

Business level strateg in malaysia of pizzahut restaurants marketing essay



**ASSIGN
BUSTER**

In 1958, Frank and Dan Carney had an idea for a great local pizza restaurant in Wichita Kansas. The small 25 seat restaurant only had room for 9 letters on the sign the building looked like a hut so Pizza Hut was born. Fifteen years later, we opened the first UK restaurant planet, Let see listen Pizza Hut Story from them. In 1958 Frank and Dan Carney open the first Pizza Hut in Wichita Kansas. In 1972 1000 restaurants are open throughout the USA. In 1973 Pizza Hut went international with restaurants Japan, Canada and England. In 1977 PepsiCo bought Pizza Hut. Furthermore in 1980 Pan Pizzawas internal. Therefore in 1992 there were 9, 000 restaurants in 84 countries. In 2002 Tricon Global became YUM brand Inc. Finally in 2008 they bought Godfathers Pizza in Ireland with 28 stores. The mission statement of Pizza Hut is they take pride in making a perfect pizza and providing courteous and helpful service on time all the time. Every customer says, We are the employer of choice offering team members opportunities For Growth, Advancement, And Rewarding Careers in a Fun, Safe Working Environment.

ANSWER FOR QUESTION 1

I HAVE CHOOSE ONE OF MY PLACE PIZZA HUT THAT IS FROM TESCO IPOH
THE SWOT ANALYSIS OF PIZZA HUT @ TESCO IPOH

STRENGTHS

Pizza Hut is the market leader in the tesco ipoh and providing different products of pizzas as there are no competitors in this sector. They are specialized in pizzas. Moreover they are ISO in international standard organization certified. Another big strength and even a competitive advantage is the fact that they have a full service in tesco ipoh restaurant as <https://assignbuster.com/business-level-strateg-in-malaysia-of-pizzahut-restaurants-marketing-essay/>

well as delivery services. Because of the restaurant, Pizza Hut can market too many different segments that other pizza chains to the new product pizza. For example, Pizza Hut can market to families much easier than Dominos or Little Caesars, because pizza hut is place children have fun moreover with their happy meal compare other fast food places. Furthermore, pizza is easy food take away and random food for families they lazy to cook for their foods.

WEAKNESSES

However, the fact sometimes the business n tesco will be low went the days comes to mon -fri in working days. Because in the tesco the business seldom works with the customers comes there often to eat pizza hut. Pizza Hut has higher overhead costs, due to the tesco restaurant that other competitors don't have to deal within it. Some of the pizza hut have different kinds of are expensive for customers. Another result of higher overhead costs is higher prices Pizza Hut must charge. Obviously, Pizza Hut is not the low cost producer. They rely on their quality pizza and good service to account for their higher prices. Therefore they are providing less range of customers and of products comparatively with high prices . They are more focused on Western taste instead of Eastern. Moreover, customers go for their small shops so can get their foods cheaper than pizza hut. So pizza hut restaurants must focus on their prices so often so that their will get customers randomly. In tesco their seldom comes their to buy grocery and expensive things then pizza hut must show their promotions oftently for coming every customers.

OPPORTUNITIES

<https://assignbuster.com/business-level-strateg-in-malaysia-of-pizzahut-restaurants-marketing-essay/>

New markets can be explored and new opportunities they can gain in tesco pizza hut in ipoh that makes customers comes again. Pizza Hut can come up with the new recipes considering the Eastern taste of the people as like McDonalds. Diversification of new products can increase their market share. The most good receipes pizza hut the most customers enters. They can reduce their prices because of more resources. The opportunities of workers comes there is type of students and college students. The managers of pizza hut restaurant must organize the work oppornutunies to other people so often get work easy by raising the salary and free of foods for workers who works in the restaurant. Threfore the managers can give their workers promotions on their salary montly with overtime works on nights.

THREATS

Pizza Huts number one threats are from their competitors. Currently, Their closest competitors is Dominos pizza who is working to open their Branch in ipoh garden south. The dominos advantage over pizza hut is their lower price . Furbertmore Little caesars who is establishing the ir self in India and might move to Pakistan is another one of Pizza Huts competitors, right behind Dominos in market share. Little Caesars is famous for offering large quantities of pizza for less money. New entrance like Dominos pizza in Pakistan market can affect their market share. Other local restaurants can affect their market share by providing pizzas with lower price. Social factors can affect their image as a Western organization. Besides that pizza hut in tesco ipoh their will get lower price by the customers they provide with the profits they overcome through. The more thearts their give the more customers their get and profits earn easy with different types of customers.

<https://assignbuster.com/business-level-strateg-in-malaysia-of-pizzahut-restaurants-marketing-essay/>

Type of treats that their can give is like cheaper price compare domino, kfc, burger king and mc Donald. Besides that, their can open free wifi so get customers for their daily operation.

SEGMENTATION

Main segments which Pizza hut in tesco ipoh has captured are the combination of higher incomes and dual career families, due to higher income consumer have more disposable income , allowing them to eat out more often. Pizza Hut in this place holds the most market share in the Pizza industry, thvice of the perceived quality and service of the company will help to ensure a better the average chance at a successful introduction of a new product. The introduction of a product that keeps with today trends is also important to reduce the risk of failure. Pizza Hut maximum market segment is younger generations. These generation ranges from 12to 30, the overall spending of these generations is mostly on non essential items , the higher amount of spending has been done on eating out. Therefore in tesco ipoh the pizza hut is the the most youngster place to enjoy their meal.

POSITIONING

In Pizza Hut in ipoh they are 9 different types of branch between in shopping malls n standards shops. Besides that pizza hut constant endeavor to provide extra value whether it is pizzas which are available to suit every price range , new promotions or the introduction of innovative product ranges that puts a yum on every customers face has allowed it to increaseits presence in Tesco restaurants. Pizza Hut went on to play a significant role in pioneering and developing this category in Malaysia. In the positioning type <https://assignbuster.com/business-level-strateg-in-malaysia-of-pizzahut-restaurants-marketing-essay/>

their need to open different type location like by cities and often customers goes there for their meal. Before their opens the pizza hut restaurant in the place their must check so any fast food restaurants are there between our new restaurant.

MARKET TRAGETING

Pizza hut targeted market defines them as a family product. This is because they don't really directly market their customers. They are target everyone whereas their competitors target a certain gender or age. But pizza hut targets a wide range of customers. This is because they want to make the most money and who blames them. They have many competitors are everywhere. There are just a few that are main competitors and pizza hut will always try to be the best and get the most money by making their products better quality but also cheaper. They try to offer something different with their product as well. They offer a range of stuffed crusts to try and attract customers. They alo do vegetarian options with meet free pizzas and a salad and pasta bar. Not a lot of restaurants offer a salad and a pasta bar. This is another competitive idea to attract or customers.

CONCLUSION

Pizza hut has many targets which it has achieve in a given period of time. The time-period is mostly a year. Therefore , in order to fulfill the targets different strategies are adopted by Pizza hut. It can be concluded troviding hat these strategies have been successful and there is flexibility in the strategies, as they can be changed with the changes in the market

conditions as well as the targets. their can be the worlds most famaous by <https://assignbuster.com/business-level-strateg-in-malaysia-of-pizzahut-restaurants-marketing-essay/>

promoting their recipe in good and nice so many customers comes to pizza hut restaurants to enjoy their meal with happiness. Pizza hut from tesco ipoh can successful in their business by making customers and profits by promoting different kinds of food and type of pizza with different recipe compare to adult and kids. The compare business their can make by providing and differentiation between dominos pizza that is besides their fight mission. And their pizza hut restaurants fight missions in from dominos and different types of fast food. Pizza hut can win their business by making new types of food that their make for cutomers every weekend. Pizza hut in 2012 can successful because they making their customers by providing toys and item for kids. The pizza hut is more promote then other fast food nowadays . Pizza hut in tesco ipoh a little low business because they are located with kfc, and mc Donald and their business are more better than two restaurants in tesco ipoh. Tesco ipoh is a famous supermarket complex that more lower prices in the Malaysian. In Malaysian pizza hut is the more fast food in different types food receipes. Malaysian the hottest price and level prices fast food is pizza hut from Malaysian restaurants.

INTRODUCTION FOR QUESTION 2

About Pizza, Some will tell you Italy. That's wrong. What you know as pizzacame into vogue around the time of Napoleon and the French revolution. Italians, known to be lovers of fine food and wines perfected and importedthis terrific dish to America. From here it quickly endeared itself to massproduction and re-export to the rest of the world. Bon appetite. Pizza hut is actually like a famous brand from Italy and the main thing is from Malaysia and how many types pizza hut restaurants in here by compare the <https://assignbuster.com/business-level-strateg-in-malaysia-of-pizzahut-restaurants-marketing-essay/>

business. In 1958, Frank and Dan Carney had an idea for a great local pizza restaurant in Wichita Kansas. The small 25 seat restaurant only had room for 9 letters on the sign... the building looked like a hut... so ' Pizza Hut' was born! Fifteen years later, we opened the first UK restaurant and since then we've become the biggest Pizza Company on the planet, Let see listen Pizza Hut Story from them. The macroenvironment in the ipoh tesco is more noisy because the most of the customers comes there for buy their grocery and spend their time with kids and families. The most macro environment in tesco ipoh is good but of the noisy type comes surround the restaurants.

ANSWER FOR QUESTION 2

PROMOTIONS

The objectives of promotion are to introduce a new product, stimulate demand, change the short-term behavior of the customers, and encourage repeat or greater usage by current customers comes to tesco ipoh. Pizza hut uses many promotional strategies. The main promotion is a coupon to purchase is the customers takes from the entrance of ipoh tesco . This promotion is also distributed mainly by mail, but also by fliers on college campuses around the ipoh garden in order to reach the target market. They are using billboards on main stream places to get there customer. They are also distributing door to door brochures to capture more and more customers. Pizza huts also using marketing techniques to catch customers. These are the strategies Pizza hut is using for its marketing. Pizza huts try's to attract the younger generation as their main market segment. Apart from this Pizza Hut is using intense marketing strategies they are also giving ads

in magazines, advertising, media and radio, internet. Advertising campaign will create awareness of the products in our target markets by customers.

PRICE

As there are no such competitors of Pizza Hut which could compete with the quality of pizza produced at Pizza Hut, therefore, the pricing strategy adopted by Pizza Hut is 'market skimming'. Pizza Hut has adopted this pricing strategy as they want to hold maximum share of the market by maximum profit. This is a golden era

for Pizza Hut, as there are no competitors and hence, Pizza Hut is free to charge any price they want in different types of receipts. They are charging higher prices due to the uniqueness of the product. They satisfy the target market as the food quality is worth the price paid. The pricing strategy is not just to get the worth of quality but also to gain maximum profits before any competitor enters because then Pizza Hut will have to change its pricing strategy. Although the prices would be lowered with the new entrants in the market but not to a greater extent as the quality food products are not home-produced. They are imported from different countries keeping in view the best quality. First, this pricing strategy will help segment the market.

Different groups of customers are willing to pay different prices for the same product. The high/low pricing strategy will also create excitement. The pricing strategy adopted by Pizza Hut is 'market skimming'. Pizza Hut has adopted this pricing strategy as they want to hold maximum share of the market by maximum profit in the Ipoh Tesco. This product will emphasize product and service quality by customers surrounding the places.

PRICE/DISTRIBUTION

It refers to the best place to offer program. That is the place where it is located and through what channels are we distributing programs and the competitive advantage lies in distribution. The pizza hut place is located to the place with citizen comes there . This site has been chosen keeping in view the following factors. It is in an out of centre location on retail with good parking accessibility. Secondly the catchment area is of a specified minimum size and within a given drive time to the site. Distribution The type of distribution channel used by Pizza Hut is the direct channel. The direct channel is successful when there is an extremely large market that is geographically dispersed. The direct channel is also useful when there are a large number of buyers, but a small amount purchased from Malaysia. Pizza Hut uses three different methods of selling its products directly to the market.

PRODUCT

Product refers to the actual program you are planning. The goal of pizza hut is to develop the best product with the resources available. PizzaHut sells pizzas in four different sizes: personal (an individual serving), small, medium and large, though most stores have done away from with the small size. A variety of toppings are available, plus “ specialty” styles, including Meat Lovers, Pepperoni Lovers, Cheese Lovers, Veggie Lovers, DoubleCheeseburger, Supreme, Super Supreme and the newly introduced PizzaMia. The pan pizza has a thicker crust than most other commercially available pizzas . so their products have help them to

retain their customers and to increase them. They provide their customers with complete nutrition plan and healthy food is guaranteed. The nutrition plan also clearly tells diabetes patients can use what range of food at Pizza Hut. Over weight patients are also satisfied and the pizza with less cholesterol can be ordered. This encourages the customers to visit Pizza Hut rather than going elsewhere. As Pizza Hut has to boost its sales in the existing markets, so they the new food products are introduced in all branches line-by-line because all branches are operated in co-operation with one another. Different products for different regions are also developed as there are choice differences. Pizza Hut offers a long list of products and never afraid to offer new products like in Peshawar according to market they introduce the very first "Chapli Kabab Pizza" which was very healthy product by Pizza Hut in this region. There are a lot many products according to different geographical places. Like in India they have got their vegetable pizzas, which has a large market there but not the Cow Meat Pizza

BUSINESS LEVEL STRATEG IN MALAYSIA OF PIZZAHUT RESTAURANTS

Business level strategies are plans made to gain a competitive advantage over its rivals in a market. Hence, all the businesses need to adopt business level strategies in order to compete in a competitive environment. If we take a look at the Malaysia market, there are no large competitors of Pizza Hut but unlimited small competitors exist in the market. The threat of competitors is very low as there is no international food chain offering pizza in Malaysia at present. Therefore, present strategies adopted by Pizza Hut are keeping in consideration the present competition. Whereas, in future this competition

<https://assignbuster.com/business-level-strateg-in-malaysia-of-pizzahut-restaurants-marketing-essay/>

will increase and Pizza Hut will have to change all its business level strategies in order to compete with its rivals. In very near future Dominos is opening its first branch in Malaysia and many cities. This would be a threat for Pizza Hut and hence, the strategies would be changed.

POLITICAL FACTORS

Political issues include regulatory framework operating in judicial system which may affect the business in different ways. There are not many political factors in Malaysia affecting Pizza Hut as is lack of competition. Factors such as laws on business employment, pollution and taxation apply on the organization which it has to follow regarding the rules. In Malaysia there have simple tests for their different restaurants like example cleaning options and polluted options.

ECONOMICAL FACTORS

If the country's economy is better so the GDP of the country will be good, this is a green signal for the business as the per capita income of the people will be increased and they will spend more money. In our survey we came to know that most of the people in the beginning of the months spend more and they visit pizza hut very often. When the inflation rate increases the cost of raw material also increases and this leads towards high prices of the products and vice versa

SOCIAL FACTORS

Pizza hut is a multinational and it is basically originated from America so the organization is overwhelmed by western culture. There are social forms of society which consist of Upper class, middle class, middle upper class, lower class and lower class. Every country has cultural norms, values, beliefs and religion which can affect the organization.

TECNOLOGY FACTORS

Now a day's technology is improving so as baking and heating ovens will be of new and efficient technology and will provide efficient service. Due to new technology there are new ways of marketing like internet; telemarketing and the organization can do the same as wifi and internet.

CONCLUSION

This forced competitors to look for new methods of increasing their customer bases. Many pizza chains decided to diversify and offer new non-pizza items such as Buffalo wings, and Italian cheese bread. The current trend in pizza chains today is the same. They all try to come up with something newer, bigger, better, pizza for a low price. Offering special promotions and new pizza variations are popular today as well. For example, chicken is now a common topping found on pizzas. In the past, Pizza Hut has always had the first mover advantage. Their marketing strategy in the past has always been to be first. One of their main strategies that they still follow today is the diversification of the products they offer. Pizza Hut is always adding something new to their menu, trying to reach new markets. For example, in 1992 the famous buffet was launched in Pizza Hut restaurants worldwide.

They were trying to offer many different food items for customers who didn't necessarily want pizza hut.

REFERENCE

WWW. PIZZAHUT. COM. MY

WWW. PIZZA MALAYSIA. COM. MY

MARKETING STUDIES REFERENCE

TABLE CONTENT

QUESTIONS

INTRODUCTION QUESTION 1

ANSWER FOR QUESTION 1

INTRODUCTION FOR QUESTION 2

ANSWER FOR QUESTION 2

CONCLUSION