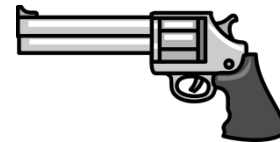


Pizza Hut VS Pizza Box

By group I



Pizza Hut

- It was founded in 1958
- Market leader
- Pizza has **over 16000 locations** worldwide.
- **Pizza Hut experiments with new products**, discontinuing less successful ones. That helps Pizza Hut **keep its market share** and **attract new customers**.
- It always **offers discounts**.
- It has the **highest** market share.



Pizza Hut's products

- The Stuffed Crust pizza was introduced on March 26, 1995. By the end of the year, it had become one of their most popular lines.
- On May 9, 2008, Pizza Hut created "The Natural" pizza, which featured natural ingredients and was sold in Seattle, Denver, and Dallas. This was discontinued on October 27, 2009, in the Dallas market.
- Pizza Hut developed a pizza for use as space food, which was delivered to the International Space Station in 2001.



Pizza Box

- It originated from 1985 franchise of Domino's Pizza in Hong Kong and Macau.
- It was founded in March, 1985.
- Market challenger
- It sells its products **via Internet**.
- Its products have **a lower prices** compared to Pizza Hut.
- It always offers discounts in order to attract customers.



Pizza Box's strength

香港討論區 **discuss** 飲食食食 餐廳食後推介 餐廳答問專區 大家覺得PIZZA HUT 定 PIZZA BOX好食D? 註冊 登入 全文

回覆

鄉鄉子 發表於 2010-12-24 02:49 PM 只看該作者 繁 簡 分享

我覺得 PIZZA BOX好食D, 佢個薄批勁趣

新手
帖子 45
積分 45
金幣 0
註冊時間 2010-11-13

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推 GG 回覆 引用 TOP

sammicat 發表於 2010-12-24 02:51 PM 只看該作者 繁 簡 分享 小中大 3#

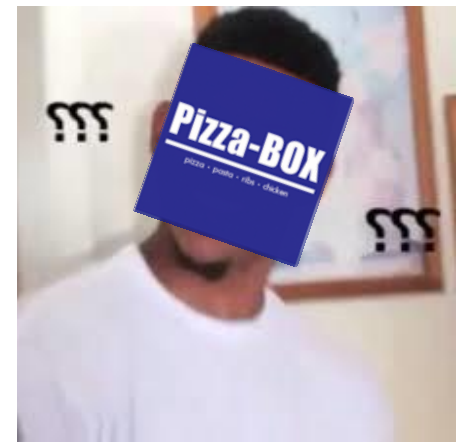
我都覺得pizza box好食d, 所以今晚都會叫

VIP
👍🌟
帖子 3774
積分 4313

美國運通卡會員專享

Conclusion

- Pizza Hut still has the highest market share.
- Although Pizza Box's products are cheaper and more delicious, Pizza Hut is a market leader as it always invents new products.

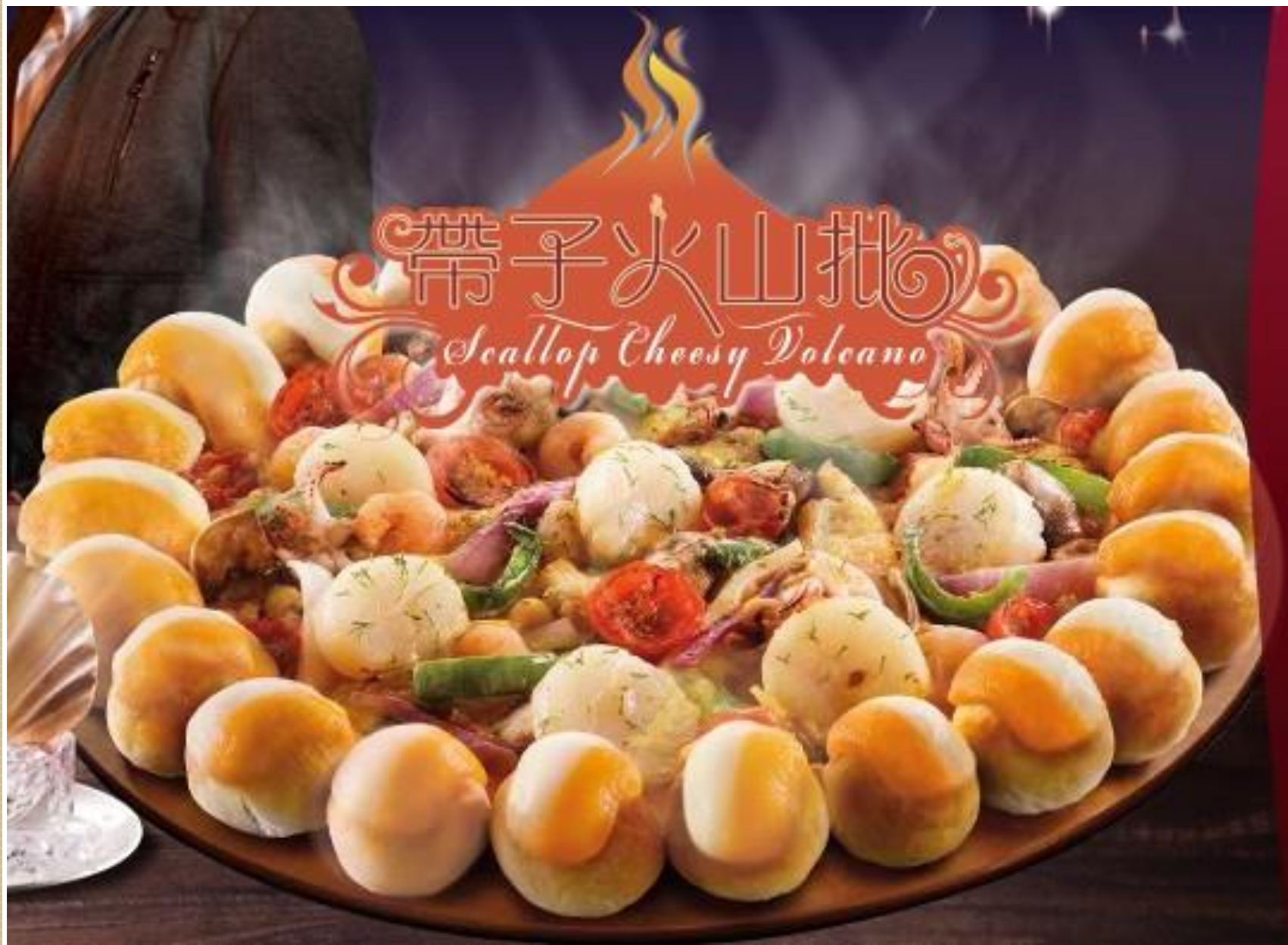




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食物圖片只供參考

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233-00000 訂餐: www.pizzahut.com.hk







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- + 小食一客

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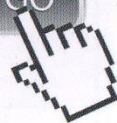
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