

# Project Status



## Creating Proposal

# Project Summary

Since the founding of Pizza Hut in 1958, it has expanded rapidly with 18,703 outlets across the world. However, with the rise of competitors such as Domino's Pizza, Pizza Hut has to strategize itself to cope with the increased competition.

Pizza hut is re-strategizing its market penetration strategies. They want to focus more on opening up Delco outlets in Philippine.

In the Philippines, Pizza Hut began in 1984. It is now the country's most popular pizza chain serving in Metro Manila and surrounding provinces, as well as Visayas and Mindanao with its Dine-In Restaurants, Delivery Units and Express Counters. The Home of Pan Pizza has indeed come a long way.

Hence, our Sponsor has requested our group to look into the profile of trade areas and existing Delco. By using the findings, they want us to build a model which allows us to identify new locations for their potential outlets. We aim to identify, digitalize trade areas, and suggest regions that are potentially suitable for opening new outlets which are sustainable.