

# [Pizza delivery industry](https://assignbuster.com/pizza-delivery-industry/)

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Pizza Delivery Industry Business: Pizza Delivery Industry According to statistics from Franchise Disclosure Document, Americans consume an aggregate of 300 acres of pizza per day and at least 93% of Americans consume pizza at least once per month. These values have reflected proportionally to the growth of the pizza industry which is a $40 billion enterprise at the moment.   
Recently, Americans have opted for take-outs and deliveries to eating out. This concept has enabled the population to make use of technologies to their advantage and it saves on the money spent on gas, drinks and tips. The customization of this industry to meet the customers’ needs has played a major role in its growth trend. Moves like: allowing the customers to choose the kind of toppings they prefer, has played a role in boosting their customer scope.   
Big Opportunities   
The pizza delivery structure enables the customers to place their delivery orders online or to call the pizza outlets. What these franchises have in common is that they offer delivery services. This method’s convenience is however dependent on weather conditions and gas prices.   
Innovation   
The key to success in this industry is the ability to keep up with current developments in the food industry. One instance is the idea of frozen pizza which has gained popularity in many households in America. The concept of social media is more involved now than ever. This is in light of recent discoveries which showed that nearly a half of pizza consumers visit Twitter or blog sites in search of pizza recommendations before they place their orders. Then there is a new trend among the youth; that of placing orders through text messaging. It is a trend that is rapidly getting popular and is being adopted by franchises in an attempt to keep up with recent developments.   
The pizza industry will continue to mature if it never runs out of the sense of novelty.   
Word Cited   
Pizza Industry Analysis 2014, Retrieved from,   
http://www. franchisehelp. com/industry-reports/pizza-industry-report/