

THE FRANCHISED CORPORATE BUSINESS : IMPROVING MARKETING STRATEGIES

Vinnytsia National Technical University

Анотація: У статті досліджуються маркетингові підходи Domino's Pizza як глобального бренду у сфері доставки їжі. Аналізуються цифрова трансформація, інноваційні рішення та адаптація до локальних ринків. Особлива увага приділяється ролі технологій і клієнтоорієнтованості у формуванні конкурентних переваг компанії.

Ключові слова: Domino's Pizza, маркетинг, цифрові технології, позиціонування бренду, доставка їжі, локалізація.

Abstract: The article examines the marketing strategies of Domino's Pizza as a global food delivery brand franchised. It focuses on digital transformation, innovation, and adaptation to local markets. Special attention is given to the role of technology and customer orientation in building competitive advantages.

Keywords: Domino's Pizza, marketing, digital technologies, brand positioning, food delivery, localization.

Introduction

In the modern service economy, speed, convenience, and technological integration are key factors of success. Companies operating in the food delivery sector must continuously innovate to meet increasing customer expectations. Franchising combines some advantages of both corporations and small businesses. In franchising, a large company allows one or several entrepreneurs to use the corporate brand name. But in return, a franchisee has to pay the company a part of her or his profits and also must observe the company's format. Franchisees get advertising and training from the company that helps them manage their business. This continuous support is one of the great advantages of franchising. Domino's Pizza is a clear example of how effective marketing and operational efficiency can transform a simple product into a global brand. Founded in 1960 in the United States, Domino's has expanded to more than 90 countries worldwide. Over time, the company has evolved from a traditional pizzeria into a technology-driven delivery network, where digital tools and logistics play a central role.

Statement of basic materials

The business model of Domino's Pizza is based on speed, standardization, and consistency. The company focuses not only on the product itself but also on optimizing the entire delivery process, ensuring reliability and high service quality across different markets. One of the defining features of Domino's strategy is its strong emphasis on digital technologies. The company actively uses mobile applications, online ordering systems, and automated platforms to simplify customer interaction. A significant share of orders is placed through digital channels, which demonstrates the effectiveness of this approach. Customer engagement is enhanced through loyalty programs, promotional campaigns, and personalized offers. These tools encourage repeat purchases and strengthen long-term relationships with customers.

Localization is another important element of the brand's strategy. Domino's adapts its menu, marketing communication, and advertising content to local cultural characteristics. For example, in Asian markets the focus is placed on shared meals and local flavors, while in European countries convenience and speed are emphasized. In Ukraine, the brand adapts to local preferences and actively engages with customers through social media and interactive campaigns. In contrast, in the United States Domino's highlights innovation, technology, and efficiency as its main competitive advantages.

Innovation also plays a key role in logistics. The company experiments with artificial intelligence, drone delivery, and robotic systems to improve efficiency and reduce delivery time. In addition, Domino's supports social initiatives, contributing to a positive brand image.

Conclusion

Domino's Pizza demonstrates how marketing strategies, technological innovation, and local adaptation can create a strong global brand franchised. Its success is based on the integration of digital solutions, efficient logistics, and customer-oriented approaches. By focusing on the overall customer experience rather than only the product, the company maintains its competitive position in the global market. As a result, Domino's Pizza represents a modern model of a brand that combines speed, innovation, and reliability.

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Рудницька Тетяна Григорівна – старший викладач кафедри іноземних мов, Вінницький національний технічний університет, e-mail: rudnytska@vntu.edu.ua

Ткаченко Вікторія Романівна – студентка групи 2MP-246, Вінницький національний технічний університет, e-mail: viktoriyatkachenko1996@gmail.com

Rudnytska Tetiana Hryhorivna – an Assistant Professor of Foreign Languages Department, Vinnytsia National Technical University, e-mail: rudnytska@vntu.edu.ua

Tkachenko Viktoriia Romanivna – student of group 2MR-246, Vinnytsia National Technical University, e-mail: viktoriyatkachenko1996@gmail.com