

Domino's

Parent Company

Domino's

Category

Fast food eating joints

Sector

Food Products

Tagline/ Slogan

The world's leading pizza delivery company

USP

Pizza home delivery with great quality and taste

Dominos STP

Segment

People willing to have a delicious pizza at a restaurant or at home

Target Group

Children and youth from middle and upper classes from urban areas

Positioning

Best pizza home delivery service

Dominos SWOT Analysis

Strengths

1. Domino's is a hugely popular brand name and has high brand loyalty
2. Diverse range of products offered by Domino's apart from Pizzas
3. Hygienic food and quick service
4. Leader in online & mobile ordering as compared to its competitors
5. Domino's has a strong brand equity supported by heavy advertising & marketing campaigns
6. Global franchise operations - more than 3,500 in over 50 countries
7. Efficient and effective supply chain management enables it maintain its goodwill and promises
8. More than 200,000+ people are employed with Dominos

Weaknesses

1. High fat and high calorie food perceived not good by health conscious people
2. Intense competition means Domino's has limited growth in market share
3. Domino's has been associated mainly with Pizza though it has a lot of side menu items

Opportunities

1. Improve efficiency and home delivery service, which is Dominos' point of differentiation
2. Introduction of new flavor additives and pizza toppings that are region specific can be a good stride for
3. The distribution network should be further strengthened so as to ensure market penetration in the existing
4. Growing presence in emerging markets, particularly in India, China.

Threats

1. Intensive competition from a fragmented number of small competitors offering variety of pizzas can reduce
2. Changing consumer habits towards healthier food choices.
3. Changing government policies and regulations can affect global operations

Competition**Competitors**

1. Pizza Hut

2. Papa Johns Pizza

3. Smokin Joes Pizza

4. KFC

5. McDonald's

6. Subway

7. Taco Bell

8. Burger King

9. Chicago Pizza