

A
RESEARCH PROJECT REPORT
On
“PERFORMANCE MEASUREMENT AND
REWARD SYSTEM IN FAST FOOD SECTOR”

Submitted in partial fulfillment of the requirements for the
award of **B.COM (HONS)**

Submitted by

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B.COM (HONS)

Batch – (2017 – 20)

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ACKNOWLEDGEMENT

All praise to the almighty with whose auspicious blessings i have been able to accomplish my research project report successfully. Equal credit goes to my parents and teachers who made me what i am today by their hard labor, devotion, support & prayer.

My special thanks to my parents for generic cooperation coordination and valuable support. I must not forget to render my deep feelings of gratitude and thanks to all the respondents of the survey for valuable information, co-operation, advice and suggestion to make this Endeavour a great success.

I am grateful to my guide **PROFESSOR VIVEKA ROHILLA** for her efforts during my project work. My sincere thanks to all other who were associated with the project directly or indirectly for providing me the excellent guidance during the project.

DECLARATION

I, **RIYA KUMAR**, Admission no. **17GSFC101083**, student of School of finance and commerce, Galgotias University, Greater Noida, hereby declare that the project report on “**PERFORMANCE MEASUREMENT AND REWARD SYSTEM IN FAST FOOD SECTOR**” is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

Name and Signature of the Student:

RIYA KUMAR

CERTIFICATE

This is to certify that the project report “**PERFORMANCE MEASUREMENT AND REWARD SYSTEM IN FAST FOOD SECTOR**” has been prepared by **RIYA KUMAR** under my supervision and guidance. The project report is submitted towards the partial fulfillment of 3-year full time Bachelor of Commerce.

Name & Signature of Faculty:

PROF. VIVEKA ROHILLA

OBJECTIVE OF THE STUDY

- To understand the idea of Performance Measurement and Reward System in Fast Food Sector.
- To do analysis between the two companies- Pizza Hut and Dominos in India.
- To know which elements are more preferred by the customers.

FAST FOOD INDUSTRY IN INDIA

The fast food sector in India has progressed with the change of living of the younger generation of Indians. The complete variation of food which is liked all over the region, families, or has come by, has got many separate sections all over the country. It might take some time for few native companies to grow up to the extent of international competitors in the same field.

There are many established platters that have been taken to modify to build up the appearing fast food joints. The main adjustments are to lessen the portion and making timings. For example, the classic bite which was given by the waiter is now given as a small bite all over the place. In the established version, a banana leaf or a plate was put on the table or floor and many waiters waited at the restaurant, distribute platters and refill as previously served was over.

And in the generation of fast food, a combo is made with different varieties of curries veggies and with them an agreed quantity of Indian bread or rice is given out. It is basically given when the customer hands out the coupon which is prepaid. All the combos depend upon which region they are being provided as North Indian Combo, South Indian Combo, etc. Some combos even have a sweet dish added to them and salads. No refill for these combos is offered mostly.

The fast food industries are the globe's fastest growing industries. The fast food sector in India is increasing by 40%. As the availability of the resources, world-wide chains is immersing in our country. The increase of having smaller families and nuclear families especially in the urban areas, showing different cuisines all over the globe has changed eating habits of people.

The many competitors of this sector are Dominos, Pizza Hut, KFC, McDonalds etc

INTRODUCTION

❖ DOMINOS

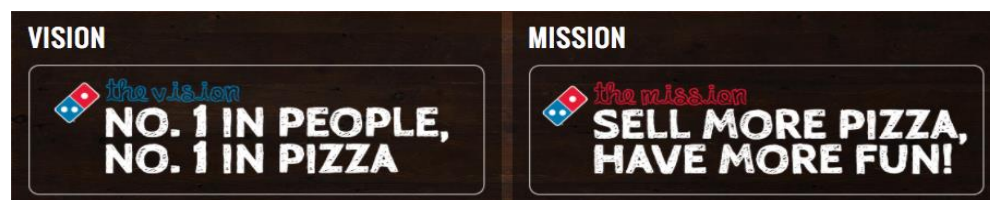


Domino's Pizza is the second largest franchised pizza chain in the United States of America., Tom and James Monaghan bought a small Michigan Pizzeria called Dominick's, which was jointly run by them until James traded his share for a second

hand car. Tom revitalized the image by changing the name to Domino's Pizza. By the late seventies there were over 200 franchise pizza businesses in the States and Domino's Pizza was ready to go International. In 1983 Domino's Pizza opened its doors in Winnipeg (Canada), and in the same year opened its one thousandth store. The locations for Domino's Pizza grew quickly. This move ensured the growth of Domino's Pizza, as the same year they opened their five thousandth store. In 1992 they were to introduce the first non-pizza item to their menu, this was obviously a reluctant move as it was bread sticks. Domino Pizza dough was already on hand and the making of bread sticks is not so different. For many years the company had advertised that if the delivery of their pizzas took longer than thirty minutes then the pizza would be delivered free. This was put up by the Teenage Mutant Ninja Turtles movie which specified the "pizza dude has 30 mintues" to complete the delivery. The belt driven pizza oven was the invention of Domino Pizza and they began using corrugated cardboard delivery boxes which were very effective at holding the heat within the pizza during the delivery time. Ever mindful of the fact that a cold pizza must be about the worst dining experience on earth Domino's pizza introduced the "Heat Wave," a portable electrical bag system that keeps the pizza hot during delivery.

The logo:- The company had three dots as their logo before and Monaghan had thought to add more dots as the new stores were opened but it was not possible as there was very high growth in the company and in two years the company opened 200 stores.

➤ VISION AND MISSION



Mission

- To maintain excellence of the worldwide pizza group of delivering at home.
- To provide outstanding customer services.
- To be the extraordinary company of the pizza.
- To have full enjoyment.
- To give out many pizzas.

The Vision

- To be No.1 among the pizzas.
- To be No.1 in the people.
- To be the best entrepreneurs in the pizza companies.

SWOT :- DOMINOS

| | |
|---|--|
| STRENGTH | WEAKNESS |
| <ol style="list-style-type: none"> 1. Unmatchable quality & variety 2. Strong brand image 3. Customer satisfaction 4. Hygiene 5. Excellent service | <ol style="list-style-type: none"> 1. Inadequate advertisements 2. Inadequacy of outlets 3. High price 4. Lack of parking facilities at outlets |
| OPPORTUNITY | THREAT |
| <ol style="list-style-type: none"> 1. Growing fastfood market- Scope for expansion 2. Produce attractive offers | <ol style="list-style-type: none"> 1. Emergence of Papa Jone's- World's #pizza makers 2. Low price points of competitors 3. No take away counters for pizza's |

❖ PIZZA HUT



It is one the American restaurant groups and global chain which was established in 1958 in Wichita, Kansas. It was founded by Dan and Frank Carney. It is known for having an Italian American menu which includes pastas, pizzas, side meals and desserts. It has a total of 18,431 outlets all over the world till 2018,December. It is the branch of Yum Brands .

It is broken into different forms of restaurants: the original is family style dinner in the location itself, and even delivery at the storefront. Many of the stores have lunch buffet where you can have “all-you-can-eat” like the breads, pasta, dessert, pizza etc. The other stores are the business concept ones.

In India pizza hut came in June 1996 and opened an outlet in Bangalore and it was the first pizza global company to settle in India. It has many offers and a really great menu which includes dessert, pasta, breads, pizzas etc.

➤ VISION AND MISSION



THE MISSION

It is delightful to make the ideal pizza and giving respectful and friendly facilities on time to the customers. All the consumers should say, "I'll be back! They are the employer of choice offering team members opportunities for growth, advancement, and rewarding careers in a fun, safe working environment. They are

accountable for profitability in everything they do, providing their shareholders with value growth."

VISION

Pizza Hut's vision is to reach the peak and to give tasty awesome taste and great services to the customers.

SWOT :- PIZZA HUT

| | | | |
|--|--|--|--|
| | STRENGTH 1. Unmatchable quality & variety 2. Strong brand image 3. Customer satisfaction 4. Hygiene 5. Excellent service | WEAKNESS 1. Inadequate advertisements 2. Inadequacy of outlets 3. High price 4. Lack of parking facilities at outlets | |
| | OPPORTUNITY 1. Growing fastfood market- Scope for expansion 2. Produce attractive offers | THREAT 1. Emergence of Papa Jone's- World's #pizza makers 2. Low price points of competitors 3. No take away counters for pizza's | |

❖ HUMAN RESOURCE POLICIES

▪ DOMINOS

Domino's runs a really high performance program for its members of the senior leadership team by giving them the tools to thrive and to be at the top of their game, and help their people to be the best they can be.

In 2017, it launched the "Domino's Way" of managing performance and developing core skills. This new tool enables them to set the principles of a high performing culture across the head office and the supply chain centers.

PERFORMANCE MEASUREMENT POLICY

The performance management policy includes the processes used to manage the corporate performance. Methodologies that drive some of the processes are:- Metrics used to measure performance against strategic and operational performance goals.

It creates a shared vision (No. 1 in Pizza, No. 1 in People) of Domino's strategic objectives.

It links performance evaluation, employee development & rewards to motivate & reinforce desired behavior.

Domino's way of evaluation employee performance:-

- a) It's sales Volume
- b) To calculate "the average" of weekly up selling target (i.e., 60%) of each employee.

The strategies to maximize performance:-

- a) To develop desired corporate skills, abilities, knowledge & behavior.
- b) To support team initiatives.
- c) To open communication
- d) To ensure equitable treatment
- e) To ensure remuneration is maintained at desired competitive level

REWARD SYSTEM

At Domino's Pizza, recruiting and retaining the best people is priority and it's the job of Human Resource department to make sure that they stay true to this

commitment. This department helps us to attract and hold onto the very best professionalism in the industry which is an important part of maintaining its leadership position. The development program in the Domino's People First department is a unique opportunity for early career human resource professionals to complete a defined career development plan, gaining knowledge and experience in all capacities of the field. Domino's Pizza is committed to the development of the participants and has purposely selected positions that support their progression with the expectation that investing in the future leaders of the department. The program is only successful if the participant is equally committed to their development and responsibilities. Domino's expect candidates to get as much as they can from each rotation and willingly support the company's objectives, no matter where the position is located

- **PIZZA HUT**

“HR team” fully committed with Pizza Hut members, strives to promote a work environment that attract and inspires excellence in people, so that together we realize the plan to win”

The basis of the success of Pizza Hut was considered to lie in serving their customers and to make them satisfied. The company is aware that it is possible only when the employees, who are the most valuable resource are provided on-the-job training and learn to work hard with dedication. Pizza Hut wants its manager to understand the business from “the ground up” and the importance of company and therefore at the level of acquisition of talent, certain steps have been taken, which would make joining the Pizza Hut team accurate option for potential employees.

PERFORMANCE MEASUREMENT POLICY

To measure performance in the context of desired cultural texture of the organization, Pizza Hut developed the “Founder’s Survey” an annual company-wide survey the measurement the company on its adherence to the “How We Work Together Principles.” All employees, except restaurant managers, were invited to participate with participation rates in the mid-80 percentages. Results were broken areas where results were less than satisfactory. Second a value-focused, 360- degree performance review system was implanted up to the restaurant manager level. Individuals were held accountable for how they lived the values.

REWARD SYSTEM

Pizza Hut used balanced scorecard as the primary process for allocating and handling out bonuses for restaurant managers. Its reward system attempts to get aligned with the “Founding Truths” and “How We Work Together Principles” on which the coaching culture of Pizza Hut was based. First, people measurements were added to financial measurements and customer measurements, reinforcing the “putting people first” credo. It might have taken three years before all restaurant managers had been trained as coaches, but the scorecard was flexible enough to allow for measuring the results of good coaching-such as reduced turnover-within a year. Second, restaurant managers were given stock options as an outright block grant and stock options were added to the list of performance incentives. This initiative was the first of its type in the kind in the fast food industry.

DATA COLLECTION

I will choose the questionnaire filling method to make sure I get fair responses from the respondents. While I will frame the questionnaire I will keep in mind the that from those questions I can get the information that I need for my research. I will also focus on some points like all the respondents will be able to answer the questionnaire and there are no questions as such which can promote non co-operation from the respondents.

The data can be collected by two methods:-

1. Primary data
 2. Secondary data
- Primary Data:- the primary data can be collected through interviewing, getting questionnaire filled etc, this data needs to be afresh according to the particular study we are doing.

 - Secondary Data: - It is done through online survey.
-

RESEARCH METHODOLOGY

RESEARCH MEANING

The meaning of research in general language is to investigate a study for new knowledge and facts. It can be done in any department. It contains collecting, evaluating and organizing the data. It makes deductions and it reaches to certain conclusion and findings.

RESEARCH TYPES

There are different types of research:-

- **Quantitative Research:-** In this type of research quantitative analysis techniques and substantial use of the measurements are made.
- **Descriptive Research:-** In this type of research the main focus is to find facts to discover the nature.
- **Quantitative Research:-** In this type of research the study is generally related to scientific method which includes development of instruments collection of empirical data.
- **Applied Research:-** In this type of research answers to the practical problems are found.
- **Analytical Research:-** In this type of research the researcher has to use information that is already available and then analyze it.
- **Fundamental Research:-** In this type of research the research is done to improve the understanding or prediction of natural.

RESEARCH OBJECTIVE

- To do a comparative analysis between Dominos and Pizza Hut about their performance measurement and reward systems.
- To find out the liking of the buyers.
- To know what elements are liked by the buyers.

RESEARCH DESIGN

The research data has been collected through the online survey. The people that have been targeted for the survey are the buyers in the colleges, offices and neighborhood area. The internet, newspapers, journals and magazines have provided sufficient information about both Dominos and Pizza Hut.

SAMPLING METHODOLOGY

The sampling is done with graded method.

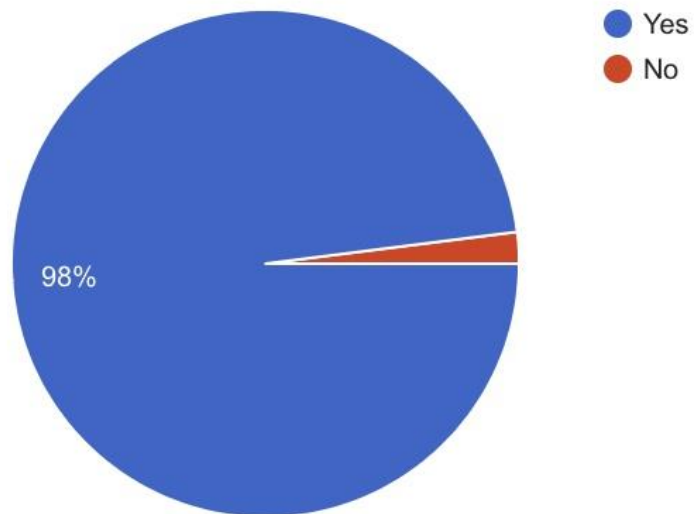
The Sampling Area:- National Capital Region (NCR)

Sample Size:-50

RESULT ANALYSIS

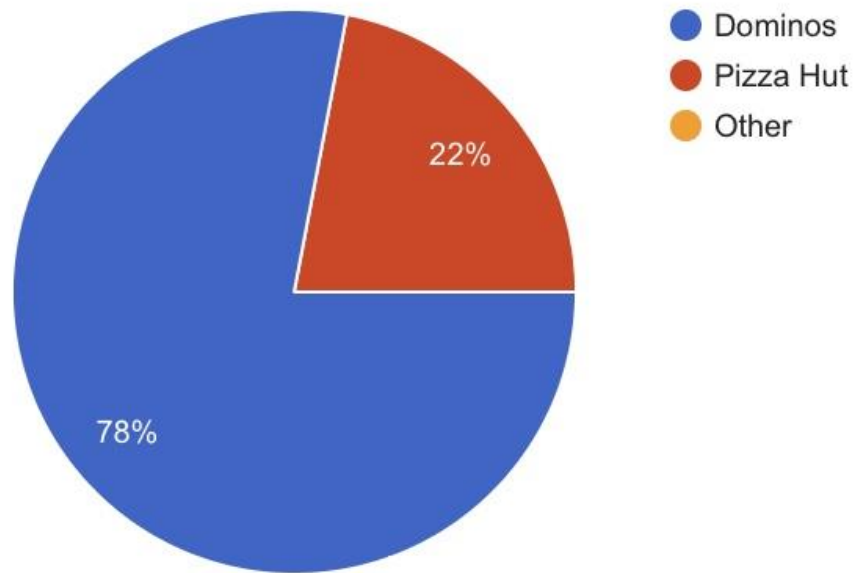
1. Do you like pizza?

| | |
|-------|------|
| YES | 98% |
| NO | 2% |
| TOTAL | 100% |



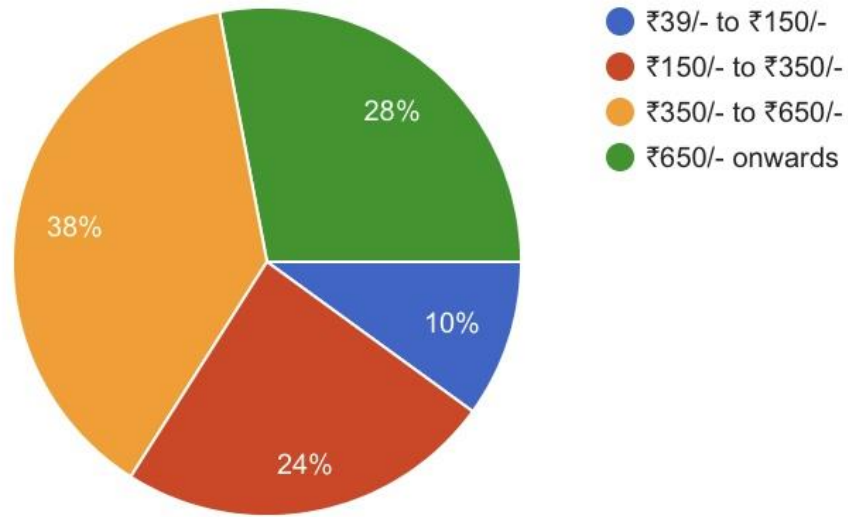
2. If Yes, then which outlet do you prefer to visit?

| | |
|-----------|------|
| DOMINOS | 78% |
| PIZZA HUT | 22% |
| OTHER | 0% |
| TOTAL | 100% |



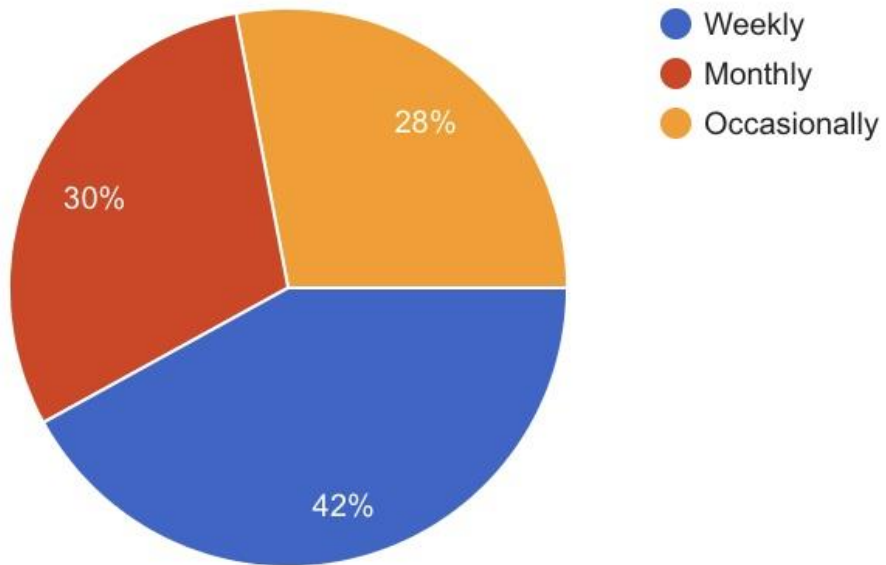
3. How much money do you spend on these joints on an average.

| | |
|----------------------|-------------|
| Rs.39/- to Rs.150/- | 10% |
| Rs.150/- to Rs.350/- | 24% |
| Rs.350/- to Rs.650/- | 38% |
| Rs.650/- onwards | 28% |
| TOTAL | 100% |



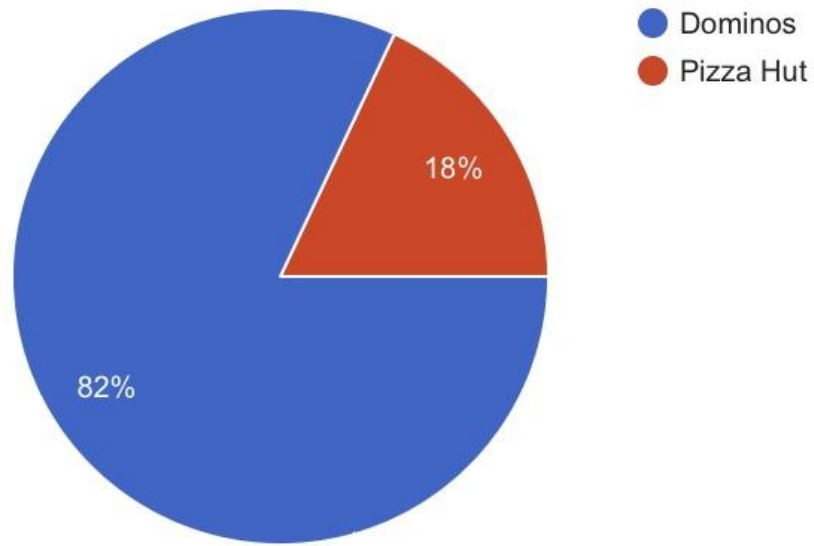
4. How frequently do you visit?

| | |
|--------------|------|
| WEEKLY | 42% |
| MONTHLY | 30% |
| OCCASIONALLY | 28% |
| TOTAL | 100% |



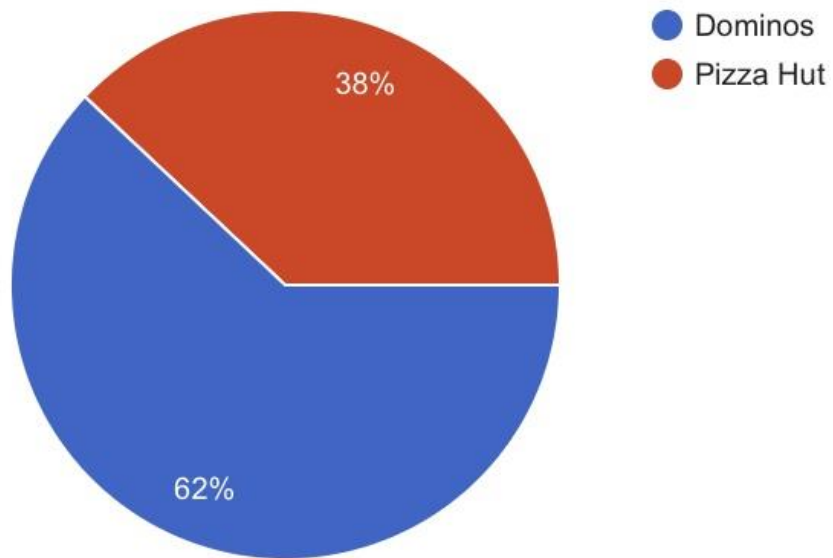
5. Which joint is more accessible from your work place, college or home?

| | |
|-----------|------|
| PIZZA HUT | 18% |
| DOMINOS | 82% |
| TOTAL | 100% |



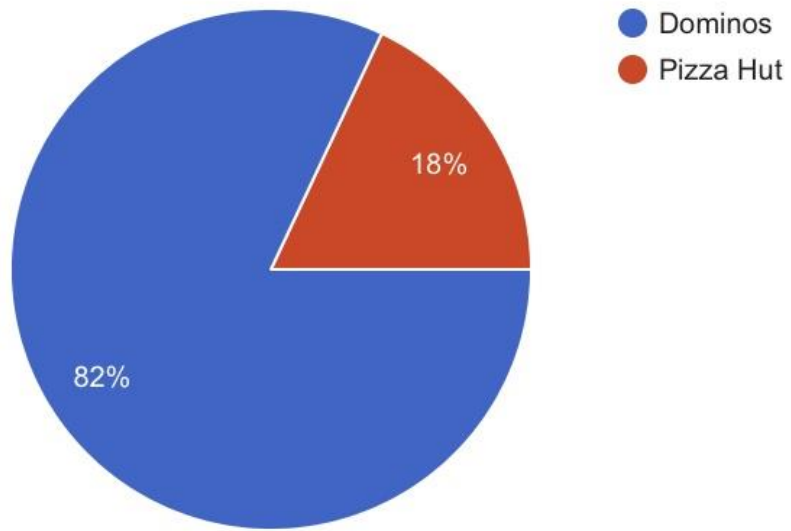
6. Whose atmosphere is more active and pleasant?

| | |
|-----------|------|
| PIZZA HUT | 38% |
| DOMINOS | 62% |
| TOTAL | 100% |



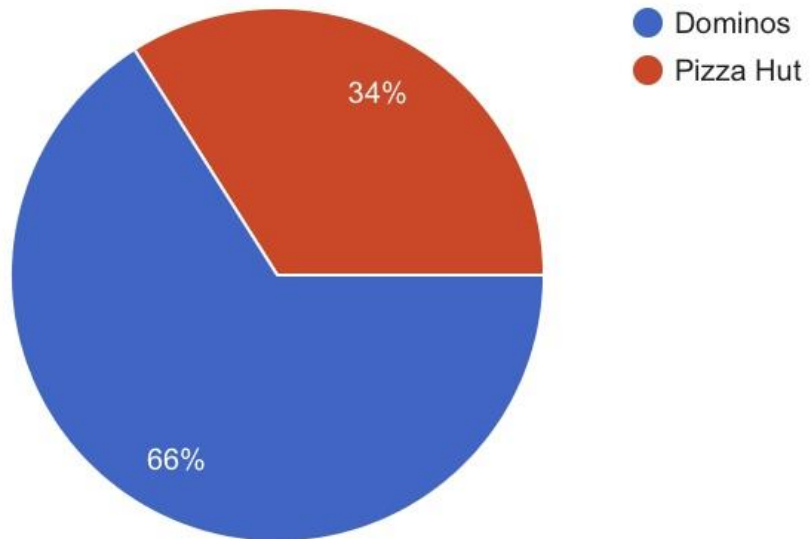
7. Where do you find more crowd on the weekend or on holidays?

| | |
|-----------|------|
| PIZZA HUT | 18% |
| DOMINOS | 82% |
| TOTAL | 100% |



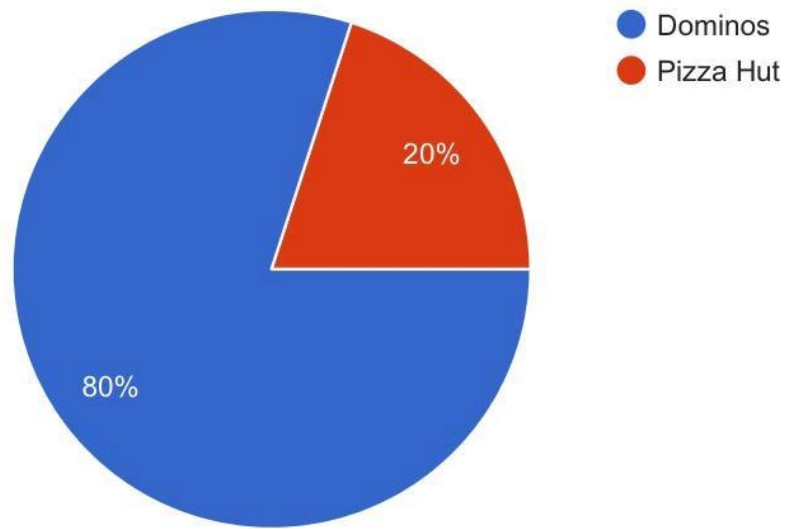
8. Which joint has more wide range of varieties in it's menu?

| | |
|-----------|------|
| PIZZA HUT | 34% |
| DOMINOS | 66% |
| TOTAL | 100% |



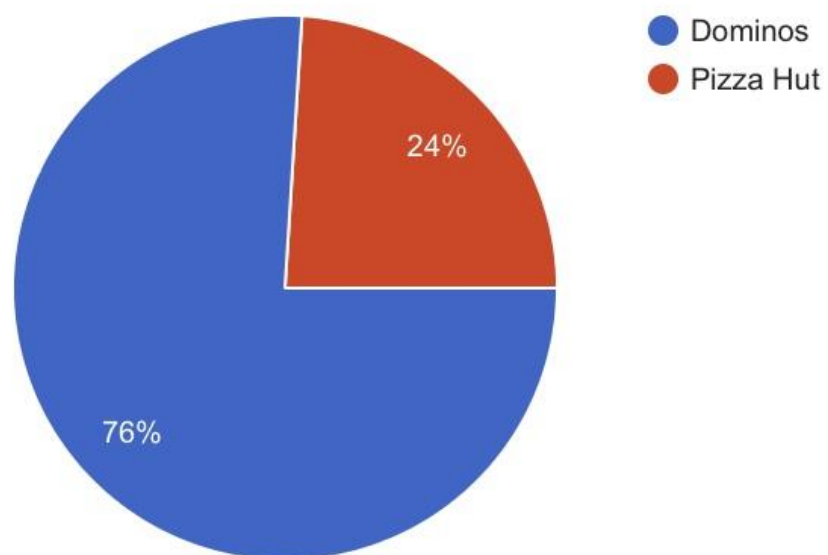
9. Which joint has more affordable prices?

| | |
|-----------|------|
| PIZZA HUT | 20% |
| DOMINOS | 80% |
| TOTAL | 100% |



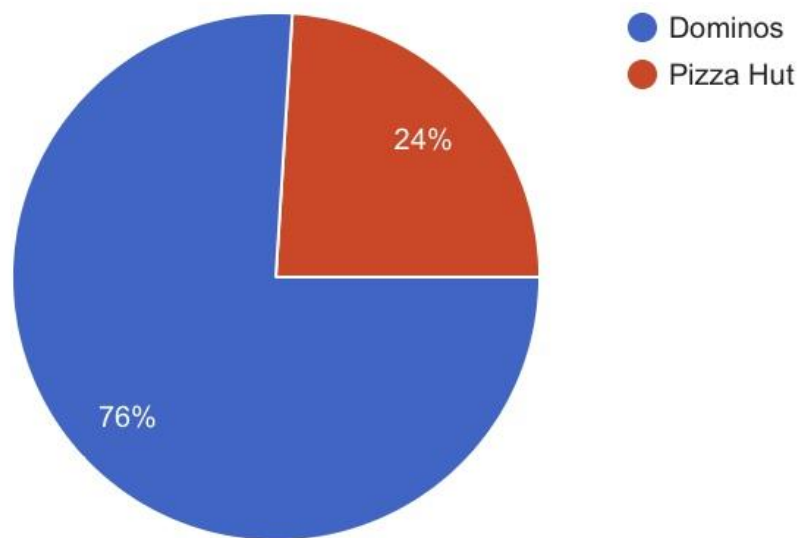
10. Which joint has more co-operative and friendly staff?

| | |
|-----------|------|
| PIZZA HUT | 24% |
| DOMINOS | 76% |
| TOTAL | 100% |



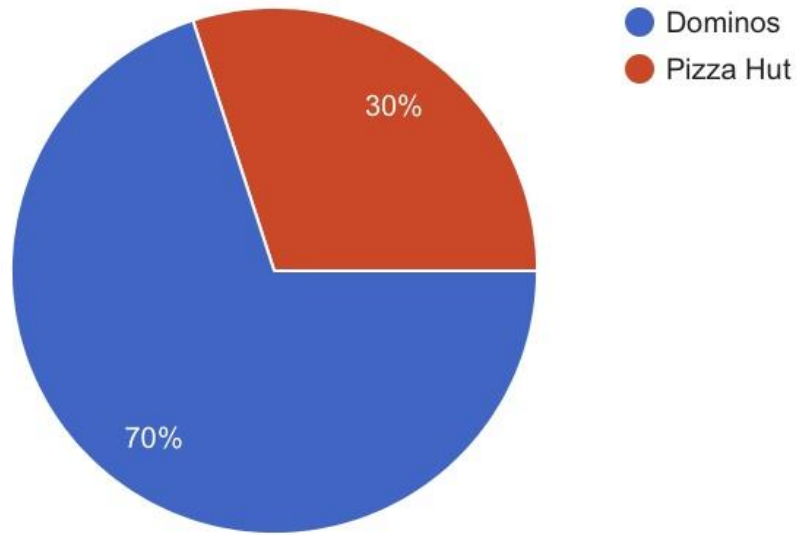
11. Which joint provides better offers according to you?

| | |
|-----------|------|
| PIZZA HUT | 24% |
| DOMINOS | 76% |
| TOTAL | 100% |



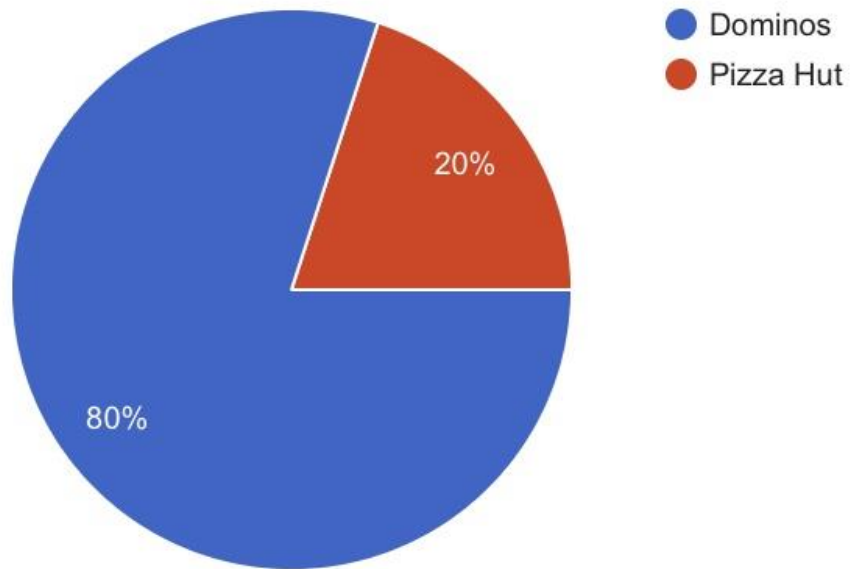
12. Which joint do you find better food quality?

| | |
|-----------|------|
| PIZZA HUT | 30% |
| DOMINOS | 70% |
| TOTAL | 100% |



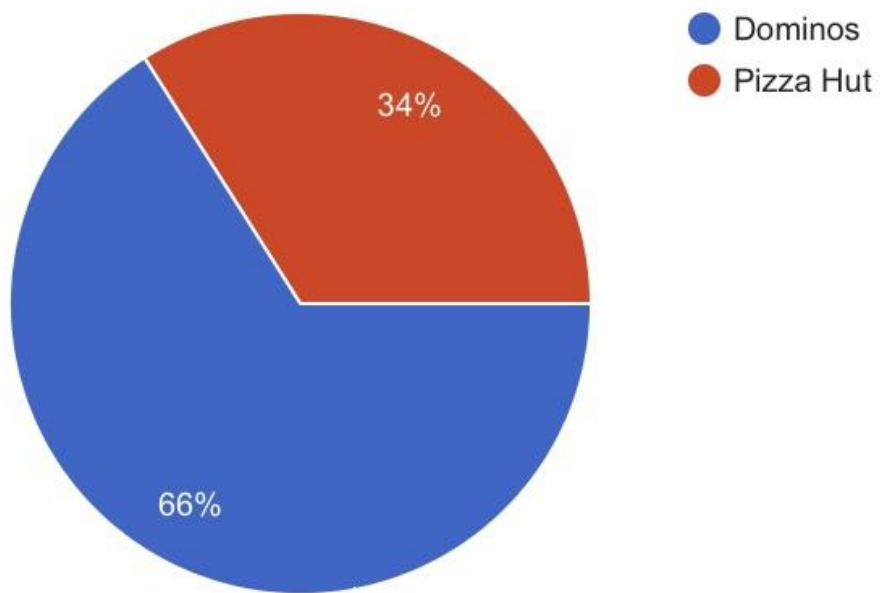
13. Whose delivery services are better?

| | |
|-----------|------|
| PIZZA HUT | 20% |
| DOMINOS | 80% |
| TOTAL | 100% |



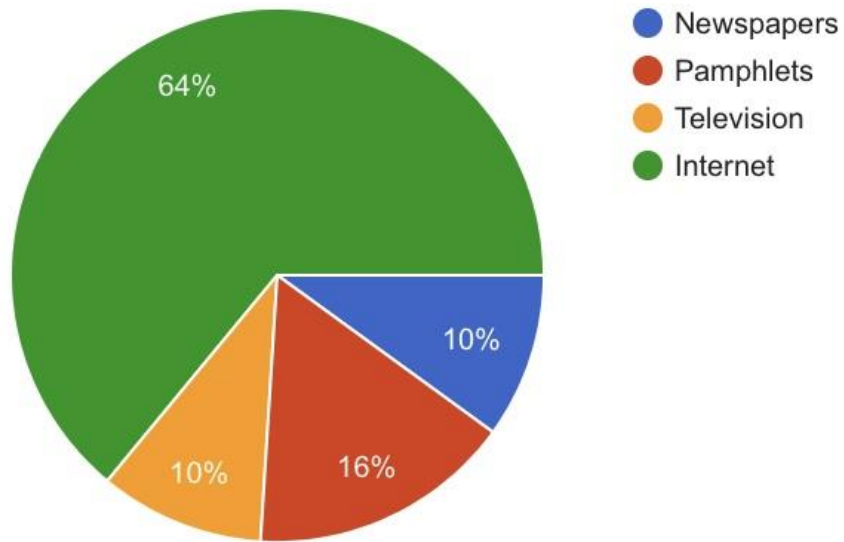
14. Which one of the joint is more hygienic?

| | |
|-----------|------|
| DOMINOS | 66% |
| PIZZA HUT | 34% |
| TOTAL | 100% |



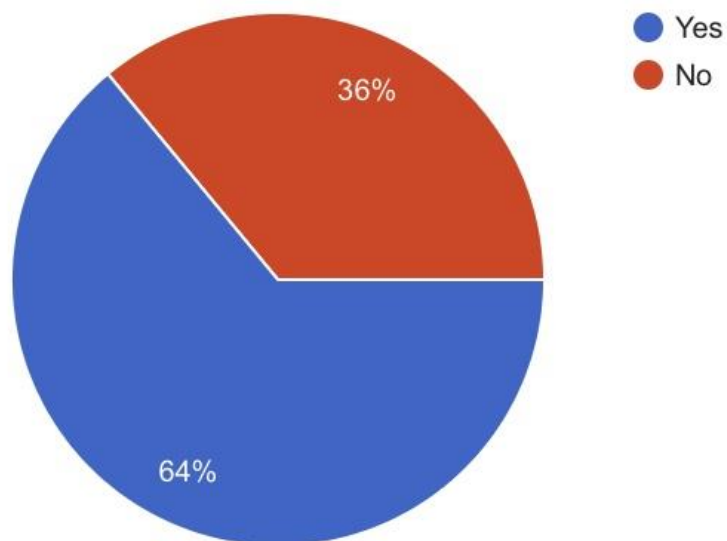
15. Through what sources are to getting knowledge about these joints?

| | |
|------------|------|
| NEWSPAPERS | 10% |
| PAMPHLETS | 16% |
| TELEVISION | 10% |
| INTERNET | 64% |
| TOTAL | 100% |



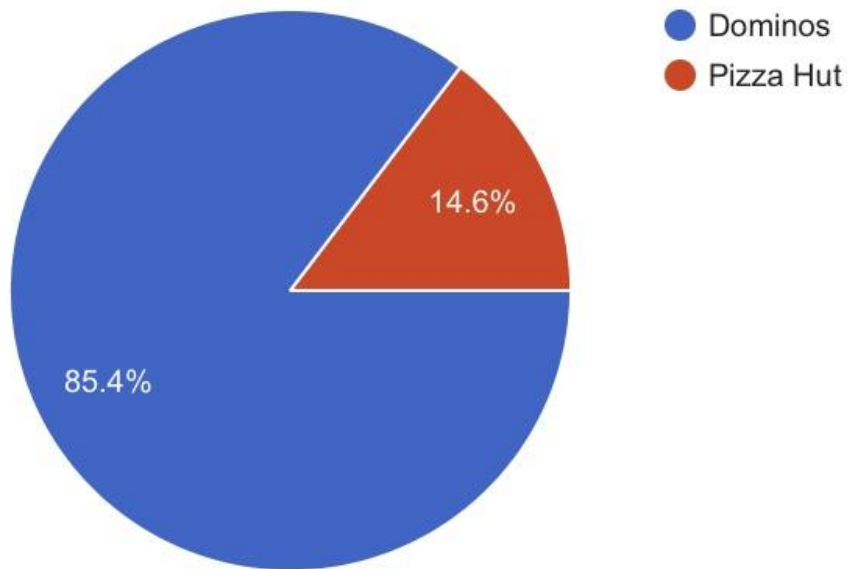
16. Are you aware about the Hut Rewards and Piece of the Pie?

| | |
|-------|------|
| YES | 64% |
| NO | 36% |
| TOTAL | 100% |



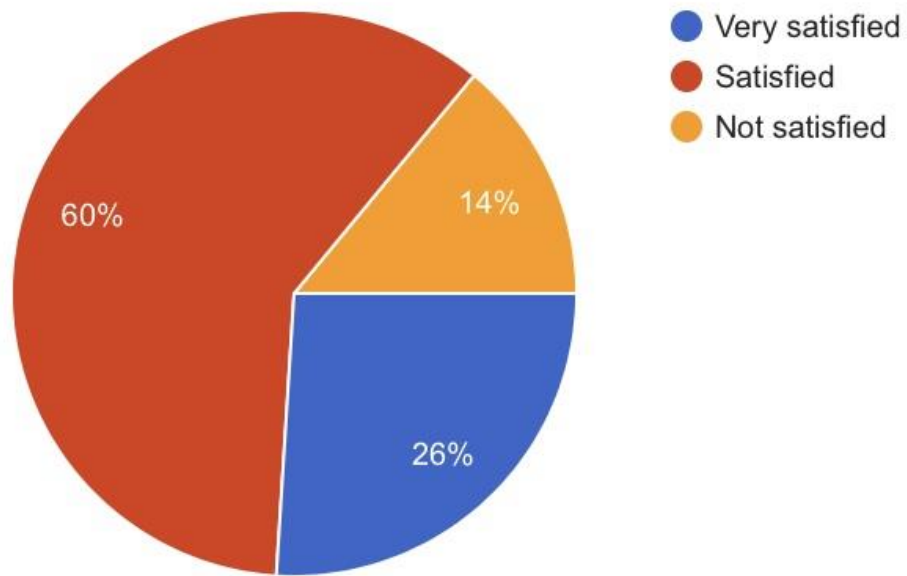
17. If Yes, then whose reward system are you happy with?

| | |
|-----------|-------|
| DOMINOS | 85.4% |
| PIZZA HUT | 14.6% |
| TOTAL | 100% |



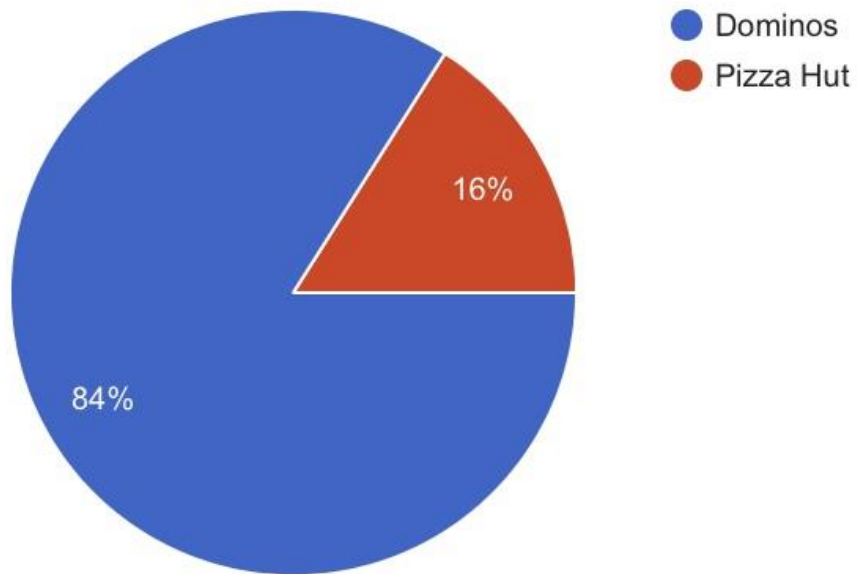
18. How much are you pleased with the reward systems?

| | |
|----------------|------|
| VERY SATISFIED | 26% |
| SATISFIED | 60% |
| NOT SATISFIED | 14% |
| TOTAL | 100% |



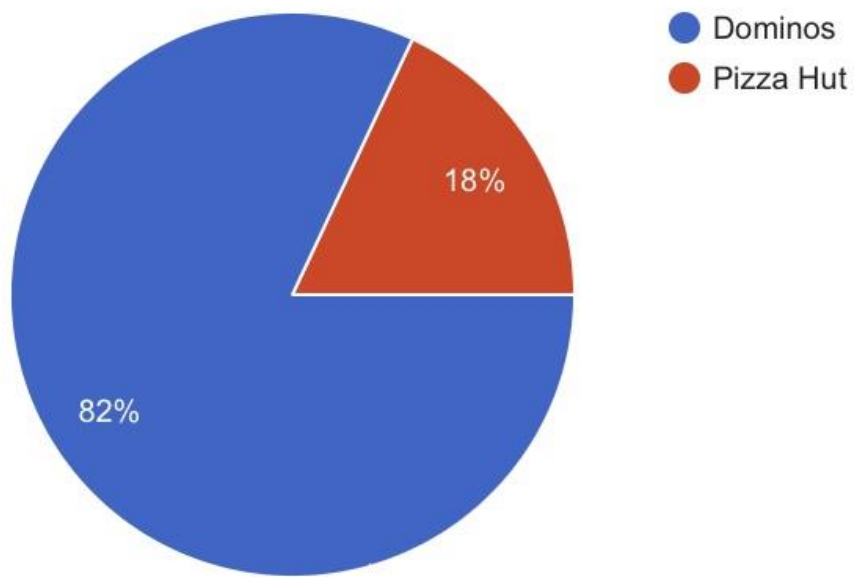
19. With whose day-to-day offer are you happy with?

| | |
|-----------|------|
| DOMINOS | 84% |
| PIZZA HUT | 16% |
| TOTAL | 100% |



20. Which joint according to you gives more rewards?

| | |
|-----------|------|
| DOMINOS | 82% |
| PIZZA HUT | 18% |
| TOTAL | 100% |



FINDINGS

- **From the total of 50 respondents**

It is observed from the analysis that the customers prefer Dominos performance measurement and reward system better than of Pizza Hut.

98% respondents like to have pizzas and out of all the total 50 respondents there were 34% female respondents and 66% male respondents. Mostly all the respondents are happy with the reward system given by dominos and all the performance of dominos about their food quality, delivery services, offers, cooperative staff, ambience and the rates are affordable.

RECOMMENDATIONS

There are a few advices to both the joints i.e., Pizza Hut and Dominos:-

FOR DOMINOS:- To improve the ambience and hygiene.

To include more varieties in the menu.

FOR PIZZA HUT:- To improve the rates and delivery services.

To upgrade their day-to-day offers and reward systems.

CONCLUSION

From the study of the survey which is done of 50 respondents it is found that:-

- As, our country people are more careful towards the rates so, they like to eat more at Dominos as compared to Pizza Hut, because of the affordable price rates.
- Mostly likes to eat pizza
- Dominos outlet is more preferred to visit as compared to Pizza Hut outlet.
- Dominos ambience is more comfortable and lively for the respondents.
- Dominos provides more offers as compared to Pizza Hut.
- Dominos has better standard of food with contrast to Pizza Hut for the respondents.
- Respondents like the delivery services of Dominos better than Pizza Hut.
- Respondents are happier with the reward system of Dominos than Pizza Hut.
- According to the survey Dominos day-to-day offers make people happy more than Pizza Hut.
- More rewards are given by Dominos as compared to Pizza Hut

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 4. www.pizzahut.com
 5. www.dominos/wiki.com
 6. www.pizzahut/wiki.com
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ANNEXURE

QUESTIONNAIRE

NAME:-

AGE:-

GENDER:-

CONTACT NO. :-

Please choose the suitable option to specify your level of satisfaction.

1. Do you like pizza?
 - A) Yes
 - B) No
 2. If Yes, then which outlet do you prefer to visit?
 - A) Dominos
 - B) Pizza Hut
 - C) Others
 3. How much money do you spend on these joints on an average.
 - A) Rs.39/- to Rs.150/-
 - B) Rs.150/- to Rs.350/-
 - C) Rs.350/- to Rs.650/-
 - D) Rs.650/- onwards
 4. How frequently do you visit?
 - A) Weekly
 - B) Monthly
 - C) Occasionally
 5. Which joint is more accessible from your work place, college or home?
 - A) Pizza Hut
 - B) Dominos
 6. Whose atmosphere is more active and pleasant?
 - A) Dominos
-

- B) Pizza Hut
7. Where do you find more crowd on the weekends or on holidays?
- A) Pizza Hut
- B) Dominos
8. Which joint has more wide range of varieties in it's menu?
- A) Pizza Hut
- B) Dominos
9. Which joint has more affordable prices?
- A) Pizza Hut
- B) Dominos
10. Which joint has more co-operative and friendly staff?
- A) Pizza Hut
- B) Dominos
11. Which joint provides better offers according to you?
- A) Pizza Hut
- B) Dominos
12. Which joint do you find better food quality?
- A) Pizza Hut
- B) Dominos
13. Whose delivery services are better?
- A) Dominos
- B) Pizza Hut
14. Which one of the joint is more hygienic?
- A) Pizza Hut
- B) Dominos
15. Through what sources are you getting knowledge about these joints?
- A) Newspapers
- B) Phamphlets
- C) Television
-

D) Internet

16. Are you aware about the Hut Rewards and Piece of the Pie?

A) Yes

B) No

17. If Yes, then whose reward system are you happy with?

A) Dominos

B) Pizza Hut

18. How much are you pleased with the reward systems?

A) Very Satisfied

B) Satisfied

C) Not Satisfied

19. With whose day-to-day offer are you happy with?

A) Dominos

B) Pizza Hut

20. Which joint according to you gives more rewards?

A) Dominos

B) Pizza Hut
