

# Domino's pizza social responsibility essay sample

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## INTRODUCTION

Domino's Pizza started with just one store called "DomiNick's" bought by brothers Tom and James Monaghan for \$500 in 1960. James traded his half of the business to Tom in 1965, and as sole owner Tom renamed the business Domino's Pizza Inc. In 1978 the 200th Domino's store opened, and things really began to cook.

By 1983 there were 1,000 Domino's stores, and in the same year Domino's opened its first international store in Winnipeg, Canada, followed by its first store on the Australasian continent in Queensland, Australia in the same year. By 1989 Domino's had 5,000 stores in operation, making it the fastest-growing pizza company in the world, with stores in the UK, Japan, and South America.

In Malaysia, Domino's Pizza was officially launched by Tom Monaghan, founder of Domino's Pizza Inc, in September 1997.

As at February 2013, there are 103 stores operating all over Malaysia, with 61 in the Klang Valley, 12 stores in Johor, 8 in Perak, 8 in Pulau Pinang, 6 in Negeri Sembilan, 4 in Kedah, 3 in Melaka and 1 in Perlis.

With the healthy growth in Malaysia, Domino's extended its presence to neighboring Singapore in 2009. There are currently 13 outlets operating in Singapore and growing aggressively

Corporate Social Responsibility

DOMINO'S ACTIVELY PURSUES COMMUNITY PROJECTS

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Domino's believes in giving back to the community through its various Corporate Social Responsibility (CSR) programmes. It is as important to grow the business, as it is crucial to give back to the community in which our stores are located. Apart from participating in numerous charity events throughout the year in conjunction with Malaysian festivities, Domino's also embraces children's education rendering assistance to schools and schoolchildren alike. Our passion for education extends beyond mere financial assistance but is aimed at inculcating a CSR mindset not only on the children but all who work at Domino's.

#### \* DOMINO'S SUPPORTS SCHOOLS PROGRAMME (DSS)

The Domino's Supports Schools Programme (DSS), which was introduced in 2002, is specially designed to complement the education system through activities that fall under two major themes - academic/co-curricular and sponsorship. As a corporate organisation, we strongly believe that education is an important element in creating a progressive knowledgeable workforce. Domino's prioritises the communities surrounding our stores as best as we can, and our key aim for this programme is to aid schools within the vicinity of our stores. Since the launch of the project, Domino's has contributed benefits totaling about RM1 million to more than 50 schools.

#### \* THE PROGRAM HIGHLIGHTS.

##### \* The education seminars.

This seminar has run for 7 consecutive years, and is tailored to help students enhance their performance both in the classrooms as well as in their co-

curricular activities. It also aspires to develop the students' social well-being and expose them to career opportunities and development. This is in line with Domino's belief that students should not only study hard but study smart as well to achieve good results.

#### \* The ' HELP-THE-NEEDY-PROGRAMME'

The key objective of the ' Help-the-Needy-Programme' is to aid the schools within the vicinity of Domino's pizza stores in raising funds for financially underprivileged students.

#### \* FUNDRAISING INCENTIVE SCHEME

Domino's newest addition to the programme is aimed at further incentivising schools to participate actively in our various fundraising projects. Every end of the year, Domino's will reward the top 3 schools that raised the most funds through activities that they have organised throughout the year. The teachers are not forgotten either because we will also present prizes to the top 3 coordinating teachers based on the participation of their schools in Domino's DSS Programme.

#### \* ANNUAL CHARITY DRIVE

In the spirit of 1Malaysia, Domino's endeavours to bring cheer and joy to the less fortunate during Malaysia's major festive occasions. Domino's annual visit to charity organisations during festive seasons in Malaysia like Chinese New Year, Hari Raya Aidilfitri, Deepavali and Christmas aims to foster closer ties between Domino's and the community.

## CONCLUSION

Domino's pizza are well known company that actively participate in social responsibility. Their contribution in Corporate Social Responsibility are mainly focus towards education and youth, since they will be next generation of successors.