

# Business pizza hut



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Pizza is an oven-baked, flat, generally round bread that is usually covered with tomatoes or a tomato-based sauce and often mozzarella cheese, with other toppings added according to region, culture or personal preference. Pizza has a long, complex and uncertain history that often inspires heated debate. Pizza as we know it today began in Naples in the Campania region Italy but the exact sequence through the many flavored flatbreads of the ancient and medieval Mediterranean to the dish we now call pizza is not fully understood. Since the late 19th century pizza has spread throughout the world.

### Pizza Hut

Pizza Hut is a restaurant chain and international franchise based in Addison, Texas, USA specializing in American-style pizza along with side dishes including pasta, buffalo wings, breadsticks, and garlic bread. Pizza Hut is the world's largest pizza restaurant chain and is a subsidiary of Yum! Brands, Inc., whose restaurants total approximately 34, 000 restaurants, delivery-carry out units, and kiosks in 100 countries. History of Pizza Hut

The journey of Pizza Hut began in 1958, when two college students and brothers from Wichita, USA, Frank and Dan Carney, opened the first Pizza Hut restaurant at their hometown on June 15, 1958. After borrowing \$600 from their mother, they purchased some second-hand equipment and rented a small building on a busy intersection in Wichita. The result of their entrepreneurial efforts was the first Pizza Hut restaurant, and the foundation for what would become the largest and most successful pizza restaurant company in the world. When Carneys were setting up their first restaurant, the building had sign with room for just nine characters.

They wanted to use “pizza” in the name, which left room for a word with only three letters. A family member suggested the building looked like a hut – and Pizza Hut was born. At the same time Pizza Hut was growing in and around Kansas, Shakey's Pizza was developing a stronghold along the West Coast. The competition provided Pizza Hut the impetus to evaluate its mission and direction. Dan and Frank Carney saw Shakey's expanding into their territory and realized that they needed to determine if Pizza Hut should be in the entertainment business or if it should be a neighborhood pizza restaurant.

They decided to stick with the neighborhood business and realized that they needed to have a good standard image. The Carney brothers began to systematize operations and building designs to counter the competition from Shakey's. The franchise network continued to grow through friends and business associates, and by 1964 a unique standardized building appearance and layout was established for franchised and company-owned stores, creating a universal look that customers easily recognized.

The very first or prototype version of a Pizza Hut restaurant building which was mostly used from 1950 to 1961. It is still used at only four Pizza Hut Locations. By 1970, with 314 stores nationwide, Pizza Hut went public on the New York Stock Exchange under the stock ticker symbol PIZ. In 1977, Pizza Hut was acquired by Pepsico, who later also bought KFC and Taco Bell. In 1997, the three restaurant chains were spun off into Tricon, and in 2002 joined with Long John Silver's and A&W Restaurants to become YUM! Brands. Pizza Hut has opened Pizza Hut Express which specialize in small 9" pizzas.

The oldest continuously operating Pizza Hut in the world is in Manhattan, Kansas, in a shopping and tavern district known as Aggieville.

Pizza Hut: Today Pizza Hut is not only the acknowledged leader of pizza industry worldwide, but it is also the world's largest pizza chain. It has more than 12, 000 restaurants across 100 countries, employing more than 300, 000 people, serving 1. 7 million pizzas everyday to more than seven million customers. Pizza Hut is the highest-flying brand of Yum! Restaurants International, which is also the parent company of KFC, Taco Bell, A&W and Long John Silvers. Taking other four brands with Pizza Hut, Yum! Restaurants International makes up the world's largest restaurant group. Pizza Hut in Bangladesh

Pizza Hut opened its doors to the Bangladeshi market on the 6th of December, 2003 and ever since then it has been one of the most popular fast food outlets in Bangladesh. Transcom Foods Limited, a concern of Transcom Group is the franchisee of Pizza hut in Bangladesh. With a seating capacity of 220 persons, the first outlet of Pizza Hut is located on South Avenue, Gulshan-1. Currently there are three outlets, two in Dhaka which are situated at Gulshan-1 and Dhanmondi, while the other at GEC Mor, Chittagong. Another 2/3 outlets are set to start operations soon. In the next three years, Pizza Hut plans to roll out another 4 outlets in Bangladesh.

All foods served in the outlets in Bangladesh are halal. Pizza Hut Bangladesh has an annual all you can eat offer during the Islamic holy month of Ramadan. One thing can be noted that Pizza Hut in Bangladesh charges the most among its operations in the countries of the subcontinent and the menu is also the most limited in the region. Currently the outlet is offering

two different menus for vegetarian and non vegetarian along with different tastes soup, pasta, salad, and sea food. While observing and analyzing we came to know that the price offered in Pizza Hut is competitive and food-lovers would not be paying an extra taka for enjoying the International Standard food. The Dhanmondi outlet of Pizza Hut was opened in March, 2008. In our project we will be focusing on the new outlet of pizza Hut at Dhanmondi.

#### Address of Dhanmondi Outlet

754, Sat Masjid Road, Dhanmondi R/A, Dhaka-1209, Bangladesh [pic] This outlet is opened from 11am to 11 pm. Mission statement The mission of Pizza Hut is

To provide the perfect mix of great food, great service and great place at a great value to the customers who are looking for a grand experience.

They believe in positive intension, and maintain a strong internal environment by developing their competitive work force. The latest technological tools along with the best support systems from their franchiser YUM! International is used to ensure easy workflow and to make the restaurants the favorite in the Country.

#### Description of the Physical Setting and Internal Environment

##### Physical Layout

The new outlet of Pizza Hut is situated in one of the most attractive areas of Dhanmondi 12/A. It is very easy to go there as all form of transportation is available. People can park there car and go upstairs by the stairs that take them directly to the restaurant. At the front of the building in the second and

third floor the logo of Pizza Hut has been attached so that from outside any one can recognize the building of Pizza Hut.

The restaurant is situated in the second and third floor of the building. It has been decorated as a duplex. The take away counter is at the right of the stair in the second floor. After entering the restaurant in the second floor, any one will find the kitchen in the left side and the counter in the right side.

The second floor has got a small space. This floor is decorated mainly with furniture for couples and the third floor is mainly used for large groups and arranging parties. The sitting arrangements for groups are made with sofas with red in color and a long table. For couples there are cane chairs with square wooden tables. All the tables are arranged beautifully with square sized plates, tissue paper, fork, knife, salt case, and red pepper case. Anyone can sit by the glass window and enjoy the scenic views of Dhanmondi.

Taking the stair from the second floor any one can go to third floor which is bigger than the second floor. In the third floor there is a kid's play ground which is well equipped with color full toys. It increases the joy of both parents and children as parents can enjoy their meal easily when their kids are playing happily in the play ground. The decoration of the Pizza Hut is very impressive. They have decorated the place with different types of wall posts and pictures. The color the wall they have used red and cream color. At the top of the wall they have placed glass with pictures of leaf, tomato, mushroom, onion, and cheese.

The third floor is more specious. At one side of this floor there is a wooden wall self which is filled with glass bottles filled with colorful staffed onion, ginger, carrot, mushroom, olive and different raw materials that are used for <https://assignbuster.com/business-pizza-hut/>

making pizza. There is a beautiful wall post in left side of the stair which displays how the pizza is being made. There are also some posters which displays information about the new arrivals in this outlet.

The magnificent interior decoration of Pizza Hut attracts the customers as a magnet and they feel all the time to come here and enjoy their leisure time. The decoration is has been made comfortable for both the customer and the employees. So that employee can work easily and serve the customer better. This has increased their productivity and made distinct from others.

In this outlet management has tried to make the customers aware about steep stairs by posting cautions in different place. like- “ Caution ! Watch your Step”.

To make the customers careful about the glass walls by posting caution like-“ Do not Lean”

The Dhanmondi outlet of Pizza Hut has the facility of neat and tidy washroom in both floors. Both the washrooms are situated in one corner of the floors and both floors have good number of basins to wash their hand with liquid soaps. All the time the cleaners are cleaning the floor and tables in front of the customers so that customers can get the idea of their cleanliness. The whole settings of Pizza Hut have made it distinct from others.

#### Accommodation

The Dhanmondi outlet of Pizza Hut can serve around 150 customers. Their sitting arrangement is for two types of customer groups:

1. For Groups 2. For Couples. One type of sitting arrangement for large groups where ten people can easily be seated and enjoy their food with their

friends and family members. Another type of sitting arrangement for small groups consists six people can sit together. And couples have face to face view to serve their emotions. There is only one counter to serve ice-cream, beverage, and meals.

### Physical Environment

Physical environment plays a vital role in to generate customer satisfaction and to make the business successful. Although Pizza Hut is an international chain restaurant it has always tried to blend our cultural with their organizational culture which has make them different from other restaurants. For this reason Pizza Hut has been able to offers the same great taste, wonderful dining experience and excellent service at affordable prices as the first international chain restaurant in Bangladesh. The management of Pizza Hut is very well organized and they do not compromise with the food quality and generating customer satisfaction.

To give an overview of Pizza Hut now we will give part by part description of the physical environment of Pizza hut which will help to understand why customers feel so attracted towards Pizza Hut and dragged to it.

#### Lighting:

A well lighted space always charms people to dream about their fantasies. The great think about Pizza Huts is that the lighting system of Pizza Hut is not dull like typical fast food restaurant. Good number of Ceiling light is flushing the entire place there which creates beautiful view both in insight and oversight. They have used spot lights to create beautiful view insight the restaurant. The lighting is very bright, which makes everything look clean



and inviting. They have placed additional lights where there are wall portraits. Overall, the lighting is quite good and adequate to make the place more attractive.

#### Noise and Music:

There is no specific level of silence required and applicable for the customers of Pizza Hut. This is a gentleman's place and teenagers hang out here, too. Pizza Hut has got a quiet a big space as a result noise can not create disturbance to the customers. Always there is some music playing around which gives the customers a festive mood. The volume is light, making the environment more pleasant. The management basically prefers fusion, slow rock, techno and instrumental sort of genre. The music makes a festive atmosphere, but does not seem overwhelming. When people dance with the music in any birthday party and other parties the whole environment becomes more joyful. The whole compound being completely airtight, outside road noises are not that much to hamper anyone. But still the inner room is comparatively more protected from outside traffic noises.

#### Odor:

Whenever a person walks in the door of the Pizza Hut, he/she is immediately overwhelmed by the strong smell of yummy fresh pizza which anyone can hardly escape. People feel to rush towards insight and have a tasty pizza. As the waiters are always serving pizza along with pasta, soup and other food items, always the air is filled up with the smell of delicious foods which increases customer's appetite. Other than that the Pizza Hut uses different types of air freshener to keep the air fresh.