

# Internship Report

## Competitive Market Analysis of JFWBL (Domino's Pizza Bangladesh)

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## **Competitive Market Analysis of JFWBL (Domino's Pizza Bangladesh)**



### **SUBMITTED TO**

**Dr. Khandoker Mahmudur Rahman**  
**Professor -School of Business and Economics**

### **SUBMITTED BY**

**Asma Binte Emu**  
**111 191 134**  
**Major in Marketing**

### **DATE OF SUBMISSION**

**28<sup>th</sup> December 2024**

**UNITED INTERNATIONAL UNIVERSITY**

## Letter of Transmittal

December 28, 2024

Dr. Khandoker Mahmudur Rahman  
Professor- School of Business and Economics  
United International University

**Subject: Submission of Internship Report**

Dear Sir,

I have successfully created my internship report on Domino's Pizza Bangladesh, which plays an important role as a platform for business promotion. This report allows me to reflect on the methods and abilities I've picked up over my internship, which has lasted for three months. Due to my lack of relevant work experience, I acknowledge that my report may have some errors and needs to be flawless. Some of the ideas I had while researching this report may seem unnecessary now, but they proved invaluable when I put them into action. I can't wait to use this internship program's lessons.

In this report, I analyzed Domino's Pizza and worked in their head office with the marketing team. Thank you for your encouragement and support, which motivated me to work hard. I would be happy to answer your questions about the report.

Sincerely,

Asma Binte Emu  
ID: 111 191 134  
School of Business and Economics  
United International University

## Declaration of Student

I, Asma Binte Emu, confirm that the internship report is unique and has not been archived or published anywhere. This report was prepared as part of my academic program in partial fulfilment of my B.B.A degree.

Signature: \_\_\_\_\_

**Asma Binte Emu**

**Student ID: 111 191 134**

School of Business and Economics

United International University

## Acknowledgement

I would first like to thank Allah, Almighty, and my parents for giving me the patience, strength, and courage to finally complete the B.B.A degree from United International University.

I am grateful to everyone who made the data available for this report. I would like to give special thanks to my internship supervisor, Dr. Khandoker Mahmudur Rahman, Professor—School of Business and Economics, United International University for his suggestions and efforts in getting me to prepare an internship report.

Then, I would like to thank Md. Abu Obaida Imon, Country Marketing Lead, and Jonaed Ahamed Rahat, Assistant Manager of Marketing, thank you for all your support. I can't say enough thank you to everyone at Domino's Pizza. They explained everything I asked them to in detail and were quick over time. I also would like to thank the Human Resources Department of Domino's Pizza for allowing me to intern in this firm. I want to thank all my friends and classmates who helped me when I got stuck in some theory. If we cooperate and help each other achieve the tasks, we do.

Last, I thank the United International University authority for arranging this student project program. It gives the students a platform to apply their theoretical knowledge before entering the business world.

## Executive Summary

This internship report explores market competitiveness related to Domino's Pizza's marketing issue in Bangladesh's dynamic cities by investigating the technique and process done by Jubilant FoodWorks Bangladesh Limited (JFWBL). Domino's Pizza's entry into Bangladesh in 2019 is the reason for the study, as it allowed studying Domino's extensively about its marketing operations.

The study uncovered exceptional possibilities for Domino's Pizza to go into Bangladesh. The expansion approach reduced the number of shops in Dhaka, Narayanganj, and Chittagong, offering the organization a sizable capability for gain. Adapting to neighborhood tastes and options turned into one of the key findings. The study also talked about Domino's Pizza creative marketing edge, which involves augmented reality (AR) in its marketing. During Ramadan, the custom AR-based 'Box e Chorai Utshober Khushi' campaign comprised of a pizza box which would come to life when scanned using a smartphone, bringing the city of Dhaka to life. These virtual advertising efforts have worked: campaigns, including the 'Box of Happiness' provided via influencer partnerships, have been successful. The document also investigated Domino's pricing techniques in Bangladesh. To serve clients, the organization adopted a value-based total pricing strategy, growing merchandise at exceptional charge factors.

Finally, this internship report describes Domino's Pizza's marketing strategy formulated for Bangladesh. These are the areas for which the directive highlights the company's success; that is, the company adopted the local taste and used the innovation of technology, did effective digital marketing, and strategic pricing, among others. Therefore, by assuming the recommendations of this study, Domino's Pizza can solidify its sales numbers and move sales generally in the coming years. The results stress the need for localization, digital innovation, and customer-centricity in an industry as competitive as the food service world and provide essential lessons for Domino's Pizza and other multinational companies working in emerging markets.

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# CHAPTER I: INTRODUCTION

## 1.1 Overview

The BBA internship program provides an essential practical dimension to the education students in the BBA receive and is an opportunity to learn about the real-life issues that manifest themselves in different corporate contexts. A cornerstone of the BBA curriculum, the internship lasts three months and provides students with crucial hands-on experience. During this time, I was privileged to work closely with Domino's Pizza's committed team to address the topic.

The BBA students must write an internship report at United International University Bangladesh to gain real-world insights. The internship program requires the students to write a complete project report and trains them on numerous organizational tasks, ranging from manufacturing to finance. BBA students at United International University, Bangladesh, must complete an internship program lasting 8- 12 weeks and submit an internship report. This program's fundamental purpose is to equip students with opportunities for practical knowledge and actual company operations so that they can grow and develop professionally.

I, Asma Binte Emu, got the opportunity to intern at Jubilant FoodWorks Bangladesh Limited (Domino's Pizza Bangladesh) after finishing my four-year BBA study at United International University. In my internship at Jubilant FoodWorks Bangladesh Limited (Domino's Pizza Bangladesh), I was acquainted with how complex marketing is in the context of cities changing, specifically concerning Domino's Pizza operations. This internship report summarizes the results and insights learned during the internship, which light on the marketing strategy employed by Domino's Pizza and its consequences in a busy market environment such as Dhaka, Narayanganj, and Chittagong cities.

## 1.2 Justification of the Study

I am completing my internship report, an essential element of the BBA application underneath the advertising department. This credit hour is three (3), and the path length is four months. This internship document is produced for Prof. Dr. Khandoker Mahmudur Rahman, School of Business and Economics, United International University. The internship's principal cause is to

take advantage of business enterprise records before starting up the employment profession. I have labored at Domino's Pizza for three months as an intern. During this time, I was given the danger of doing various jobs linked to the advertising tasks of Domino's Pizza's commercial enterprise system, and those enlarged my attitude toward the operation sports of the food zone. I commenced my internship there on the eighth of January 2024 and have continued beneath Domino's Pizza's advertising and marketing department.

### **1.3 Objective of the Study**

This study aims to determine the total marketing activity of Domino's Pizza and the search for possible places for the Domino's Pizza outlet. The objective is to find out possible appropriate marketing activity techniques or policies, and it also tries to study the probable spots for Domino's Pizza outlets for clients and business, e.g., marketing of Domino's Pizza in Dhaka, Narayanganj, and Chittagong. Other aims include the following:

#### **General objective:**

The primary purpose of this research was to review the pattern and technique of Domino's Pizza Bangladesh using the pattern and technique of Domino's Pizza Bangladesh.

#### **Specific objective:**

- ✚ Analyzing the selling process.
- ✚ To review the grading policies.
- ✚ To appraise the price.
- ✚ To examine the financial method.
- ✚ To identify the kinds of risk.
- ✚ To identify the promotional activity.
- ✚ Customer engagement.
- ✚ Generating Coupons.
- ✚ Alignments with new store and product launch.
- ✚ Working with cross functional team.
- ✚ Executing various events (Ramadan press conference, Buy1 Give1 Iftar event etc.)

## 1.4 Methodology of the Study

It means the process followed to observe, survey, or analyze something or the method. Important essential facts and the following are the possible sources to collect the topic. In order to meet the data demand and obtain the above essential information, the following sources have been used:

### Data collection

#### ➤ Primary Data:

- ✓ By discussing it with the workers and the management of the firm.
- ✓ From a real working environment.
- ✓ Data was obtained via observation of the company's behavior.
- ✓ Talk with the consumer.
- ✓ Competitor Interview

#### ➤ Secondary Data:

- ✓ Organizational profile of Jubilant FoodWorks Limited.
- ✓ Office files and documents.
- ✓ Websites of the organization.
- ✓ Internet.
- ✓ Some of my course components are relevant to this work.

## 1.5 Scope of the Study

The marketing of Domino's Pizza is studied in this report. It also provides a short overview of the company. The general purpose of this report is to acquire practical experience and portray the delivery of academic information in daily operations. The management of Domino's Pizza kindly privileged me with an opportunity to intern in his firm. I have a 3-month internship. My internship started on 8<sup>th</sup> January 2024 in Domino's Pizza following the marketing department and ends on 10<sup>th</sup> April 2024. Also, I asked the assistant line manager, who supervised and helped me by providing all the relevant and related data as early as possible so I could finish my report successfully, as I knew that I needed to submit it. I regularly went to Domino's Pizza without fulfilling the criteria that you need to visit Domino's Pizza between each of the three months.

## 1.6 Limitations of the Study

Only some things were free of restrictions when it came time to inquire or carry out activity. I ran into some limitations in making this report. However, as an intern, I had the fabulous

opportunity to learn how Domino's Pizza works in marketing at Head Office, Mohakhali. Some limitations are as follows:

- One of the most crucial constraints is time shortage. I have three months to complete this study and need more time to complete the assignment.
- A deeper understanding of the fast food business and corporate culture is needed.
- The individual associated with the policy was uncomfortable talking about the policy.
- A few sensitive crucial facts and data in the report must be present in various information sources, which limits the report. Because of that, I cannot reveal specific inner facts.
- The corporation's confidentiality problems prevented it from collecting some pivotal facts.

# CHAPTER II: ORGANIZATION

## BACKGROUND

### 2.1 Introduction to Jubilant FoodWorks Ltd.

Before focusing on my experience with Jubilant FoodWorks Bangladesh Limited (Domino's Pizza Bangladesh), I would like to draw up a short background of Domino's Pizza International. Domino's is one of the leading pizza brands and a common name in 90 countries worldwide. Its worldwide presence covers 5,701 cities, with over 2,900 outlets in the United States and 17,000 units in other countries. In 2016, celebrating its 1000 shops and outlets in India, Domino's Switzerland's success was significant (Dominos, 2018). As of the first quarter of 2018 worldwide, there were 15,000 branches, out of which 5,649 were located in the United States, with 1,127 and 1,094 in India and the United Kingdom, respectively. (PR Newswire, February 8, 2016). Thus, it is no surprise that Domino's enters into a master franchise agreement with one company only per country. On the contrary, Jubilant FoodWorks Limited has franchise operations in more than four countries.

There are several important aspects related to the Master Franchise program of Domino's:

- ❖ First, Domino's Pizza Enterprises in Australia possesses the exclusive right of ownership, operation, and franchising within Australia, New Zealand, France, Belgium, Netherlands, and Monaco. They were the first to obtain the master franchises from the mother company in 1993 and 2006.
- ❖ Domino's Pizza Group (DPG) bought the master franchise rights for the UK and Ireland in 1993. They expanded their territory by securing the master franchise for Germany in 2011 and for Liechtenstein and Luxembourg in 2012 after buying the Swiss master franchise holder (The Daily Telegraph London, Retrieved June 22, 2008; Reuters, Fletcher, Nick August 29, 2012).
- ❖ Conversely, in India, Nepal, Sri Lanka, and Bangladesh, subsidiaries of Jubilant FoodWorks Limited hold the Master franchises. They have made India the biggest pizza

market outside the core of Domino's by expanding over 1000 locations of the pizza chain (Domino's Pizza). As of 2019, the company covers approximately 1200 outlets in an extensive area of over 264 Indian cities.

- ❖ In Bangladesh, the Domino's Pizza franchise is a partnership of Jubilant FoodWorks and Golden Harvest QSR Limited, which operates under Jubilant Golden Harvest Limited. In this arrangement, Jubilant FoodWorks holds a 51% majority share, while Golden Harvest Limited holds the rest of the shares (Dhaka Tribune, March 15, 2019).

## **2.2 Domino's Pizza in Bangladesh**

Jubilant FoodWorks Limited of India holds the master franchise of Domino's Pizza in South Asia. Before entering Bangladesh, it was necessary to obtain Jubilant FoodWorks Limited's (JFWL) approval. Seeing the possibility of collaboration, JFWL looked for a domestic company in Bangladesh to set up a Domino's Pizza franchise. Enter Golden Harvest QSR, a division of Golden Harvest Group. In partnership with Jubilant FoodWorks, the Golden Harvest QSR formed a new joint venture called Jubilant Golden Harvest LTD. This joint venture has 51 percent ownership by Jubilant FoodWorks, while Golden Harvest QSR holds the remaining 49 percent. Golden Harvest is a critical player in Bangladesh that is involved in food, dairy, commodities, information technology, logistics, real estate, aviation, infrastructure development, and insurance.

On the other hand, Jubilant FoodWorks Limited (JFWL) is a part of Jubilant Bhartiya Group. Founded in 1995, JFWL began operations in 1996 and today has emerged as India's most significant and fastest-growing food service company. Domino's Pizza Bangladesh was established through a collaboration between JFWL and a branch of the Golden Harvest Group. Now, JFWL owns the master franchise rights to operate four Domino's branded stores across India, Nepal, Bangladesh, and Sri Lanka. JFWL also owns the Dominican brand Dunkin' Donuts in India. On the 25th of March 2019, the branch opened in Dhaka, marking the beginning of the American pizza chain. It was stated that the new pizza chain would be initiated through JFWL and Golden Harvest QSR. Kali Charan and Lowrov partnered on a joint project after getting approval from JFWL. Domino's Pizza in Bangladesh is jointly owned with a 51% stake in Jubilant Foodworks, and a 49% stake in Golden Harvest QSR in the newly formed Company

called Jubilant Golden Harvest Ltd. that was created in a partnership formed by Jubilant Food Works and Golden Harvest QSR.

In order to acquire more shares in the joint Company, increasing ownership from the initial 51% to 90% was aimed at Jubilant Food Works, and therefore, in September 2021, it became possible with Food Jubilant exercising its first call option of acquiring additional 39% percent stake in the joint venture company. With total control of the joint venture company remaining to be held at 10%, the Company, in March 2022, used its second call option to acquire the remaining 10%, whereby complete control was achieved. Honoring their agreement, the Bangladeshi Company required one share to be held by a company nominee. Domino's Pizza plans to open more branches in the Southern regions of Bangladesh, and although it currently holds branches in Khulna and Cox's Bazar, the rest of the opening growth plan includes Sylhet, Dhaka, and Chittagong regions.

### **2.3 Products Provided by Jubilant Golden Harvest Limited**

Domino's focuses on different targeting approaches to meet customers' needs and expectations. Because every person possesses a taste and a choice, Domino's Pizza has established a strong position with its clients. This enables Domino's Pizza to consolidate its presence in the market. Domino's Pizza has a good standing and an even better image with eaters. There are more items: rice meals, Chocolate Lava Cake, Beef Calzone, etc. Most of these products are brought over by transporting them to cold storage facilities.

Previewing the marketing mix when planning to enter a new market and product development is essential, as product success relies on these four decisions. The 4Ps of marketing consist of pricing strategy, place (location), promotion strategy, and product mix. Therefore, in this case, Domino's Pizza marketing strategy also changed the mix of marketing, which is essential before commencing a new venture. Concerning most Plaintiffs in the American markets, dominos will always have the edge over the competition. At the same time, they offer beef and chicken. The company primarily utilizes what is referred to as a "differentiated targeting strategy" to satisfy all sorts of customers' demands and wants. Each person is different, and so are their tastes and preferences. That is why Domino's Pizza has made a high rank in this industry as an excellent pizza company, and people feel that Domino's Pizza is the breadwinner in striving for their

customers. This helps Domino's take a position in the industry in the other world. For instance, Domino's Pizza has a favorable position and reputation among food lovers. There are more, like chicken meatballs, roasted chicken wings, choco lava cake, and butterscotch mousse cake. Most of the items are brought in through cold transportation.

However, by shifting to a new market and product line extension, looking at the marketing mix becomes essential because the product's success entirely depends on these four decisions. 4p's consists of price, place, promotion, and product. Domino's Pizza also worked on its marketing mix, which is critical before commencing any new venture. So, the price strategy adopted by the company has more significant advantages than the competition's.

|                                                                                                         |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                 |                   |                  |
|---------------------------------------------------------------------------------------------------------|-------------------|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|------------------|
|  <b>Domino's Pizza</b> |                   |                  |  <b>Oregano-Rice Meal</b>                                                                                                                                                                                                                                                                    |                   |                  |
| <b>CLASSIC PIZZA</b>                                                                                    |                   |                  | <b>LOADED PIZZA</b>                                                                                                                                                                                                                                                                                                                                                             |                   |                  |
| <b>MARGHERITA</b><br>Mozzarella Cheese                                                                  |                   |                  | <b>CHICKEN DOMINATOR</b><br>Chicken Chicken, Spicy Chicken, Grilled Chicken Rancher & Chicken Sausage                                                                                                                                                                                                                                                                           |                   |                  |
| REGULAR (Serves 1)                                                                                      | MEDIUM (Serves 2) | LARGE (Serves 4) | REGULAR (Serves 1)                                                                                                                                                                                                                                                                                                                                                              | MEDIUM (Serves 2) | LARGE (Serves 4) |
| ₹199                                                                                                    | ₹399              | ₹699             | ₹499                                                                                                                                                                                                                                                                                                                                                                            | ₹929              | ₹1549            |
| <b>VEGGIE MEXICANA</b><br>Onion, Jalapeno, Capsicum with Mexican Seasoning                              |                   |                  | <b>MEATZZA</b><br>Minced Beef, Beef Pepperoni, Onion & Jalapeno                                                                                                                                                                                                                                                                                                                 |                   |                  |
| ₹269                                                                                                    | ₹499              | ₹849             | ₹499                                                                                                                                                                                                                                                                                                                                                                            | ₹929              | ₹1549            |
| <b>CHICKEN PAPRIKA</b><br>Chicken Keema, Onion & Red Paprika                                            |                   |                  | <b>DELUXE FEAST</b><br>Spicy Chicken, Grilled Chicken Rancher, Mushroom, Capsicum & Green Chili                                                                                                                                                                                                                                                                                 |                   |                  |
| ₹299                                                                                                    | ₹599              | ₹1049            | ₹499                                                                                                                                                                                                                                                                                                                                                                            | ₹929              | ₹1549            |
| <b>SPICY CHICKEN</b><br>Spicy Chicken, Onion & Capsicum                                                 |                   |                  | <b>EXTRAVAGANZA FEAST</b><br>Barbecue Chicken, Chicken Sausage, Spicy Chicken, Beef Pepperoni, Red Paprika, Olive & Capsicum                                                                                                                                                                                                                                                    |                   |                  |
| ₹299                                                                                                    | ₹599              | ₹1049            | ₹499                                                                                                                                                                                                                                                                                                                                                                            | ₹929              | ₹1549            |
| <b>CHICKEN KEEMA DOPEYAJA</b><br>Chicken Keema & Onion                                                  |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                 |                   |                  |
| ₹299                                                                                                    | ₹599              | ₹1049            |                                                                                                                                                                                                                                                                                                                                                                                 |                   |                  |
| <b>FLAVOURS OF BANGLADESH</b>                                                                           |                   |                  | <b>DELICIOUS SIDES</b>                                                                                                                                                                                                                                                                                                                                                          |                   |                  |
| <b>HARIYALI CHICKEN</b><br>Hariyali Chicken, Capsicum & Green Chili                                     |                   |                  | <b>GARLIC BREAD</b><br>Garlic Breadsticks<br>Chicken Garlic Bread<br>Beef Garlic Bread                                                                                                                                                                                                                                                                                          |                   |                  |
| REGULAR (Serves 1)                                                                                      | MEDIUM (Serves 2) | LARGE (Serves 4) | ₹149                                                                                                                                                                                                                                                                                                                                                                            | ₹299              | ₹349             |
| ₹369                                                                                                    | ₹699              | ₹1229            |                                                                                                                                                                                                                                                                                                                                                                                 |                   |                  |
| <b>FARMHOUSE</b><br>Mushroom, Onion, Red & Yellow Pepper                                                |                   |                  | <b>TACO MEXICANA</b><br>BBQ Chicken Taco<br>Beef Kala Bhuna Taco                                                                                                                                                                                                                                                                                                                |                   |                  |
| ₹369                                                                                                    | ₹699              | ₹1229            | ₹299                                                                                                                                                                                                                                                                                                                                                                            | ₹349              |                  |
| <b>BEEF KALA BHUNA</b><br>Beef Kala Bhuna, Capsicum, Red Paprika & Onion                                |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                 |                   |                  |
| ₹399                                                                                                    | ₹749              | ₹1299            |                                                                                                                                                                                                                                                                                                                                                                                 |                   |                  |
| <b>INTERNATIONAL PIZZA</b>                                                                              |                   |                  | <b>POTATO WEDGES</b><br>চপাট ডিংগি (Spicy Chicken / BBQ Chicken / Creamy Mushroom)<br>GARLIC MUSHROOMS<br>CHICKEN WINGS (For Max / Spicy / BBQ)<br>VEG CALZONE (Single / Double)<br>CHICKEN CALZONE (Single / Double)<br>BEEF CALZONE (Single / Double)                                                                                                                         |                   |                  |
| REGULAR (Serves 1)                                                                                      | MEDIUM (Serves 2) | LARGE (Serves 4) | ₹99                                                                                                                                                                                                                                                                                                                                                                             | ₹99               | ₹299             |
| ₹399                                                                                                    | ₹749              | ₹1299            | ₹299                                                                                                                                                                                                                                                                                                                                                                            | ₹299              | ₹99/169          |
| <b>SAUSAGE &amp; PEPPERONI</b><br>Chicken Sausage, Beef Pepperoni & Jalapeno                            |                   |                  | ₹149/249                                                                                                                                                                                                                                                                                                                                                                        | ₹169/299          |                  |
| ₹399                                                                                                    | ₹749              | ₹1299            |                                                                                                                                                                                                                                                                                                                                                                                 |                   |                  |
| <b>TEXAS BARBECUE CHICKEN</b><br>Barbecue Chicken, Capsicum, Mushroom & Barbecue Sauce                  |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                 |                   |                  |
| ₹449                                                                                                    | ₹829              | ₹1429            |                                                                                                                                                                                                                                                                                                                                                                                 |                   |                  |
| <b>AFRICAN PERI PERI</b><br>Spicy Chicken, Mushroom, Jalapeno & Peri Peri Seasoning                     |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                 |                   |                  |
| ₹449                                                                                                    | ₹829              | ₹1429            |                                                                                                                                                                                                                                                                                                                                                                                 |                   |                  |
| <b>AMERICAN FAVORITE FEAST</b><br>Beef Pepperoni, Chicken Sausage, Mushroom & Green Chili               |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                 |                   |                  |
| ₹449                                                                                                    | ₹829              | ₹1429            |                                                                                                                                                                                                                                                                                                                                                                                 |                   |                  |
| <b>ULTIMATE BEEF PEPPERONI</b><br>Beef Pepperoni & Extra Cheese                                         |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                 |                   |                  |
| ₹449                                                                                                    | ₹829              | ₹1429            |                                                                                                                                                                                                                                                                                                                                                                                 |                   |                  |
| <b>MAKE IT A MEAL</b><br>WITH ANY PIZZA                                                                 |                   |                  | <b>MAKE IT CHEESE BURST</b>                                                                                                                                                                                                                                                                                                                                                     |                   |                  |
| ADD POTATO WEDGES + 1 CODE <b>₹99</b>                                                                   |                   |                  | REGULAR                                                                                                                                                                                                                                                                                                                                                                         | ₹149              |                  |
|                                                                                                         |                   |                  | MEDIUM                                                                                                                                                                                                                                                                                                                                                                          | ₹299              |                  |
|                                                                                                         |                   |                  | LARGE                                                                                                                                                                                                                                                                                                                                                                           | ₹499              |                  |
|                                                                                                         |                   |                  | <b>EXTRA TOPPINGS</b>                                                                                                                                                                                                                                                                                                                                                           |                   |                  |
|                                                                                                         |                   |                  | REGULAR                                                                                                                                                                                                                                                                                                                                                                         | ₹149              | ₹249             |
|                                                                                                         |                   |                  | MEDIUM                                                                                                                                                                                                                                                                                                                                                                          | ₹79               | ₹99              |
|                                                                                                         |                   |                  | LARGE                                                                                                                                                                                                                                                                                                                                                                           | ₹99               | ₹129             |
|                                                                                                         |                   |                  | <b>VEG TOPPINGS</b><br>Onion, Capsicum, Jalapeno, Mushroom, Red Bell Pepper, Yellow Bell Pepper, Black Olive, Red Paprika, Green Chili                                                                                                                                                                                                                                          |                   |                  |
|                                                                                                         |                   |                  | <b>NON VEG TOPPINGS</b><br>Barbecue Chicken, Spicy Chicken, Grilled Chicken Rancher, Chicken Sausage, Curried Beef, Beef Pepperoni, Minced Beef                                                                                                                                                                                                                                 |                   |                  |
|                                                                                                         |                   |                  | ₹99                                                                                                                                                                                                                                                                                                                                                                             | ₹129              | ₹149             |
|                                                                                                         |                   |                  | <b>All Inclusive Prices</b><br>Above shown images are for illustration purposes only. Prices are inclusive of approximately 10% VAT. Prices are subject to change without prior notice. Please check with your nearest store for details.<br>FOR TAC: PLEASE VISIT <a href="http://m.dominos.com.bd/tac">m.dominos.com.bd/tac</a><br>dominospizzabn dominos_bd m.dominos.com.bd |                   |                  |

Figure 1: Domino's Pizza Menu

With every international expansion, Domino's Pizza will deploy a distinct strategy more harmonized with the local tastes, practices, and market environment. Entry to Bangladesh also conformed with the above strategy. Here are some of the critical features and strategies Domino's used for its operations in Bangladesh:

1. **Halal Compliance:** Bangladesh is predominantly a Muslim country, so ensuring that all products, processes, and even food are prepared according to the halal requirements was a must. For that reason, PRDP guarantees that all foods produced in Domino's Pizza Bangladesh will conform to the patron's religion, creed, and diet, among other things.
2. **Menu Customization:** Domino's Pizza introduced pizzas prepared in a program oriented to Bangladeshi taste. Pizzas prepared with spices, sauces, ingredients, and recipes from different countries and regions were also customized to Bangladeshi preferences.
3. **Affordable Pricing:** Understanding the local economic situation and what an average consumer could spend, Domino's Pizza deployed cost-effective deals and inexpensive pizza variants to make their food more relatable and easy to attain.
4. **Smart Store Locations:** Domino's Pizza strategically placed its stores to make quick deliveries to beat the ordinary site visitors jamming in areas like Dhaka. This method allowed it to attain an extensive range of clients inside the town.
5. **Digital Integration:** Domino's Pizza has simplified ordering by imparting an app and net facilities to cater to the wishes of the era-savvy new generation and city residents. Facilities like order monitoring, charge, and customer remarks have also been integrated.
6. **Eco-Conscious Efforts:** Domino's Pizza Bangladesh has begun using biodegradable containers as part of its packing and is seeking sustainable sources for its components in donations, w, which aid in preserving the global concern for the environment.
7. **Community Involvement:** Domino's Pizza thanks its clients in certain regions by sponsoring events, offering special promotions in conjunction with local festive periods, and promoting local celebrities.
8. **Employee Training and Job Creation:** Domino's Pizza trains its local staff to maintain the trademark's global quality standards of food and service. It provides training in cooking and serving customers and helps create local jobs.
9. **Reliable Supply Chain:** Bangladeshi businesses can rely on something other than sourcing raw materials from far-off locations. Domino's Pizza maintains a quite raw solid material supply network given the import substitute nature of businesses in Bangladesh. They even try to procure materials on-site whenever possible to promote their community.

**10. Health and Safety Standards:** Like every other food franchise, Domino's Pizza also improved overall sanitation by providing sanitizer, contactless delivery, Sani, and stations for both the kitchen and the dining area.

To conclude, Domino's Pizza's presence in Bangladesh is more than just another branch of an international pizza chain. It is more about adapting to the Bangladeshi market so that it can offer dishes that are not only about good pizza but also about good marketing.

## 2.3 Mission, Vision & Values

**Mission Statement:** The fundamental purpose of Domino's Pizza is to find opportunities and make ordinary moments in customers' lives memorable. Domino's Pizza focuses all of its efforts on attracting the best of efficiency, variety of items on the menu, and quality, which translates into an intriguing experience with the company's clients, being the most excited because boring meal orders turn out to be a happy experience.

**Vision Statement:** Domino's Pizza has sought to be the best Pizza in the business and the people's favorite pizza maker in most countries. This is tackled methodically by becoming a well-known pizzeria in small areas and spreading it to other areas. In each new market served, the company attempts to live up to a reputation of delivering high-quality products, high-quality customer service, and engagement with society.

**Core Values of Domino's Pizza:** Domino's Pizza's overarching values are a few of the essential guiding values in the performance of its activities.

- The focus is on the customers, who are the company's prime focus all time.
- The company's team is respectful and considerate of everyone.
- It is the type of company that ascribes success to its culture, where achievements can be acknowledged and shared.
- The company believes in honesty in all deals and creating growth opportunities.
- The team takes the core principle of hard work seriously and promises to labor enough to achieve, which relieves the leaders of all burdens and helps them take the proper steps in the right direction to uphold the established principle.
- Domino's Pizza strives to embrace community and support and engage with the neighborhoods it serves.

- The company focuses on winning together by creating opportunities for teams to collaborate while inspiring solutions by promoting creativity and innovation to solve problems.

## 2.5 Corporate Structure

The organizational structure of Domino's Pizza Bangladesh Limited is as follows:

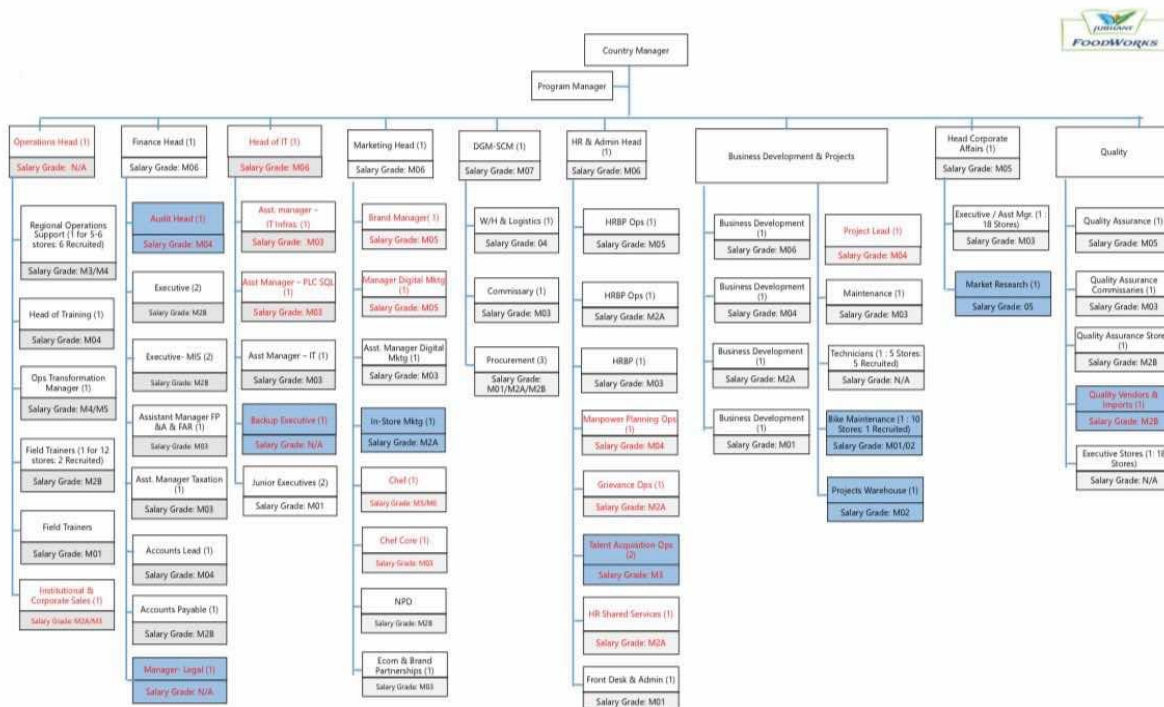


Figure 2: The Organizational Structure of Domino's Pizza Bangladesh

# CHAPTER III: LITERATURE REVIEW

## 3.1 Product Related Marketing Practices and Value It Adds to the Organization

Marketing connects the business and the consumers, making them buy goods and services. Marketing today goes beyond just a product advertisement, and maybe a decade ago, given the evolution of the digital age, the role of marketing and how it engages with audiences has changed significantly. It is the core of understanding customers, building tailored experiences, and creating repeat customers. At a time when businesses are up against a plethora of competition, a marketing strategy that works perfectly gives a business a competitive edge. Product-specific marketing practices refer to how organizations use different strategies and actions to develop, promote, and sell their products successfully in the marketplace. These are an organization's essential and core marketing mix and play a vital role in business growth, developing brand equity, and satisfying customer needs. Product-related marketing in the current era of competition has changed from traditional approaches to modern evidence-based practices, using various innovations, emerging technologies, marketing, and sales channels to create integrated and exciting propositions to attract customers.

Product-oriented marketing practices are essential for gaining competitive advantages amidst the hyper-dynamic food service industry, particularly for quick-service restaurant (QSR) chains, such as Domino's Pizza Bangladesh. Since it arrived in Bangladesh in 2019, Domino's Pizza has made a mark in Bangladesh's fast-expanding QSR sector. Attributing everything to this, the company has fantastically localized the marketing practices related to the brand and product to cater to the audience without destructing from the international standards it has set.

### 3.1.1 Marketing Tactics Related to the Product

**Menu Customization:** Since understanding local preferences is critical, Domino's Pizza introduced pizza variants with popular Bangladeshi flavors. For instance, the organization serves pizzas like “Beef Kala Bhuna” and “Chicken Tikka” that suit the local palate.

**Innovating Products:** Domino's Pizza Bangladesh introduces new innovative products and limited-time offers from time to time to keep its menu dynamic and engaging. In the early months of 2024, the company introduced a new line of rice-based products that appeal to the rice-loving Bangladeshi demographic. This has also shown Domino's flexibility towards local eating habits while broadening its product spectrum. Product quality and consistency are key elements of brand loyalty and customer professional satisfaction. Quality control is strictly maintained in practice and procedure as Domino's Pizza Bangladesh operates under a centralized commissary system, ensuring uniformity of ingredient preparation at all points of sale.

**Value-Based Pricing:** Domino's Pizza has followed the value-based pricing strategy and introduced its products at different price points in Bangladesh, serving different customer segments. It often rolls out promotional and combo offers to offer value to price-sensitive consumers (like the ongoing 'Dom40' offer, which provides a 40 percent discount on select pizzas).

This is obviously Digital Marketing, as Domino's Pizza Bangladesh is very active on social media channels to promote its products. This may include attractive content shared by the company, information on new launches, promotional campaigns, etc.

- The company introduced a rice-based product range in early 2024
- Domino's uses a centralized commissary system to ensure ingredient consistency
- The offer called "Dom40", which gives 40% off on pizza
- Domino's Pizza uses social media to promote their product and interact with customers

### 3.1.2 Product Related Marketing Practices Adding Value to the Organization

There are several ways that these product-related advertising and marketing practices increase huge costs for Domino's Pizza Bangladesh:

**Market Penetration & Expansion:** Domino's Pizza has been able to penetrate a more significant portion of customers as it has been able to modify its menu according to the preference of the people in the community at large and provide the current merchandise at the same time set apart

from the Bangladeshi market penetration from other competing brands. It thus has enabled quick market penetration and expansion, with the business clocking 30 shops throughout Bangladesh in early 2024, alongside ambitious plans for similar growth.

**Brand Loyalty and Customer Satisfaction:** Maintaining immoderate product quality and consistency throughout all stores allows for brand loyalty and customer pleasure. Research by Ryu et al. (2020) has tested that great meals are a superb factor in patron delight and behavioral intentions in the rapid-meals industry.

**Competitive Advantage:** Domino's Pizza has created a robust competitive benefit inside the Bangladeshi QSR market through its localized offerings and cost-based total pricing approach. This lets the commercial enterprise employer compete correctly with worldwide chains and community fast-meal shops.

**Increased Sales and Revenue:** Regular product upgrades and promotional offers help increase earnings and enchant new customers. The enterprise organization's virtual advertising and marketing efforts further expand these initiatives, achieving a broader audience and, in all likelihood, developing conversion rates.

**Operational Efficiency:** The centralized commissary machine is not the most effective for ensuring product consistency; however, it also contributes to operational overall performance, reducing fees and improving income margins.

- Domino's Pizza has extended to 30 stores in Bangladesh since 2019
- High product excellent and consistency contribute to purchaser satisfaction and loyalty
- Localized services and fee-based totally pricing create an aggressive benefit
- Product innovations and promotions power income and appeal to new clients
- The centralized commissary device enhances operational performance

Domino's Pizza Bangladesh has efficiently implemented a complete set of product-related advertising practices, delivering sizable costs to the organization. By adapting products to neighborhood tastes, preserving excessive first-rate standards, innovating continuously, leveraging digital advertising and marketing, and using value-based total pricing, Domino's has created a sturdy fee proposition for its clients. These practices have no longer only pushed income and client loyalty but are additionally more applicable to the organization's logo picture and competitive function inside the Bangladeshi speedy grocery store. As Domino's Pizza keeps

adapting its techniques to changing customer options and market dynamics, it is nicely placed to hold on to its increased trajectory and market management in Bangladesh.

### **3.2 Why Pricing is Important?**

Pricing is an essential component of the marketing mix, and it is one of the most critical factors for the success of any FMCG company, be it a QSR company like Domino's Pizza. As Bangladesh continues to see new and innovative consumer trends at unprecedented rates, developing and executing the right pricing strategies will be the key to sustainable growth and profits. However, the pricing is one of the defining factors for any FMCG. In a competitive market, pricing strategy directly influences product performance and financial results (Trihatmoko, Purnamasari, 2020). For FMCG companies, the pricing decision is significant enough, as it can not only determine sales and revenues in a quarter but also impact long-term brand perception, market positioning, and customer loyalty, among the main differentiators and strategic levers in the QSR space, where competition is always fierce, and tastes are constantly changing.

As pricing goes beyond profitability, pricing is by no means an easy decision to make; it has to consider production costs, the factor of competitive pricing, consumer purchasing power, the manufacturer's brand positioning, and market demand. In the case of Bangladesh, which is still in the budding QSR sector, the market is rapidly growing while consumers still prefer value-for-money eateries. Pricing is one of the telemarketing mix elements. Domino's Pizza Bangladesh's pricing strategy is part of its market-oriented strand business strategy. Natural Food Bites appears to be operating in a favorable area of the market for the company, where consumers are looking for convenient dining options but are also price-sensitive. This pricing strategy must be balanced with quality perception, so Domino's Pizza has to distinguish between affordability and quality.

One of the main features of Domino's Pizza pricing strategy is. Once, it means pricing is based on the product's value to the customer, not costs; for example, the pizzas that Domino's keeps side by side at varying prices, targeting different segments of consumers. Initially targeted at the entry-level space, the "Pizza Mania" range is priced aggressively and serves to woo budget customers and fare against local pizza outlets. The value of pricing for Domino's Pizza Bangladesh is pointed out here due to its concern about getting into a new market and expanding.

Domino's Pizza has 30 stores in Bangladesh as of early 2024, and further expansion is underway. Domino's Pizza has made its presence with aggressive pricing in newer markets and would have attracted customers who would otherwise go for local substitutes or other international chains. Domino's Pizza product innovation has pricing as one of the critical priorities. The company mobilizes interest and trials with pricing by regularly launching new products and limited-time offers. Launching a new line of rice-based products in early 2024 came with promotional pricing to help customers try them out and get the news out.

- Pricing Strategy for Value-Based Pricing as per different Customer Segments
- Low entry-level pricing (Pizza Mania range) to attract price-sensitive consumers
- Premium pricing to preserve the brand perception of high-quality offerings
- Promotional pricing (Dom40 offer) to boost sales and customer loyalty
- Pricing strategy to drive market expansion and penetration
- Introduce new products with lower initial price points to stimulate trial

Like others, local economic factors, consumer behavior, and competition will also influence Domino's Pizza's pricing strategy in Bangladesh. Companies must pay attention and find a balance between the average disposable income of the target market, inflation, and currency fluctuations to set prices. For example, Domino's Pizza has been forced to adjust its global price points for Bangladesh due to a price-sensitive consumer base.

Domino's Pizza has a strong rationale for its pricing, given the competition in Bangladeshi QSR. Despite being a significant organization, Domino's competes with foreign franchises and local pizzerias. To explain this, let us compare similar product pricing at Domino's vs. its leading competitors in Bangladesh:

| Product                    | Domino's Pizza | Pizza Hut | KFC     | Local Pizza Outlets |
|----------------------------|----------------|-----------|---------|---------------------|
| Medium Pizza (Classic)     | BDT 599        | BDT 649   | N/A     | BDT 450-550         |
| Large Pizza (Classic)      | BDT 899        | BDT 949   | N/A     | BDT 700-800         |
| Chicken Wings (8 pcs)      | BDT 399        | BDT 429   | BDT 389 | BDT 350-400         |
| Value Meal (Pizza + Drink) | BDT 299        | BDT 319   | N/A     | BDT 250-300         |

Table 1: Competitive Product Price Market

A comparison of these pricing shows that Domino's Pizza competes on price but is a premium brand versus local outlets. Domino's Pizza justifies the slight price difference with its main international competitor, Pizza Hut, because of brand value and quality perception. Domino's pricing strategy also considers the long-term sustainability of its business model. Aggressive pricing can bring short-term sales, but it is probably not sustainable in the long run. For example, Domino's Pizza must price its products and services at a level so that the profits can cover operation costs, expansion, and maintaining product quality. In Bangladesh, however, things like rising ingredient costs and currency fluctuations can make a difference in profitability, which is particularly important here.

**Market Penetration and Rapid Growth:** Domino's Pizza Bangladesh utilizes an aggressive market infiltration pricing strategy for new store openings, temporarily slashing costs to attract patrons and construct market share. This tactic has led to their swift proliferation to 30 locations across Bangladesh in only three years.

The company's value-based pricing approach generates worth through:

- ❖ **Seizing Market Portion:** Competitive rates aid in seizing market portions from established challengers.
- ❖ **New Customer Acquisition:** Promotional pricing entices novel patrons.
- ❖ **Brand Position Solidification:** Premium pricing for special items maintains the brand's image.
- ❖ **Revenue Optimization:** Flexible pricing dependent on demand patterns.

### **Innovation in Pricing Methods**

Domino's Pizza Bangladesh has launched inventive pricing models that craft value through:

#### **Digital Integration**

- Online ordering discounts.
- Mobile app-exclusive bargains.
- Loyalty program rewards.

#### **Seasonal Pricing**

- Ramadan unique offers.
- Festival season promotions.
- Weekend deals.

## **Value Creation Through Competitive Edge**

### **Cost Command**

Domino's Pizza keeps aggressive prices while at the same time making sure of profitability through green operations and delivery chain control. Their centralized commissary machine allows manipulation fees and preserves regular first-class throughout all outlets.

### **Differentiation**

While maintaining aggressive rates, Domino's Pizza differentiates itself through:

- It guaranteed 30-minute delivery
- Quality warranty
- Customer service excellence
- Market Positioning

Domino's Pizza's pricing method makes it a top-rate yet doable brand in the Bangladesh QSR market. This positioning is supported by:

- High-first-rate ingredients
- Superior service criteria
- Modern keep environment
- Strategic Implications

Domino's Pizza Bangladesh's pricing method has several strategic implications:

### **Customer Value Proposition**

The pricing technique supports the business enterprise's price proposition of delivering extraordinary pizzas at less costly value components. They have successfully executed value food and blended offers that offer perceived prices to clients.

### **Market Expansion**

Bangladesh's growing business enterprise presence shows this as a case of enabling invasion and expansion via strategic pricing to access the local marketplace. The agency has been necessary for its enlargement, as its capacity to conform pricing tactics to near-subject matter marketplace situations has been vital.

### **Competitive Response**

The pricing approach facilitates Domino's Pizza maintaining a competitive role in contrast to worldwide chains like Pizza Hut and nearby players. Domino's Pizza has established a sturdy market presence in Bangladesh's QSR quarter by imparting aggressive fees while maintaining first-rate standards.

Finally, this concludes that pricing is vital for Domino's Pizza Bangladesh, which affects every other aspect of Domino's Pizza Bangladesh's business, from market positioning to operational efficiency. Though Domino's Pizza is a relatively well-known brand, it had a task at hand to create an affordable brand and had to create a perceived quality fit while maintaining its affordability positioning. They had to adapt to local market conditions and use pricing as a marketing lever. Domino's will have to continue to have a flexible and responsive pricing strategy as the market develops to maintain its growth and market dominance.

## **3.4 What are the Impacts if the 4Ps Changes?**

Product, price, place, and promotion are the four components that make up the marketing mix. They are critical frameworks in marketing strategy and have a considerable impact on the performance of a business and its position in the market. Any one of these factors may have a significant influence on the way customers behave, how they perceive the brand, and how successful the firm as a whole is. This is especially true for quick-service restaurant (QSR) chains like Domino's Pizza. A particular emphasis is placed on Domino's Pizza operations in Bangladesh throughout this literature study, which investigates the possible implications of modifying the 4Ps.

It is essential to have a solid grasp of how Domino's performance is affected by changes to the 4Ps in the context of Bangladesh's fast-developing food service sector. As a relatively new entry to the Bangladeshi market, Domino's has only just begun operations via a joint venture between Jubilant FoodWorks. Customizing the enterprise's cost offer allows for more potential to service

this market even though there are specific challenges in catering to the region's client base. The subtle customization of advertising efforts might impact the firm's aggressive element and rapid trajectory as the region keeps growing. Indeed, nimbly calibrating each aspect of the advertising method based on this populace's unique demands and sensibilities may decide whether the enterprise flourishes or its founders amidst swelling opposition in an evolving panorama.

## **Product**

**Innovation and Localization:** Introducing novel menu objects or modifying cutting-edge services to align with local choices would likely trap new customers and keep the loyalty of present patrons. Domino's Bangladesh has released specialized services, including "Beef Kala Bhuna Pizza" and "Chicken Tikka Pizza," which cater to Bangladesh's ethnic tastes. Vrontis et al. (2019) imply that those changes may additionally facilitate marketplace expansion via conforming to purchaser choices.

**Quality Assurance:** Preserving or enhancing product quality ensures patron happiness, essential for brand loyalty. Domino's uses a centralized commissary device to regulate aspects fine, and research indicates that meals extensively impact patron satisfaction in quick-service restaurants (QSRs).

**Product range Expansion:** In 2024, Domino's introduced a rice-primarily based product range to suit neighborhood nutritional trends, looking to reach a much broader audience and beautify marketplace penetration.

## **Price**

**Value-Based Pricing:** Domino's uses a totally cost-based pricing technique, importing items at various rate factors to accommodate distinct client groups. The "Dom40" campaign offers a 40% discount on a few pizzas, improving affordability for price-sensitive clients.

**Competitive Pricing:** Bangladesh's speedy-meals sector may be very competitive. Domino's upholds competitive pricing; nonetheless, any charge approach alternate should recall competitors such as Pizza Hut and KFC.

**Promotional Pricing:** Changes made to advertising offers could also affect quick-time period income volumes. They may start with changes in the frequency or the nature of promotions; for example, in Ramadan, at some point, offering customer acquisition and loyalty through 'Buy1 ve1' type campaigns.

## Place

**Store Expansion:** Domino's Bangladesh has multiplied its presence to a few locations and intends to make it bigger similarly. The strategic positioning of these institutions in high-traffic locations or places with unexploited capacity may enhance marketplace reach.

**Logistics Services:** Enhancing delivery networks or using novel shipping technologies like drones might also considerably elevate patron comfort and happiness. Domino's "half-hour or loose" delivery warranty is a full-size differentiation.

## Promotion

**Digital Marketing:** In fact, social media has proven to be effective for promotional sports. Domino's Bangladesh's presence on platforms like Facebook and Instagram has helped the enterprise increase brand publicity and create a network across the emblem.

**Campaigns and CSR:** The "Buy1 Give1" Iftar dinner event during Ramadan is one such initiative that promotes the brand and fits well into the company's CSR objectives, perhaps strengthening customer loyalty based on emotional bonding.

**Innovative Promotions:** For example, during Ramadan, Domino's Pizza resorts to various promotional measures like perforated booklets to ensure a unique customer experience and boost its client acquisition chances.

Domino's Pizza Bangladesh's strategies have been designed by keeping the 4Ps concept as the base for the sustainability of market dominance. Continuous modifications driven by product innovation achieve the purpose of enhancing client retention, and, on the other hand, nuanced methods of pricing strike a balance between affordability and profitability. Customers throughout the country are made more accessible through distribution networks. Persuasive advertising gives brand awareness and more interaction. Each element has to be administered judiciously to play the competitive environment well. Domino's Pizza relentless push to offer customized products, the shift in local consumer preferences, and embracing new technologies and corporate social responsibility resonates with its agile, research-driven research driven approach. This dynamic strategy will create a perpetual increase in satisfaction in the Bangladesh restaurant industry.

# CHAPTER IV: INTERNSHIP EXPERIENCE

## 4.1 Position, Duties, and Responsibilities

### Position

Marketing Intern at Jubilant FoodWorks Bangladesh Ltd. (Domino's Pizza Bangladesh).

### Duties

**Marketing Research:** Carried out fieldwork for market research to gather specific location information, such as culture and relevant markets, focusing on the consumers of Dhaka, Narayanganj, and Chittagong. This involved consumer surveys, competitor studies, and finding areas for possible expansion of new outlets.

**Product Launch Events Technocrats:** Took part in introducing new items, such as rice meals, to the cluster while ensuring the product marketing plans conformed with product development objectives. I also give out brochures, distribute POS talkers, and erect X-banners.

**Marketing Campaigns:** Contributed to print Marketing by carrying out Above The Line (ATL) advertising under Material Advertising and Promotion, which included bookings of adverts in leading dailies such as Prothom Alo and The Daily Star and undertaking outdoor visibility campaigns cum events management for Ramadan and Valentine's Day.

**Event Management:** The activity aimed at coordinating different activities, such as the Leap Year event and the Buy1 Give1 Iftar event, which was accomplished by coordinating in-house events activities, vendor management, food arrangements, and decoration.

**Brand Development:** Visited prominent stores with perforation leaflets for competitors, performing Primary selling activities in major stores to increase the brand's visibility and obtain clients.

### Responsibilities

**Data scrutiny:** The primary purpose of this role was to provide data analytical information that would aid the management in making decisions regarding, among other things, the marketing of Domino's products in Bangladesh.

**Interdependence:** Coordinated with the logistics and operations department to resolve supply chain problems and ensure product delivery and inventory control processes worked effectively.

**Consumer Feedback:** Consumer satisfaction and loyalty indicators are used to gather consumer perceptions and attitudes, which could be used for marketing and product development.

**Report Generation:** Created market and customer trend reports that were used to fine-tune marketing plans and provide direction to potential avenues of expansion.

**Team Collaboration:** Coordinated with other units that existed in the organization to accomplish the goal of integrating business strategy that included marketing, sales, and operations.

**Market Surveillance:** Monitored the activities of competitors and changes in the external environment to consolidate Domino's Pizza's position in the Bangladeshi market.

## 4.2 Training

During my internship at Jubilant FoodWorks Bangladesh Ltd, I received training, which extended my experience and knowledge in the quickly changing environment of the food service business.

**Orientation:** I was introduced to the entire portfolio of Domino's Pizza Bangladesh products and learned how the local markets worked for the specific products that Domino has offered.

**Methods of Market Research:** I acquired skills in various market and data analysis techniques relevant to performing my daily responsibilities.

**Digital Marketing Tools:** Got practical exposure to Domino's digital marketing technology, which is used for online ordering systems, social media campaigns, and customer interaction.

## 4.3 Contribution to Departmental Functions

During my internship, I contributed significantly to multiple departments.

**Marketing:** I contributed very well by giving suggestions and strategies regarding marketing to increase brand awareness and sales. My tasks included:

- Building market analysis reports to make product launches and promotions.

- Creating new store openings and new product launch campaigns.
- Working alongside the marketing team to brainstorm creative content for digital channels.
- Preparation of marketing activity micro planning to inform the product launching and promotion of advertised goods and services.
- Preparations of marketing plans for the new sites and new products.
- Collaboration with the creative team to write marketing content for social media ads.

**Sales:** Helped in integrating sales plans with the understanding of the market by doing the following:

- Supplying market information to sales groups to target different groups.
- Adapting sales strategies into new pitches through thorough market and customer analysis.

**Operations:** Helped in monitoring inventory stock levels and overseeing supply chain management processes by doing the following:

- Using inventory turnover statistics to determine future orders and avoid stock outs or over supplies.
- Ensuring all promotions are aligned with operational capabilities.

## 4.4 Evaluation

My supervisors and colleagues left commendably robust feedback. Based on the client's feedback on these actions, management increased the scope of my operations and mentioned that I had understood the nuances involved in planning marketing activities for Domino's Pizza in Bangladesh.

## 4.5 Skills Applied

During my internship, I have applied a couple of academic concepts:

**Market Research:** Conducted Excel research to identify sales and marketing optimization opportunities.

**Communication:** Employing oral (face-to-face conversation with clients in the store) and written communication (office e-mail messages, communicating with other departments).

**Collaboration:** Collaborated with other functional teams to drive successful marketing campaigns.

**Problem-Solving:** Solved market and customer-related problems and internal operational challenges.

## 4.6 New Skills Developed

I have learned the following skills mainly through my internship at Domino's Pizza Bangladesh:

**Market Research:** Understood collecting, analyzing, and interpreting market data to inform business strategy.

**Report Writing:** Enhancing Skills to Write Detailed and Effective Reports for Management

**Customer Relationship Management:** Further developed customer relationships by direct exposure and managing feedback.

**Event Management:** Organizing events helped me understand how to deal with vendors, manage food, and organize promotional activities.

## 4.7 Application of Academic Knowledge

The theoretical knowledge gained from my marketing, business analytics, and operations management courses was used as follows:

**Marketing Management:** The knowledge of segmentation, consumer behavior, and promotional activities was vital in studying the market and preparing marketing reports.

**Business Analytics:** It was used to evaluate historical sales data and make estimates regarding marketing needs, which aided marketing and operational decisions.

**Operations Management:** Served the purpose of eliminating the bottlenecks of all inventory management processes and product launches.

# CHAPTER V: FINDINGS & ANALYSIS

## 5.1 Porter's Five Forces

**Threat of New Entrants (Low):** Domino's Pizza in Bangladesh has created a solid brand and collected a devoted client group. The challenges of entrance include creating a comparable tech-driven strategy and the need for money for infrastructure, marketing, and distribution. Domino's already has a well-known brand and a strong customer following, which means new competitors pose little of a threat in Bangladesh's pizza delivery market. It takes a lot of money and requires equally intense marketing campaigns for such a well-known brand. Also, it is a primary hindrance for expected contenders because replicating Domino's tech-empowered business model, which joins online requesting, conveyance following, and inventive publicizing methods such as AR pizza boxes, takes work. Establishing such infrastructure is too costly and complex for newcomers to compete effectively in a market Domino's Pizza has already planted its flag.

**Bargaining Power of Suppliers (Moderate):** Domino's Pizza Bangladesh is moderately influenced. Domino's worldwide and diversified global supply chain gives some leverage to the suppliers but moderates it. Access to many suppliers minimizes a company's dependence on a single source and provides the company with a wealth of suppliers. We discussed the diversification of Domino's in that it allows them to negotiate prices and quality standards more quickly as to the overall quality of goods and services. The balance of power, as a result, is relatively even, at 6, and this allows the company to retain competitive pricing and quality while mitigating the risk of supply disruptions, which in turn grants them a reasonable degree of control over the entire supply chain.



Figure 03: Porter's Five Forces

**Bargaining Power of Customers (Moderate to High):** The pizza delivery business in Dhaka is saturated, and customers have options to choose from. Given that the youth are tech-savvy, they are very price-sensitive and can effortlessly move between one brand and another. Their bargaining power is moderate to high. Domino's Pizza can counter this by offering loyalty programs and different promotions.

**Threat of Substitutes (Moderate):** The threat of substitutes for Domino's Pizza Bangladesh is high. Domino's has devised itself within the fast food industry; though alternatives do exist, what has made Domino's unique is a combination of factors. The touch of tech is in its way of delivering pizza via online ordering, accurate real-time delivery tracking, and the AR pizza boxes engaging promotions. In addition, the diversity of the menu allows customers to find less direct substitute products, easing the ease of entry. Domino's position is further strengthened with innovative marketing campaigns such as the FIFA World Cup and Ramadan.

**Rivalry Among Competitors (High):** Dhaka's pizza market is saturated and highly intensive. A few pizza chains, both local and international, are battling for market share. Other pizza delivery services, both traditional (local and global chains) and not-so-traditional, are coming into play.

## 5.2 Marketing Mix

### Product

Pizza is Domino's primary product offering. However, they did extensive research into what type of crust Bengalis like and came up with a crust suitable for the taste buds of the locality. There is

Farmhouse, Veg Mexicana, meat toppings like Sausage and pepperoni, Texas BBQ Chicken, Meatzza, and so on for no vegetarians. They have localized some pizza flavors, like Beef Kala Bhuna, Hariyali Chicken, and Chicken Keema Dopeyaja, to suit the Bengali taste. Besides their variety of pizza flavors, they have chicken and beef calzones, chicken wings, tacos, and desserts like choco lava cake, to name a few. They also offer meals and combos – pizzas and several sides with soft drinks. Some of our most popular combos include "Quick Double," "It is Maximum," and "Delicious 2.0".

### **Price**

Domino's started with the lowest starting price. At that time, Pizza Hut offered their pizza from 179-189 Tk (lowest), whereas Domino's had the same size at just Tk 149. Price can range from 199-269 Tk depending on the topping, combo, and pizza size (1 regular person serving). Still, they are trying to offer Domino's at prices that are at par with the average market price of pizza offered by other famous international pizza brands such as Pizza Hut, Cheez, Pizza Roma, Bella Italia, etc.

### **Place**

With this Domino's, we were conscious about wanting to make a proportionate as well as focused effort wherein it needed to be in a location called Dhanmondi, unlike other international food chains, which have started pretty much in premium areas like Gulshan and Banani, explains Mr Satender Singh. Running the centers in other areas would have been much costlier, so they started by strategically opting for Dhanmondi. With this revenue, they expanded into other branches. On the twenty-second and twenty-third store in the month of October 2023, Domino's inaugurated their store in Shantinagar and Bailey Road. Besides that, they are in Eskaton, Mohammadpur, Banani, Mirpur, Gulshan, Bashundhara, and so on. Dhaka is being covered with strategically placed outlets in critical urban and sub-urban areas, making it much more straightforward and accessible to its target consumers. They say the plan is to get Domino's everywhere, opening some 100 branches over the next 5 to 10 years. The guarantee of a delivery time of "30 minutes or less" easily allows it to become a competitive advantage among all other players in the market.



Figure 04: Marketing Mix of Domino's Pizza Bangladesh

## **Promotion**

### **Social Media Marketing**

Facebook is the platform over which Domino's exerts the most control. They love engaging with the audience and tend to be responsive. They check online daily to see trends and then update their promotional efforts to remain relevant. For example, Domino's recently decided to jump on the advertising bandwagon via Barbie concepts through the worldwide phenomenon of the Barbie movie release. They have also incorporated that aspect in their advertisements during this cricket World Cup season.

### **Mobile/ Email Marketing**

Serves collects customers' contacts to award a serial for collecting food at Domino's. Domino's also has the customer's Email ID when they receive orders via the online portal. Later, this information stored in the database will be used to regularly send updates and promo codes.

### **Discounts and Allowances**

Generally, Domino's presents deal on their pizzas on special occasions or otherwise. They also give out promotional codes frequently. They are running a campaign called 'Criczza,' especially during this season of the 2023 Cricket World Cup, and try to associate enjoying the game with Domino's Pizza as much as possible. Combo meals are being discounted. Also, special deals give free jerseys to lucky winners, including those who use promo codes, e.g., TIGER12. Users who get correct answers in Facebook quizzes can win free pizzas through the World Cup and cricket.

### **Loyalty programs**

While we do not have the Domino's Loyalty Program to offer, we are working on a loyalty program called "Pizza Gang"! You will be able to become a member of an exclusive Facebook group where we will do the following:

- Exclusive pass to Domino's Sponsored Events
- Invitation to New Store Opening Ceremonies
- Exclusive Discounts and offers
- Domino's Merchandise

### **CSR & PR**

We can see that Domino's is also contributing to some events that they are carrying out in return for that. To that end, Domino's Banasree outlet, Domino's recently welcomed rickshaw pullers from the area as their guests and fed them. Hosting PR events also affects the public impression of Domino's for it to be friendly/ welcoming, relevant, etc. At Domino's Outlets, a program called "Junior Pizza Maker " was being held where the parents could sign up their kids for pizza-making activities. Heads and staff guided the children through, and they were given a participation certificate at the end.

### **TVCs & Video Marketing**

Although Domino only sometimes puts out new TVCs, a couple of TVCs are put out whenever it is time to create a peak demand, e.g., during the World Cup season. For the most part, Domino shares updates on their activities/promo codes with internet celebrities, etc., through YouTube shorts.

### **Augmented Reality**

The case also talks about how their AR-powered pizza packaging during Ramadan and the FIFA World Cup overwhelmed marketing campaigns like none and significantly impacted engagement and sales. For CWC 2023-'Box e Hobe Gorjon," they have used AR again in October. Mr. Abu Yousuf says Bangladesh was the first to introduce AR to a pizza box, and it has since become a distinct brand asset plans to keep doing that regularly (like cereal boxes with games or quizzes at the back). Domino's team also wants to use AR to inject innovation into its offerings beyond relying on AR. For example, AI can be implemented in its communication.

### 5.3 Segmentation, Targeting & Positioning

**Segmentation:** Segmentation is important because the former is crucial for Domino's Pizza Bangladesh to attract and grab the attention of potential customers and engage with them. They segmented their market by geographic, demographic as well as psychographic.

- ❖ **Geographic:** There are 30 Domino's Pizza stores in Bangladesh, and the marketing practices and strategies used for each location are developed solely based on local demand and population density.
- ❖ **Demographic:** Domino's Pizza Bangladesh targets specific age groups of its customers depending on the age group: adults, families, and teenagers. Furthermore, Domino's applies several pricing and promotional techniques to attract people of diverse socio-economic backgrounds.
- ❖ **Psychographic:** The segmentation allows Domino's Pizza Bangladesh to attract consumers based on lifestyle and behavioral habits. They segmented the tech-savvy people who are more likely to order online and the people who prioritize convenience and speedy delivery.

**Targeting:** Domino's Pizza Bangladesh attracts many markets from tech-savvy people. Domino's Pizza Bangladesh has primarily focused on the city of Dhaka's metropolitan areas and is looking to attract people who purchase food primarily online. The digital ads and AR pizza boxes were created to target this market category. Additionally, Domino is aware that people usually eat pizzas in groups (hence, people move in groups such as friends or family members) and are down-targeted customers. They have unique specials to cater to that market and sell big

pizzas. Also, Domino's Pizza Bangladesh aims at 'convenience seekers' because these days, people are busy and need quick, efficient service. Their "Delivery within 30 minutes or free" strategy serves this market.

**Positioning:** Its core positioning is about bringing people together with brilliant taste, convenience, and innovation. Domino's promises of good quality food, fast delivery, and low prices give it the lead among the pizza chains around the world. Pizza Hut and Cheez entered the Bangladeshi market and provided pizzas at 149TK, less than their competitors. However, here is the thing: they were offering value at the lowest price to get in the market, and then boom, most of their competitors matched the price with Domino's currently. Of course, Domino's still provides good quality pizza at an affordable price. Mr. Satender Singh (ex-country head of Domino's BD) once said that they did proper research about the taste buds of the Bangladeshi customers, and for the Bangladeshi customers, there is a different crust that they like. They went for the think global act local (global) approach and took a few flavors of the Bangladeshi liking as well. Secondly, being an international brand, they did not want to alienate people and introduced Pizza for Bangladeshi Flavors. They had planned to give their fans the Beef Kala Bhuna flavored Pizzas in Bangladesh first, but because the menu approval took time, one of their competitors, Cheez, released that flavor before them. However, they are the only International Pizza Chain still markets traditional flavors. In terms of convenience, they can promise to deliver pizzas within 30 minutes, or the customer will never pay. However, in a traffic jam-packed country like ours, it is tough to maintain that, but Domino's is doing a great job fulfilling their promise of fast delivery. With their 23 outlets surpassing their competitor Pizza Hut's 20 outlets, customers can now dine in at the Pizza Hut years ago to bag the lead.

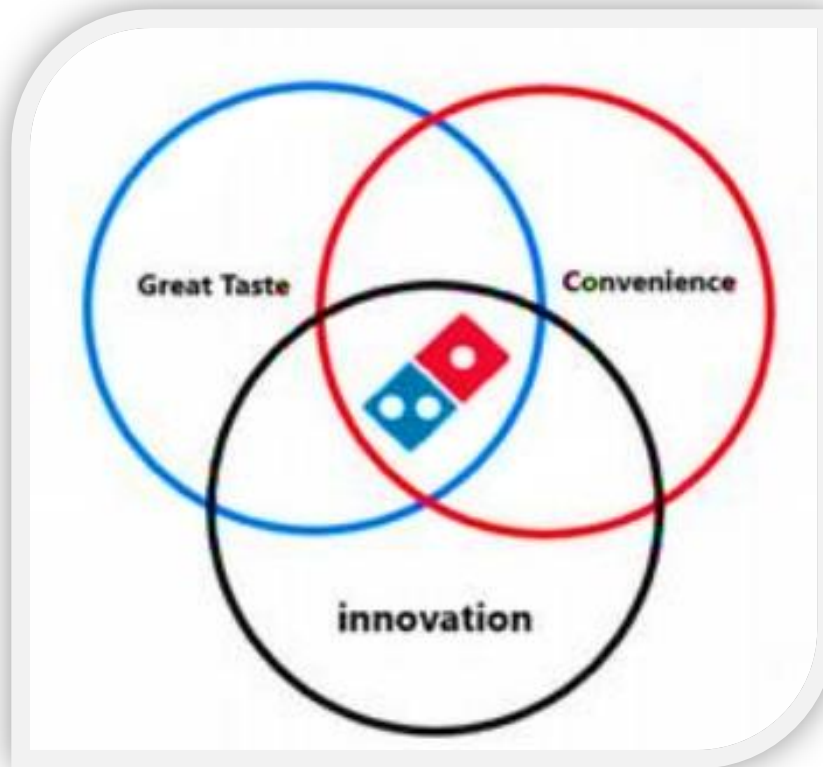


Figure 05: STP of Domino's Pizza Bangladesh

Domino's wants to be an international brand serving a mass crowd rather than a niche market or particular class of people, says their ex-country head from Bangladesh. That is why they did not open their first branch in posh areas like Banani and Gulshan, as well as other international food chains, starting in Dhanmondi. Dominos' AR boxes have been very innovative for the past couple of years. Domino's has always been innovative, whether delivering through a tweet or introducing new flavors or products globally. Domino's was giving AR pizza boxes when all others were just pizzas in standard boxes with branding or some in a comical approach (Cheez, Digger, Pizzaburg), Offering something extra, something they were not giving. To cap the innovative part, we had some insight from the Managing Director of Jarvis that suggested Domino's Pizza could soon start using AI for its communications. So far, this positioning strategy has successfully attracted their target market segments.

## 5.4 SWOT Analysis

### Strengths

- **Strong Brand Recognition:** Domino's stands out in the Bangladeshi market because it is a well-known brand worldwide. The company is known for its quality pizzas and fast delivery.
- **Efficient Delivery System:** Domino's reputation for its "30 minutes or free" delivery guarantee makes a difference and works in the Bangladeshi market. Domino's has managed to get its share through this efficient delivery system.
- **Localized Menu:** In Bangladesh, Domino's has adapted its menu to local tastes. For example, they provide pizzas with local flavors to Bangladesh, such as "Beef Kala Bhuna" "and Chicken Tikka," which appeals to Bangladeshis'.
- **Digital Innovation:** Domino's has spent a significant amount of money on digital ordering platforms, including a fantastic mobile app and an easy to use website. Tech-savvy urban customers in Bangladesh can easily order from these.
- **Quality Control:** To ensure the company's adherence to high food quality and hygiene standards, Domino's has a centralized commissary system for all outlets to maintain quality consistency.

### Weaknesses

- **Limited Geographic Presence:** Even as Domino's has spread in Bangladesh, it remains primarily concentrated in big urban centers, neglecting as yet untapped markets.
- **High Operational Costs:** Maintaining standards and an efficient delivery system can be cost-intensive, potentially leading to low profitability.
- **Dependency on Master Franchise:** Jubilant FoodWorks holds exclusive rights to Domino's operations in Bangladesh. The partnership could cause issues.
- **Price Sensitivity:** Bangladesh is a price-sensitive market, and Domino's premium pricing strategy may limit its appeal to a larger customer base.

## SWOT ANALYSIS

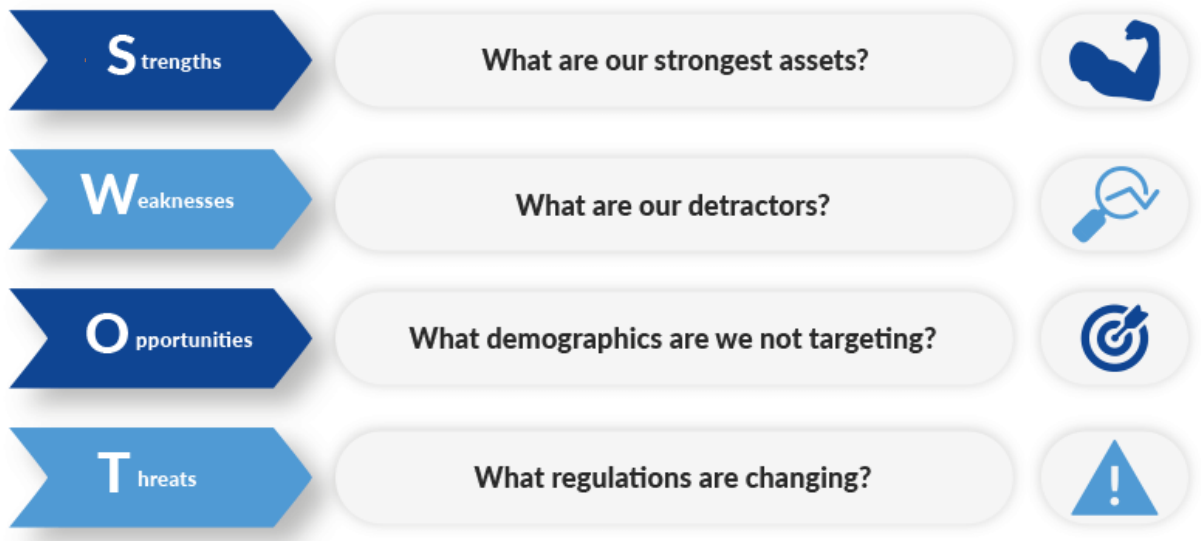


Figure 06: SWOT Analysis of Domino's Pizza Bangladesh

### Opportunities

- **Entering New Markets:** Domino's Pizza can further grow its business by expanding to other cities and towns in Bangladesh."
- **Increasing Rate of Urbanization:** Bangladesh's growing middle class and increasing urbanization rate will open up new markets for QSR chains like Domino's.
- **Digital Marketing:** Domino's Pizza can use digital marketing platforms to reach young customers and improve brand awareness. Augmented reality (AR) has already been implemented in the company's marketing campaigns.
- **New Product Lines:** Offering new product lines, including the recently introduced rice-based product lines, Domino's Pizza can meet local tastes and increase its clientele.
- **Delivery Partnerships:** Domino's Pizza can partner with food delivery apps to attract more customers and manage its deliveries efficiently.

## Threats

- **Intense Competition:** There is a developing competition within Bangladesh's speedy grocery store industry, in which both international chains and neighborhood players are vying for the marketplace.
- **Economic Fluctuations:** Economic downturn or inflation might impact consumer spending on discretionary items such as rapid food.
- **Health Consciousness:** Modern guys tend to limit their intake of speedy food, including pizza, to protect their fitness.
- **Supply Chain Disruptions:** Delivery chain disruptions occasionally significantly affect operations and costs, as was visible during the COVID-19 pandemic.
- **Regulatory Changes:** Regulatory changes related to food protection regulations or modifications in foreign investment policy can also affect Domino's operations in Bangladesh.

Domino's Pizza Bangladesh indicates a SWOT analysis that while it has great strengths and opportunities within the market, it also faces demanding situations for which it needs to plan strategically and adapt to local conditions.

# CHAPTER VI: RECOMMENDATIONS & CONCLUSION

## 6.1 Recommendations

### 1. Geographic Expansion Strategy

- Create an organized growth strategy for tier-two cities.
- Conduct thorough market research before entering new locations.
- Create location-specific marketing strategies based on local demographics.
- Open smaller-format shops in developing areas to save operating expenses.

### 2. Strengthening of Digital Advancement

- Establish a customer support chat bot driven through AI.
- Create advanced analytics for predictive demand.
- Better mobile application by offering customized recommendations.
- Enhance the entire supply chain through the adoption of block chain.
- Broaden the application of augmented reality. For example, in new areas other than advertising campaigns.

### 3. Optimizing the product line

- Include more tastes from the area.
- Use whole grain bases to make healthy pizza choices.
- Add more veggie options for people who care about their health.
- Add seasonal menu items that go with local holidays.

### 4. Enhancement of Customer Engagement

- Develop a comprehensive loyalty program.
- Integrate gamification features in the mobile application.
- Develop initiatives for community building via social media platforms.
- Create tailored marketing communications.
- Implement consistent customer feedback systems.

### 5. Operational Excellence

- Invest in automated kitchen equipment.
- Implement predictive maintenance systems.
- Optimize delivery routes utilizing artificial intelligence.
- Improve quality control protocols.

- Create sustainable packaging options.

## **6. Improvement of Marketing Strategy**

- Enhance investment in digital marketing initiatives.
- Create additional localized promotional campaigns.
- Establish strategic collaborations with local brands.
- Develop influencer marketing initiatives.
- Improve social media engagement through the use of interactive content.

## **7. Sustainability Initiatives**

- Implement sustainable packaging solutions.
- Establish waste minimization initiatives.
- Procure materials locally where feasible.
- Execute energy-efficient operational practices in stores.
- Develop programs to promote environmental awareness.

## **8. Price Optimization**

- Develop value menus for various consumer segments.
- Implement dynamic pricing by demand.
- Develop subscription-based models for loyal consumers.
- Develop periodic pricing strategies.
- Optimize combo offers by customer preferences.

## **6.2 Conclusion**

A strategic vision and well-executed plan have enabled Domino's Pizza to penetrate and expand its operations in Bangladesh within five years. In the context of being one of the most burgeoning markets of South Asia, grabbing a significant share of the QSR industry within five years sets it apart as a significant accomplishment by the company. Due to several notable factors, Domino's Pizza has achieved significant success within this defined region. Firstly, the emphasis on amalgamating the global set of standards with that of local needs has proven successful. The blending of foreign and local flavors has further served to elevate the argument of a strong value proposition being offered in Bangladesh. The company's financial numbers witness the seamless integration of online ordering, effective AR marketing campaigns, and

procurement of appropriate delivery systems for the young population of Bangladesh. In addition, the company can retain a competitive advantage through its "30 minutes or free policy," which is set to become the industry's mandate.

However, the company must still contend with operational costs, geographical constraints and increasing competition. This report has provided several such recommendations on how to deal with market challenges while still using and being able to draw from already existing strengths and possibilities of the market. Communicating with the consumers, providing world-class services and meeting the requirements of the consumers for technological products is important. In the long run, Merritt's expansion strategies, focus on disruptive technologies, and consumer outreach will guarantee the company's success in Bangladesh within the coming years. Trends: Trends such as the rise of the urban middle class and the growing digital economy in Bangladesh have created a new market and new expansion opportunities, along with those that had existed but were unexplored. Top business strategies recommend combining localization, technology, and fostering customer engagement to enter the international market and remain competitive. Therefore, it is no surprise that incorporating foreign customs and modifying local customs has aided the organization in maintaining its competitive edge.

Because Domino's Pizza is venturing further into Bangladesh over the years to come, it would be imperative to maintain that equilibrium alongside implementing the recommended strategies. The focus should remain on geographic expansion, product and marketing innovation, re-engineering of products, and better customer interaction without compromising excellence in operations and sustainability efforts. The growth of the Domino's Pizza brand in Bangladesh will likely be influenced by its ability to keep up with the shifting trends in the market, take advantage of the changing technology, and stay relevant and competitive in the fast-growing market. Poor implementation of the suggested course of action or complete focus on the customer value target will not make it possible for Domino's Pizza to continue strengthening its dominance and attaining substantial development in Bangladesh's evolving market of quick-service restaurants.

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