**STRATEGIC AND TACTICAL PLAN**

**CLIENT:** Domino’s Pizza

* Mission statement- To become the nation’s largest and fastest pizza delivery chain in the nation.
* Products/Services- Pizza, Breadsticks, beverages, pasta, sandwiches and wings.
* Domino’s Pizza started in 1960 as a single store in Ypsilanti, MI. They started off as a “college town pizzeria.” It has since grown to be an international corporation in several countries around the world.

**ISSUE:** Domino’s Pizza Surveys. Domino’s Pizza recently launched a campaign that gave its customers more power to voice their opinion on Domino’s service. The 2011 commercial that they launched shows the Domino’s Tracker. This tracker allows people to get on the internet and track their pizza order online as it is being made. It also allows them to make comments about the service and according to the commercial; Domino’s takes these comments into consideration and uses them to improve their service.

This is a good campaign that they thought about but it has the potential to be better and if the system is not changed, it could go wrong in the future. The survey and the comments that the customers make does not go directly to the individual store but to the headquarters. It needs to be directed to the store instead of the world headquarters because it will have a bigger impact. The survey questions are entirely too broad.

**SITUATION ANALYSIS:**

1. Competition- Domino’s Pizza is an international pizza franchise. It also specializes in sandwiches, wings, etc. They have many competitors that specialize in the same products as Domino’s. Competitors include:

* Little Caesars
* Pizza Hut
* Hungry Howie’s
* Jets
* Papa Romanos
* Papa Johns

These competitors all have strategies that help them in their sales.

* Little Ceasars- $5 Hot and Readys
* Pizza Hut- Stuffed crust Pizza, $10 for any carryout pizza
* Papa Romanos- “One million fans, One million pizzas”. Each time you register for Papa Rewards online, you are entered into a contest to win a free pizza. They are giving away 66,000 a day. This campaign was launched at the start of the 2011 NFL season.

Environmental factors- If a local survey is implemented that is geared toward local stores; there are different factors that come into play. This includes location. For example, a store that is located in rural Kansas will be considerably different than one in downtown Manhattan. Therefore, the stores will have different reviews. The busier the store is, the more reviews it will have. And with reviews, you get negative and positive ones. There will be more negative reviews in the store that is busier than in the other one.

**TARGET AUDIENCE:** The target audience for this campaign should be people who are ages 16-25. Everyone should be encouraged to participate in the survey but with the younger generation, they are quicker to participate. Especially if the survey is online, the young people will be more willing to understand the technology and participate.

Also another factor that should be considered is the college age. If these stores are located in “college towns”, than the age has to be considered because most of the people are of college age.

**FOCUS STATEMENT:** The new campaign that Domino’s launched that allows customers to make comments online about their service is flawed. They are not geared toward the individual store but rather towards Domino’s as a whole. If the surveys were more personal and focused more on the individual store rather than the franchise as a whole, then EVERY store would improve and not just a couple. Also, another plan should be implemented instead of checking the order online. A text messaging system should be made because it will make it easier and quicker to track it. If it is tracked by text message, than the customer would not have to do anything in order to check it.

**ISSUE ANALYSIS:** The main issue is that the surveys are not local and they are too generic and do not focus enough on the individual stores.

* The opposition may agree that the surveys that they have now is good enough.
* They may think that it is more important improving the franchise rather than the privately owned stores.

This is an issue that is relevant. Other restaurants have surveys such as this one. They also offer incentives to those who fill them out. Domino’s could offer something such as free bread sticks or even a coupon to get $5 off of a pizza or something like that.

**RESEARCH:**  Some research will be needed to be conducted in order to change this campaign. Research includes, finding out how many people participates in the surveys that Domino’s already have and also finding out if Domino’s have some specific competitors that are nearby. And if they do, find out if the completion have surveys such as the one that Domino’s will be implementing and if they do, find out if it is working for them or not. Also, before the campaign is launched, it should be tested out to make sure that it is working and is not a waste of time. During this “trial” run, if the campaign is not working, it can be changed.

**SETTING OBJECTIVES:** The setting objectives are informational. This campaign will be giving the customers information on Domino’s Pizza and how they can improve their service.

**STRATEGY:**  There are different steps that need to be taken in order to put this plan into play.

* Get every local Domino’s to participate.
* Put the information on the back of the receipts
* Offer incentives for the customers
* Implement a trial run so that the customers will be used to it also so that the corporation can get a feel for it.
* Once this is done, then the plan can be put into action.

**STRATEGY (cont.):** In order for Domino’s Pizza to improve and have the best service possible to its customers, it’s important for them to make sure the customers feel an incentive. Domino’s will use the strategy of entering everyone who takes the survey into a grand prize sweepstakes and also make them eligible to win complimentary items such as pizza, breadsticks, pop, etc.

**MESSAGE:**  The message that Domino’s is trying to convey to its customers is that Domino’s is a restaurant that cares about the customers and cares about their feelings. By the customers telling exactly how they feel about the service, it makes them feel as if they have a say in how the business is ran, as it should be. Not only do they feel like they are helping out, but they feel like if they do so, they will be rewarded with an incentive rather it be a complimentary item or a grand prize.

**TACTICS PLAN:**  There is definitely a plan that should be followed when implementing this campaign. First the restaurant needs to find a company that does promotions so they could implement a grand prize. A good grand prize would be giving away two cars and $50,000. Everyone that fills out the survey will be eligible to win this prize. Also, Domino’s needs to buy out items to give away as complimentary. This way the company won’t lose money. The company should take into consideration what the customers say so that they will improve their business.

**BUDGET:** The budget should be enough to give customers the complimentary items as well as the grand prizes.

**EVALUATION TIMELINE:**  The campaign should be implemented in about two months. It should be tried in sort of a “trial”. If this doesn’t work out and they don’t receive some good advice, they should not try to bring it back again. Now if it is successful, Domino’s should consider bringing it back just like other fast food places have annual sweepstakes every year. The timeline for this campaign should be no more than 3 months.

**MEASURABLE RESULTS:** The results that are measurable are the number of people that participated as well as the suggestions that people gave. The company should take this and use this opportunity for them to improve. The testing tool is the surveys.