

INTRODUCTION



- Type : Wholly owned subsidiary
- Founded : Wichita, Kansas, USA, 1958
- Headquarter : Texas, USA
- Founder : Dan & Frank Carney
- CEO : Michael Gian
- Slogan : WHAT ARE YOU CELEBRATING TODAY?
- Employess : 300,000+



OBJECTIVES



- ❖ To reach 85% recognition of the new product in our target market.
- ❖ To increase revenue & profits.
- ❖ Customer satisfaction is for most.
- ❖ Investigate the customer experience with pizza hut.
- ❖ Investigate the factors responsible for product success.



PIZZA HUT



SUBMITTED BY-

Prerna

Kanupriya shani

Shashank kushwah

Monika singh

