Implementation Plan

Introduction

Domino’s Pizza Inc. is an eatery chain that offers pizza in the United States. It has its headquarters in Ann Arbor Charter Township found in Michigan. It was started in America in the year 1960 and it is now in eighty-two nations around the world. It is currently the dominant pizza delivery firm in the country since it controls 22.5% of the pizza distribution market (Stinnet, 2015). The founders of this company were Tom Monaghan and James who were brought up by foster families during most of their childhood. In the year 1960, they decided to borrow an amount of 900 dollars with the intention of buying a pizza outlet known as Domi-Nick’s. Tom then sold his Volkswagen beetle to James so as to get the other half of the business in the year 1961. He then renamed the company as Domino’s pizza Inc. in the year 1965. It then had stable development making it acquire 200 outlets by the year 1978. In the 1980’s the firm experienced quick development globally as well as domestically and by 1990, it had outlets exceeding 5000 in Canada, United States, japan, United Kingdom, Colombia, and Australia.

The strategy, mission, and organizational structure

The mission of the company is to have a team that leads the company to be the dominating pizza distribution firm in the globe. It has its regulatory values that are founded on a unified make, organization, and team. It prioritizes people, attempts to have all of its clients faithful to it, distributes with keen manhandle and pessimism, as well as prospering with daily advancing outcomes. The structure of the firm comprises of 11 administrators, the majority of them being decision-making vice presidents. It has a practical organization structure but due to its size, a departmental structure by area should be more successful in facilitating the allocation of power, obligation, and liability. The promotional tactics of this firm focus on sending of brochures to large populations. It, however, utilizes its four commercial divisions to ensure that its products reach the consumers extensively.

These aspects of the firm make it people focused as indicated by its mission of prioritizing the people. The way its regulatory rules are made with the aim of accomplishing unified brands, team and organization make it get a reputation of being aware that accomplishments are best achieved through suitable teams (Rainey, 2010). Its promotional tactic of using brochures make it less advanced in the advertising sector as it is expected to utilize the online platform so as to reach an extensive coverage of customers throughout the country as well as the globe. Its structure is however supposed to have more allocation of responsibilities as it is a huge business. This is to make operations easy to manage hence the increasing performance. Therefore, the best features of this information about the firm are its focus on people since they would make it prosper.

Company’s short-term and long-term goals

The long term aims of this firm are to dominate the pizza distribution sector in the whole globe. It also aims at developing strong teams that are going to facilitate effective reach of these goals. The other aims are to make every of its outlets owned and run by franchisees, increase the number of customers hence its tactic of reducing prices, and increasing income so as to facilitate its expansion. Its short term aims comprise of buying the outlets that have low productivity so as to enhance their capacities. This would later lead to licensing them as it prefers its outlets in this form.

Conclusion

Therefore, this firm requires some alterations that would make it more effective in the market. Some of the alterations would comprise of making its promotional campaigns to be done on online platforms where it utilizes the social media, websites, and blogs. This would make its product to be known by an extensive population coverage which would then translate to customers. The other alteration that would be required is the sectioning of the firm to a decentralized system. This is to make it more efficient as management would be easier and decision making would be fast. This would also enable it to attain its mission of dominating the pizza industry in the entire globe.

References

Rainey, D. L. (2010). *Enterprise-wide strategic management: Achieving sustainable success through leadership, strategies, and value creation*. Cambridge, UK: Cambridge University Press.

Stinnet, P. (2015). *A call to deliver: Tom Monaghan, founder of Domino's Pizza, and the miracles and pilgrimage of Ave Maria University*. Franklin, Tenessee: Clovercroft Publishing.