

Marketing

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Pizza hut serves as the brand that is characterized by quality and reliable services since 1958 in United s of America. The motto of the company is thereby based on the same lines of “ We take pride in making a perfect pizza and providing courteous and helpful service on time, all the time. Every customer says, “ Ill be back!”. Being an internationally recognized and established food chain, Pizza hut takes into account the social considerations of a given environment and cultural context. The brand also ensures fully engaging the locals and winning the locals trust and providing them with opportunities towards bringing constant improvements.

Pizza hut as a brand and company has also aimed at expanding its presence through the usage and incorporation of digital technology and online services availability.

Management based assessment of Pizza hut in the form of SWOT enables understanding various areas of improvements and already established points of interests. These primarily include reducing on the raw material costs, providing for the reduction in the delivery costs, bringing about variety in terms of the items offered . ensuring that the foods so provided are all health centric also makes up for the company’s policies and objective which it aims to undertake and achieve. A brand name that has hardly and ever let down the clients makes up for the major strength of the company as a whole.

References: