Unit 9 Discussion

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Cultural differences have a huge significance to Domino's product attributes strategy. There are different countries, and they follow different cultures. Every nation has different taste and preferences for selecting food. Usually, people prefer local options for food more than international brands. Domino's is an international brand and culture has a massive impact on it. It is known for its pizza all over the world but in many countries due to different food taste people don't prefer domino's pizza. One of the most significant examples is Mcdonald’s whose menu varies from country to country because they focus more on countries traditions. Domino’s need to add more food products which show the tradition of a particular country in which they are going to start up. They need to sort out the consumer demand before they brought new food items in the market (Hill et al., 2017).

It is essential for Domino's management to determine what are the traditions of the country before entering the new country. Different people like different types of pizzas because of their traditional taste. In many countries, people prefer thin crust pizza, and there are many countries in which people prefer thick crust pizza all because of their tradition of eating pizzas. Domino's management is also responsible for setting the price of their food products according to the country economy. Most it has been observed when an international brand enters into a new country they don't think about people of that new country and their economy, they continue to hold their products at the same price they were selling before. A language barrier is another issue which companies like Domino's face when they enter into another country. Management has to focus on hiring more local people so that they can easily communicate with people and perform more effective advertisement of Domino's (Hill et al., 2017).

**References**

Hill, C., Hult, T., Wickramasekera, R., Liesch, P., & MacKenzie, K. (2017). Global Business Today Asia-Pacific Perspective. McGraw-Hill Education.