



Pizza Hut Delivery in United Kingdom

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Module: Community Engagement

Module No: LCBB 4002

2019

Introduction

Sixty years ago, in 15th of June, 1958, the brothers Dan and Frank Carney discover their first pizza restaurant in Wichita Kansas, U.S. (United States) They give it the name of Pizza Hut, and within a year, they open another six restaurants. This marks the beginning one of the most famous and largest American restaurant chain and franchise with over 11,000 branches worldwide and 18 431 of restaurants in 95 different countries. In 1963, Chicago architect George Lindstrom designed the logo to Pizza Hut knows as “Red Roof”. in November 1977PepsiCo acquired Pizza Hut. (Gumpert, David, 1989)

The company is known for its Italian-American cuisine menu, including pizza and pasta, side dishes and desserts. Pizza Hut Inc. is a subsidiary of Yum! Brands, Inc., its the largest restaurant company worldwide. There are several different formats of Pizza Hut restaurants. Some are typical restaurants with eating places, others are fast food restaurants and delivery stores with takeaway options. In the UK, there are over 350 Pizza Hut restaurants and 300 delivery stores. Because of the busy daily life of people, Pizza Hut delivery stores are the most preferred.

The pizza stores solutions are taken mostly at the summit of the company, from the general office give instructions for the CHAMPS standard (Cleanliness, Hospitality, Accuracy, Maintenance, Product Quality, Speed) in the restaurants and delivery stores, which straightly effect the level of service. The employees working together in a highly competitive environment to provide a service that will support to improve customer fulfillment and minimize supplications. In this way, Pizza Hut's suppliers keep their customers, increase their long-term income and survive in difficult economic times. Essays, UK. (November 2018).

In the highly competitive market survive only those who produce everything and tender the best in terms of business, product, quality of service. The activity is mainly focused on pizza production but the main mission is making the perfect pizza as well as providing care and service to customers to achieve their satisfaction.

Discussion

In basic goals to make a perfect pizza, to provide caring and useful services to the customers, append also, the role of the employees. They are an important part of the organization with the value add to company shareholders, who have their confidence of company competencies of making a profit. The employees would prefer to work in Pizza Hut rather than joining any other company. Firstly, because they feel comfortable,

secondly, they found opportunities for their future development and they are rewarded for their excellent and hard work, making them feel valued. Pizza Hut Delivery store employees are a key part of the secret of high-quality service. The combination of their qualities, the right training, the daily relationship with customers and colleagues, creates a team that works for customer satisfaction, business development, personal growth and development, and the good name of the company. Being an employee in Pizza Hut is a quality inherent to people who are able to work in a team and with clients at the same time.

For the development of an organization, it is necessary to follow certain policies based on training, good practice, research, knowledge improvement, strategic development or business leadership. In a highly competitive environment, training and development are important for the Pizza Hut Delivery store. At Pizza Hut, all new employees are introduced to their work, their team and the workplace and organizational background. This helps them to establish positive relationships with other employees by building their new goals and visions.

The development is also related to learning objectives that businesses profit and private employees who are trained in customer interaction areas so that business CHAMP standards are more often satisfied and that the number of recurring clients in the process is increased. The rapid development of the organization leads to new product changes in the menu. It requires employees to speedily adapt, assimilate different techniques and learn promotions. The company is working on strict standards for the production of pizzas and other dishes. Employee training, therefore, focuses on accurate adoption of working standards „CHAMPS“ for the presentation and delivery of different types of pizzas and dishes, their production with strictly fixed weight and a number of products, packing and delivery as soon as possible in order to get their customers hot and fresh food. . Essays, UK. (November 2018).

Also, the central office defines a weekly sales goal and if the sales goal is not achieved, it reduces the working hours for employees. Therefore, to ensure survival in a strong competitive environment, employees rely on each other by working together to provide a service that will help improve customer satisfaction and reduce complaints. Essays, UK. (November 2018).

The important role in Pizza Hut delivery store is about Shift manager, who help to manage the daily operations of the pizza store including customers service, employee training and development, and food production. Basically, the Shift manager organizes the entire workflow at the pizza store, have responsibility for the connections between customers and departments at the pizza store as reception, kitchen, and drivers. Also, the Shift manager train the new employees makes solutions to problems, such as late or wrong delivery and monitors the production and delivery on time of pizzas and other sides dishes.

The skills required of a shift manager do not surely need distinct education for this position. The Shift manager in Pizza Hut Delivery store manifest leadership in entry-level roles in a business, such as strong customer service, decision-making authority, organization, precision and great communication (Kokemuller N.,2019)

The shift manager is a managerial position whose skills are directed directly to customer service. It is necessary to demonstrate the skills by providing customers with excellent, fast, quality and responsible service, showing this is a leader who will be able to lead others. An important goal of Pizza Hut Deliveries is the rapid preparation of pizzas and other side dishes, and their timely delivery to the customers' home. This is the basic reason why Pizza Hut delivers store gives a timeframe, to know when exactly will be delivered their order, which is guaranteed to be warm and fresh. The entire timeframe process is directly monitored by the Shift manager. For everything to be done on time, according to customer requirements and company standards. The Shift manager must have excellent communication skills and be in constant contact with drivers and customers and as a good dispatcher to control the process to the end and on time. Each time-based customer service is backed by customer feedback on the store's website and the company as a whole. Good reviews build the good reputation of the company, and then the good business development.

Decision-making is a key competence, confident, assertive decision-making is skill and quality that sets the leader among other colleagues. The most common case for shift managers to make decisions is to resolve problems related to trade, technology, food defects, employee problems such as delays, ill, road accident with driver and paid taking leave or taking quick decisions to make customers happy. The leader should have the necessary communicative qualities for the successful training of employees as well as the opportunity to listen to them, to take care of them and their needs, and accordingly, they to receive correct feedback from their leader. Also, the Shift manager communicating with other managers of the company should be able to listen to their ideas and solutions and accordingly, to present his ideas to them. The exchange of experience, solutions among managers in the company, further enrich their personal development, providing them with valuable experience. (Kokemuller N.,2019)

SWOT Analysis

According to Barney (1996, p. 22), SWOT analysis is the most widely used management method for studying planning processes and is seen as a "process of coordination in selecting strategies." Managers use the SWOT analysis to analyze their internal strengths,

weaknesses, opportunities, and threats from the external environment that they have to deal with (Borza et al., 2006).

The SWOT is for internal and for external analysis. It is assumed that an effective strategy is the result of a proper match between the internal strengths and weaknesses of the business and its external capabilities and threats. The Internal factors are the strength and weaknesses of the subject of analysis. In the business internal factors could be financials talent, systems, and intellectual property, equipment, and machinery, leadership, and patents, intangibles as a culture. The analysis of strengths and weaknesses should be objective and assessed within a business context., focusing on the advantages or disadvantages created by these internal entities. The external factors are the threats and opportunities of the subject of analysis. In the business environment, external factors are a global economy, political and environmental policies, including market behavior and demographics, partners, and suppliers. The analysis is focusing on new opportunities and space for grown, but there is a risk the factors can erode current areas of excellence or block new opportunities. Fearing on maximizing the strengths and opportunities of business, this will significantly reduce weaknesses and threats (Pearce and Robinson, 2003).

Each SWOT component is objectively described, with any combination of pairs adhering to the "basic logic" for strategic evaluation. (Novicevic and Harvey, 2004, p. 88)

Strength and Weaknesses. Business strengths can build on its core competencies to remain competitive, including a strong brand and reputation, USP (unique selling proposition) creating a competitive advantage and being a market leader. Business weaknesses are negative factors that divert from the realization of objectives.

Opportunities and Threats. Threats occur from external factors outside of the business, such as actions of competitors or economic factors as the recent recession. When forming business strategies, to each company weaknesses are negative factors that divert from the realization of objectives.

After almost 40 years since its introduction, the SWOT method remains a mighty discursive means. The SWOT is the process, which analyses organizations and their business environments for threats and opportunities, which are considered as external factors and analyses the internal factors based on the business on their strengths, weaknesses (Weihrich, 1982).

Conclusion

For over 60 years, the largest chain of American restaurants has been leading and developing in a highly competitive environment in 95 countries around the world. For more than 45 years, the fast-food chain in the UK has been preferred because of its excellent service and the adherence to high standards of work. Hierarchical management based on (CHAMPS standard) helps increase the company's long-term earnings and survival in tough economic times. Focusing on the high standards of service and training and future staff development, especially the shift managers, is leading the valuation and trust of the company's shareholders. The main role in Pizza Hut delivery store chain is Shift's manager, who helps with pizza store management every day. With its prominent leadership skills, the shift manager demonstrates excellent, fast, quality and responsive customer service, tackling a number of work-related problems associated with either employees, customers or defects in food production.

Every business prepares its strategy and plan for work, future development and profits. SWOT analysis is the most powerful method for meeting business objectives. Emphasizing the strengths and opportunities of business, it minimizes its weaknesses and external threats.

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