

Domino's marketing mix assignment

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This is because Domino's is having an offer which customers who order up to two regular pizzas only cost RM 30. Pizza Hut is using a marketing strategy in order to capture consumer's philosophy by selling their personal pizza and every day \$10 large pizzas offer. Papa John's do has its promotions where customers buy any medium or large pizza will get same size of another pizza for free on Tuesday only. From the aspect of media advertising, Pizza Hut has always been named for the good advertising. Pizza Hut has widely promoted by all kinds of advertisement through television, radio, newspaper.

In Malaysia, we seldom see Domino's and Papa John's advertisement on television but frequently heard from radio or print media. Basically all pizza company does direct marketing like they selling pizza through internet and number. PLACE Since Domino's is not a dine-in restaurant so Domino's does not offer dine-in as a method to distribute its products. With the advent of mobile APPS, Domino's has now digitized their system for the ease of ordering. Online ordering is also a method that Domino's used to distribute its products to the customers. Domino's utilizes minutes or less delivery or it's free basis.

Pizza Hut uses three different methods of places its products directly to the market. The first method of distribution used by Pizza Hut is by delivery. Customers can call Pizza Hut and place order, and then the order will be delivered to the customer's home. Secondly, customers can choose to dine-in in restaurant over delivery. Lastly, Pizza Hut does receive orders from the internet from customers who would like to order a delivery. Similarly, Papa John's is using delivery to distribute their products to their customers. Other

than that, they also using dine-in as a way to give-out their products unlike Domino's.