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## DOMINO'S PIZZA SWOT & PESTLE ANALYSIS

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**Company Name :** Domino's Pizza

**Company Sector :** Restaurants

**Operating Geography :** United States, North America, Global

**About the Company :**

Founded in 1960 by Monaghan brothers Tom and James, when they purchased an old restaurant in Ypsilanti, Michigan, United States, it was initially named DomiNick's. The company operates a network of franchise owned Domino's pizza stores across the globe that has both delivery and carryout business segments. In 1983, Domino's opened its first international store in Winnipeg, Canada. It has grown into a global enterprise with over 17,600 stores in more than 90 markets as of 2023. In 2004, Domino's Pizza, Inc. became a publicly traded company at New York Stock Exchange (NYSE). With prime focus on pizza delivery, the company's business model feeds on quality food at competitive price, with easy ordering access and efficient service aided by technology innovations. Domino's sells 3 million pizzas on an average, globally. Initially, Domino's only offered two sizes of pizza and one drink for around 30 years. It now offers varying crust types and sizes along with a long list of side orders, desserts and beverages. Their pizza toppings vary according to country and culture and often feature regional specialty items.

The USP of Domino's Pizza lies in it being the world leader in global QSR pizza, with 15% market share in global QSR pizza market. It has surpassed its largest competitor Pizza Hut with highest global retail sales. Its mission statement reads 'To be number one'.

**Revenue :**

US\$ 4.418 billion – FY ended 30th June 2022 (YoY growth of 1.78%)

US\$ 4.357 billion – FY ended 30th June 2021

## SWOT Analysis :

The SWOT Analysis for Domino's Pizza is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong franchise business model</li> <li>2.Strong brand name in the QSR industry</li> <li>3.Continuous product innovation led to company's growth</li> <li>4.Established technological innovation and capability</li> <li>5.Developed operational efficiencies over the years</li> </ul>	<ul style="list-style-type: none"> <li>1.Short term contracts with suppliers</li> <li>2.Failure of business in Italy</li> <li>3.Subject to a number of fines for business practices</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Strong growth in Quick-Service Restaurant (QSR) pizza category</li> <li>2.Cut delivery times by adding more locations</li> <li>3.Geographic expansion by scaling store count</li> <li>4.Expanding into new concept store</li> </ul>	<ul style="list-style-type: none"> <li>1.Covid 19 pandemic adversely affecting the financial conditions</li> <li>2.Labor shortage and increase in other cost are affecting the profits</li> <li>3.Product contamination or food tampering poses a great threat to the business</li> <li>4.Increase in food costs due to inflation</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Domino's Pizza is given below:

Political	Economical
1.Increasing political lobbying expenditure 2.Impact of Brexit on the European business	1.Adverse global economic conditions 2.Impact of fluctuations in exchange rate on bottom-line
Social	Technological
1.Consumer focus on food safety 2.Delivery takes a hit as Americans cook more at home	1.Adaptation of new technology and alternate delivery methods 2.Leveraging digital and social media marketing 3.Cyber-attack may impact the operations of the company
Legal	Environmental
1.Risk of Litigation in the QSR Industry 2.Complying with government regulations and requirements	1.Reducing the carbon footprint 2.Deployment of electric vehicles for delivery to promote sustainability

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