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[Subject]

[Date]

Dominos case

# Q1

# The main problem highlighted in the case of domino is their strategy which is not changed as compared to its rivals. They have to face issues when they move to countries where people don't even know about Pizza.

# Q2

Domino’s are only focused on selling Pizza’s and they are not interested in including other items like steaks, spaghetti, ribs, etc., in their current menu. It is important to follow the culture of the country to get more success in the market. Domino is lacking in following the traditions of the countries when they move from one country to another. People of the United States have different taste and culture as compared to other countries. However, Domino’s have the same menu all over the world which is one of the issues why they can't compete with their other rivals like Pizza Hut.

# Q3

It is really important for Domino’s to consider its weaknesses, opportunities, threats and strengths. They are having strong brand equity in the market. However, they are not focusing on their marketing strategy which is their biggest weakness. They need to improve their marketing strategy by making different promotions and advertisements. Dominos should focus its attention on online sales to compete with its rivals. They should also reduce their size in different countries to remain more competitive and show the importance of its brand (Harrison & John, 2008).

**Q4**

International business managers can learn from Domino’s case study that they should always follow the culture whenever they move from one country to another. It is really important to understand the culture of the locals before moving into that country because some people don’t like pizza and prefer other products. Domino has a limited menu which consists of only Pizza’s. They also have no appropriate marketing strategy which is very important to increase the brand image in the market.

# Works Cited

Harrison, J. & St. John, H (2008) Foundations in Marketing Strategies. Mason, OH: Thomson/South-Western.