

Introduction

Domino's Pizza Malaysia is one of the most well-known pizza shop and is the world's top pizza delivery company. Marketing stimuli of Domino's analyses the company which covers Product, Place, Price and Promotion (4Ps). We have also provided some recommendations in the point of company's view that may help to increase their profits.

Product: Product line and variety

A wide range of choices of meals are provided by Domino's Pizza Malaysia to its customers which are customized based on the local market (Mbaskool 2008). Domino's offer many different types of pizzas, beverages, side orders and condiments (Appendix 1 to 3).

In the category of pizza, they can be made up of eight distinctive crust which are Classic Hand Tossed Crust, New York Crust, BBQ Cheese Burst and etc. that bring different textures and brittleness to the customers (Appendix 4). For example, Crunchy Thin Crust is a crunchy and light crust that allows consumers to really take pleasure in their most-liked toppings, whereas Cheddar Cheese Tarik Crust that stuffed with cheddar cheese are being cooked to a molten perfection. The pizzas are also being classified into 5 categories, which are first class, classics, favorites, royale and customize pizzas that are available in four different sizes such as personal size with six inch, regular size with nine inch, large size with 12 inch and extra-large size with 15 inch (Domino's a 2019). The first class consists of Ultimate Hawaiian, Chicken Confidential (Appendix 1); while the classics include Classic Chicken, Smoky Pepperoni Mushroom (Appendix 1); the favorites comprises of Simply Cheese, Seafood Delight (Appendix 1); whereas the royale contains Royale Chicken, Royale Tuna (Appendix 1); Half & Half and Make Your Own (Appendix 1) are the two options of customized pizza where the customers have the chance to make pizza that are unique to them by combining any two of the pizzas or selecting their best-loved toppings such as prawn, beef, chicken or vegetables (Appendix 4). These one-of-a-kind menus have been established in order to show their effort to differentiate their options from the other companies.

Other than pizzas, Domino's are also offering bottled and canned beverages (Domino's b 2019) such as Bleu Mineral Water, Pepsi Cola, Pepsi Black (Appendix 3). Besides, side orders that consist of three single products such as chicken, bread, desserts and other food items have also been introduced in the menu (Domino's c 2019). The example of chicken are Ayam Haseyo,

Fabulous Four (Appendix 2); whereas the bread comprises of Banana Kaya Dessert, Garlic French Loaf (Appendix 2); the desserts include Blueberry Cheese Cake, Chocolate Lava Cake (Appendix 2); the other food items are Zesty Coleslaw-L, Spag Bolognese Chicken (Appendix 2). In the product line of condiments, Domino's comes up with Salsa Sauce, Spicy Sambal (Appendix 3). Instead of just serving those foods from the A' la Carte Menu, they give customers some fixed alternatives choices which are Domino's meals. It consists of Party Sets, Combo Deals that are available for the range between 1 to 30 persons to enjoy (Domino's d 2019).

Domino's has also made good use of the Korean trends by introducing pizzas that filled with Korean 'favor' such as Ssamjeang beef, chicken and tuna (Appendix 1). Moreover, due to the demand from customers, the menu contains a lot of choices of food for both vegetarian and non-vegetarian. For instance, Veggie Galore, Sambal Veggie are being originated to fulfill the demands of the vegetarians. As I mentioned before, Domino's are concentrated on an exclusive concept of localizing the flavors. Thus, there are several sauces have been created to meet the local content such as Spicy Sambal (Appendix 4). Domino's have also altered some pizza names into local in the need to make them more familiar to the customers such as Banana Kaya Dessert, Sambal Surf & Turf. Moreover, there is also no Non-Halal ingredients and pork being added into the cooking process due to cultural differences (Muhammad Subhan 2014).

Product: Branding

The name, Domino's was recommended by an employee, Jim Kennedy, who came back from a pizza delivery. When the founders, Monaghan, heard this, he immediately be fond of the opinion and officially named the business Domino's Pizza, Inc. in 1965 (Sloane, J & Monaghan,T 2003). They bring about a mental interconnection between playing domino and consuming Domino's (Krishnaswamy, N 2017). The first designed logo (Appendix 5) (1960-1977) was made up of the striking combination of Alizarin red which represents outstanding, Pacific blue which stimulate communication and also white colors. These colors were meant to be highly conspicuous so as to engage the great mass of the population possible. It featured two red dominoes situated horizontally on the top, while the domino below it sported with the "Domino's Pizza" text in white against a blue background. The three dots on the top represent the three original stores opened at that time. Monaghan intended to add a dot for every new location opened, but this plan was scattered due to the marvelous achievement of the Domino's brand that have experienced rapid growth and expanded to nearly 16,000 stores (Stark, T 2012).

In the gap between 1977 and 1996, Domino's decided to have a minor adjustment on their logo (Appendix 5). The symbol was flipped on its side and the default colors grew brighter, making itself even easier for pedestrians to identify and view. The font was also being modified, where the whole text changed to capital letters (Stark, T 2012). By 1996, the logo (Appendix 5) was redesigned one more time where the emblem was rotated once again to present like a diamond, the text switched back to lowercase letters, and its colors became a bit dull (Fandom 2019). The present-day Domino's symbol was designed in August 2012 (Appendix 5). This logo retained the household icon which is the two dominoes, yet eliminated the blue rectangular and words written inside it, only displaying "Domino's". The leftover dominoes that consisting of red and blue colors is now located next to the name. Domino's removed the word "Pizza" from their name since they are also selling other food items rather than just pizza. This alteration also showed how formidable the brand has become and they no longer need to advertise that they sell pizza as most people thoroughly comprehend what they supply (Stark, T 2012).

Product: Quality

In the process of making Domino's products, the ingredients and raw materials used are the highest quality and freshest. For instance, their shredded chicken is completely skinless and boneless chicken breast. Moreover, mozzarella cheese, which is the main ingredient used in the Domino's food items are sourced from New Zealand that made up of no animal rennet and is thus also suitable for vegetarians. They also utilize generous quantity of 100% mozzarella cheese on each and every pizzas in order to have that alluring tangy flavor (Domino's e 2019). Whereas Domino's beef pepperoni is acknowledged Halal by Jabatan Kemajuan Islam Malaysia (Jakim) and only the best quality meat will be served as a juicy topping to their pizzas (Appendix 5). Besides, there is no frozen ingredients was utilized while producing the foods in order to maintain its freshness (Muhammad Subhan 2014). Other than focusing only on choosing the top ingredients, Domino's have also installed artificial intelligence quality control camera system or Pizza Checker (Appendix 5) to accelerate standards, consistency and quality of pizzas, as well as enhance customer satisfaction. It hanging from the ceiling and face against the cutting board to assess the products. Through this AI, customers can be informed if their orders do not meet the standards and has to be remade (Rogers, S 2017).

Due to Domino's massive efforts put on sculpting quality, they have achieved some awards recognition that can prove their products' quality are in the runway. Domino's comply

with the HACCP food safety standards and successfully acquired the HACCP certification in 2018 (H.A. Consultancies Bahrain 2019). Moreover, Domino's Pizza Malaysia's online ordering platform is ranked No.1 in the Quick Service Restaurant (QSR) industry for its excellent online speed of service. Other than that, Domino's Pizza received bronze in the "Restaurant & Fast Food" category of the highly regarded Putra Brand Awards 2014 and 2016, silver in 2015 and 2017 as a preferred brand. It shows how supportive the Malaysian is because of Domino's strong quality management that has fully cater to the customers' requests (Domino's f 2019).

Product: Warranty

There are some unique selling proposition implemented by Domino's that are accessible at all shops, for delivery to homes and offices as well as for pick-up (Appendix 6). For example, zero delivery fees will be charged if the customers made any purchases exceeding RM20.00 (2019, pers. comm. 18 June). In addition, 30-minutes delivery guarantee has also been implemented which can tell confidently to the world about their delivery experts ability to hand over pizzas and other food items within 30 minutes, otherwise they will give the customers a free Regular Pizza voucher redeemable upon their next visit. Not only that, Domino's also guarantees contentment by offering great service and value where the products are assured to be fresh, palatable and hot when they reach customer's doorstep, otherwise Domino's will replace the customer's with another product or refund money back to them. Domino's also guarantee that the customers will get their take-away orders within 15-minutes, otherwise a free Personal Pizza voucher can be obtained and redeemed upon next order. Besides, it has been confirmed by Mak (2019, pers. comm. 18 June) that Domino's guarantee to give a free bread to the customers once they provide any suggestions for Domino's further improvement (Domino's g 2019).

Place: Number of headquarters

Domino's pizza was based from the United States of America. The headquarter is located at Ann Arbor Charter Township, Michigan, United States and there is also a subsidiary headquarter in Malaysia where is located at Wisma Domino's, No.4, Jalan Kontraktor U1/14, Seksyen U1, Hicom-Glenmarie Industrial Park, 40150 Shah Alam, Selangor, Malaysia (Domino's h 2019).

Place: Number of branches or outlet in Malaysia

In the 1st month of 2019, the Domino's Pizza's head of marketing, Linda Hassan stated that there are about 240 stores in Malaysia (Janice,T 2019). From appendix 7, it shows that there are a large number of domino's store around Kuala Lumpur and Selangor areas where jam-packed with people. Besides, states like Penang Island and Johor also have a number of Domino's pizza outlet because these are also the areas crowded by masses. From appendix 8, it shows that the stores of Domino's pizza usually open in residential area and busy area that is easier for the customer to access and this is also a way to increase their sales. Consumers are the most important source of income of Domino's pizza and this is the reason why they are focusing their outlets around the higher population areas.

Place: Location, retail strategy and site characteristics

In Malaysia, Domino's Pizza are using traditional stores. These stores are located at shop lots, thus the stores are easily to be seen when customers are driving through the shop lots area. The stores also have delivery, take away and sit-down services. Besides, these stores location usually have place for pizza delivery guy and customers to put their vehicles (Franchise Direct 2019). Domino's is a retailer due to the reason that they are focusing on consumer market that links with the customer (Surbhi S 2019). Domino's is an electronic retailing (E-tailing) company. They are highly depending on internet to take online orders from the customer even though they have physical store around Malaysia because most of their sales came from the online ordering service (Hargrave, M 2019). From appendix 9, it illustrates that domino's official website has shown a clear information about the ingredients used and product's prices to the customer and they has fast respond time when the customers are taking their orders. Their online ordering service makes customers to have a better purchase experience as it has a high accessibility. Other than online ordering service, customers also can order foods from Domino's Pizza through making phone calls. When the workers pick up the calls in domino's centre from the customer, they will send the orders to the nearest Domino's Pizza store and start preparing customer food orders. All of the orders from their online website and phone calls will be send to the customers' front door with free delivery service subject to a condition (Prachi Juneja n.d.).

Place: Franchising

Domino's Pizza stores in Malaysia are run by franchisee. The franchisee will be allowed to run the store at the location that they want to only after getting officially agreed by the

franchisor, Domino pizza's. In order to operate the store, it is compulsory for every franchisee to complete all of the training given by Domino's. Furthermore, all of the products that are set and prepared by Domino's must be available for sale at every stores and any unauthorized product is not allowed for sale without Domino's permission. Yet, Domino's itself can change the type of approved product from time to time. After that, due to Malaysia's Domino Pizza's store are traditional store franchise, franchisee in Malaysia must sign a Domino Pizza's Traditional store agreement. This agreement stated that franchisee will be in charge of an area of primary responsibility. When the agreement is signed, the boundaries of the area will be place in the Standard Franchise Agreement. The area of primary responsibility will usually be a mile radius around the store, but stores in densely inhabited district will use half mile radius around the stores. In addition, Domino's and its allies will not allow a franchise's store's area of primary responsibility to extend over another franchise's store's area of primary responsibility. The term of a first franchise agreement is 10 years for Standard Franchise Agreement and it can be renewed again for another 10 years agreement when the franchisees fulfil certain necessities. As a Domino's franchisee, they need to pay a 5.5% of royalty fees and 4% of advertising fund from the store's weekly royalty sale (Franchise Direct 2019).

Place: Multichannel marketing system

Domino's is fall under the part of multichannel marketing system. Domino pizza used more than one channel to sell their products. They get the orders from the customers and sale of their products via mobile and tablet apps such as grab and foodpanda, online website <https://www.dominos.com.my>, hotline phone number 1-300-888-333 and physical store (Appendix 10). Since there is a lot of channels that can help customers to make the orders easier, so the sales and number of potential customers are likely to increase as they can use any kinds of channel they like or feel comfortable of to place the orders (Linton, I n.d.). By using this system, Domino's also able to approach to customers and get different opinions from them via comments, ratings and suggestion in different channels such as emails and apps(Appendix 11).

Place: Intensive distribution

Domino's is under intensive distribution as they are part of the fast food category and thus their product is considered as a convenience products. Their products are available where and when customers want them. For example, the number of Domino's stores are plenty in Kuala Lumpur, indirectly provide maximum brand exposure and customer convenience (Appendix 12).

Price: Competition-Based Pricing

Domino's is applying competition-based pricing strategy as one of their competitive strengths. Neither Domino's nor Pizza Hut would price their product much different from each other because it may lost their market share. This is because they are selling similar product, so the price setting of their product must be sensitive to each other. Thus, Domino's or Pizza Hut will follow this strategy when any one of them lower down the prices. For instance, the price of a favorite personal pizza with classic hand toast that sell by Domino's is at RM12.90, however Pizza Hut sell the similar pizza at RM14.30 (Appendix 12). Domino's set down the price slightly below their competitor so that their brand can become the customer's first choice, automatically retain and attract more customers. Although Domino's product price is cheaper than Pizza Hut, but they still able to serve high-quality and good tasted foods to their consumer (Appendix 12).

Price: Product bundle pricing

Domino's also implementing product bundle pricing as one of their pricing strategies, which combine several products or a package for a lower price than if the customers buy it separately. Domino's having a Combo Deals and Party Sets come with pizza, side order and beverage at a discount price. For example, a Combo Deal comes with a regular pizza, 2 breads and 1 bottle of soft drink are just costing RM34.90. In facts, the price needed to pay by the customers is RM54.60 if they buy it separately (Appendix 13). In additions, Domino's is also having Party Set Meals which is a great benefit for a group of people that more than 8 person and above as they can save more money by ordering these meals compared to ordering separately (Appendix 13). Obviously, set meal is cheaper than the total of all the items in the meal that being charged separately at original price. Domino's can expect that the sales of slightly higher priced individual items will rise when combined into package meal. By doing so, Domino's can increase their profit as it gives customers a perception of discount. This is because when they sell combo set in a lower price, customers might think the price is worth and affordable as the price is lower than what they willing to pay. Eventually, customer willing to purchase more.

Price: Odd-even pricing

From the price listed on website, it shows that Domino's is also using odd-even pricing on their product. As an evidence, the price of a Regular pizza listed on the official website is RM29.90 (Appendix 13), which will then make the consumers think that the product is in the range of RM20, but in fact, there is only 10sen different from RM30. Domino's uses this pricing

strategy make customer believe that the product is cheaper and affordable. The odd-even pricing strategy is a good method for Domino's to give a psychological effect to their customers that the product only deserved that certain amount of money.

Price: Promotional pricing

Domino's is also applying promotional pricing as a powerful sales methods to increase the demand of their products. For example, Domino's is having a "Super Tuesday" event on every Tuesday. Customer only need to spend RM3.70 instead of RM5.00 to purchase a favorite personal pizza through online ordering for self-collection (Appendix 14). Not only favorite personal pizza, customers can also purchase some of the side order at a promotional price that is cheaper than the price charged during normal days. For example, Breadstix, Garlic Cheese Onion Rings and Banana Kaya are just cost RM3.70 instead of RM8.90. The customers can also save their money while buying Zesty Coleslaw, Ssamjeang Tuna Pij-ja during Tuesdays (Appendix 14). Although they are reducing the prices of the product, they has created incentives to boost sales while providing extra value to ultimate customers that is able to induce immediate sales.

Promotion: Public relation

Domino's focused on public relation to build the good relationship with consumer, investor, media and their communities. Domino's actively engage in community project as they strongly believes that in giving back to the community through the various types of corporate social responsibility (CSR) programs can help in expanding their business. Thus, start from 2018 until 2020, Domino's has provided subsidies amount RM100 per month to the workers in order to reduce their burden on cost of living (Rithauddin 2018). Moreover, Domino's have also launched a program called Domino's Support Schools Programme (DSS). This program was introduced in 2002 and still being carry out until now, it is especially designed to subsidy the education system via activities that fall under two main themes, which are academic, co-curricular and sponsorship. Domino's multiply their effort while carrying out this program to aid the schools nearby their stores as they strongly believe that education is a very vital fundamental to create a progressive knowledgeable workforce. Since the establishment of the whole programme, Domino's has donated benefits totaling amount RM2 million to more than 350 schools (Domino's i 2019).

One of the key pillars of DSS programme is the education seminars that impart ways to get excellent results to students by studying smart, but not study hard. This seminar has already hold for 16 consecutive years, and it is purposely to assist students strengthen their academic and co-curricular performance. Besides, it also aspires to exploit the student's social well being and expose them to corporate world and job opportunity. The second backbone of this programme is help-the-needy-programme. The main objectivity of this programme is to assist the school nearby the stores in raising funds for student who are facing financial problem. DSS programme also consists of fundraising incentive scheme that aimed at further encouraging schools to participate actively in various fundraising project that held by Domino's. At the end of each year, Domino's will reward the top 3 schools that have raised the most funds throughout the year and also the top 3 coordinating teachers of each schools. The final key pillars of DSS programme is the annual charity drive. Domino's will visit to charity organizations every year during Malaysia's festive seasons such as Hari Raya Aidilfitri, Christmas, Chinese New Year in order to foster closer relationship with the general public (Domino's i 2019).

Promotion: Direct marketing tools

Domino's has created its own direct marketing tools that presents data of potential enthusiasm to the customer that has been resolved to be a feasible purchaser (Shopify 2019). Domino's have created their own social medias such as YouTube, Facebook, Twitter and Instagram to do online advertising (Appendix 15). Domino's have been posted some videos on their YouTube channel to notify the customers about their new menu, Ssamjeang Series while customers are watching other video (DominosMY 2019). Besides, Domino's are operating their company official websites as well. Customers will be bombarded by the information such as the history, vision, mission and ambition of Domino's while surfing their official websites (Domino's f 2019). Digital catalogue has also been updated in their online websites for customer references (Domino's j 2019). Besides, Domino's will also send e-mail to their every members when they are having some kind of promotion or a new product is launched. Domino's are also using mobile advertising to engage customers anytime, anywhere by sending messages to customers and putting advertisements in certain online websites such as HuffPost (Appendix 16).

Promotion: Sales promotion

The next promotional activity applied by Domino's is sales promotion, which is the process of convincing a potential customer to consume the product (tutor2u, 2019). For example,

customer can enjoy a 50% rebates everyday during Domino's Happy Hour from 3PM to 5PM and also Super Supper Savings from 9PM to 11PM (Domino's k 2019). Furthermore, there is a sales promotion throughout the month of July where customer who own a Domino's Express Card can enjoy free delivery service for buy 1 free 1 promotion (Domino's l 2019). Domino's have also conducted a mega sales between 3rd June 2013 to 7th July 2013 where customer can buy 2 regular pizzas with extra cheese at only RM30 and no delivery fees will be charged (Appendix 17). Furthermore, to celebrate 2019 Hari Raya Aidilfitri, Domino has offered coupon and promo code that are only valid until the end of June 2019. By using this coupon and promo code, customers can get a large pizza with A'la carte Regular pizza at RM29.90 instead of RM59.80 and etc. (Appendix 17). Besides, Domino's have also carried out event marketing through providing sponsorship to others. Domino's have sponsor coupons to games carnival held by students who studying Diploma in Business Studies (Accounting) in Tunku Abdul Rahman Universtity College (Appendix 17). Domino's has created incentives to accelerate sales while providing intended customer value through these sales promotional activity.

Promotion: Advertising

Advertising is a direct method of communication to make the company's existing and potential customers aware of its product and service (Entrepreneur 2019). Domino's Pizza ascent their fame and make their corporate profit through advertising as well. Domino's advertised their products through newspaper such as Sinar Harian (Appendix 18) and television (Domino's Malaysia Cheese Burst Crust, 2019) in order to attract more and more customers to consume their products. Besides, Domino's will also direct mailing or distribute catalogue and fliers to the public's home address to inform them that Domino's are carrying out what kind of activities and promotion or are launching a new product (Appendix 18).

Recommendations

We would like to offer some recommendations with respect to Domino's products that help in profits boosting. One of the threats facing by Domino's since long time ago is that there is plenty of strong competitors in the same market and its competitors are offering products which they yet to provide. Thus, they should diversify in products line as Pizza Hut and MacDonald, for instance, adding ice-cream series into desserts category, expand more pasta options as now there are only two choices given to the customers, as well as adding coffee, fruit

juice or tea series into beverage segment so that they are not just selling carbonated drinks. Product development or redefine in-store dining schemes will pack a heavy dose of novelty and curiosity to the customers, indirectly retain and grow the existing customers and increase sale profits. Besides, Domino's should also start to offer a healthier and low calorific value of product. As in the past few years, Domino's faced the crisis where there is an increase in awareness of consumers on the desperately serious impacts of fast food products. The health sector has kept on criticizing that these items are stuffed with excessive substances such as fats, sodium, oils and sugar (Komal Furia n.d.). Thus, Domino's should take actions on it in order to meet the demands of changing way of life. For example, in the aspect of choosing ingredients, they should opt olive oil and whole grain oat flour while making pizza's crust and bread. It is because olive oil contains lower level of cholesterol, whereas the whole grain's fiber is intact and thus will not lead to obesity easily as the absorption of carbohydrates is slow enough. As time lapse, Domino's profits will soar as they are able to attract a huge portion of new customer, which is the health enthusiast.

In respect of promotion, we think that Domino's should investigate and come out an app for their products and services in Malaysia. Through the mobile app, customers can be updated by Domino's latest information and news anyway, anytime. Besides, Domino's can directly provide the discount and redeem code to the customers via the app, reducing the possibility of customer losing the voucher and coupon. Customers will only buy a product when they are aware, by having this promotion strategy, customer can be conscious of Domino's product faster especially when new flavor products are launched. Domino's can also develop online order service in the app in order to increase the efficiency and convenience of ordering process. Thus, mobile app is a must for Domino's as customers are the main source of profits and successfully meet their quick lifestyles culture can lead to an increase in sales. Moreover, we suggest that Domino's can make a box sticker collection event during their anniversary month. For example, they can create a new design on the pizza box with a special sticker. When customer purchase the pizza and collect the stickers until a certain amount, they can use the stickers collected to redeem any products. The more they have collected, the bigger reward they can get. Through this event, immediate sales can be induced as customers may think that it is worth and would like to purchase more pizzas to collect more stickers in order to redeem the products they want. In additions, Domino can also learn from its competitor, McDonald (Appendix 19). Domino's

should offer more promotion regarding to delivery as most of their sales is actually come from there. For example, Domino's can carry out a delivery promotion for lunch time and dinner time such as 3pm-6pm and 9pm-12am. They can offer a discount up to 50% or above for certain type of products if they make orders within the stipulated times. This crazy discounts up to 50% definitely will attract the eyes ball of the customers and lead to immediate sales.

In terms of place, we suggest that Domino's should open a few outlets in the states of East Malaysia, which are Sabah and Sarawak. There are many Domino's outlets available in peninsular Malaysia, but there is only one store had been opened recently in Kota Kinabalu, Sabah (Natasha Joibi 2018). In facts, there are few areas which have the potential to be selected as a good location to open the stores such as Kuching, Sibul, Bintulu, Miri in Sarawak (Sarawak Government 2018) and Sandakan, Tawau in Sabah (City Population n.d.) because these areas are high population area. Thus, market development in Sarawak and market penetration in Sabah actually can assist Domino's to get or meet their targeted total sales. Furthermore, Domino's should also focus on sales on physical store, not only delivery service. Domino's is a company where their sales are highly depending on delivery service, they had even created GPS Tracker to let customer tracks their order from the start till it arrived their doorstep (Appendix 19). Yet, this has also become their weakness as they do not pay much attention on their physical store sales and indirectly lose some of the market shares. Yet, there will be a win-win solution if Domino's focus on both side as this will not only increase the sales, but also reduces the distribution costs. Other than that, Domino's can provide one-stop services for their customers. They can improve their store facilities by adding up VIP room for celebration and gathering usage. Meanwhile, Domino's can also use this opportunity to launch out a special set of meals for these purpose. For example, a party set include a birthday cake. With this strategy, it can make customers more convenient and help them to save a lot of time as the staff can also provide service of decorating the room for the customers. In a nutshell, Domino's can make a higher profit through providing additional service, which is one-step service for their customer.

Conclusion

Domino's achievement today derived from its effort in developing its marketing plans and programs which is the 4Ps that will deliver the intended customer value, indirectly attract new customers, and keep and grow current customers by delivering satisfaction.

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Appendix 1: Pizza

THIS MONTH SPECIAL

<p>NEW SSAMJEANG BEEF</p> <p>Order This</p>	<p>NEW SSAMJEANG CHIC...</p> <p>Order This</p>	<p>NEW SSAMJEANG TUNA</p> <p>Order This</p>
--	---	--

FAVORITES

SIMPLY CHEESE	VEGIE GALORE	CHICKEN PEPPERONI	SEAFOOD DELIGHT
Order This	Order This	Order This	Order This
BEEF PEPPERONI	FLAMING TUNA	BBQ CHICKEN	ALOHA CHICKEN
Order This	Order This	Order This	Order This

CLASSICS Surcharge for Personal (+RM2.50), Regular (+RM3.50), Large (+RM4.50), and Extra Large (+RM5.50)

CLASSIC CHICKEN	SMOKY PEPPERONI MUS...	CLASSIFIED CHICKEN	SPICY SAMBAL
Order This	Order This	Order This	Order This
MEAT MAMIA	SPICY SAUSAGE	EXTRAVAGANZZA	CHICKEN PERFECTION
Order This	Order This	Order This	Order This

SMOKY BEEF & CHICK	TUNA EXTREME	SAMBAL VEGGIE	TUNA TEMPTATION
Order This	Order This	Order This	Order This
VEGIE FIESTA			
Order This			

FIRST CLASS Surcharge for Personal (+RM3.50), Regular (+RM5.50), Large (+RM7.50), and Extra Large (+RM9.50)

CHICKENSAURUS	ULTIMATE HAWAIIAN	MEATSAURUS	CHICKEN CONFIDENTIAL
Order This	Order This	Order This	Order This
SAMBAL SURF & TURF	PRAWN SENSATION	TROPICAL SAMBAL PRAWN	PRAWN PASSION
Order This	Order This	Order This	Order This






ROYALE Surcharge for Personal (+RM3.00), Regular (+RM5.00), and Large (+RM7.00)





















ROYALE CHICKEN PIZZA	ROYALE TUNA PIZZA	ROYALE DELIGHT PIZZA
Order This	Order This	Order This








CUSTOMIZE PIZZA Surcharge for Half & Half Regular (+RM2.90), Large (+RM2.90) and Xtra Large (+RM2.90)

<p>HALF & HALF</p> <p>Order This</p>	<p>MAKE YOUR OWN</p> <p>Order This</p>
---	---

Appendix 2: Side order


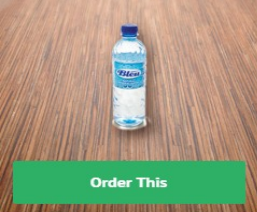

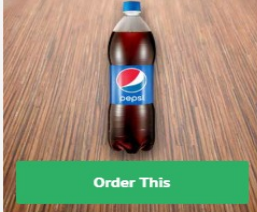

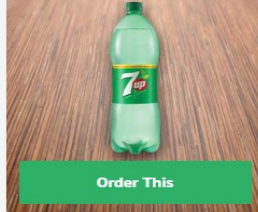

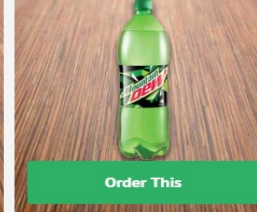

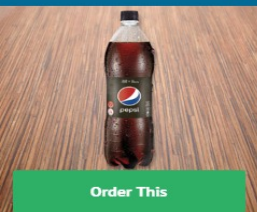

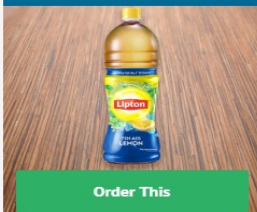


THIS MONTH SPECIAL		DESSERTS		
<p>NEW AYAM HASEYO i</p>  <p>Order This</p>	<p>NEW SARANG HAENY STIX i</p>  <p>Order This</p>	<p>BLUEBERRY CHEESECAKE i</p>  <p>Order This</p>	<p>BUTTERSCOTCH PUDDING i</p>  <p>Order This</p>	<p>CHOCOLATE LAVA CAKE i</p>  <p>Order This</p>

CHICKEN				BREAD			
<p>GOLDEN CHICKEN TENDE... i</p>  <p>Order This</p>	<p>ROYALE CHICKEN WINGS i</p>  <p>Order This</p>	<p>CRAZY CHICKEN CRUNCH... i</p>  <p>Order This</p>	<p>CRAZY CHICKEN CRUNCH... i</p>  <p>Order This</p>	<p>ROYALE CHEESY STIX i</p>  <p>Order This</p>	<p>BANANA KAYA DESSERT i</p>  <p>Order This</p>	<p>GARLIC TWISTY BREAD i</p>  <p>Order This</p>	<p>BANANA KAYA 9" DESSERT i</p>  <p>Order This</p>
<p>ROASTED CHICKEN DRU... i</p>  <p>Order This</p>	<p>FABULOUS FOUR i</p>  <p>Order This</p>	<p>CHICKEN WINGS PLAIN i</p>  <p>Order This</p>	<p>CHICKEN WINGS BBQ i</p>  <p>Order This</p>	<p>GARLIC FRENCH LOAF i</p>  <p>Order This</p>	<p>CINNASTIX i</p>  <p>Order This</p>	<p>BREADSTIX i</p>  <p>Order This</p>	<p>CHEESY MOZZARELLA STIX i</p>  <p>Order This</p>
<p>CHICKEN WINGS HOT & S... i</p>  <p>Order This</p>	<p>CHEESY FOUR i</p>  <p>Order This</p>			<p>STUFFED CHEDDAR BITES i</p>  <p>Order This</p>	<p>CHEESY CHEDDAR STIX i</p>  <p>Order This</p>		









OTHERS			
<p>ZESTY COLESLAW-L i</p>  <p>Order This</p>	<p>ZESTY COLESLAW-S i</p>  <p>Order This</p>	<p>GARLIC CHEESE ONION RI... i</p>  <p>Order This</p>	<p>SPAG BOLOGNESE CHICK... i</p>  <p>Order This</p>
<p>CHICKEN LASAGNA i</p>  <p>Order This</p>	<p>BBQ BAKED MEATBALLS i</p>  <p>Order This</p>	<p>SPAG BOLOGNESE VEGET... i</p>  <p>Order This</p>	

Appendix 3: Beverage and Condiments




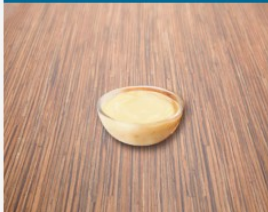

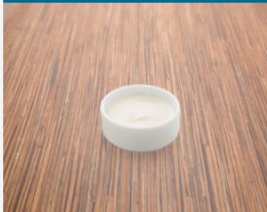


BOTTLE

<p>BLEU MINERAL WATER </p>  <p>Order This</p>	<p>PEPSI COLA </p>  <p>Order This</p>	<p>7UP </p>  <p>Order This</p>	<p>MOUNTAIN DEW </p>  <p>Order This</p>
<p>PEPSI BLACK </p>  <p>Order This</p>	<p>LIPTON ICE TEA-LEMON </p>  <p>Order This</p>	<p>TWISTER ORANGE </p>  <p>Order This</p>	

CAN

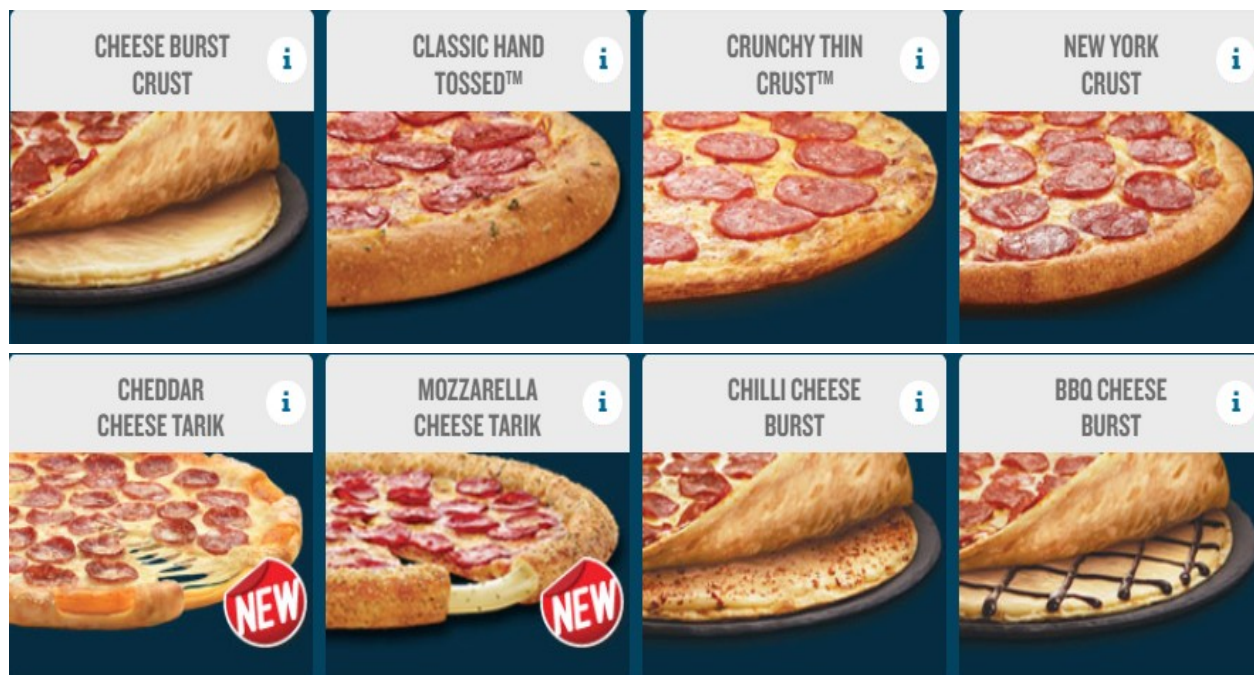
<p>PEPSI COLA </p>  <p>Order This</p>	<p>7UP </p>  <p>Order This</p>	<p>MOUNTAIN DEW </p>  <p>Order This</p>	<p>LIPTON ICE TEA-LEMON </p>  <p>Order This</p>
---	--	---	--

Beverage

<p>CHILLI FLAKES </p>  <p>Order This</p>	<p>TANGY CHEESE DIP </p>  <p>Order This</p>	<p>ICING DIP </p>  <p>Order This</p>	<p>SALSA SAUCE </p>  <p>Order This</p>
--	---	--	--

Condiments

Appendix 4



Crust

Sauces

- All Sauce
- Signature Sauce
- Royale Cheese Sauce
- Ssamjeong Sauce
- Spicy Sambal
- Top Secret
- Smoky BBQ Sauce
- Pesto Passion

Toppings

- ALL
- Prawn
- Chicken
- Beef
- Vegetable

Appendix 5



1960-1977



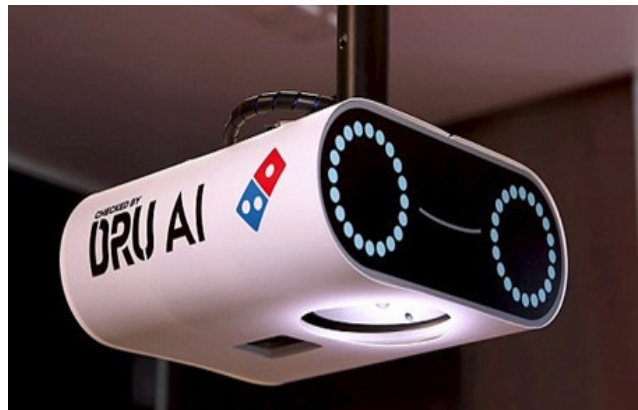
1977-1996



1996-2012



2012-Present



Pizza Checker

Appendix 6

30-Minutes Delivery Guarantee!

Domino's guarantees your order will arrive within 30 minutes or we'll give you a free Regular Pizza voucher! *Terms Apply



Product Satisfaction Guarantee

Domino's guarantees satisfaction! Your pizza and sides are guaranteed to be hot, fresh, and great tasting when they arrives at your doorstep, otherwise we'll replace your product or refund your money. *Terms Apply



15-Minute Take-Away Guarantee

Domino's guarantees you'll receive your Take-Away orders within 15 minutes or we'll give you a free Personal Pizza voucher! *Terms Apply



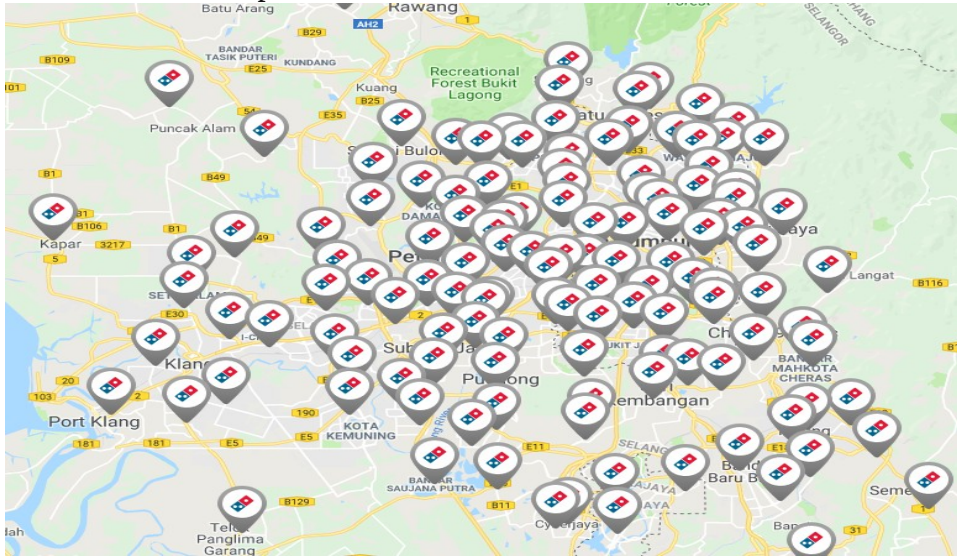
Free Delivery

No extra charges!

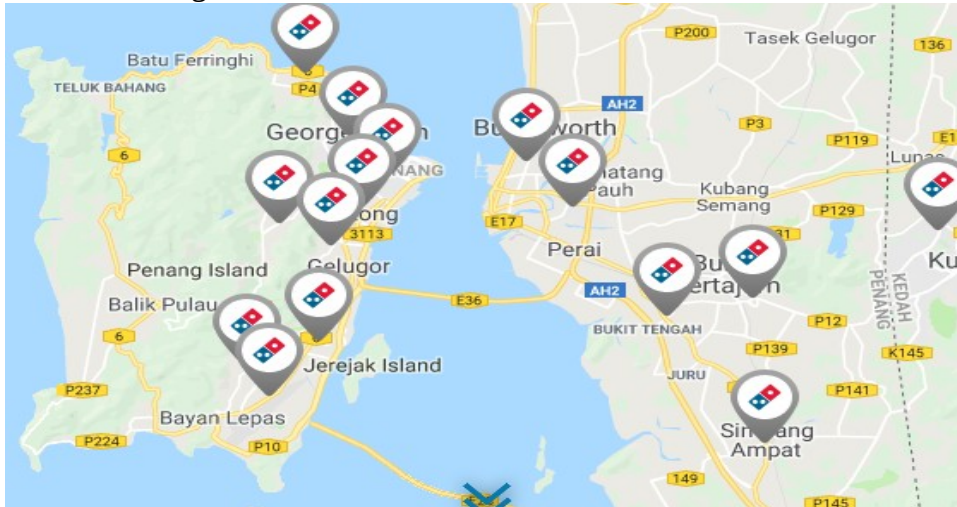


Appendix 7

Around Kuala Lumpur area



Around Penang area



Around Johor area



Appendix 8

Taman Melawati



Jelatek



Manjarala



Appendix 9

2 PIZZA DEALS

2 REGULAR PIZZAS



2 Regular

just **RM32.90**
Save **RM26.90**

SIMPLY CHEESE

Regular Pizza

Cheddar Cheese Tarik

Edit Topping

Add Extra
Cheese
(+RM3.50)

Quantity

- 1 +

Total **RM34.80**

Add To Cart

ALOHA CHICKEN

Xtra Large Pizza

New York Crust

Edit Topping

Add Extra
Cheese
(+RM5.50)

Quantity

- 3 +

Total **RM149.70**

Add To Cart

SIMPLY CHEESE

100% mozzarella cheese,
Parmesan cheese & Oregano on
our Signature Sauce

Order This

VEGIE GALORE

A delightful mix of fresh onions,
green pepper, cherry tomatoes,
and mushrooms.

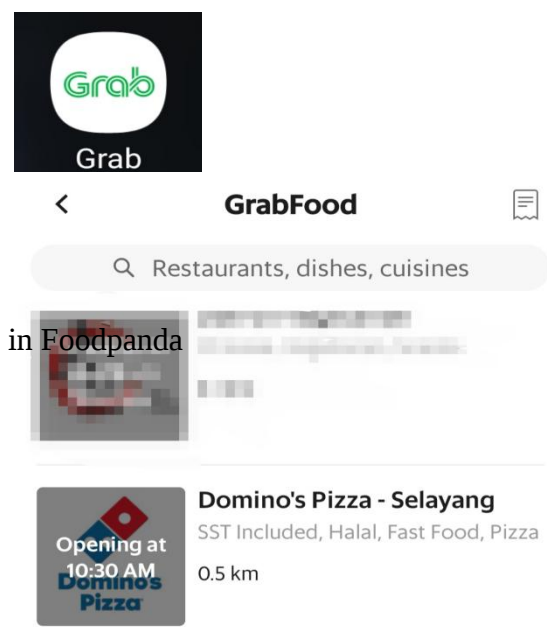
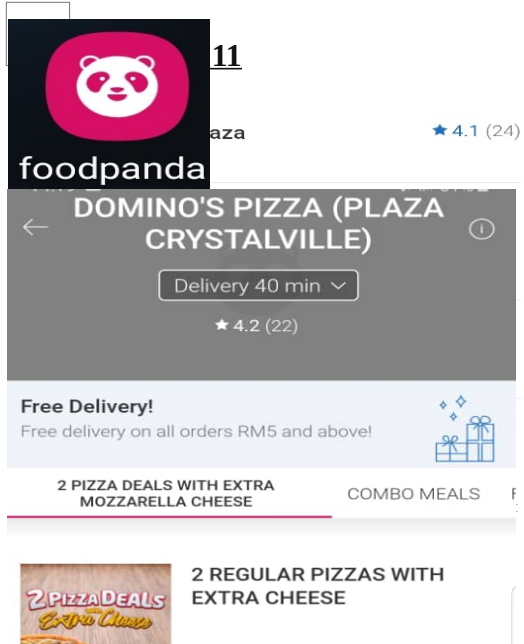
Order This

CHICKEN PERFECTION

Delicious roasted chicken breast,
fresh mushrooms, juicy cherry
tomatoes & onions on our new
pesto passion saucel (Surcharge
Applies)

Order This

Appendix 10



Comments in Foodpanda

Thank You for Completing Our Survey

Customer Satisfaction Feedback

Dear chang

Thank you for taking your time to participate in our survey.

We truly value the feedback you have provided.

Your responses are vital in helping Domino's Pizza Malaysia to provide a best experience that meets the highest standard of excellence.

This offer has now been credited to your online account as an e-coupon, and is redeemable upon your next

Dear EMILY MAK

Pizza & Takeaway Feedback.

Your feedback is valuable for us to improve our pizzas and over the counter services. We invite you to participate in our survey that requires less than a minute of your time.

Please click here

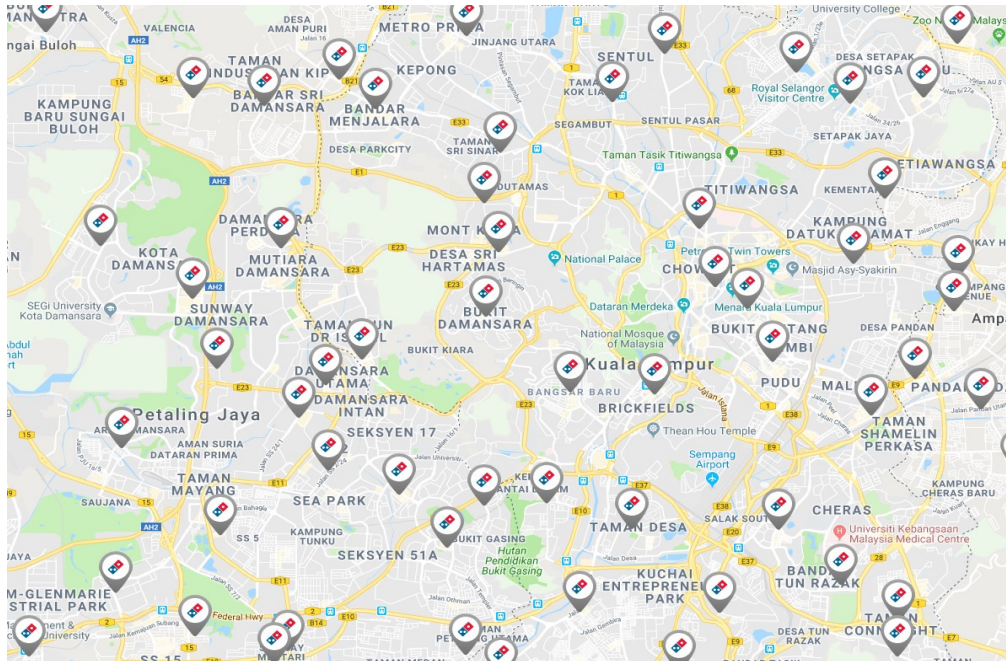
Thank you for choosing Domino's Pizza Malaysia Pizza!

The Domino's Pizza Malaysia Team

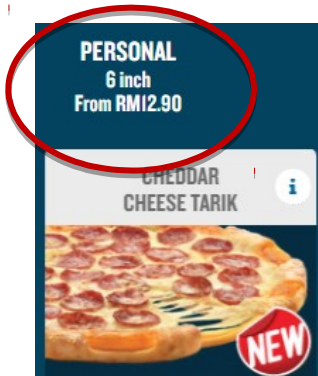
Hotline
1 300 888 333

Please do not reply to this message; it was sent from an unmonitored email address. If you have questions, suggestions or other comments concerning our products, service, or this website, please contact us at [Domino's Pizza Malaysia Support](#)

Appendix 12



Kuala Lumpur



Domino's

Our Crust

Quality Ingredient

Unique Selling Proposition

VS



Pizza Hut



Shredded Chicken

Our shredded chicken is 100% boneless and skinless chicken breast. Our method of cooking ensures that it remains deliciously tender, juicy and full of flavour. A perfect addition to any pizza.



Mozzarella Cheese

We use generous amounts of 100% mozzarella cheese on all of our pizzas for that irresistible tangy flavour. Sourced from New Zealand, our mozzarella cheese contains no animal rennet and is therefore vegetarian friendly.



Beef Pepperoni

Domino's beef pepperoni is only using a top quality meat as a succulent topping to our pizzas. Juicy and savoury, beef pepperoni creates a burst of taste and flavour in every bite.



Pizza Sauce











Domino's signature pizza sauce is a mouth-watering combination of fresh vine-ripened tomatoes and a blend of spices.




Fresh Vegetables

Our processes ensure that only the freshest vegetables are used on all of our pizzas.

Appendix 13

COMBO DEAL I	PARTY SET I	PARTY SET 2
 1 Regular	 5 Regular	 5 Regular
 2 Bread	 3 Bread	 5 Bread
 1 Bottle	 2 Bottle	 1 Chicken
 3 Bottle		
just RM34.90 Save RM19.70	just RM99.00 Save RM91.00	just RM149.00 Save RM99.60

REGULAR 9 inch From RM29.90	LARGE 12 inch From RM39.90	XTRA LARGE 15 inch From RM49.90
MOZZARELLA CHEESE TARIK 	CHILLI CHEESE BURST 	BBQ CHEESE BURST 
 NEW		

Appendix 14

SUPER TUESDAY
Order Online
FOR Self Collection

Personal Pizza

From **RM 3.70** only **SAVE RM9.20**

* Surcharge applies for Royale, Classics, and First Class pizzas.

Deal ends in... **23:00:00**
Hours Minutes Seconds

SSAMJEANG TUNA PIJ-JA FAVORITES

SSAMJEANG CHICKEN PIJ-JA CLASSICS

SSAMJEANG BEEF PIJ-JA FIRST CLASS

BACK BY POPULAR DEMAND

LIMITED TIME OFFER

SSAMJEANG Pij-jas

<p>Breadstix / Cinnastix</p> <p>FROM RM 3.70 ONLY SAVE RM5.20</p> <p>OR</p> <p>ORDER NOW</p>	<p>Garlic Cheese Onion Rings</p> <p>FROM RM 3.70 ONLY SAVE RM5.20</p> <p>ORDER NOW</p>	<p>Zesty Coleslaw (L)</p> <p>FROM RM 3.70 ONLY SAVE RM4.20</p> <p>ORDER NOW</p>
--	--	---

<p>Ssamjeang Beef Pij-ja</p> <p>RM 7.20 ONLY SAVE RM9.20</p> <p>ORDER NOW</p>	<p>Ssamjeang Chicken Pij-ja</p> <p>RM 6.20 ONLY SAVE RM9.20</p> <p>ORDER NOW</p>	<p>Ssamjeang Tuna Pij-ja</p> <p>RM 3.70 ONLY SAVE RM9.20</p> <p>ORDER NOW</p>
---	--	---

<p>Personal Pizza</p> <p>FROM RM 3.70 ONLY SAVE RM9.20</p> <p>ORDER NOW</p>	<p>Banana Kaya (6")</p> <p>FROM RM 3.70 ONLY SAVE RM5.20</p> <p>ORDER NOW</p>
---	---

Appendix 15

YouTube MY

Search

DominosMY
1,705 subscribers

SUBSCRIBE 1.7K

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

It's All About You™
243,561 views · 8 months ago

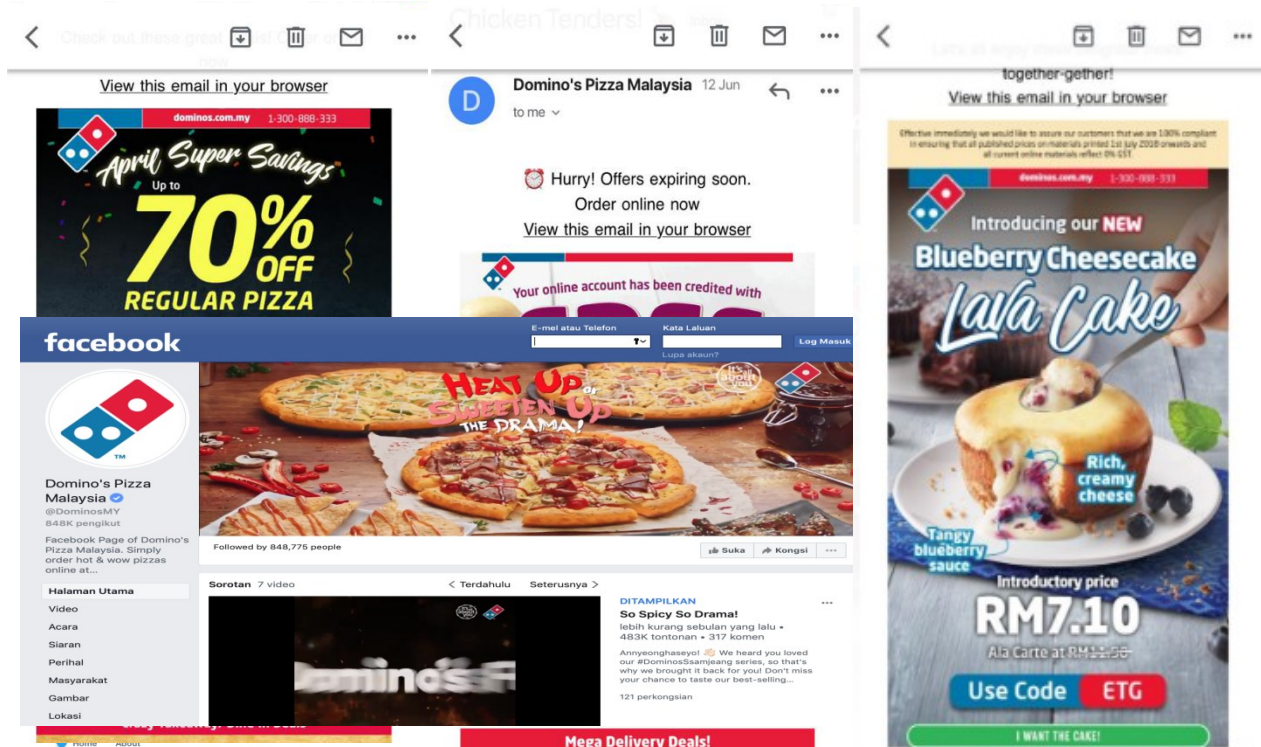
From our humble beginnings with only a single store in USJ with 15 staffs, we have grown with you, chasing our dreams through rain and shine, with one ultimate goal. We delight in seeing you - the Domino's pizza-loving community, happy! Thus, we strive to bring you great value and amazing pizzas, all inspired by you!

We believe that together, we're stronger. Our love for one another
READ MORE

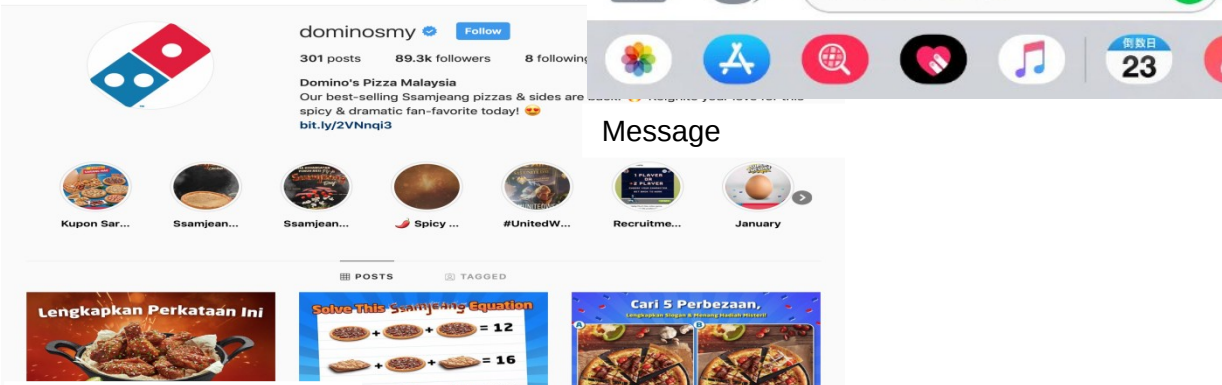
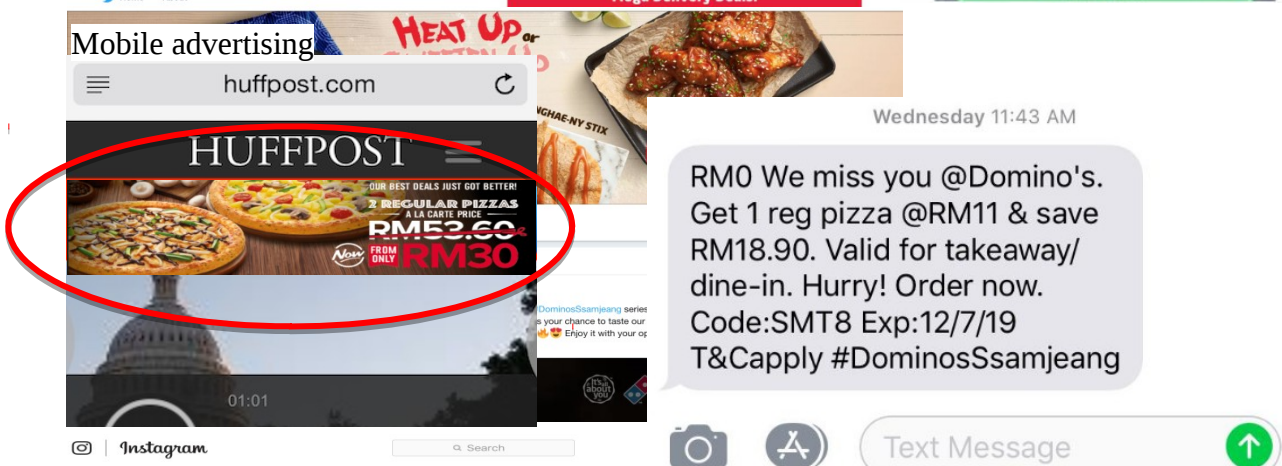
TVC in English ▶ PLAY ALL

Appendix 16

Email



Mobile advertising



Online websites

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Hari Raya Aidilfitri

Mega Sales

Domino's Pizza
MEGA SALE 3RD JUNE - 7TH JULY
 SIMPLY PIZZAS ONLY - NO COUPON REQUIRED - ANY TIME, ANY DAY - FREE DELIVERY

2 REGULAR PIZZAS WITH EXTRA CHEESE FOR ONLY RM30
2 LARGE PIZZAS WITH EXTRA CHEESE FOR ONLY RM50

It's Our Passion
ORDER NOW

SaveMoney.my
 2013年6月11日 ·

Domino's Pizza also seem to be having an offer of their own, introducing what they call their 'Domino's Pizza Mega Sale Promotion'. Check out our review below to see if the discount you are getting is actually as great as the name suggests!

<http://savemoney.my/dominos-pizza-malaysia-mega-sale-promotion-review-3rd-june-7th-july-2013/>

11人

RM10
Large pizza
 with a la carte Regular pizza purchase at RM29.90

SAVE RM29.90

RM1 OFF WEB ORDER

Valid until 30 JUN 19 | Code: **FTI81**

BUY 1 FREE 2
FREE Crazy Chicken Crunchies + FREE Can of Soft Drink
 with a la carte Regular pizza purchase at RM29.90

SAVE RM19.80

RM1 OFF WEB ORDER

Valid until 30 JUN 19 | Code: **FTI82**

BUY 1 FREE 2
FREE Garlic Cheese Onion Rings + FREE Banana Kaya 6"
 with a la carte Regular pizza purchase at RM29.90

SAVE RM18.80

RM1 OFF WEB ORDER

Valid until 30 JUN 19 | Code: **FTI83**

RM29.90
1 Regular pizza
 + 1 Butterscotch Bread & Butter Pudding / Chocolate Lava Cake / Blueberry Cheesecake Lava Cake + 2 Can of Soft Drinks

SAVE RM21.70

RM1 OFF WEB ORDER
 West Malaysia ONLY

Valid until 30 JUN 19 | Code: **FTI84**

Sponsored by Domino's to Tunku Abdul Rahman University College's students

STUDENT TAKE-AWAY DEAL
RM9.40
 1 Personal Pizza + 1 Mini Cheesecake + 1 Soft Drink (Served)

Save RM10.00

STUDENT TAKE-AWAY SPECIAL
50% OFF
 For any Regular / Large / Extra Large Pizza

Save RM2.55

VALID UNTIL: 30 NOV 2018 | LSC1

Value Deal
 RM14.50: 1 Regular Pizza + 1 Soft Drink (Served)
 RM15.90: 1 Spaghetti Bolognese (Cheat) + 1 Bread Slice + 1 Soft Drink (Served)
 RM24.90: 1 Regular Pizza + 1 Bread Slice + 2 Cans of Soft Drink (Served)
 RM45.00: 1 Regular Pizza + 1 Bread Slice + 2 Bottles of Soft Drink (Served)
 RM50.00: 1 Regular Pizza + 1 Bread Slice + 2 Bottles of Soft Drink (Served)
 RM99.90: 1 Regular Pizza + 1 Bread Slice + 2 Bottles of Soft Drink (Served)

NEW WILD WEST MADNESS
 Personal Pizza as low as **RM5.55**

It's all about you

Appendix 18
Newspaper



Direct mailing or distribution of catalogue and fliers



Appendix 19



GPS TRACKER



Ever wondered where your pizza is?

Well, at Domino's, The "Pizza Delivery Experts" have specifically engineered the "Great Pizza Service" Tracker that keeps you up to date from the moment you place your order to the moment your pizza leaves the store.

