DOMINO'S MARKETING STRATEGIES IN ONE OF THE MOST DIVERSE COUNTRIES IN THE WORLD: INDIA

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Abstract: This current paper aims to understand the basic and different marketing strategy of Domino's Pizza in India and how they develop their business sense in the process of doing business in India. Based on 4Ps marketing mix approached and comparative analysis from the secondary data, this study tried to explore Domino's marketing strategies in India. Furthermore, this study also tried to understand Domino's international and multinational marketing mix based on localization approach through 4Ps (Price, Place, Product and Promotion). Keywords: Marketing mix, 4Ps; Domino's Pizza, India