

# Pizza hut vs greenwich essay sample

[Media](#), [Advertising](#)



Greenwich Pizza is one true Filipino pizza chain. It is a small entrepreneurship that made an extraordinary leap to the big league. What started out as a small over-the-counter pizza store in the Greenhills Commercial Center in 1971, is now the Philippines biggest pizza chain. We are not just the biggest. We are the Philippines favourite pizza chain. We give you a scrumptious blend of exciting pizza and pasta innovations, all prepared for the comfort of the Filipino taste. More than just delicious food choices, we offer to transform your everyday dining into shared delightful moments with friends. Mission

We strengthen relationship through bonding and sharing over our best-tasting and best value pizzas and pastas. Vision Greenwich is the dominant and unquestionable no. 1 pizza and pasta destination.

#### Strengths Weaknesses

“ Customer Loyalty” Instead of targeting all customers, They only need to target new customers in order to grow their business. “ Quality of the Products” They sell products for a price as low as possible but it affects the quality of it. “ STRONGER BRAND IMAGE” Greenwich re-invents itself more with a more dynamic “ G” logo to attract more customers. This brand look is also an indication of how attuned the company is with the ever-changing times and evolving customer lifestyles. “ POWERFUL ADVERTISING” Greenwich aggressively harnesses tri-media to communicate all the benefits consumers can enjoy at them. This is augmented by the use of outdoor advertising materials and merchandising collaterals that help heighten public awareness of Greenwich offerings. All these complete effective campaigns and exciting promotions that inevitably translate to high sales performance.

Pizza Hut is the world's largest pizza restaurant company specializing in Pan Pizzas and Stuffed Crust Pizzas. There are more than 7, 500 restaurants in the United States and more than 4, 500 restaurants in over 80 countries and territories around the world. The company is the recognized leader in the pizza category. The reason behind Pizza Hut's success all over the world is its steadfast belief and uncompromising drive in providing customers the best in terms of product quality, service, cleanliness and value. Pizza Hut pizzas are made with fresh dough baked daily and smothered with our very own Pizza Hut special tomato sauce, tender meat toppings, crunchy vegetables and a double layer of 100% pure imported Mozzarella cheese. Service is an attitude in Pizza Hut. Crew members are trained to make customers feel appreciated. Customers are treated with courtesy, attentiveness, respect, and enthusiasm. Cleanliness is a must in Pizza Hut as much as giving customers the best value for their money.