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Case Study of Domino’s Pizza

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Overview

The company was started by the Monaghan brothers (Thomas and James) in 1960.

The company has increased its revenues steadily since 2009. In the most recent release of its financial statements, revenues increased to $2.47 billion, representing an 11.5% increase from the previous year. The company has over 14,000 stores in operation worldwide, most of them are franchises.

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How the Company Started

The Monaghan brothers bought out a small pizzeria called DomiNick's. They split the duties of running the place. But, after a short period, James did not want to continue and sold his share of the business to his brother. The payment was a Volkswagon Bug they used to deliver the pizzas.

The brothers put up $500 and financed $900 to continue the operations. After Thomas took over the operation, he opened two new stores.

In 2009, J. Patrick Doyle took over as CEO with the initiative of turning the company around.

Initial Problems

The company received criticism for its policy on free pizza if deliveries are not made within 30 minutes. It caused drivers to drive erratically. Drivers were charged if they did not make it within the 30-minute window. Since their pay depended on getting the pizza to customers on time, they were not cautious in their deliveries. Two lawsuits in which one person was killed and another severely injured, made the company rethink the strategy.

Why it Works

Customers know what they are getting with products made from Dominos. The quality is ensured by the corporation. The prices are good, and the products are tasty enough without high expectations. It is considered fast-food, so customers know they won't have to wait long for their food.

[redacted] in some cases, delivering pizza.

Promotion:

The company offers stores as franchises. This benefits the corporation as someone else is taking on most of the risk of the operation and the company reaps the rewards. The franchisee gets the backing of the corporate name and branding. The concept is already proven. The franchisee need only implement the business based on guidelines from the corporation.

The company uses coupons to attract customers. Sometimes, it is a great reminder that a dominos exists in a particular area. You may have seen coupons in your local newspaper or community flyer. The company also uses direct mail to send coupons.

In 2009, the company revamped its product line and hired professional chefs to improve the recipes. Commercials show Doyle admitting its previous products were not up to standard. In an apologetic manner, the company pleaded with customers to give Domino's another chance. Whether or not this was a company ploy to increase sales, it worked.

The newest technology gives the company the ability to offer discounts to customers immediately. They can receive these discounts at the time of ordering.

The company has recently introduced a rewards system which should help increase its sales in the future.

Domino's has been a strong advertiser for many years. This advertising benefits the franchisees which will eventually funnel through to increased sales for the corporation.

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Features:

On Glassdoor.com, employees approve of the CEO, Patrick Doyle at 81%. However, recommending the company to friends has a rating of only 61%. The overall rating for the company is 3.4 stars.

One reviewer stated the company has great benefits including vacation and what is called Domino Days.

Others complain that when the store gets busy it becomes difficult to take your breaks. This is a common complaint at many fast-food restaurants, however.

Most drivers complain about wear and tear on their personal vehicles. They are responsible for their own gas and they can rack up serious mileage while working there.

On ConsumerAffairs.com, which is not associated with a government agency, ratings are low for the company at 2.5 stars. The company has a mixed set of reviews on this website. Many of the reviews are localized to particular stores. However, this still reflects badly on the corporation.

One reviewer, who is apparently a manager, states that the pay is not good for people at his level. He says it cannot support a family.

On a New York-based Yelp.com search, several negative complaints suggest this particular location does not care about its business. Again, this reflects poorly on the entire franchise, even though it is localized. Of course, some of the complaints are about how the pizza doesn't taste like the local pizzerias. Domino's does not hold out to be the same as a local pizzeria. However, customers should not be ignored, which seems to be a large complaint at this store.

Lessons Learned by The Business

Rest of Document Omitted – to see the rest of this document in production, go to:

http://bestqualityplr.com/product/dominos-pizza/
