

A COMPARATIVE STUDY BETWEEN ON PIZZA HUT AND DOMINO'S PIZZA

PROF. DR RAJESH KUMAR*

Keyword: Pizza , Domino , Pizza hut ,

Introduction of Pizza Hut

Pizza Hut is one of the flagship brands of Yum! Restaurant Int. which also has KFC, Taco Bell, A & W and Long John Silver's under its umbrella. It is the world's largest pizza chain with over 12,500 restaurants across 91 countries.

Pizza Hut was started in 1958, by two brothers Frank and Dan Carney in Wichita, Kansas. They had the idea to open a pizza parlor. . In 1959, the first franchise unit opened in Topeka, Kansas. Almost ten years later, Pizza Hut was serving one million customers a week in their 310 locations. In 1970, Pizza Hut was put on the New York Stock Exchange under the ticker symbol PIZ. In 1986, Pizza Hut introduced delivery service, something no other restaurant was doing. By the 1990's Pizza Hut sales had reached \$4 billion worldwide. In 1998, Pizza Hut celebrated their 40th anniversary, and launched their famous campaign "The Best Pizza under one roof."

The first Indian outlet was opened in June 1996 in Bangalore. In India, Pizza Hut has 139 restaurants across 36 cities. Pizza Hut has been voted the "best family restaurant" for the second year running at the 2007 Tommy's Parent Friendly awards. "Pizza hut is known for quality, innovation and category leadership.

Major products they offer are pizzas, appetizers, pastas, cakes and beverages.

* Asstt. Professor, department of business administration , Post graduate govt. college-11, chandiagrh

Pizza Hut In India

Pizza Hut comes to India with a dine in restaurant. Bangalore that has special vegetarian pizzas. In addition to traditional Italian toppings, it incorporates Indian favourites such as Chicken tikkas, Lamb Korma etc. In its list of innovative toppings. Along with Pizzas, the menu features appetizers like garlic bread and soups, fresh salads, oven bakes pastas and choice of ice-cream sundaes. Pizza Hut airs its first ever ad during the Super Bowl. Pizza Hut delivers 30% of the 12 million pizzas delivered on Super Bowl Sunday. This is the biggest pizza delivery day of the year. On May 30, Pizza Hut introduces two varieties of chicken-topped pizza, Italian chicken and Chicken Supreme.

- Pizza hut opens a restaurant in the capital's building bustling M-block market in Greater Kailash-I. Unlike the existing Pizza Hut at Shanti Niketan which is delivery counter for just pizzas, this is dine-in where the entire menu (salads, appetizers, pastas, deserts and of course pizzas) is available. Letting Delhites get a taste of Pizza hut and getting them to.
- Pizza Hut launches a meatier pepperoni. Pepsico announces restaurant spin-off. Pizza Hut launches "Totality New Pizzas" a quality initiative putting sliced fresh vegetables and meaty meats on Pizzas. Pizza Hut launches "The Edge Pizza".
- Pizza Hut celebrates 40 years of making and serving great pizza. Pizza Hut launches "The Sicilian Pizza" a flavourful crust with garlic, basil and oregano baked right into the crust Pizza Hut launches "The Best Pizzas under one Roof" campaign. Pizza Hut features Sony's Crash Bandicoot in the Stuffed Crust Pizza/Sony promotion.
- Pizza Hut launches The Big New Yorker Pizza. A 16 – inch pizza with a sweeter, savory sauce, 100% real cheese cut into 8 big foldable slices. Pizza Hut brings New York – style pizza across America, Pizza Hut features Fram Drescher, Spike Lee and Donald Trump in The Big New Yorker Pizza advertising campaign.

Mission & Vision Statement of Pizza Hut:-

Mission of Pizza Hut:-

Pizza Hut’s mission statement tells about purpose of existence of the brand in international as well as national market. They take pride in making perfect Pizza and providing customer and helpful service on timer all the time.

- To be the best pizza for every pizza occasion.
- Alone we are delicious together we are YUM!

Vision of Pizza Hut:-

To make the people know that for all the eating items they desire to eat can be made available in minimum time without much efforts and excluding money.

- To improve the well being of our customers, community and people connected to our enterprise. ‘RUN GREAT RESTAURANTS’.

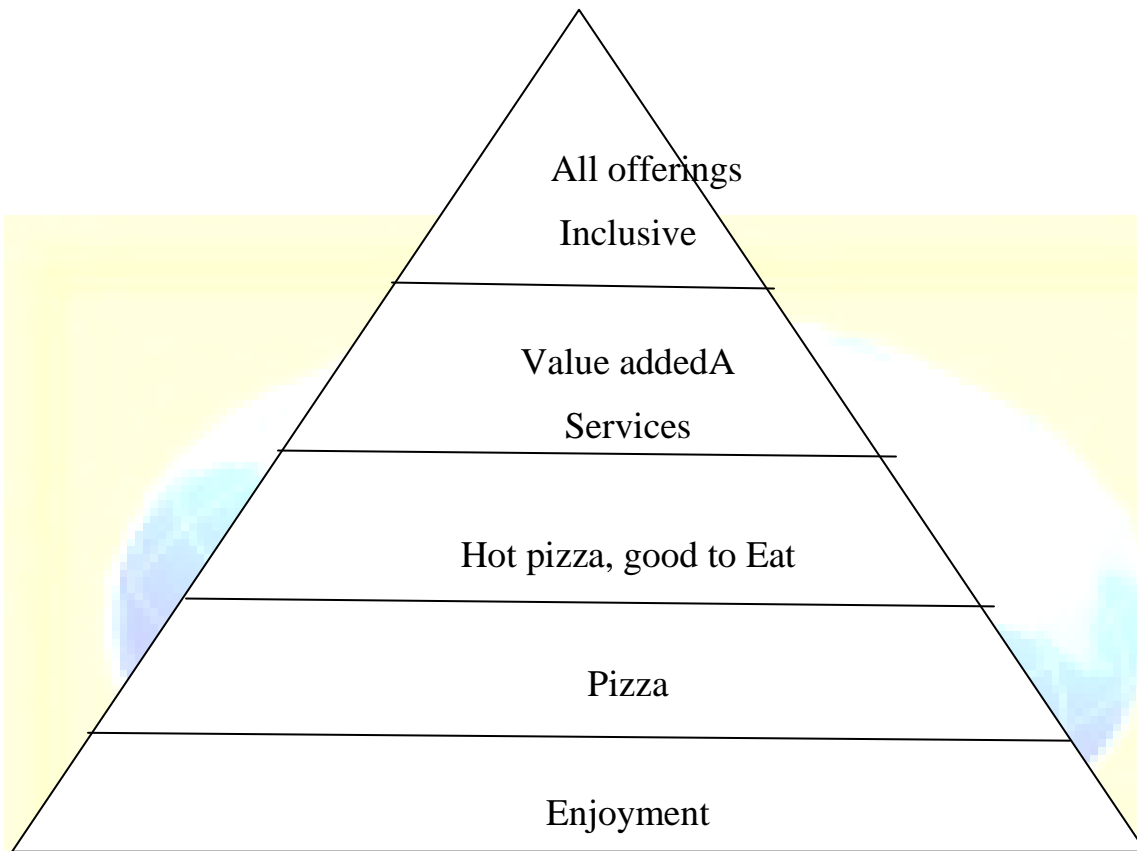
SWOT Analysis

Pizza Hut

Strength	Weakness
<ol style="list-style-type: none"> 1. Unmatchable quality and variety 2. Strong Brand Image 3. Customer Satisfaction 4. Hygiene 5. Excellent Service 	<ol style="list-style-type: none"> 1. Inadequate advertisements 2. Inadequacy of outlets 3. High price 4. Lack of parking facilities at outlets.
Opportunity	Threat
<ol style="list-style-type: none"> 1. Growing fast food market scope for expansion. 2. Introduce attractive offers 	<ol style="list-style-type: none"> 1. Emergence of Papa John’s World’s Pizza Makers. 2. Low Price points of competitors. 3. No take away counters for pizzas.

Products

Pizza Hut



Product Mixes

Width: The company’s total width of the product mix includes, pizzas, pastas, appetizers, beverages and deserts.

Length: The total number of items available in the company’s offerings is 28.

- These are the pizzas available in the menu.

Chicken ‘n’ spicy	Kadai chicken
Chicken supreme	Classic
Exotica	Favourite
Veggie Supreme	Margherita
Teekha Paneer Makhani	Simply Vegetarian.

Country feast	Fiery chicken
Chicken Tikka Makhani	Veggie crunch
Veggie Lovers	Spicy Veggie
Paneer el rancho	Chicken hawalian
Kadai Paneer	

Arrabbiata	Garlic bread
Spicy tomato	Cheese garlic bread
Creamy mushroom	Garlic bread spicy supreme
Spicy tomato with chicken	Garlic bread exotica
Arrabiata with smoked chicken	

- The desserts available in choco lava.
- The beverages available are not of pizza hut, they have coke and sprite as their beverages.

Thus the total length of the product is 28 which does not include the beverages as it is not their product.

Introduction of Domino's Pizza

The individual domino pieces of a set usually called dominoes or tiles. Dominoes are small, flat rectangular game pieces. Many different materials over the centuries have been used to make dominoes including plastic, wood, bone, ivory etc. A domino may be of any size, but an ordinary domino is about one inch wide and two inch long like a playing card a domino has a face and a back. The back of each tile is either blank decorated with a design. Domino sets can be found in almost any colour combination are white dominoes with black pips. Dominoes with the same number of pips on each half of the face are known as doubles. A single domino also referred to as a combination domino has a different number of pips on each half of the face.

Brief History of the Company, Indian Operations (Dominos)

The domino's brand was founded in the United States of America in 1960 by Thomas and James Monaghan. Since then, that business has grown into a global network of over 8,500 pizza stores in more than 60 countries, involving over 2,000 franchises. Over its 49 year history, domino's has developed a simple business model focused on delivery quality pizzas in a timely manner. Domino's pizza, inc., completed its initial public offering in 2004 and is listed on the New York Stock Exchange.

Domino's pizza India Ltd, was incorporated in March 1995 as the master franchises for India and Nepal, of domino's pizza international inc., of USA. Moreover, the company holds the master franchisee rights for Sri Lanka and Bangladesh through its wholly owned subsidiary Mr. Shyam S. Bhatia and Mr. Hari S. Bhartia of the jubilant organosys group are the promoters of the company.

Dominos pizza India has a network of 274 stores, in 55 cities, in 20 states and union territories (as on 31st August 2009). According to the India retail report 2009, dominos are the largest pizza chain in India and the fastest growing multinational fast food chain between 2006-2007 and 2008-2009 in terms of number of stores.

The brand positioning of **khushiyon ki home delivery (happiness home delivered)** is the emotional benefit dominos offer to consumers.

Domino's Pizzas In India

Domino's Pizza India Ltd, was incorporated in March 1995 as the master franchisee for India and Nepal, of Domino's Pizza International Inc., of USA. Moreover, the company holds the master franchisee rights for Sri Lanka and Bangladesh through its wholly owned subsidiary, Mr. Shyam S. Bhatia and Mr. Hari S. Bhartia of the Jubilant Organosys Group were the promoters of the company.

Since inception, Domino's Pizza India Ltd, has proceeded to become one of the largest and fastest growing international food chains in South Asia. The first Domino's Pizza India opened in January 1996, at New Delhi. Today, Domino's Pizza India has grown into a

countrywide network around 220- outlets in 42 cities and is the leader in the fast food delivery segment.

Ever since it was established, Domino's Pizza India has maintained its position of market leadership with its constant product innovation and maintenance of stringent service standards. More importantly, it has established a reputation for being a home delivery specialist capable of delivering its Pizzas within 30 minutes to its community of loyal customers from its entire chain of stores around the country. Customers can order their pizzas by calling a single countrywide Happiness Hotline – 1800-111-123. In fact, Domino's was the first one to start this facility for its customers.

Domino's is committed to bringing fun and excitement to the lives of our customers by delivering delicious pizzas to their doorstep in 30 minutes or less, and all its strategies are aimed at fulfilling this commitment towards its large and ever-growing customer base.

Domino's constantly strives to develop products that suit the tastes of its customers, thereby bringing out the **Wow effect** (the feel good factor). Domino's believes strongly in the strategy of 'Think local and act regional'. Thus, time and again Domino's has been innovating toppings suitable to the taste buds of the local populace and these have been very well accepted by the Indian market.

Retail Environment of Domino's Pizza

Chinese (Paneer) is ubiquitous in India's northern cuisine. Tomatoes and all kinds of sauces are prevalent everywhere. Combine these ingredients into one gooey, oily, tasty dish that you can eat with your hands – as Indians traditionally do – and you have a hit.

It is estimated that 80% of Indians are vegetarians, so Pizza suits that Indian cultural aspect too. Both chains are scrupulous about keeping "veg" from "non-veg" in their kitchens and invite people in to see the separate prep areas. There are even pizza options for India's 5.2 million jains, followers of a religion that prohibits eating onions or garlic. And stores in heavily Muslim areas don't offer pepperoni.

Mix in another aspect of Indian culture, and you begin to see why both chains are excited about their growth prospects. "Indians are great socializers," says Pizza Hut's Allen. "That plays right into what Pizza Hut stands for as a brand." Indeed the chaos at Pizza Hut is a

deliberate marketing strategy. “We call it ‘customer mania’”, says Jain. “All the crew members do a dance during peak hours every day. It is a very local thing. It is kind of breaks the ice in what otherwise can be a standoffish atmosphere. Customers just love it.”

That is certainly true for Praveren Jaya – Ram, 32 who occasionally eats at a Pizza Hut in Bangalore on Sunday evenings with his wife and 4 year old son. “It is friendly here”, he says over a \$6.25 four-course meal for two that includes a chicken tikka pan pizza, garlic bread, tomato soup and mango ice cream. “Once or twice a month eating here is okay,” he says, acknowledging that local dining options are much cheaper. But being able to afford a night out at Pizza Hut is a mark of success in increasingly affluent India.

For its marketing strategy, Domino’s has received a practice abandoned in the U.S. in 1993: the 30-minutes – or – free – delivery guarantee. “I have a Pizza Hut across the road, so I have to do it in terms of brand visibility”, says Alok Pandey, Domino’s regional manager for southern India. But, he admits, traffic, monsoon rains and new neighbourhoods spreading out like tendrils make meeting the delivery cutoff a challenge.

Mission & Vision Statement of Domino's

Vision of Dominos:-

Number one in Pizza,
Number one in people.

Mission Statement of Dominos

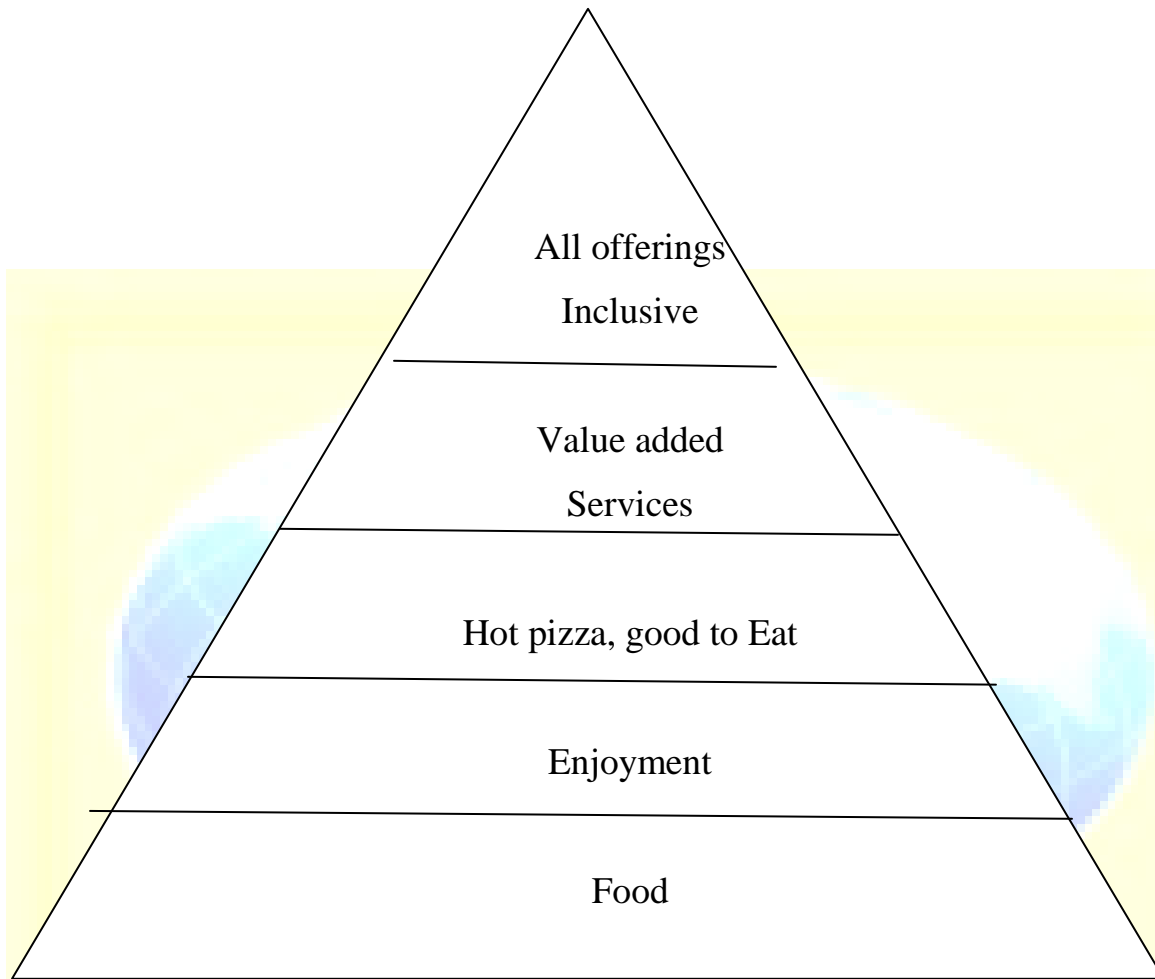
Sell more Pizza, have more fun.

Dominos

Strength	Weakness
<ol style="list-style-type: none"> 1. More outlets even in smaller towns. 2. Less than 30 minutes home delivery. 3. Quick service at outlets. 4. Customer Satisfaction 5. Low Price. 6. Excellent offers 7. Good promotion. 	<ol style="list-style-type: none"> 1. Lack of variety. 2. Outlets lack space 3. Ambience not up to expectations 4. No option for birthday parties and corporate lunches.
Opportunity	Threat
<ol style="list-style-type: none"> 2. Growing fast food market – Scope for expansion. 3. Introduce more varieties. 4. Bigger outlets 5. Take away counters 	<ol style="list-style-type: none"> 1. Emergence of Papa John's World's # Pizza makers. 2. Better quality and variety of competitors. 3. No take away counters for Pizzas.

Products

Domino's Pizza



Product Mixes

Width: The company's total width of the product mix includes, pizzas, pastas, appetizers, beverages and deserts.

Length: the total number of items available in the company's offerings is 29.

- These are the pizzas available in the menu

Marghetita	Deluxe veggie
Cheese and tomato pizza	Gourmet
Double Cheese Marghetita	Cheese and barbeque chicken
Fresh Veggie	Barbeque chicken
Country special	Spicy chicken
Farm house	Chicken Mexican red wave
Peppy paneer	Kheema do pyaasa
Mexican green wave	Chicken golden delight
Vegetarian extravanza	Meatzaa
Non-vegetarian extravanza	Cheese and pepperoni
Cheesy white	

- The pastas and the appetizers available are

Cheesy white pasta	Garlic bread
Tangy red pasta	Chicken wings
	Cheese dip

Targeting

Pizza Hut

- In geographic segment they targeted countries where there were no pizza hut outlets. Initially opened in class 1 cities and then have now moved to metros.
- In demographic segment their main target is the young adults ranging from 25 years to 40 years and also dual income earners family. They aim basically at the upper middle class and the high class income families.
- In psychographic segmentation they targeted a1, a2, b1 socio-economic classes.
- In behavioral segmentation they targeted for occasions such as birthday bashes, corporate lunches. It was also found that they were targeting the first time users because they felt that their quality and taste would automatically make them a loyal customer.

Dominos

- In geographic segment they targeted countries where there were no dominos outlets. Initially opened in class II cities and then have now moved to class I, metros and smaller towns.
- In demographic segment their main target is the teenagers and college students (13 to 21 years), young adults ranging from 21 years to 35 years. They aim basically at the middle class, upper middle class income families.
- In psychographic segmentation they targeted a2, b1,b2 socio-economic classes.
- In behavioral segmentation it was found that they were targeting the first time users and also their regular users.

Review of Literature

Author :

Antony Young

The start of football season kicks off the most important sales period in the Pizz-delivery game. Pizza Hut leads the \$ 29 billion category with some 18% of Pizza sales and Domino's takes about 10% of the market. Frozen Pizza sales have jumped, as have private label with consumers trading down.

Advertising Strategies

- To stay competitive, Pizza hut looked to appeal to a wider base, launching new market vehicles and products that adhere to the sensibilities of both younger and older consumers.
- Domino's caused to stir late last year by taking jobs at Subway with TV sports touching national taste tests providing domino's sandwiches were preferred 2 to 1 over Subway's.

Author:

Andrew Stark

Being by the considering the few example of the first kind of deal, the Pizza Hut type minute made for instance, has staged its own version of the Pizza Hut arrangements. Fast food is the term given to food that can be prepared and service very quickly. Outlets may be stands on Kiosks which may provide no shelter or sitting or fast food restaurants. Frenchise operation which are part of restaurant change have standardized food stuff shift to each Domino's from centra location. The capital requirement involved in the opening up a Domino's Restaurant are relatively low.

Author:

Meg Marco

Pizza Hut is testing a new type of Pizza in Florida and Texas. Its called the natural Rustica and According to brand republic the Pizza feature sauce made from organic tomatoes and toppings without artificial preservatives. To enhance its premium redentials the range is made from a multi-graincrust of traditional Pizza dough and whole grain infused oil honey? Anyway Domino's must like this idea because they have trade mark in natural Rustica names in the U.K.

OBJECTIVES OF THE STUDY

1. To study awareness level towards Pizza Hut and Domino's Pizza.
2. To study about the pricing strategy of Pizza Hut & Domino;s Pizza.
3. To study about the consumptions of Pizza Hut & Domino's Pizza in India.
4. To know about the popularity of Pizza Hut and Domino's Pizza in India.

SCOPE

The scope of study covers consumption pattern & consumer satisfaction towards Pizza Hut & Domino's Pizza. This study restricted in Haryana ,Chandigarh , panjab and NCR region only.

RESEARCH METHODOLOGY

Exploratory Research

The type of research adopted for study is exploratory. It includes questionnaires. In this deep study is done through questionnaires respondents give their response by filling up the questionnaires.

Data Collection Method:

1. Primary Data - Questionnaire
2. Survey - Surveys shows the preferences of respondents towards different products.
3. Secondary Data - Secondary data is also known as second hand data. It includes, journals, magazine and newspapers, book and web search.

- Sampling Techniques

- Target Market

- Upper Class
- Middle Class
- Upper Middle Class
- Lower Class

- Age

This study includes all age groups.

- **Sample Size = 50**

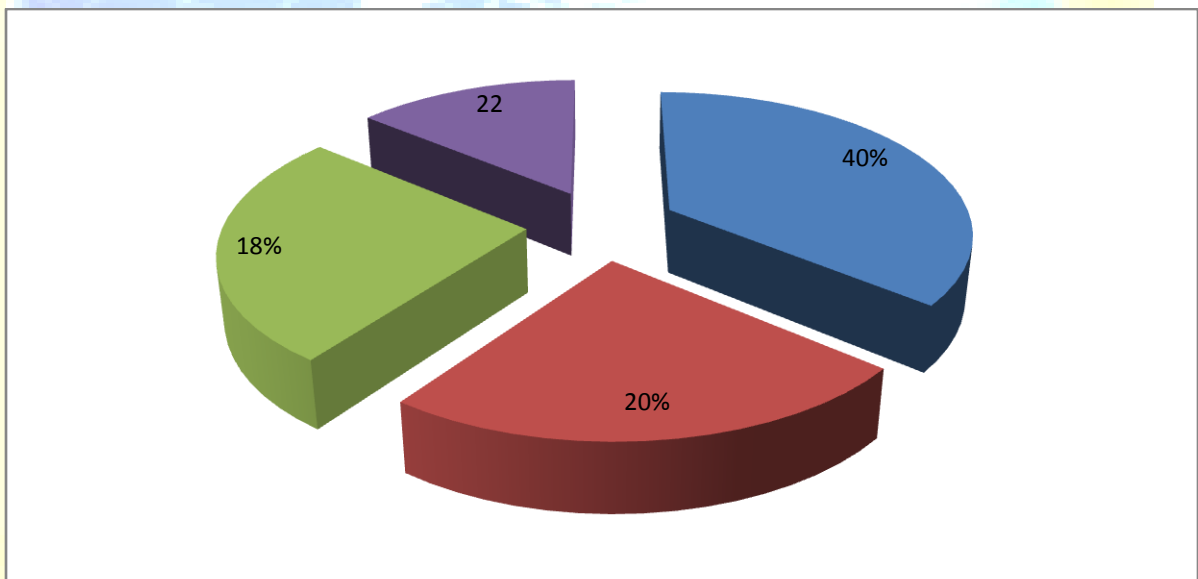
Data analysis and interpretation tool:

- Pie Chart
- Data Chart, Table, Graph, MS-Excel are used for analysis of data.

Analysis and Interpretation

1 How many times do you eat out.

Time of Period	Total No. of Respondents	% of respondent
Once in a month	20	40%
Twice in a month	10	20%
Once in week	9	18%
Twice in week	11	22%
Other	-	-
Total	50	100%

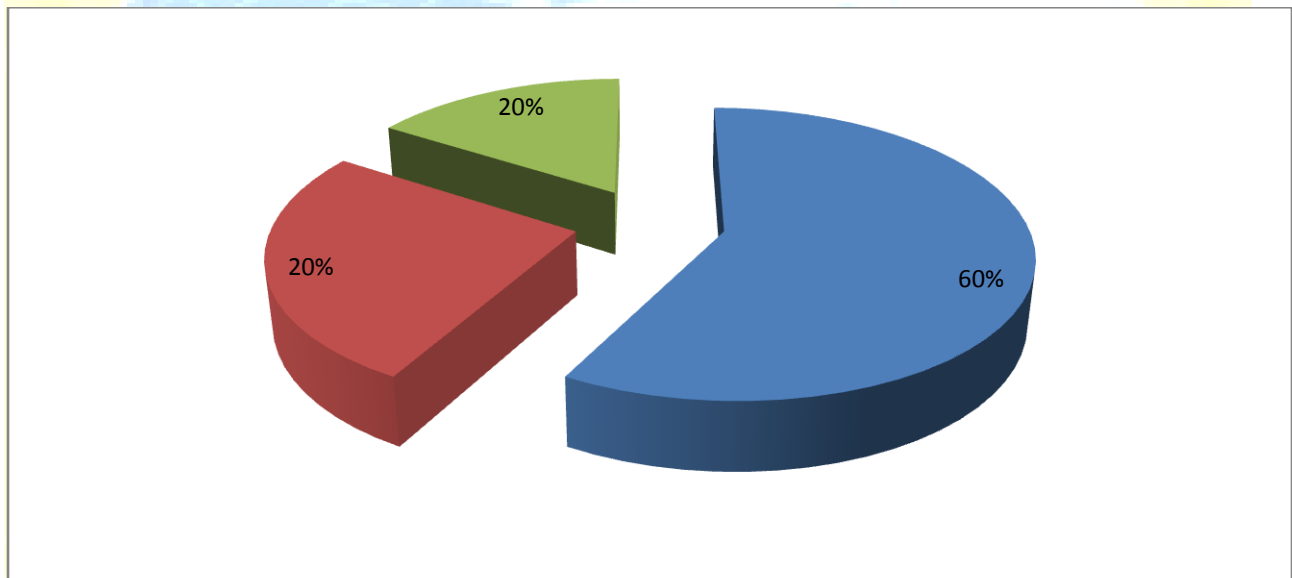


Interpretation:

1. 40% of customers go to eat out once in a month.
2. 20% of customers go to eat out twice in a month.
3. 18% of customers go to eat out once in a week.
4. 22% of customers go to eat out twice in a week

2 Which place do you regularly visit for eating food.

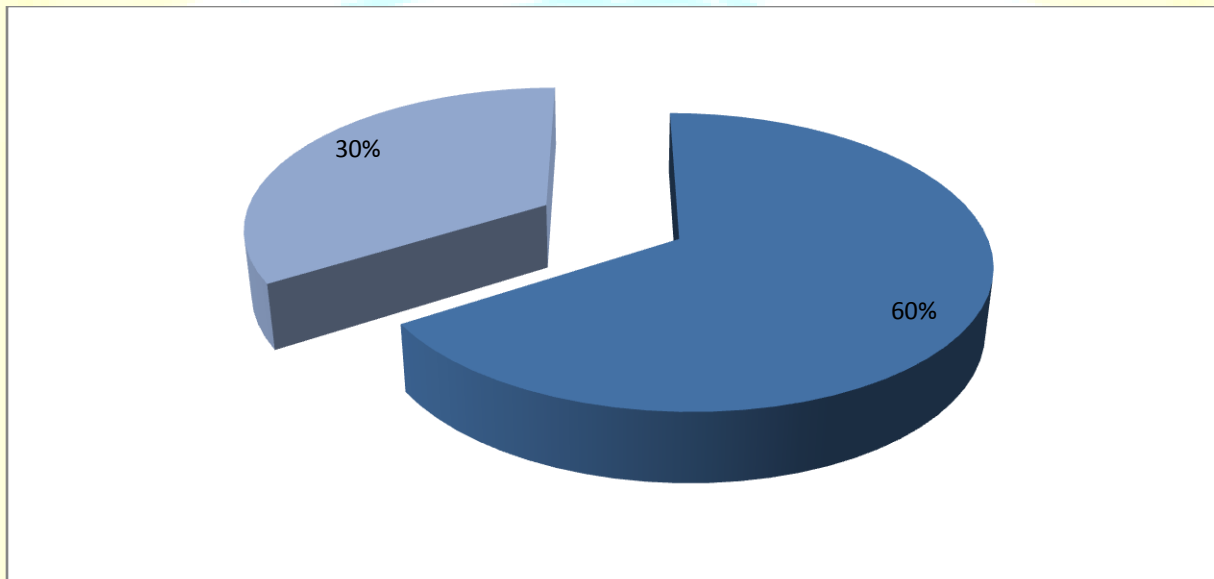
Place	Total No. of Respondents	% of respondent
Hotels & Restaurant	30	60%
Fast Food Junctions	10	20%
Local Dhabas , Food Vendors And	10	20%
Others		
Total	50	100%

**Interpretations**

1. 60% of customers regularly visit to eat fast food in Hotels & Restaurants.
2. 20% of customers visit to eat fast food in food junctions.
3. 20% of customers visit to local dhabas and food vendors to eat food.

3. Which pizza outlet do you prefer.

Outlets	Total No. of Respondents	%o of respondent
Pizza Hut	30	60%
Dominos	15	30%
Others	5	10%
Total	50	100%



Interpretations

1. 60% of respondents prefer pizza's of Pizza Hut.
2. 30% of respondents prefer pizza's of Dominos
3. 10% of respondent prefers another outlet.

4. Which advertising media influences your buying behavior.

Media	Total No. of Respondents	%o of respondent
TV	30	60%
Newspaper	10	20%
Pamphlets	2.5	5%
Word of Mouth	5	10%
Other	2.5	5%
Total	50	100%

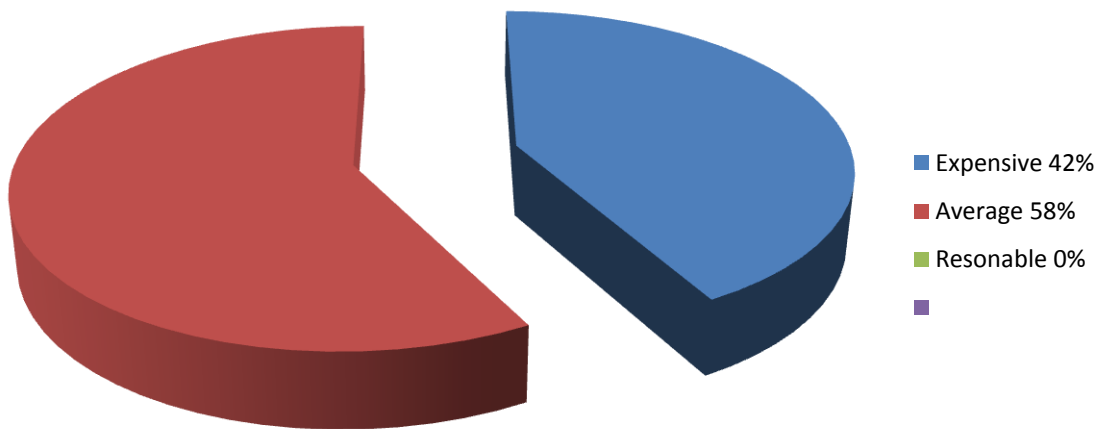
Interpretation:

1. 60`% of respondents get influenced by TV advertisement.
2. 20% of respondents get influenced by Newspapers.
3. 5% of respondents are influenced through pamphlets.
4. 10% of respondents are influenced by other customers of Pizza Hut & Dominos.
5. 5% of respondents are other media

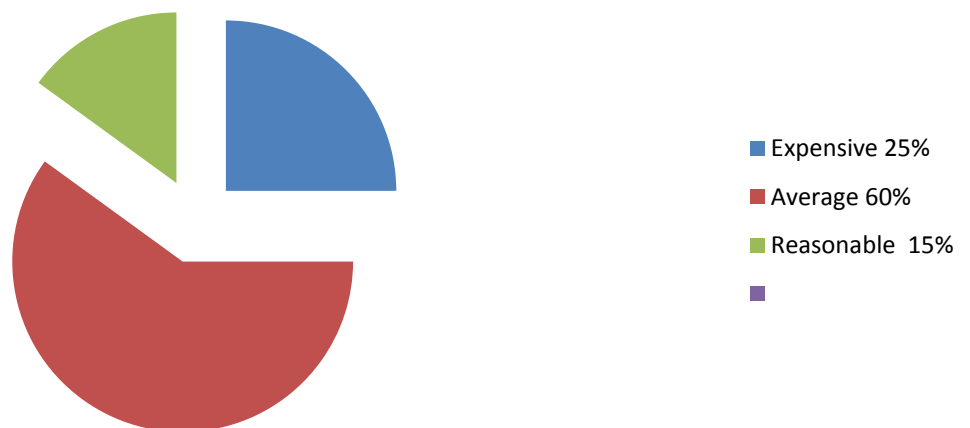
5. How do you find the prices of Pizza Hut & Domino's.

Prices	Total No. of Respondents (Pizza Hut)	%o of respondent	Total No. of Respondents (Dominos)	%o of respondent
Expensive	21	42%	12.5	25%
Average	29	58%	30	60%
	-	-	7.5	15%
Total	50	100%	50	100%

Sales in pizza hut



Prices in domino



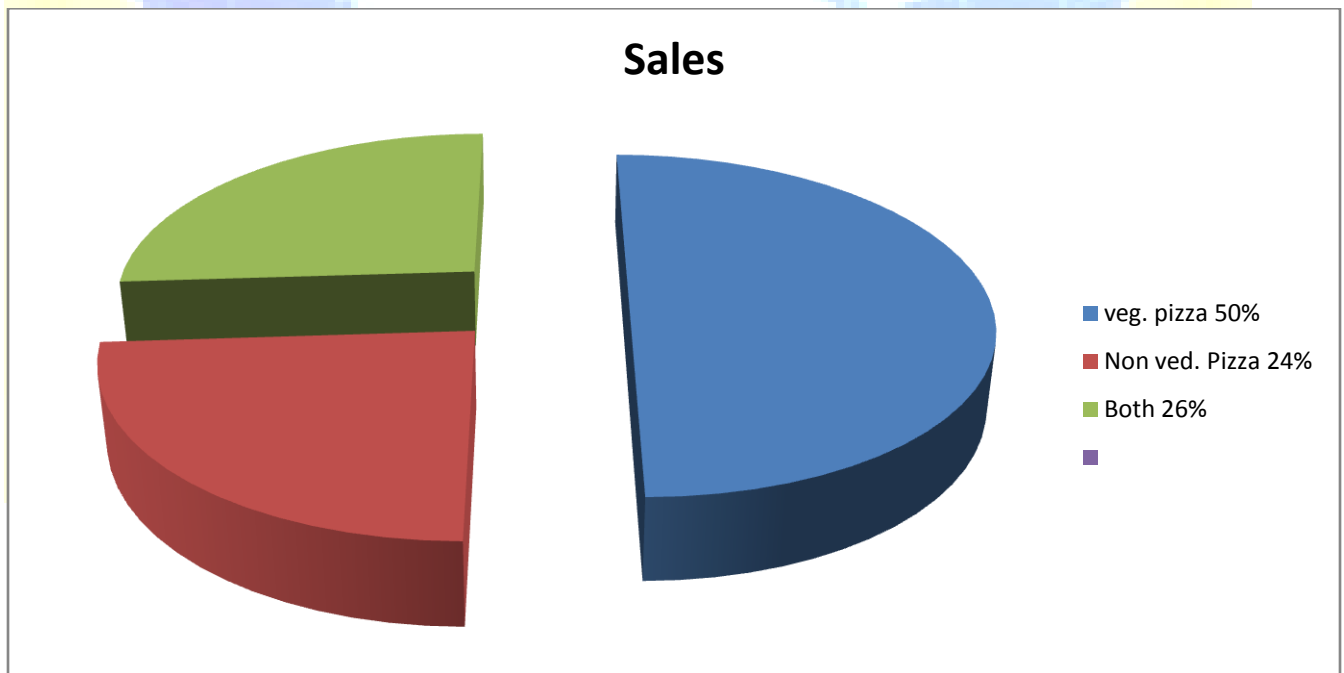
Interpretation:

1. 42% of customers find the prices of Pizza Hut expensive .25% of customers find the prices of Dominos expensive.

2. 58% of customers find the prices of Pizza Hut average.60% of customers find the prices of Dominos average.
3. 15% of customers find the prices of Dominos reasonable.No customer responded in this category for Pizza Hut.

6. Which type of pizza you prefer.

Type of Pizza	Total No. of Respondents	%o of respondent
Veg Pizza	25	50%
Non-Veg Pizza	12	24%
Both	13	26%
Total	50	100%



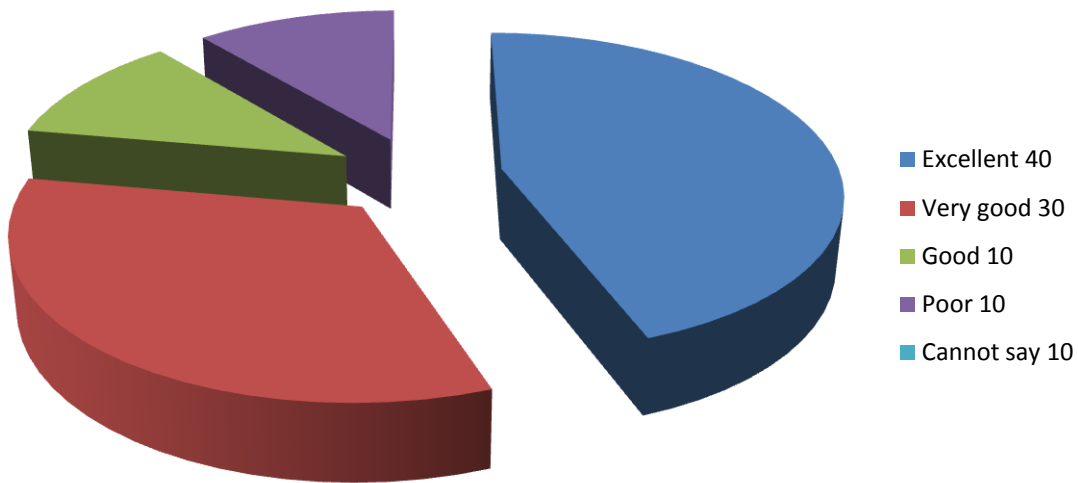
Interpretation:

1. 50% of customers prefer veg pizza.
2. 24% of customers prefer to eat non-veg pizza.
3. 26% of customers prefer to eat both veg and non-veg pizza.

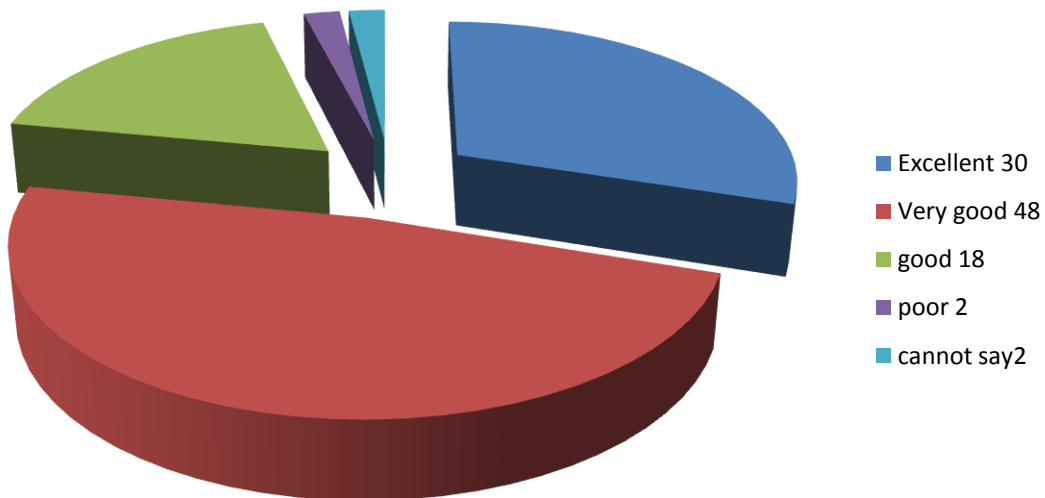
7. How do you find the services of Pizza Hut and Domino's.

Services	Total No. of Respondents (Pizza Hut)	%o of respondent	Total No. of Respondents (Dominos)	%o of respondent
Excellent	20	40	15	30
Very Good	15	30	24	48
Good	5	10	9	18
Poor	5	10	1	2
Cannot say	5	10	1	2
Total	50	100%	50	100%

Pizza hut in %



Domino,s in %

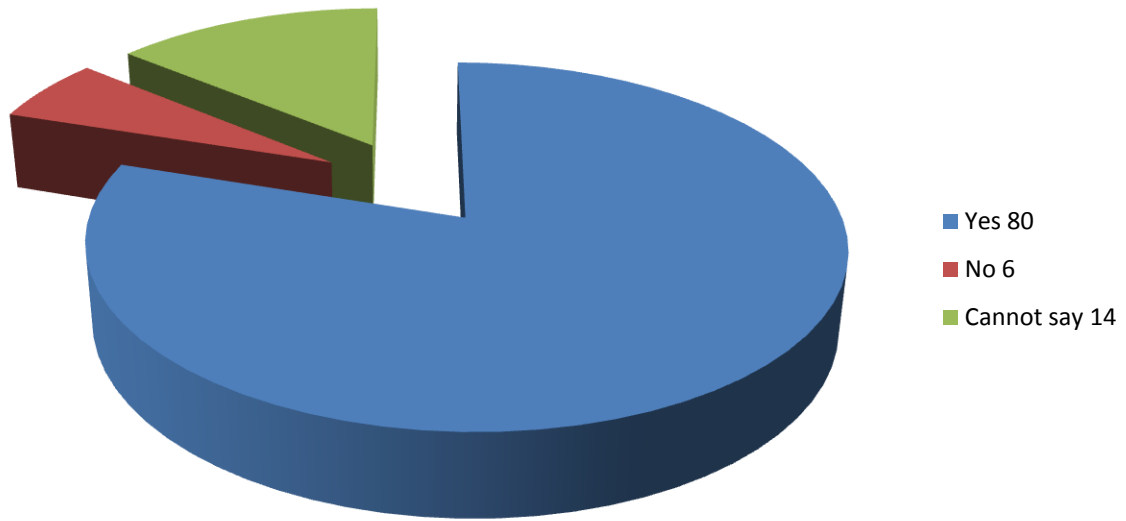


Interpretation:

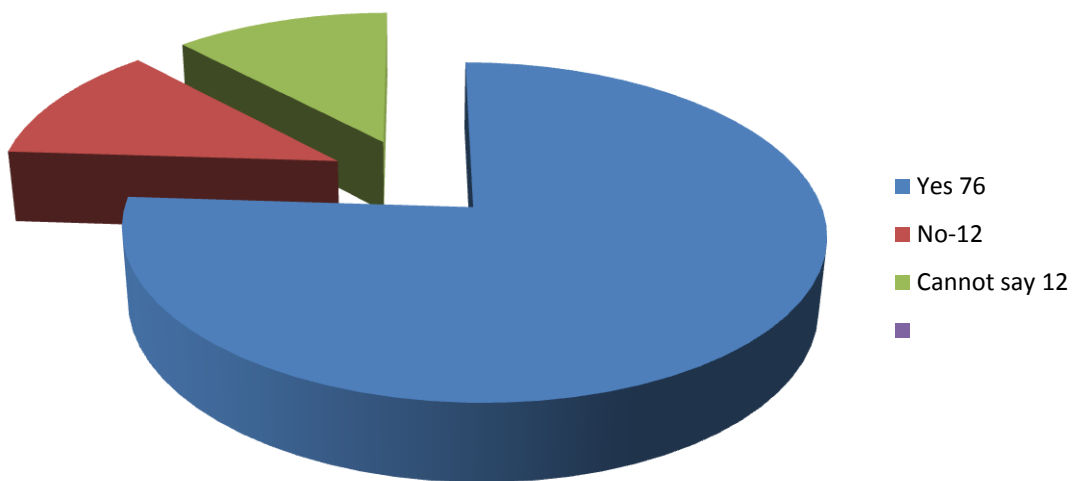
1. 40% of customers find the services of Pizza Hut excellent whereas 30% of customers find the services of Dominos excellent.
 2. 30% of customers find the services of Pizza Hut very good and 48% of customers find the services of Dominos very good.
 3. 10% of customers find services of Pizza Hut good whereas 18% of customers find services of Dominos good.
 4. 10% of customers find services of Pizza Hut poor whereas 2% of customers find services of Dominos Poor.
 5. 10% of customers find services of Pizza Hut cannot say whereas 2% of customers find services of Dominos cannot say.
- 8. Are you satisfied with the home delivery & take away services of Pizza Hut & Domino's?**

Customers	Total No. of Respondents (Pizza Hut)	%o of respondent	Total No. of Respondents (Dominos)	%o of respondent
Yes	40	80	38	76
No	3	6	6	12
Cannot Say	7	14	6	12
Total	50	100%	50	100%

Pizza hut in %



Domin,s in %



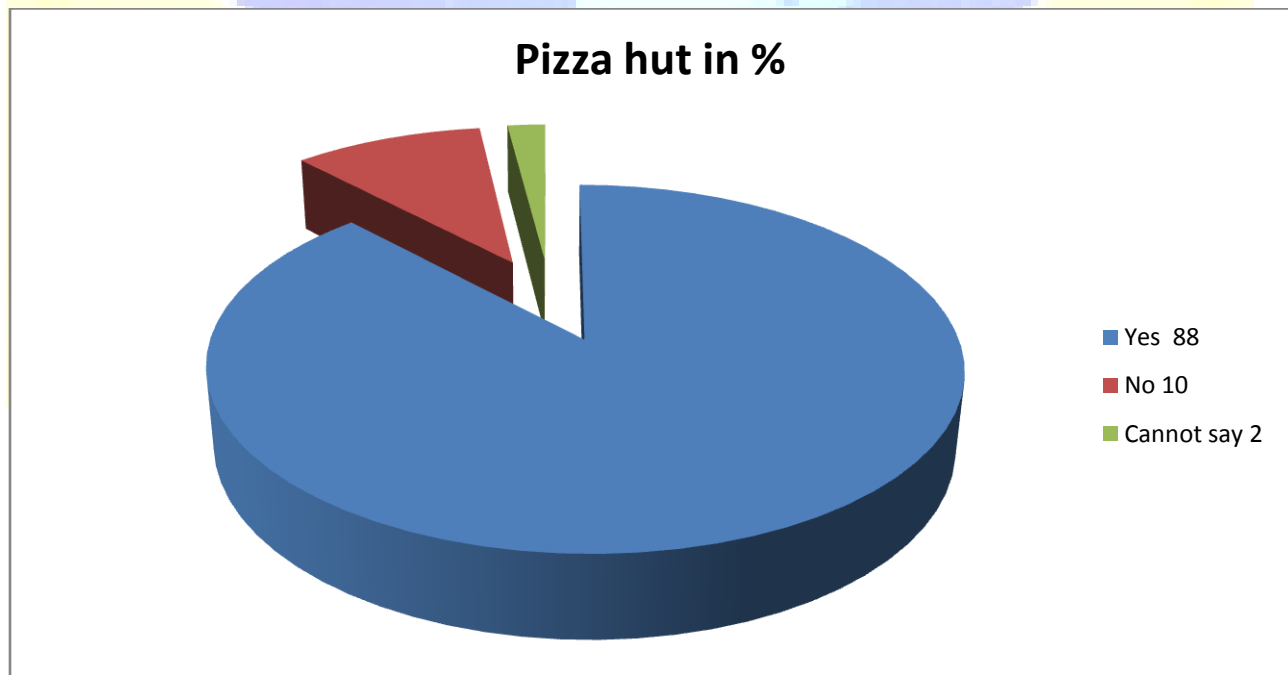
Interpretation:

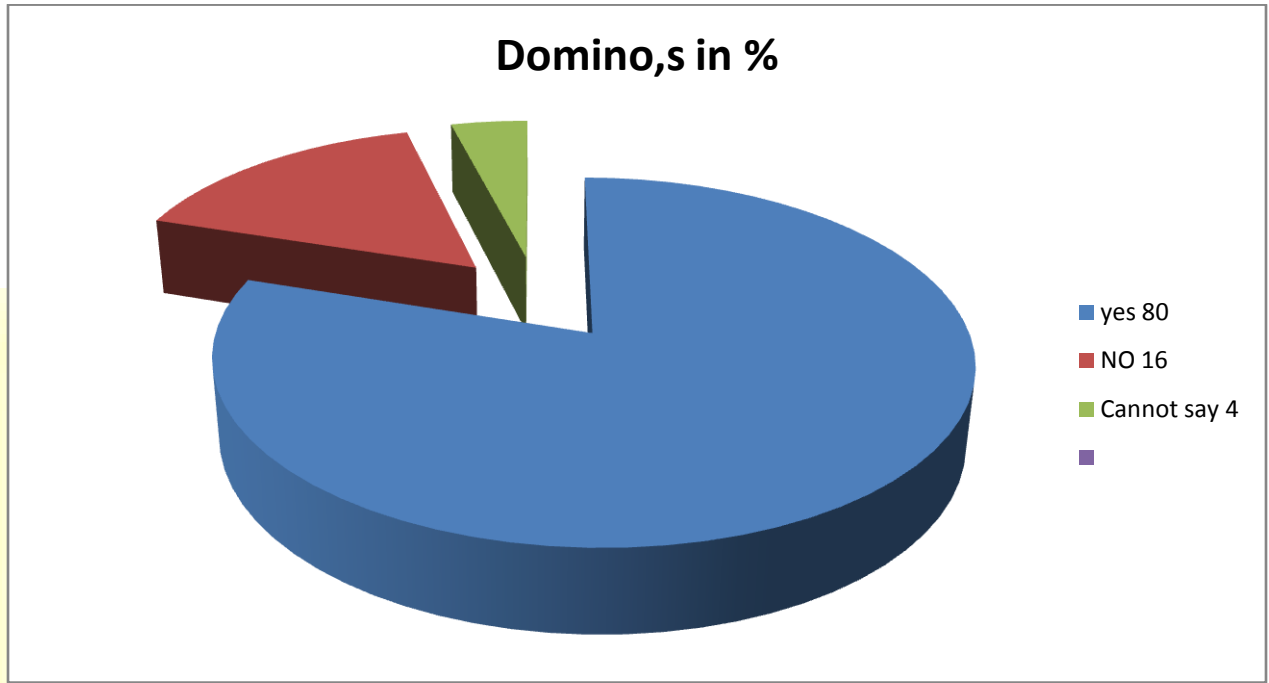
1. 80% of customers are satisfied with the home delivery of Pizza Hut and 76% of customers are satisfied with the home delivery services of Dominos.

2. 6% of customers are not satisfied with the home delivery of Pizza Hut whereas 12% are not satisfied with Dominos.
3. 7 % & 12% of customer have nothing to say about Pizza hut & Dominos home delivery and take away services.

9. Are you satisfied with the seating arrangement provided by Pizza Hut and Domin's.

Customers	Total No. of Respondents (Pizza Hut)	%o of respondent	Total No. of Respondents (Dominos)	%o of respondent
Yes	44	88%	40	80%
No	5	10%	8	16%
Cannot Say	1	2%	2	4%
Total	50	100%	50	100%





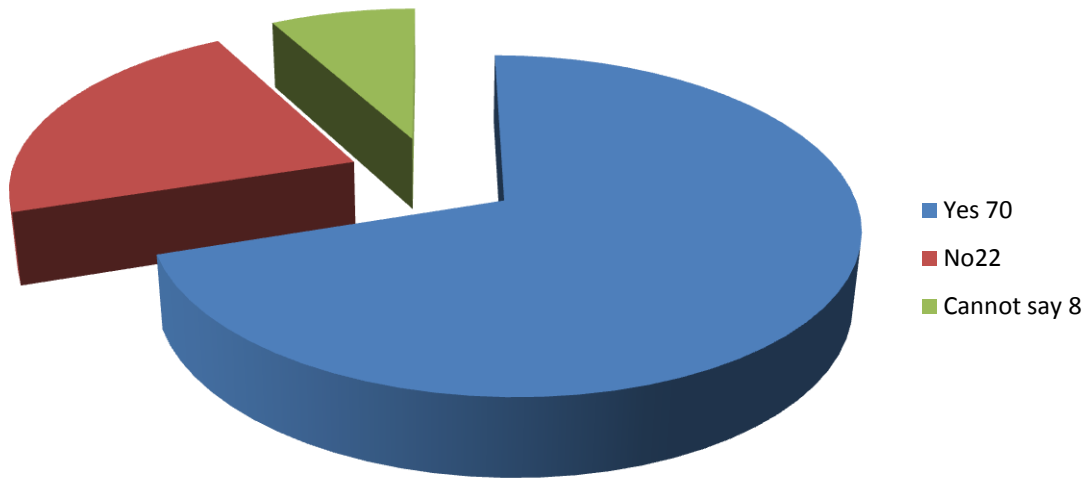
Interpretation:

1. 88% of respondents are satisfied with seating arrangement of Pizza Hut & satisfaction level of Dominos on other hand is 80%.
2. 10% of respondents are not satisfied with seating arrangement of Pizza Hut and dissatisfaction level of Dominos is 16%.
3. 2% of Pizza Hut & 4% of Dominos customers say nothing about their seating facilities.

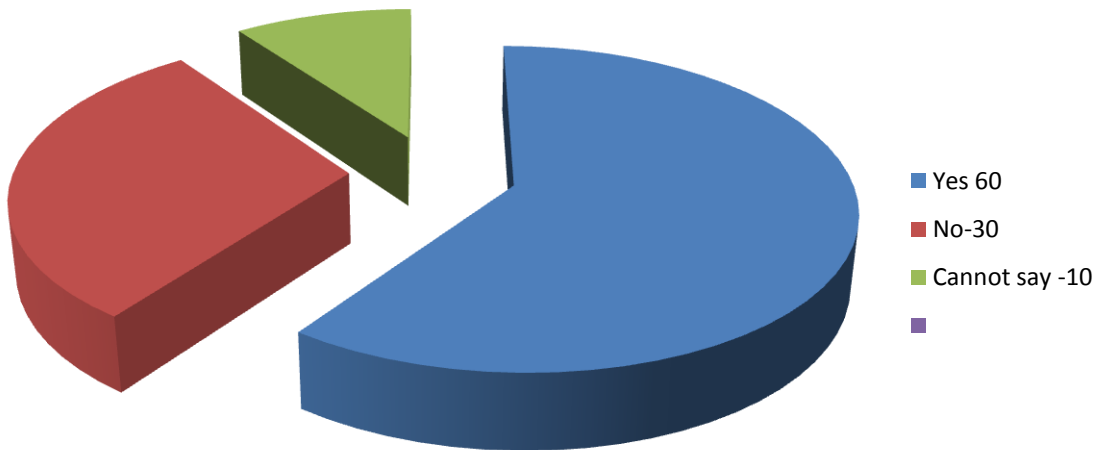
10.Are you satisfied with the pricing of strategy of Pizza Hut & Dominos.?

Customers	Total No. of Respondents (Pizza Hut)	%o of respondent	Total No. of Respondents (Dominos)	%o of respondent
Yes	35	70	30	60
No	11	22	15	30
Cannot Say	4	8	5	10
Total	50	100%	50	100%

Pizza hut in %



Sales



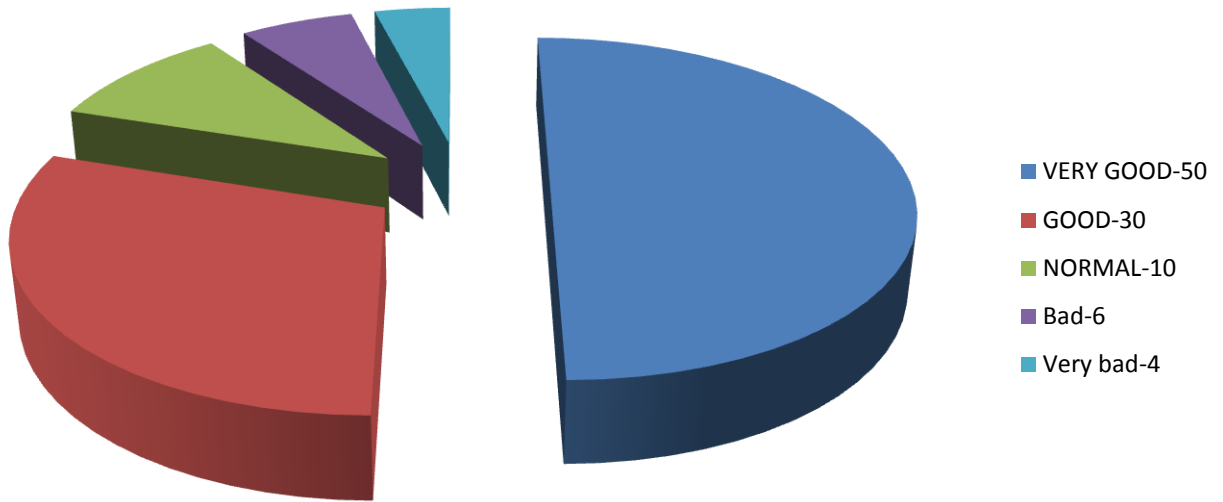
Interpretation:

1. 70% of respondents says Yes & are satisfied with pricing strategy of Pizza Hut & 60% of respondents are satisfied in the case of Dominos.
2. 22% of respondents are not satisfied with the pricing strategy of Pizza Hut 30% are not satisfied in the case of Dominos.
3. 8% of customers of Pizza Hut & 10% of customers of Dominos have nothing to say about its pricing strategy.

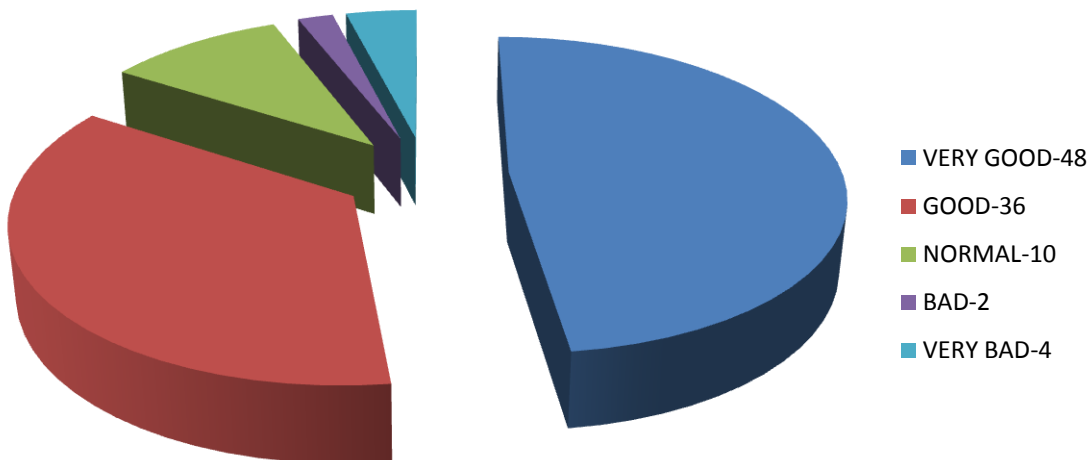
11-What do you think about the discount schemes offered by Pizza Hut & Domino's?

Discount schemes	Total No. of Respondents (Pizza Hut)	%o of respondent	Total No. of Respondents (Dominos)	%o of respondent
Very Good	25	50	24	48
Good	15	30	18	36
Normal	5	10	5	10
Bad	3	6	1	2
Very Bad	2	4	2	4
Total	50	100%	50	100%

Pizza hut in %



Domino,s Pizza in %

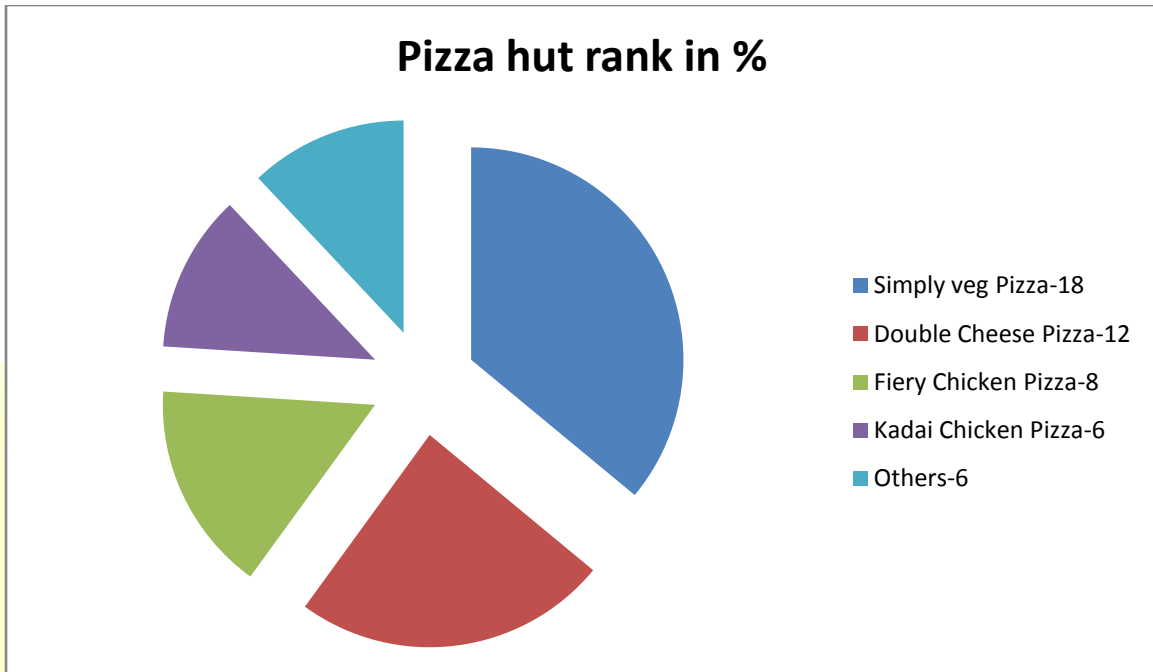


Interpretation:

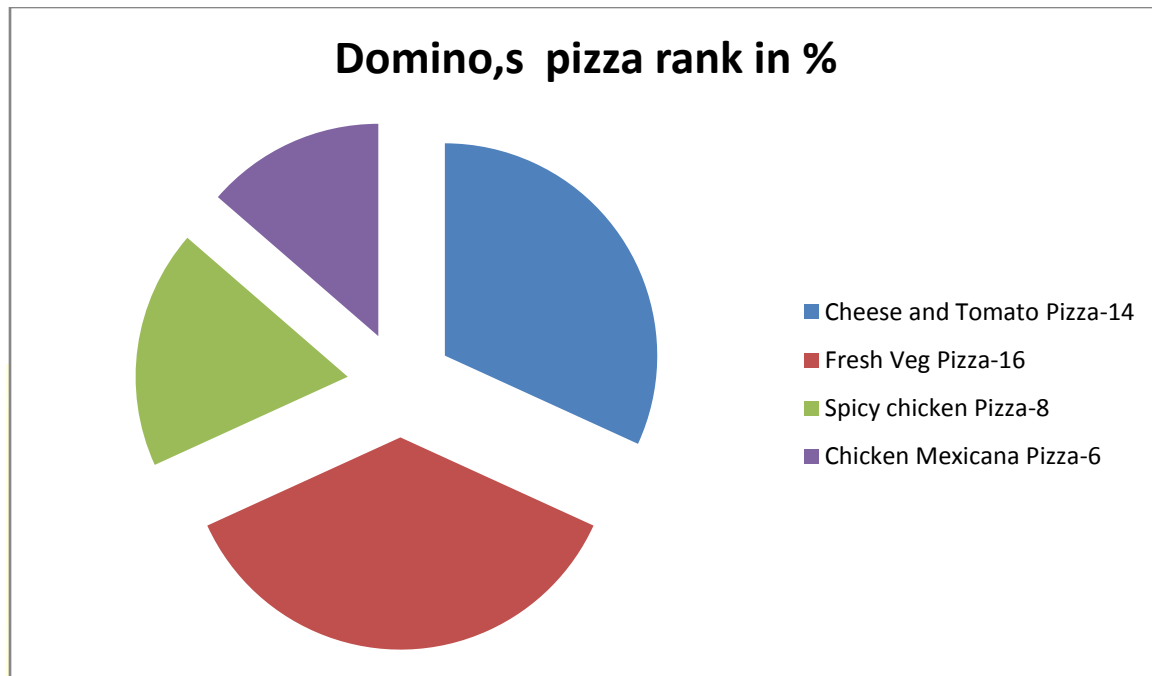
1. 50% respondents of Pizza Hut and 48% of Dominos think the discount schemes are very good.
2. 30% respondents of Pizza Hut and 36% respondents of Dominos think the schemes are good.
3. 10% of respondents of Pizza Hut & 10% of respondents of Dominos found the discount schemes normal.
4. 6% of respondents of Pizza Hut & 2% of respondents of Dominos found the discount schemes normal.
5. 4% of respondents of Pizza Hut & 4% of respondents of Dominos found the bad schemes

12 **What is the Rank of most preferred variety of pizza.**

Items	Total No. of Respondents of Pizza Hut
Simply veg Pizza	18
Double Cheese Pizza	12
Fiery Chicken Pizza	8
Kadai Chicken Pizza	6
Others	6
Total	50



Items	Total No. of Respondents of Domino,s Pizza rank
Cheese and Tomato Pizza	14
Fresh Veg Pizza	16
Spicy chicken Pizza	8
Chicken Mexicana Pizza	6
Others	6
Total	50



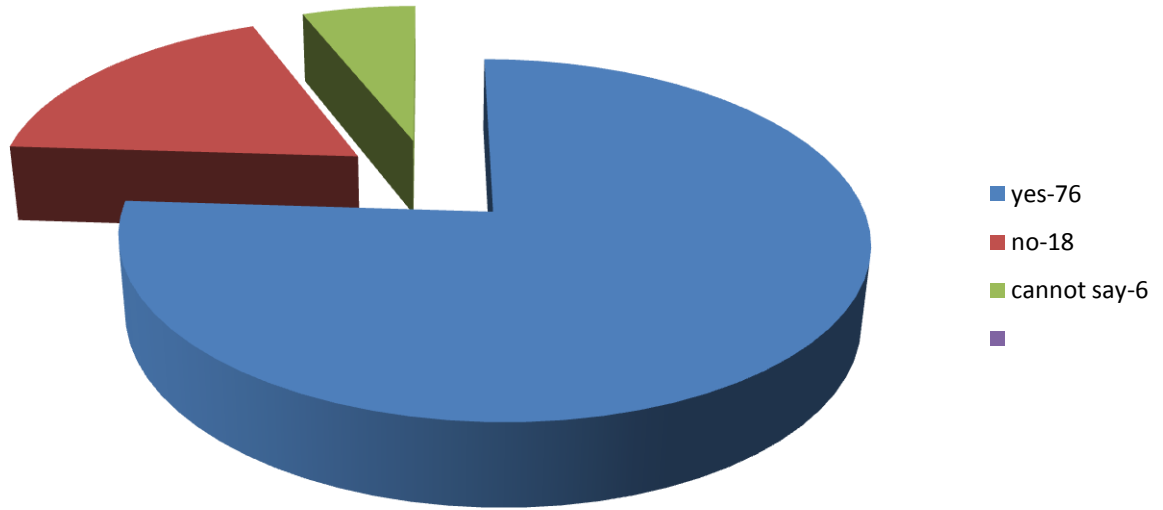
Interpretation:

1. In this survey, the highest rank is given to Pizza Hut's simply veg pizza.
2. In this survey, the highest rank is given to Dominos pizza's fresh veg pizza.

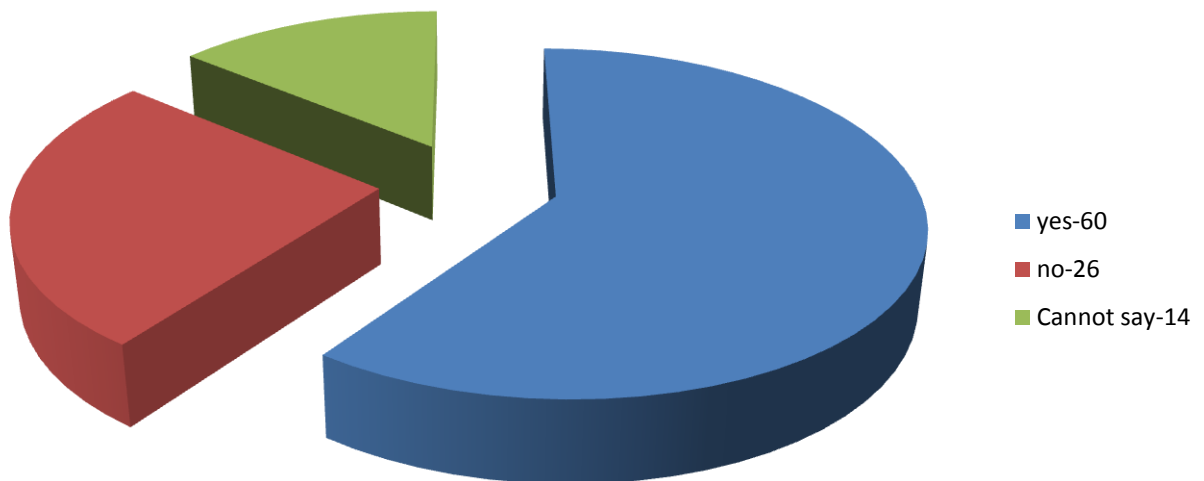
13. Would you like to come again Visit at Pizza Hut and Domino's.

Customers	Total No. of Respondents (Pizza Hut)	%o of respondent	Total No. of Respondents (Dominos)	%o of respondent
Yes	38	76	30	60
No	9	18	13	26
Cannot Say	3	6	7	14
Total	50	100%	50	100%

Pizza hut in %



Domino,s Pizza in %



Interpretation:

1. 76% of respondents would like to come back to Pizza Hut .60% are interested in coming back to Dominos.
2. 18% of respondents would not like to come back to Pizza Hut .26% are not interested to come back to Dominos.
3. 6% of respondents of Pizza Hut and 14 % respondents of Dominos cannot say anything.

FINDINGS & CONCLUSION

1. 40% of customers go to eat out once in a month.
2. 60% of customers regularly visit to eat fast food in Hotels & Restaurants.
- 3.
1. Fast food consumption is more in Haryana ,Chandigarh , panjab and NCR region and 36% people to go outside monthly for eating fresh food.
2. Preference of customers towards Pizza Hut is more than Domino's Pizza.
3. The pizza of Pizza Hut is on top of mind of customers.
4. Customers of Pizza Hut and Domino's pizza give more preference to services than any other key factor.
5. Customers are also move very choosy in buying the eatables and it is important for them to make loyal customer of their brand.
6. Pizza Hut and Domino's should focus on customers to create the awareness among different products.
7. Pizza Hut provide more discount schemes and offers than Domino's Pizza.
8. Most people give importance to quality of Pizza's

SUGGESTIONS

1. Domino's should improve their sitting arrangements.
2. Domino's should expand their restaurants because of consumption of fast food in Haryana ,Chandigarh , panjab and NCR region are more.
3. Domino's should improve their services.

4. Pizza Hut & Domino's need to set its prices according to customers.
5. Customers want improvement in varieties of Pizza's
6. Pizza Hut & Domino's need to spend more on advertisement.
7. Customer considers quality as their first preference, so the Pizza Hut Domino's pizza should give more stress on this.
8. Customers want improvement in varieties of veg pizza in Pizza Hut and Domino's pizza.

LIMITATIONS

1. The research was conducted in very small area.
2. Time consuming process.
3. The sample size is also very small.
4. Difficulty in collection of secondary data.

REFERENCES

Websites

www.google.com
www.wikipedia.com
www.pizzahut.com
www.dominos.com

BOOKS

Research methodology :Methods & Techniques

Research Methodology

AUTHORS

C.R. Kothari

Chandra K. Jain,

M.K. Jain