

Pizza Hut



Lycée des métiers de l'hôtellerie et du tourisme d'Occitanie de Toulouse

Menus and nutrition:

To facilitate understanding, we provide the complete nutritional data per serving for 1 person; you will also find the most important data (energy, protein, fat, carbohydrates) for 100g.

<http://restaurant.pizzahut.fr/carte-restaurant/nutrition>



Logo evolution

1958–1967



1967–1999

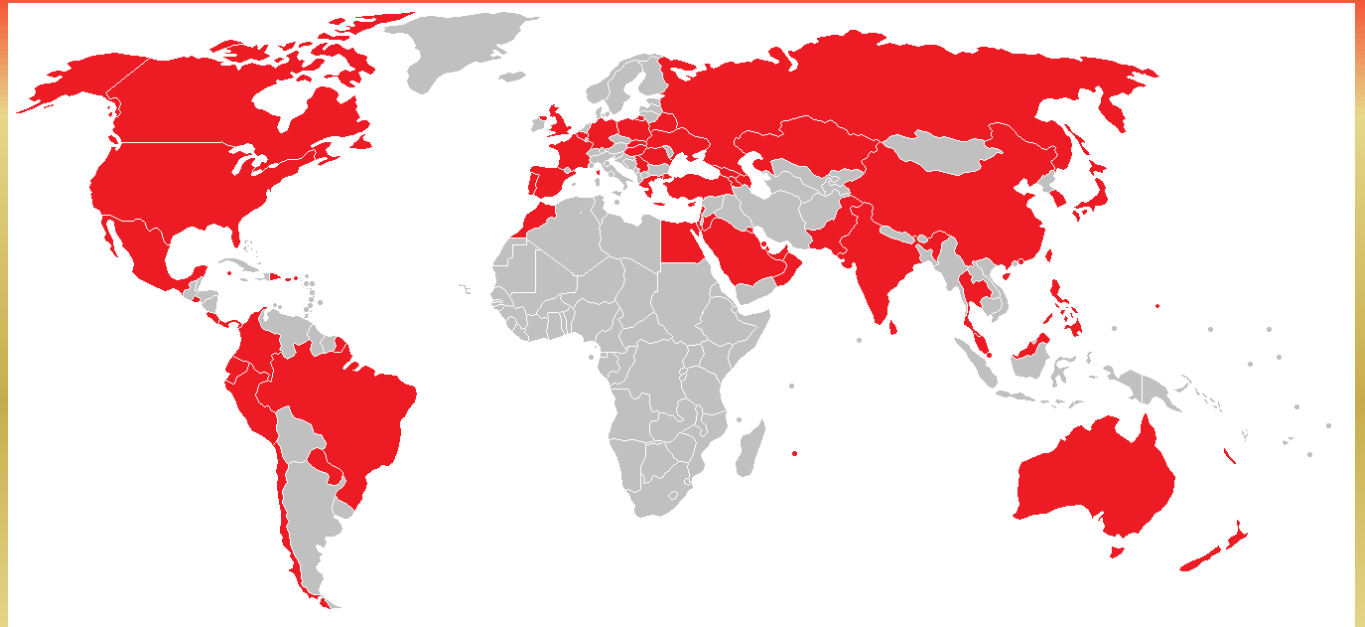


1999–present

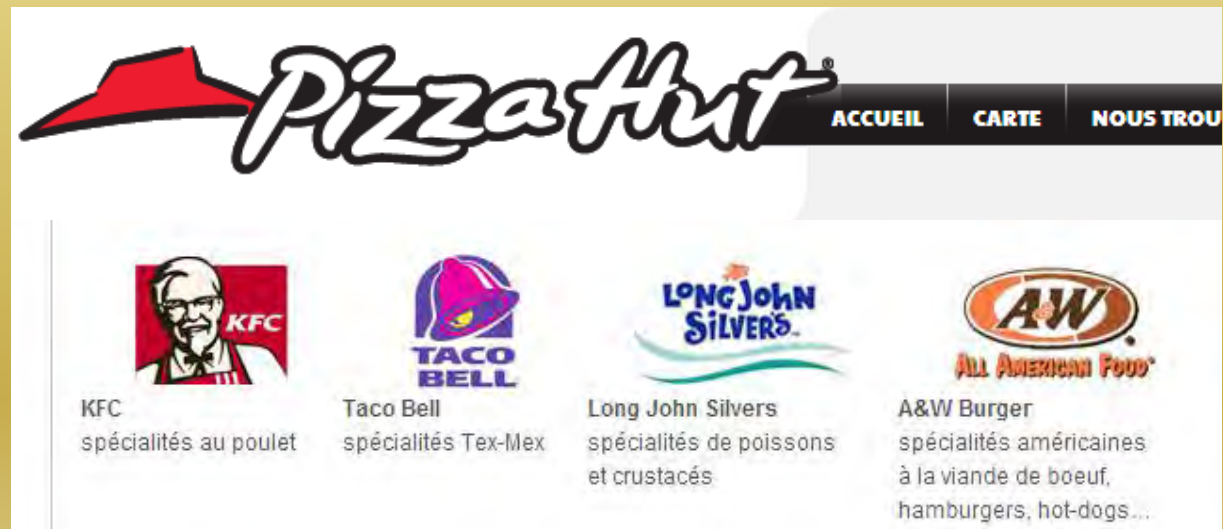


Pizza Hut in the world

776 restaurants
in 29 countries



A YUM brand



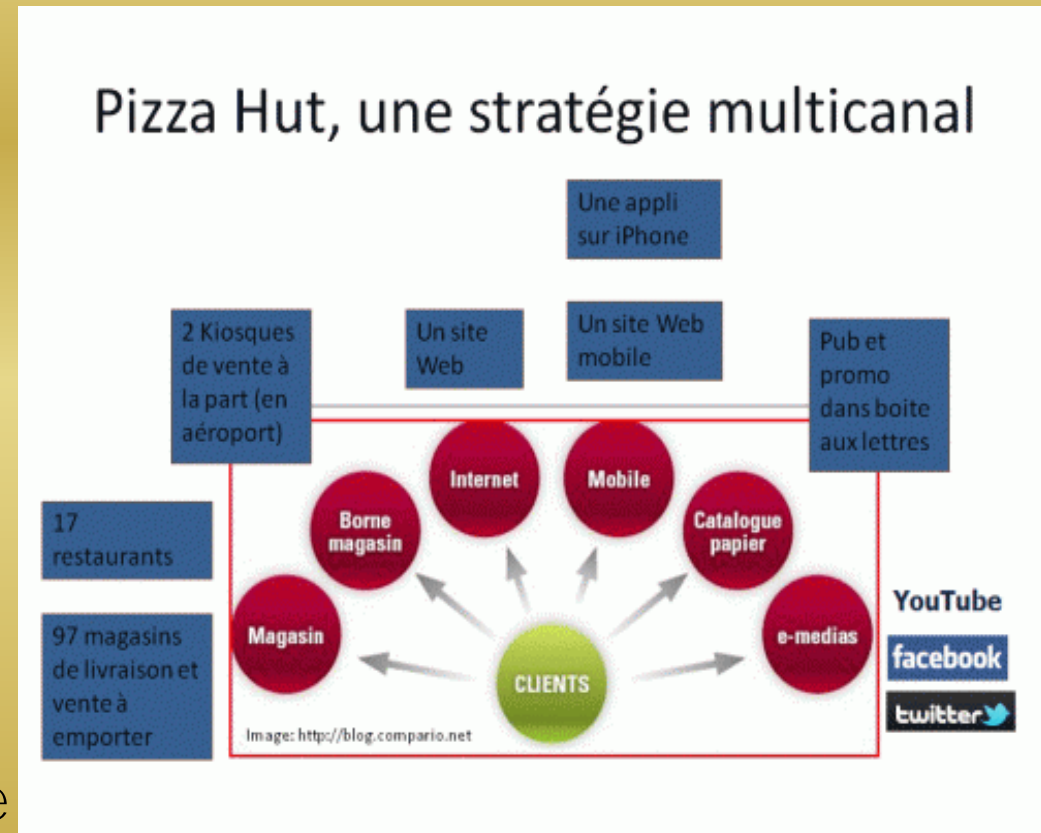
A brand recognized and appreciated:

- The story starts in 1958 when two CARNEY brothers had the idea to open a "pizza bar" near their school in Wichita, Kansas (USA).
- This is the birth of the first restaurant PIZZA HUT and one of the largest companies in the world.
- On a video Zagat's 2011 Fast Food Survey Pizza Hut is ranked:
 - top overall: fourth.
 - best wings: fifth.



Marketing Strategy:

- Pizza Hut is a successful example of multi-channel marketing strategy, including social media, such as magazines, web and mobile.
- The link is created between sales channels, consumer information and experience to create the Pizza Hut communication.
- Social media is integrated into the strategy and enables interaction with consumers. On Twitter, followers can follow the news and events of the group.



Customer loyalty :

- Card Pro 10% off à la carte (buffet and menus included) and loyalty programs are designed for businesses and professionals.
- For students : 10% discount for a minimum purchase of €13.30.
- Pizza and beverages will amount to €10.30.
- Leader in pizza delivery the company has launched its e-commerce site. Online sales have grown in a stagnant market.
- This is also an opportunity to modernize customer relationships.

The corporate responsibility:

- The Yum! announces its participation for the second consecutive year in the "World Food Programme" of the United Nations.
 - Pizza Hut and KFC organize international fundraising by donating €0.15 for every meal purchased by customers.
 - The campaign will be displayed in 107 Pizza Hut outlets in France, but also with post-it and badges on packaging. In 2007, Yum! had raised €11.7 million.
 - **But...** according to their own website the group has encountered difficulties with the staff who do not have adequate and suitable working conditions...
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A new concept : PHD



Concept :

Customers can take away their pizzas in 10 minutes instead of 20

Coupons are not limited in time. Prices are simplified to make round figures with only two fares (€8 or 12, depending on the size). Service should not last more than 10 minutes.



A screenshot of the PHD website homepage. The header features the Pizza Hut logo and 'DELIVERY PHD'. Navigation links include Home, Store locations, Contact Us, and social media icons for Facebook, Twitter, and YouTube. A menu bar lists categories: MAGIC PAN, PIZZA, PASTA/WINGS, SIDES, DESSERTS AND DRINKS, VALUE MEALS, and CATERING. A large banner image shows a pizza with a 'Magic Pan' logo. To the right of the banner is a 'SIGNUP FOR EXCLUSIVE OFFERS' section with a 'SUBSCRIBE NOW' button. At the bottom, there are three promotional banners: 'If the dot reads HOT, your pizza is hot, else you get it FREE!', 'Buy a Medium Pizza & Get 50% off on the 2nd Medium Pizza', and 'BAKED PASTA @ ₹69!'. A final banner on the right says 'FOR HOT DELIVERY- CALL 3988-3988 6000-9000'.