Domino’s pizza is one of the largest pizza delivery companies in the world, falling shortly behind Pizza Hut. Tom Monaghan and his brother purchased an existing pizza restaurant in 1965 in Ypsilanti, Michigan. They gave it the name Domino’s Pizza thus giving birth to one of the most popular brands amongst pizza lovers everywhere.

Domino’s launched its first website in 1996 and shortly followed that with the introduction of the Domino’s Heatwave. The heatwave is a bag that a customer’s order is placed prior to delivery. The bag keeps each order piping hot, as if it just came out of the oven. From the beginning, Domino’s used innovation and creativity to win the hearts of its customers.

The menu has appetizer sides such breadsticks, parmesan bites, chicken kickers and hot wings. Their entree menu is divided into four categories: Artisan Pizzas, American Legends. Feast pizzas, and sandwiches. It offers Cinna Stix and Lave Crunch Cake for dessert. Domino’s is highly affordable with specials such as two medium two-topping pizzas for $5.99 each or carryout specials such as buy one pizza get one of equal or lesser value for $0.99.

Domino’s target market is vast. Its demographics range from the blue-collar worker to the middle and upper classes. It’s value-oriented and tries to appeal to families, especially those in the mood for an easy meal that is affordable. It markets its brand to those who live busy lives, and in need of a quick meal. There is a recent commercial that has been airing on the major networks that shows people of all social classes working long, tireless hours. It shows people who are working with robotics, a man in a suit working late in his office, and a group of rappers recording music in a studio. The commercial shows people finding happiness and comfort through food in the midst of the chaos of work. The newest addition to the target market is anyone who uses a *mobile hand-held device.*

\*In Heather Lockwood’s article, *There’s an app for That,* she states, “If there's something you used to go to your desktop or laptop to find, there's probably an app that will help you get there more quickly and, in many cases, take you to a mobile environment that you can easily navigate from your mobile device.”\*

The way people live and operate has changed. They want to do everything faster and with less effort than ever before.

According to Brad Stone’s article in Business Week (2013), “Facebook has officially became a mobile company. He said the number of active daily users accessing the service on a mobile device exceeded the number that were checking the social network from their desktop computers.”

The fact is that people are constantly on their *mobile hand-held devices*. They are attached to them. At my work, someone came from AT&T and talked to us about their, “Texting and Driving Can Wait” campaign. The National Safety Council estimates that 1.6 million crashes result each year from cell phones and texting. People simply can’t seem to put the devices down.

Marketers and advertisers are always looking for new ways to reach the masses. With much of people’s time being spent on mobile devices, it just makes sense that companies everywhere are offering their services on them.

\*According to Brittany Farb’s article, *Smartphone Shopping Sprees on the Rise* (2011), research reveals that the traditional shopping journey is changing, with half of Americans using a mobile device for "shopping activities," which include comparing prices, ordering, and reading reviews. As a result, companies have been left with an ultimatum: "Deliver valuable mobile experiences or risk losing the customer."\*

People no longer have to drive around aimlessly for a parking spot, fight the crowds, and sacrifice their time of leisure traveling to and from their choice shopping venues. They can shop their favorite places from the palm of their hand, while avoiding all of those inconveniences.

\*In Baron Concors’ article, *Dial ‘M’ for Commerce*, his strategy is to be everywhere his customers want him to be, meaning that his companies have the best in-class online and mobile ordering sites.\*

According to Concors (2013) “In food service, the conversion rate online is probably 10 times what it is in a traditional retail environment, and the operational savings are significant; taking an order online is around 80 percent cheaper than a call center, and people purchase more through online and mobile ordering.”

Online ordering is more cost-effective, faster and yields a higher volume of sales. Customer service type industries are always striving to improve costs, time and profits. I’ve worked years at two different restaurants, with Domino’s Pizza being one of them. The owners and managers always stressed the importance of making the product the same way and in the same amount of time, every time. Consistency and quality are keys to success. People want to experience receiving a product that is good and delivered in a timely fashion.

The generations of today want a greater customer experience. They are no longer satisfied with the traditional way of acquiring goods and services. The processes by which they go about acquiring these things have to be fast and easy. Mobile apps have to be easy to navigate and user friendly. They will cease to exist if a person is constantly struggling to operate on one.

According to Domino’s Pizza.com**,** Domino’s Pizza is consistently one of the top five in terms of online transactions, behind companies such as Amazon and Apple. The Domino’s mobile app also covers 80% of all smart phones.

Domino’s pizza already has millions of customers placing orders online and its app has a presence with the majority of smart phones. Now, it’s finding out how to bridge the gap between them and the mobile app. People love incentives and the idea that they are getting something for free. Domino’s could start a rewards program where points are accumulated with each purchase and can be used towards discounts or free menu items. However, a customer will only be eligible to receive points from purchases by using the mobile app to place orders.