk for certain period of time.



## Promotional activity



# **Chapter – 4**

## **Analysis and Findings**

## 4.1 SWOT analysis

<p style="text-align: center;"><b>Strength</b></p> <ul style="list-style-type: none"><li>➤ Strong service facilities</li><li>➤ Low price menu</li><li>➤ Variety of pizza</li><li>➤ Quality of pizza</li><li>➤ Quick service at outlet</li><li>➤ Excellent offers</li></ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>➤ Insufficient outlet</li><li>➤ No option for corporate party</li><li>➤ Insufficient Customer vehicle parking.</li><li>➤ High home delivery charge.</li><li>➤ Less promotional activities.</li><li>➤ Rented property.</li></ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"><li>➤ Capture the new customer by low price menu.</li><li>➤ Take away counter.</li><li>➤ Less calorie food menu</li><li>➤ Changing demographic and economic trends</li></ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"><li>➤ Competitors pressure</li><li>➤ New entrance of world pizza market</li><li>➤ Ricky business temperature based food industry.</li><li>➤ Better quality and variety of competitors.</li></ul>

## Strength

- **Strong service facilities:** Domino's pizza has strong service facilities. Every Domino's pizza outlet has large number of employees. This employee able to serve 10 min pizza delivery and cash counter also fast. They have very little technological problem. Domino's pizza has strong IT department that department maintain the technology as well as server. Domino's pizza has own mobile apps. This apps service facilities also strong. Within 30 minutes dominos can serve home delivery service.
- **Low price menu:** Dominos food price is very reasonable compare to the competitor. It is a strong strength for Domino's pizza. They can provide 149 tk pizza. That's why every middle class people can consume the Domino's pizza. Other item price also low.
- **Variety of pizza:** Domino's pizza has number of variety flavor of pizza. Dominos has vegetarian and non-vegetarian pizza. And also different size of pizza like small, medium, and large size pizza.
- **Quality of pizza:** Dominos provide very good quality of pizza. That's why it is world largest pizza chain. For provide better quality they choose optimum level of supplier.
- **Quick service at outlet:** Domino's pizza has strong service facilities. Every Domino's pizza outlet has large number of employees. This employee able to serve 10 min pizza delivery and cash counter also fast. They have very little technological problem. Domino's pizza has strong IT department that department maintain the technology as well as server. Domino's pizza has own mobile apps. This apps service facilities also strong.
- **Excellent offers:** Dominos provide excellent offers as well as discount. Offer, discount, buy one get one free. Sometime Domino's pizza provide 10% discount and also buy one large size pizza get one small pizza. 10% discounts and full pizza free, sometime Dominos provide seasonal offer like discount for winter, discount for victory day and so on.

## Weaknesses

- In Dhaka city Domino's pizza outlet is very insufficient compare to its demand.
- In Domino's pizza outlet there is no option for celebrate any types of corporate party.
- Domino's pizza demand is greater than other pizza chain. In outlet customer crowd is huge. But customer car parking facility is insufficient.
- Domino's pizza has own home delivery service. But delivery charge is gather than other pizza chain.
- In Bangladesh as well as Dhaka city Domino's pizza promotional activity is not efficient.

- Domino's pizza don't buy the property for establish their outlet. Domino's strategy is rented property.

## Opportunities

- **Capture the new customer by low price menu:** Domino's pizza price is very low compare to the other competitors. It is an opportunity for capture new customer. Domino's pizza starting price is 149 tk. In Bangladesh most of the people are middle class people. They want to reasonable food. In this situation Dominos menu price is low that's why Dominos can capture new middle class customer by their low price menu.
- **Take away counter:** Dominos should include two counter one is take away counter another one is dine in counter. By take away counter customer can easily purchase within the short time.
- **Less calorie food menu:** Dominos food contain less calorie. It is a big opportunity for Domino's pizza. Because all over the world most of the people want to slim body. So they want to calorie free food. In this situation Domino's pizza provide less calorie food menu.
- **Changing demographic and geographic trend:** Changing demographic and geographic is a new opportunity for Domino's pizza. Because for this changing person perception remain changer. Day by day person tend to consume fast food. On the other hand income level may change. With the changing income level change to expenditure situation. Person expend large amount of money.

## Threats

- **Competitor's pressure:** Competitors pressure is main threat of Domino's pizza. Domino's pizza is an international pizza chain but another international chain already existing. Pizza hut and pizza in try to provide similar value to the customer. It is a major pressure for Dominos pizza.
- **New entrance of world pizza market:** Pizza market is growing day by day. Many new entrance come to the pizza market and they try to capture the pizza market. It is one kinds of threat for Dominos pizza.
- **Ricky business temperature based food industry:** Five to sixty degree temperature is danger zone for the dominos food. So it is one kinds of major risk of Domino's pizza.

- **Better quality and variety of competitors:** Pizza hut and pizza in try to provide similar value to the customer. It is a major pressure for Domino's pizza. At the same time variety of competitors entering in the pizza market.



## 4.2 Findings

By doing this research, I find out some problems in marketing department and also business development department about marketing of Domino's pizza in Dhaka city. Those findings are:

### ➤ **Insufficient outlet**

Domino's pizza main and major problem is in Dhaka city Domino's outlet is very insufficient compared to its demand and also compared to the other competitor. Domino's pizza is world number one pizza chain. It's now in Dhaka. This demand is high and most of the people know about Domino's pizza. In Dhaka Dominos has two outlets one is Dhanmondi and another one is Uttara. These two outlets happen to be too crowded all operational time. Because there is no other outlet in Dhaka city so all customers gather to Dhanmondi and Uttara. That's why some time management and store employees face gathering problems. This happens hampering their operational activities.

### ➤ **No option for corporate party**

I found that Dominos' other problem is their outlet has no option for corporate parties as well as personal parties. In Dhaka city most of the people are corporate people. So several times they need to have different parties. Other food industries like Domino's competitors like Pizza Hut, KFC, etc. have options for corporate parties. Fast food-oriented customers need to celebrate birthday parties, ceremonies, and so on.

### ➤ **Insufficient Customer vehicle parking**

Domino's pizza is world number one pizza chain. That's why Domino's pizza demand is greater than other pizza chains. In outlets customer crowds are huge. Large numbers of customers purchase pizza from Domino's pizza. But from my project research I found a major problem which is customer car parking facilities are insufficient. In Dhaka city a major problem is traffic. So customers cannot park their cars in front of the outlets on the road.

### ➤ High home delivery charge

Domino's pizza has own home delivery service. But delivery charge is higher than other pizza chain. Every Domino's outlet has their own 15 motor bike for the pizza delivery purpose within trade area. By this motor bike delivery charge is 60 tk. It charge is higher than other other food industry and also food delivery rides. Such as pizza hut, KFC, Burger king, Harpy, Food panda, Pathao food, Uber eats and so on.

### ➤ Less promotional activities

Although domino's pizza demand is high. Majority of people know about the Domino's pizza. But it has huge competitor pressure. So overcome the competitor pressure need to focus promotional activities for Domino's pizza. I found that Domino's marketing department not provide or focus continue promotional activities. It is one of the marketing department problem. Other competitors like KFC, Pizza hut, Barger king follow to continue promotional activities. In Bangladesh as well as Dhaka city Domino's pizza promotional activity is not efficient.

### ➤ Rented property

Domino's pizza don't buy the property for establish their outlet. Domino's strategy is they take rent from other party property. As a result for rented property need to pay extra money month to month and also Domino's pay large number of amount security deposit. As a result for rented property pay large amount of rent on this adding its cost.



**Chapter – 5**  
**Recommendation and**  
**Conclusion**

## 5.1.Recommendation

From my observation, analysis and from the about findings I have found some recommendations for the betterment of Domino's pizza. The following steps may be taken by the company:

### ➤ Increasing outlet

As soon as possible Dominos business development department need to increase their outlet in Dhaka city. Present situation Dominos need to 8 outlet in Dhaka city. My recommend is that after 8 outlet in Dhaka city need to open Domino's pizza in outside of Dhaka.

### ➤ Creating option for corporate party

If Domino's pizza want to increase their sale need to create or provide option for corporate and also personal party to the customer. In Dhaka city most of the people are corporate people. So several time they need to happen different party. For create customer party option sell will increase.

### ➤ Ensuring sufficient Customer vehicle parking

From my observation I recommend that most of the Dominos customer has own car. But Dominos customer car parking facility is insufficient. So Domino's pizza need to ensure sufficient customer car parking. They can rent building base mint for customer car parking.

### ➤ Reducing home delivery charge

Domino's pizza has own home delivery service. But delivery charge is gather than other pizza chain. Every Dominos outlet has their own 15 motor bike for the pizza delivery purpose within trade area. By this motor bike delivery charge is 60 tk. It charge is higher than other food industry and also food delivery rides. So right now Dominos need to reduce 10 tk home delivery charge and it is possible because they have own motor bike for home delivery purpose.

### ➤ Increasing promotional activities

From my analysis I recommend that Dominos need to provide continue promotional offers and activities. Some time they need to provide buy one get one free offer, Provide gift voucher , Certain period of time free pizza delivery , Bundle offer and so on.

### ➤ **Buying property**

Domino's strategy is they take rent from other party property. As a result for rented property need to pay extra money month to month and also Dominos pay large number of amount security deposit. As a result for rented property pay large amount of rent on this adding its cost. Dominos is established international pizza chain. So for cost reduce they need to buying property for open outlet.

## **5.2 Conclusion**

The main purpose of this report was to find the marketing activities as well as marketing of Domino's pizza in Dhaka city. Domino's pizza is largest international pizza chain. The company is in the maturity stage. Generally they are trying to expand their seed business all over the country. They have potential strong brand image in Bangladesh. They are providing very high quality pizza and delicious sides. They are now focusing on developing or open number of outlets in Dhaka city. They have strong customer loyalty in the fast food market. They are following some marketing strategy. Ultimately, the goal of these activities is to reach the pizza door to door. They need to focus promotional activities in various ways. In order to become the market leader they must be developed their strategy. Without sales in business can generate profit and without profit no business can run or achieve their goal. After all Domino's pizza need to focus opening number of pizza outlets for fulfill the customer demand.

I wish all the luck to Jubilant Golden Harvest. As well as to Domino's pizza.

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