

Organizational culture of dominos pizza commerce essay



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I have chosen the DOMINOS PIZZA as a business. The reason why I have chosen this business because it is famous all over the world. I have went many different branches , and taste the delicious spicy food. I have been worked their six months , so I known these areas well, as well as knowledge regarding my work place. It is also an education provided business with good quality of food and service. Therefore it is an ideal business to choose report writing.

INTRODUCTION OF DOMINOS PIZZA:

DOMINOS PIZZA is an international pizza delivery corporation . It is the second largest chain in the United States. Its headquarters is in , Ann Arbor , Michigan United States. Dominos has 60 international markets . Moreover it also has 9000 corporate and franchised stores . In 1998 dominos pizza was sold to Bain capital and finally went in the year 2004

MAIN FEATURES OF DOMINOS PIZZA ARE :

Pizza

Pasta

Wings

Salads

Cheese sticks

Variety of desserts items

SERVICES :

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Home delivery

Lobby

Take away

HISTORY OF DOMINOS PIZZA :

Famous person , tom monaghan and his brother , James purchased Dominicks a small pizza store at Michigan in the year 1960. But after eight months later , James also traded his half business to tom for beetle. Finally he named the business Dominos Pizza . Inc. in 1965. The logo for the company planned with the new dots to each store. Slowly and steadily Dominos experienced rapid growth . finally at last 200th store opened by franchise. Franchise also opened their website [www. dominos. com](http://www.dominos.com) which help the customers to book their orders online. Today's it Dominos has spread through at all world and it is quite famous now a days at all levels.

COMMUNICATION IN DOMINOS :

This business is completely depending on communication. People working there as a group and every one communicates with each other. Main purpose of communication is to send a message by sender to receiver and get feedback from receiver. The staff of Domino's use email, notice board, posters, and pamphlets for communication. For example:-if any information needs to pass all team members a notice will clipped with notice board and it can be send by e-mail. so this also a way of communication.

QUALITY:

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DOMINOS's have date; time in all areas of the restaurant to ensure that entire product from raw to cook is of the highest standard. Date, time are checked regularly by staff whether product from chillers, production bins or front counter.

So we can say they provide quality to the customers.

SERVICE :

As well as hot, fresh product delivered accurately and in a timely manner, customers expect impressive service. Domino's says about customers treat them as they expected to be treated, greet them in warm, friendly manner and always have smile on staff's face.

FINDINGS :

ORGANISATIONAL CULTURE:

Culture is about activities of a people like how they great to other. It's a multicultural organization . In Domino's the employees are from different Culture and different countries so its multicultural organization. I think it's a need of the workplace because some time face different culture people for communication. As we know Newzealand is a place where people come from different part of the world. So for development a business in Newzealand we need different cultural employees, who can communicate with different cultural people and it helps to the business. Dominos also teach their employees about social ethics, professional ethics, and individual ethics.

In Dominos's we learn a lot from knowledge and experience during communication with our higher level like if a crew person communicates with a restaurant manager, he is directly affected by the way of communication of the restaurant manager because the restaurant manager knows how to communicate.

Organizational GOAL

The goals of Domino's are as follows:-

1. Domino's vision is to be the world's best Quick service restaurants experience.
2. Domino's is committed to maintaining and developing the best food products in the quick service restaurant market.
3. In order to deliver this, the company has made a number of commitments to food safety and nutrition.
4. Lead the quick service restaurant market by a program of site development and , profitable restaurant openings, and by attracting new customers. Increasing sales through promotions will enable them to continue their program of expansion.

Business Demographics

I want to give an example of myself about knowledge and experience in that organisation when I was given an interview for this organisation the selection committee didn't ask me about any past experience I learned all from

workplace by training, communication with the other staff of the organisation.

Training period teach more everyone in Dominos. Seniors always shared their knowledge with juniors, which is very helpful for juniors.

1. Crew Trainer Crew trainer is person who trains the crew member and give his experience and basic knowledge of workplace to the crew person. So trainer gives the basic knowledge like how to make burgers, how to clean workplace etc.

2. Managers The number of managers depends on capacity of Domino's as how much busy it is. After passing crew training stage crew become crew trainer and he will be able to give training to other trainees. Therefore training manager is a person who teaches next lesson to crew trainers. He also shares his knowledge and experience with trainees.

3. Organisations Manager He is the person who has all responsibilities of restaurants like in our group there are five restaurants he is the big boss of all restaurants. He is most experienced person in the restaurant and he had all knowledge about restaurants.

Group Dynamics

As i explained about team of Domino's where i am working is from different culture like some of them are from India, some of them are from Philippines and some of them are from Fiji, Samoa. So it's a big thing to communicate each person with each other. The communication is main thing which attach them each other and make them work as a group.

The communications in organisation develop and improve communication skills of employees because this workplace is all based on communication. For example when a crew member or manager taking order from the counter he have to speak English and listen English so it can develop both speaking and listening of the crew or manager. Crew and Manager make a team for any organisation so it's away which develop whole team.

Meeting Management In management meetings communication process should be clear, professionally, logically.

Professionally - The communication which we use in meetings of organisation related to our profession.

Clear - Communication should be clear which make good sense for listener.

Logical - Communication should be logic full or related to the matter which actually we want discuss in meeting.

Purpose - The purpose of communication should clear for all the meeting attainers.

Stakeholders :

In stakeholders we can include internal and external factors which are affected by organisation like employees, distributors, Govt. Media etc. The chosen organisation by me communicates with all stakeholders those individually related to organisation by excellent way.

Networks :

The organisation is connected with internet for everyone and they use emails, letters, posters and other advertising material to connect with people. The internal network of the organisation is connected by LAN (local area network) and WAN also (wide area network).

Conclusion :

This business is based on two things one is internal and other is external internal which I discussed in this report which is communication in organisation and second is people because it is people based business. So to get success in this business organisation have to concentrate on both things.

Recommendations :

As Domino's have many communication objectives like creating awareness, imparting knowledge, projecting an image, shaping attitudes, stimulating a want or desire, affecting a sale. According to me they should add some more communication objectives like educate, encourage action, reward consumer, match the competition, beat the competition, make a promise, and fulfil the promise. They should provide some more facilities to them like for the parents they should provide special discounts on their special days (Birthday, Marriage Anniversary) and for children they should open Kids Zone on their every stores so that they can enjoy their time.