

Marketing Analysis of Pizza Hut (Fast Food Restaurant)
Pakistan



By:

(Malik Hannan Majeed)

(01-111161-070)

(Muhammad Adil)

(01-111161-082)

BBA 4.0

Supervisor:

Saqib Mushtaq

Department of Business Studies
Bahria University Islamabad

Fall-2019

Table of Contents

1. Introduction:	3
1.2 Background and History:.....	3
1.3 Pizza Hut in Pakistan:	4
1.4 Problem Statement and Requirement Analysis:	5
1.5 SWOT Analysis	5
2. Pizza Hut Marketing Strategy:.....	9
2.1 Brand Equity (BE):	9
2.2 Dimensions of Brand Equity (BE):.....	10
2.3 Brand Awareness (BAW):.....	10
2.4 Brand Loyalty (BL):.....	12
2.5 Perceived Quality:.....	12
2.6 Brand Association:.....	13
3. 7 Ps of Pizza Hut.....	14
3.2 Fishbone Diagram (Cause and Effect):	15
3.3 Consumer Profile	16
3.4 Marketing Objectives	17
4. MARKETING STRATEGY	18
5. MEDIA OBJECTIVES	24
5.1 Conclusion	27
6. References	28

List of Figures

Figure 1 Ishikawa Diagram.....	16
Figure 2 Cheesy Lover for Weight Gainer	21
Figure 3 MOU with other organization.....	22
Figure 4 Kids dine free (Offer).....	23

Marketing Analysis of Pizza Hut (Fast Food Restaurant) Pakistan.

1. Introduction:

Food is the basic necessity of life for everyone and a healthy diet is a requirement for good function of the body. The food which is prepared and served with a lesser time is called fast food. The trend of fast food businesses is very growing in a country like Pakistan where the economic condition is worst still having space for the fast-food business. Pakistani people appreciate eating of new things or recipes so that's why most international brands are willing to open their franchises in Pakistan. Some of them already opened their outlets in very popular cities in Pakistan and they are successful in their businesses. The Fast food business industry is the second largest industry in Pakistan. Fast food businesses changed the lifestyle and eating habits of Pakistani people. As per the survey results, more than 42% of average income customers spend on their foods. Sales records of fast food businesses are increased by 10% annually. Now a day many western styles restaurants are also interested to open their food chains in Pakistan. According to survey results eating habits of fast food of people in Pakistan increased by 21% annually. In 2013 survey results show that female is more visited the fast-food restaurants then male. In these fast-food chains, particularly pizza-related restaurants are also one of them those who are drastically boom in this industry (Memon, 2016).

1.2 Background and History:

There are many restaurants under the umbrella of Yum! One of them is Pizza Hut. Pizza Hut spread worldwide over 91 countries with 12500/- restaurants. Two brothers namely Dan Carney and Frank brought up with an idea to open Pizza parlour. They borrowed 60 \$ from their Mother to open a Pizza shop in 1959. Very first Pizza Hut was open in Topeka, Kansas. Within ten years they served almost 1 million customers a week and pizza hut opened in 310 locations all over the New York. It also registered in New York stock exchange within 10 to 11 years. In New York Stock exchange their symbol was PIZ. In 1972 they have operated 1000 restaurants all over the United States. Pizza hut recognized as an international brand in 1973. In 1977 PepsiCo has acquired Pizza Hut and there was a joined between PepsiCo and Whitbread. PepsiCo diversified to drinks business and Tricon Global introduced as a separate entity. Which was later became a Yum Brands Inc. in 2002. In 2006 Whitbread sales all their shares of joint ventures to Yum international Inc. They have started their delivery services in 1986. Pizza Hut was a pioneer in