

# Conduct a swot analysis on pizza hut restaurant commerce essay



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Pizza Hut is a Texas based American eating house concatenation and international franchise which specializes in assorted type of pizza and other side dishes. It is recognized as the worldwide taking pizza eating house. SWOT analysis is indispensable to happen out the existent state of affairs and status of a selected Pizza Hut Restaurant. Pizza Hut Queensbay is chosen as the topic of this SWOT analysis to calculate out its market portion and to further better its sharing in the market. SWOT analysis is a strategic planning method which is widely used to place the nature of a concern regardless of the field involved. SWOT is an acronym of 4 of import footings in accomplishing an aim which is strength, failing, chance and menace.

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## **History of Pizza Hut**

Pizza Hut was founded by the late brothers of Dan and Frank Carney in Wichita, Kansas in the twelvemonth of 1958 after they borrow \$ 600 from their female parent to get down up the concern. Finally, PepsiCo buy out the company in 1977 after it had become the largest pizza concatenation in the universe since 1971. It 's presently a subordinate of the universe largest fast nutrient eating house company, YUM! which is really a spin out independent company from PepsiCo. Pizza Hut has more than 11 1000s franchises worldwide.

## **Worldwide market portion of pizza eating house**

### **Strength**

Pizza Hut as the worldwide taking pizza franchise decidedly enjoys a good reputate and being recognized as one of the best pizza shaper in the town.

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This would perfectly being shared by any of their franchise including Pizza Hut Queensbay. Second, with a broad assortment of pizzas and side dishes it would decidedly pull anyone with or without an empty tummy. Pizza Hut besides offers higher quality of pizza as compared to other pizza mercantile establishment ; they use the finest cheese and best ingredients in the market to fulfill their client. Pizza Hut Queensbay is located at the lower land floor of Queensbay Mall which is a high traffic zone as people who looks for nutrients who ne'er miss this peculiar country as there are many eating houses about at that place every bit good. Given its strategic location, Pizza Hut Queensbay could pull much attending from the shoppers no affair it is weekday or weekend. After walking and shopping around the promenade the shoppers would decidedly desire to happen a topographic point to rest their palling pess and to feed their empty tummy ; the tempting, delightful and mouthwatering pizzas would be enticing the client to the celebrated Pizza Hut. Most significantly, the unique and strategic location of Queensbay Mall which is really adjacent Bayan Lepas Industrial Zone therefore the employees from the mill happen it convenient to hold their repasts at Queensbay Mall. People ever find it difficult to acquire a parking topographic point in this crowded metropolis, that 's why Queensbay Promenade with more than 2000 parking topographic points is an ideal topographic point to halt by regardless of a hot cheery twenty-four hours or a to a great extent raining twenty-four hours. This immense advantage is traveling to pull more people to halt by Pizza Hut to hold their tiffin or dinner.

## **Failing**

There is nil so called perfect, that 's why Pizza Hut Queensbay has got its ain defects excessively. Although Pizza Hut offers a broad scope of pizza to their client but somehow their bill of fare is more towards western gustatory sensation alternatively of eastern. This is a immense disadvantage to them because Malaysia is an eastern state, more people would prefer eastern spirit because this is the local civilization and tradition. Besides that, most of the pizza eating house offering similar type of pizza, client ever looks for fresh and new thing during meal clip ; worsening in satisfaction might take to client cut down their visiting clip to Pizza Hut excessively. Furthermore by offering client high quality of pizza and services, the monetary value charged for the nutrients are relatively high to other. Peoples would ca n't afford the expensive nutrients might finally travel for a cheaper option. Nowadays people want to populate and eat healthily, the fact that Pizza Hut does non offer organic ingredient to be included in their bill of fare harm their market portion excessively. Another obvious failing in Pizza Hut Queensbay is that they do non take on-line orders, apart from being unable to present the nutrients to their client ; they besides did n't supply a platform for client to straight pick up their nutrients at the eating house wake puting orders.

## **Opportunity**

In every crisis there is an chance. The failings that can be seen in Pizza Hut Queensbay do agencies that they have room to be improved. This chance including contriving new spirits of pizza suited to the appetency of the client. Advanced pizzas, new formulas and spirits with different crusts and exceeding are a aureate chance that can be seen to beef up Pizza Hut clasp

on their market portion. Besides that, Pizza Hut should offer some seasonal pizza which is merely available during certain clip merely. More and more clients would love to hold their repasts at Pizza Hut because of the limited clip merely merchandises. Pizza Hut should make some attempt to cut down their cost and farther lessening the monetary value of pizza so that more people could afford to bask. The monetary values at Pizza Hut are rather brawny for the low or in-between income people. Organic nutrient should be included to give people a better pick of eat and unrecorded healthily.

Following, Pizza Hut Queensbay should truly see restitute their eating house as the eating house looks instead dull and old compared to the eating house around them which has merely gone through a series of redevelopment.

Good interior design and ambiance can pull attending from shoppers as people tend to eat merrily under a good ambiance and clean environment.

Last but non the least, Pizza Hut Queensbay should offer on-line order and bringing so that more people get to bask their amazing pizza and other side dishes such as hot wing, pasta, squid ring and cuneuss etc. Fast turning of engineering can be handy in covering with client and day-to-day concern as it could duplicate up the velocity of day-to-day work in the eating house regardless of kitchen or dining tabular array.

## **Menace**

Due to people ever looks for low-cost nutrient that could offer the similar satisfaction, Pizza Hut Queensbay face a stiff competition from La Boheme Bakery which ain by Aeon Jusco which offer pizza in well cheaper monetary value. Customer can take to purchase pan pizza at La Boheme Bakery which is RM18 for a 12inches pizza while Pizza Hut offers the same size pizza at

RM29. 90. The monetary value spread is rather large and obvious ; moreover clients can take to purchase the pizza in piece which merely cost them RM3 each. This convenience offer by La Boheme Bakery is suited for those people who traveling for a smaller part of repast. As reference before, the strategic location of Pizza Hut is besides sharing by other eating house such as Nando 's, Kenny Roger 's Roaster, McDonald, and Dave 's Deli etc. Domino 's Pizza which is located at Krystal Point should n't be a direct menace to Pizza Hut Queensbay because it is really 2km off from Queensbay Mall but someway being a rival that offers similar type of merchandise, it would decidedly impact the market portion of Pizza Hut Queensbay. Furthermore, Domino 's Pizza Krystal Point do provides bringing service which is a favourable ground for the workers that could non travel the eating house themselves.

### **Solution/Suggestion**

To really keep and increase the market portion of Pizza Hut Queensbay, few stairss needed to be taken in order to counter the failings and menaces to farther better the strengths and discover more chances. First of wholly, supply more advanced pizza suited to the locals ' appetency. Second, do the pizza low-cost and healthy with organic ingredients. It wo n't be so easy to revolutionise the online order and bringing system of Pizza Hut Queensbay, but someway little alterations should be made to farther increase the market portion it has enjoyed for old ages. For case, bringing within the promenade and the store lots around Queensbay Mall can be introduced for the convenient of the people working nearby.

## **Decision**

As a consequence of the SWOT analysis, Pizza Hut as the world-wide leader in term of market portion in pizza eating house must travel through a series of revolution to pull more clients. By uniting the of all time turning of engineering and a better theoretical account of concern, Pizza Hut Queensbay can put to accomplish more in the sharing of market. With the aid of their well-trained employee, Pizza Hut Queensbay should ever set the clients in first topographic point and supply the best nutrients and services in order to sky-rocketing their market portion.

## **Question 2**

What macro-environment factors would impact on the operation of Pizza Hut Restaurant at Malaysia?

## **Introduction**

Macro environmentA factors are unmanageable external determiners that affect how a concern operates. They are mostly within the control of the concern, and frequently need alterations in operating, production, direction, and selling. Analysts frequently categorize them utilizing the acronyms PESTEL. Broken down, PESTEL stands for political, economic, societal, technologic, environmental and legal concern.

## **Political**

Political macro environment factors include things like revenue enhancement policies, government-issued safety ordinances, the handiness of authorities contracts, and even displacements in the commanding political party.

International Torahs, such as trade understandings and duties, may impact

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the supply and demand ironss and available markets for many different companies as good. The policies and actions of the authorities wherein Pizza Hut is located, whether national orA local impact how theA concern is being conducted. The political andA legal conditions thatA could impact the concern ofA Pizza Hut are theA policies ofA the local and national authorities towards concern, if the authorities is more unfastened in the constitution of legion Pizza Hut eating houses, so more eating houses will be established. On the other custodies, if the policies do non protect the concern so fewer eating houses will be established. Another factor is the ordinance of the concern and the environment. If the concern environment is non friendly with the company, so there is a possibility that Pizza Hut would see open their new franchise in other state who welcomes their constitution.

## **Economic**

A market roar, recession, or turning rising prices job can all alter the manner an organisation programs for the hereafter and operates in the present. Economic factors are frequently hard to measure, since economic prognosiss and analyses vary widely between experts. Unemployment degrees, comparative foreign exchange rates, and the province of the planetary economic system can all aid or ache a concern ' ability to acquire needful constituents and maintain a stable net income. This portion is concerned on the overall position of the economic system. The macro economic system of a state has a immense impact on the concern such as Pizza Hut. Factors in the economic system include the gross domestic merchandise, the unemployment and rising prices rates, the foreign trade shortage and excess. If theA overall economic system of a state isA non favorable, lesserA



people will franchise Pizza Hut because they will most likely lose a great sum of money alternatively obtaining net incomes. With its focal point steadily on quality and assortment, Pizza Hut has given a new dimension to regular pizza eat-outs. However the trifling higher monetary values may stay a concern for in-between category locals with lesser buying power and disposable income. The position is steadily bettering as more of us embrace fast nutrients to accommodate the gait of our life

## **Social**

The temper and demographics of the population make up the societal country of macro environment factors. For illustration, a society that places an accent on self-guided occupations with room for creativeness may do organisations to redefine occupation descriptions and accommodate the theoretical account of the workplace to pull workers. Social tendencies, such as a penchant for on-demand nomadic media devices, can besides act upon which merchandises a company makers and where it chooses to pass advertisement dollars. It is the most hard from the four factors because the attitudes and beliefs of people are hard to quantify. A Aside from the attitudes and beliefs, demographic factors such as population and life anticipation are besides of import facets in the analysis of the societal factors. The influence of the values and beliefs affects the concern of Pizza Hut. A For case in Malaysia, porc is non served in the Pizza because Muslim is non allowed to devour porc. This is mostly due to the high per centum of Muslim indigen in the state every bit good as Malaysia being a Muslim state excessively. The altering tendencies in the gustatory sensation of the consumers besides play a critical function in the external analysis of the

environment. Consumers will demand that the nutrients to be healthy if the current tendency in the society leans toward wellness witting. Peoples tend to eat spicy nutrient in Malaysia which would finally take to the bill of fare traveling toward this type alterations. Food has no linguistic communication. Good nutrient is appreciated by everybody across the Earth. Pizza Hut has its concatenation around the universe. It has taken huge attempt to provide to its clients non merely in a certain country but worldwide.

## **Technological**

Technological macro environment factors can impact how organisations do concern. A new type of computing machine bit, machinery, or merchandise created through research and development can assist a company stay modernized and in front of the market curve. Pizza Hut Malaysia must be able to accurately place which new developments will be genuinely utile, and which are merely crazes. The pacity alterations in engineering presents have immense impacts in the concerns. The factors that have influence Pizza Hut Malaysia including research and development, cyberspace and e-commerce, and other new engineerings. The research and development has immediate effects on the concern of Pizza Hut Malaysia because through R & A ; D new merchandises are created or developed for the concern. Besides that, the cyberspace and e-commerce besides conduces to the technological factors because through them clients can give their feedback sing the merchandises and services offered by Pizza Hut Malaysia which can besides assists in bettering the quality of merchandise and service of the company. Locating shops and puting orders come in Handy for the Pizza Hut lovers excessively. With their practical shop sort web site, Pizza Hut Malaysia offers

the clients aA broad assortment of options to take from menuA and supplying new offers from clip to clip through their practical shop sort web site. Now orders can besides be placed through nomadic phones. High terminal engineerings are used at the hard currency counters

## **Environmental**

Environmental concerns are of import to concerns both in the short and long term. In the short-run, things like natural catastrophes can disrupted production and supply operations, or even destruct company assets. Plans such as environmentalA hazard assessmentA can assist companies fix to manage many of the most likely short-run crises. In the long position, nevertheless, concerns may hold an involvement in guaranting that their supply ironss are non destroyed by unsustainable patterns.

## **Legal**

Legal factors can restrict or alter how a concern operates. For illustration, they may hold to engage extra supervisory staff or purchase safety equipment after a new wellness and safety jurisprudence is passed. ChildA labourA frequently limit the hours a minor can work and necessitate set interruption periods. If an organisation employs several bush leagues, it may hold to engage extra aid to cover the hours when the bush leagues can non lawfully work. Legal factors are determined by both local statute law and regional and national Torahs. In some instances, companies that do concern internationally are besides affected by international Torahs.

## **Decision**

Pizza Hut as the leader of world-wide pizza eating house needs to accommodate to alterations when it comes to keeping their day-to-day operation. As the innovator of pizza eating house in Malaysia, all the impact of the PESTEL ( macro-environmental job ) is decidedly non a fresh thing for Pizza Hut but to keep their clasp on the current market is traveling to necessitate immense attempt from all the employee. Nevertheless, all these macro-environmental jobs could be overcome from clip to clip with the proper method of managing from the direction of Pizza Hut Malaysia.