

The pizza company vs the pizza hut



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It is surprising that Pizza has become a popular food among Thai people. The Pizza Company and The Pizza Hut, the only two biggest pizza companies in Thailand, have contended for the pizza leadership for many years. People consume so much of pizzas that pizzas have been in the top ten Thais' favorite foreign cuisine. While using service of these two companies, have you ever noticed the distinction between the two companies? Actually, there are three qualities that are considered different between The Pizza Company and The Pizza Hut.

Firstly, The Pizza Company and The Pizza Hut are dissimilar in terms of varieties of menu. The Pizza Company has varieties of menu. It innovates six new pizza toppings per year, so the innovation is every two months in average. For example, "30 Bites Pizza", the new pizza topping, has just innovated recently. Now, this brand has more than thirty toppings, sells more than ten kinds of Pasta and has Swensen's and Dairy Queen as extra menus for delivery order. In contrast, The Pizza Hut has fewer menus than The Pizza Company.

The Pizza Hut in America has just remade brand as a "Pasta Hut" in order to add more choices of Pasta menus. However, their menus are not as various as The Pizza Company. To illustrate, from The Pizza Hut's website, only six kinds of Pasta are available but there are eight kinds of Pasta in The Pizza Company's website as choices. Besides, The Pizza Hut in Thailand has improved their menu by focusing on the crust. The brand realized that crust is the part which people often leave it, so they try to persuade the customers by creating the diversities of crusts.

However, even The Pizza Hut has variety of crusts; it seems that The Pizza Company's overall menus are still more assorted. Secondly, both two companies have different number of branches. Due to Thai brand name, The Pizza Company has only 206 branches worldwide including 177 branches in Thailand. Conversely, The Pizza Hut has much more branches than The Pizza Company. The brand, from the report, branches out 10, 700 branches all over the world while there are only 76 branches in 12 provinces in Thailand. Although the total number of Pizza Hut restaurants around the world is much higher than The Pizza Company, The Pizza Company has more branches than The Pizza Hut in Thailand. The marketing activity is the third difference between The Pizza Company and The Pizza Hut. The Pizza Company usually comes up with many effective types of promoting activities. As an illustration, The Pizza Company supplies Buy One Get One Free (BOGO) promotion. The brand has supplied the BOGO every March for seven years as a thank you campaign. Resulting from this campaign, the sale rises up to 20% every year.

In addition, The brand appeals to teenagers by using teenage presenters such as Froy Nattapong and sponsoring famous reality show, Academy Fantasia. On the other hand, The Pizza Hut has fewer marketing activities. As a 50-year brand, The Pizza Hut concentrates only on the food innovations. The brand gives important to the food innovation and the quality of food. They form the " Innovation Team" to develop Pizza menus and test the taste of every new Pizza. Nevertheless, this strategy does not persuade the customers well as The Pizza Company's marketing activities. Moreover, The Pizza Hut uses just the ordinary media.

The brand usually uses common media which do not interest the customers much; such as radio, newspapers, magazines, outdoor and transit media. In conclusion, The Pizza Company is different from The Pizza Hut in case of the varieties of menus, the number of branches and the marketing activities. The Pizza Company demonstrates the varied types of menus and outstanding marketing activities whereas The Pizza Hut is regarded as the biggest franchise pizza restaurants in the world. If you prefer the assorted pizzas and desserts, The Pizza Company will satisfy you most.