

**A PROJECT REPORT ON  
“ROLE OF E-COMMERCE REDUCING ITS OPERATIONAL COST”**



**1051-20-405-005**

**SUNIGANI HIMA BINDU**

**Project submitted in partial fulfilment of for the award of the  
degree of  
B. Com Computer Applications**

**By**

**Osmania University, Hyderabad-500007**



## Certificate

*This is to certify that the project work entitled*

**“ROLE OF E-COMMERCE REDUCING ITS OPERATIONAL COST”**

Is the Bonafide work done by

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As a part of their curriculum in the Department of Commerce

Aurora’s Degree & PG College,

Chikkadpally, Hyderabad-500 020.

This work has been carried out under my guidance

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## **ANNEXURE I**

### **DECLARATION**

I hereby declare that this project titled "ROLE OF E-COMMERCE REDUCING ITS OPERATIONAL COST" submitted by me to the Department of Commerce, Osmania University, Hyderabad, is a bonafide work undertaken by me and it is not submitted to any other university or institution for the award of any degree, diploma/certificate or published any time before.

Name and Address of the Student

SUNIGANI HIMA BINDU

HYDERABAD

Signature of the Student



# Certificate of Participation

Online Workshop  
RESEARCH METHODOLOGY & PROJECT REPORT

Organised by  
Department of Commerce  
Osmania University, Hyderabad

This is to certify that **Mrs. Veena Malkhed, Aurora's Degree and PG College** has participated in **Online Workshop** on **"Research Methodology & Project Report"** organized by the Department of Commerce, Osmania University, Hyderabad, Telangana State on 11<sup>th</sup> April, 2022.

Prof. V. Usha Kiran

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has participated in **Free Online Student Development Program (SDP)** on  
**"Project Report Preparation"**, Organized by Telangana State Council of  
Higher Education, Department of Commerce-Osmania University and  
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## ANNEXURE-II

### CERTIFICATION

This is to certify that the Project Report title “Role of e-commerce Reducing its operational cost” submitted in partial fulfilment for the award of B. Com Computer Applications Programme of Department of Commerce, Osmania University, Hyderabad, was carried out by **SUNIGANI HIMA BINDU** under my guidance. This has not been submitted to any other University or Institution for the award of any degree/diploma/certificate.

Name of the Mentor  
Mrs.VEENA MALKHED

Signature of the Mentor

## **ACKNOWLEDGEMENT**

This project work would not have been complete without the mention of following people. We express our hearty gratitude to our principal sir **Dr. Viswanadham Bulusu** for providing us the opportunity and platform to work on the project. And our project mentor **Mrs. Veena Malkhed** who has supported and guided us throughout our project.

## **ABSTRACT**

Successive the appropriate improvements that have happened within the regions of exchange and site visitors markets, companies and substance which can be many and various, as well as the intensification of opposition amongst these companies to obtain advantages, E-commerce for contemporary change emerged, which has contributed substantially to changing the destiny of business and has contributed by means of running with the method of electronic trading in growing the performance of agencies and strengthening its aggressive function and contrived to change the future of enterprise.

The aim of the study is to evaluate the Role of E-Commerce in reducing operational cost. In this research on electronic commerce and its benefits and challenges it faces and its role in reducing costs. That development in information and communication technology has led to changing patterns of social behaviour and pictures of economic activity and has become a means of communication capable of transmitting information, service and money and goods day and night, the most direct route and the efforts of a few and the cost is not expensive, it has cleared the computer and communication network of different area and wide to cross into the network and take advantage of the information and get smooth and employ them and take advantage of thee software max today we live in a world behaviours technological and electronic.

Besides, many studies analysed the direct relationship between business and firm's performance while there are few studies conducted on identification of variables in their relationship. This study tries to know the effectives of e-commerce by operational cost and analyze.



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# **CHAPTER--1**

## **INTRODUCTION**



# **CHAPTER--1**

## **INTRODUCTION**

## **INTRODUCTION:**

In business, e-commerce refers to the process of doing business electronically across diverse organizations in order to achieve a hierarchical or individual goal. The advertising and purchase of labour and goods through the Internet, which is also referred to as electronic swapping, is a critical component of the E-Commerce industry. Many articles have been written on blossom of E-commerce. The electronic medium known as the Internet has the potential to significantly cut real-time exchange time, processing time, and operating costs, while at the same time making information accessible to people all over the world. E-Commerce advanced by menacing business expenditures costs. It has become less important to consider concerns such as software distribution and software setup at this stage, which has encouraged the spread of E-Commerce via the use of Intranets, Extranets, and the Internet as a result of this typical stage. E-commerce opens up new avenues for the global marketing of physical goods, as well as potential for the development of new enterprises that deliver information and other knowledge-based intangible goods to customers across the globe. E-Commerce refers to any and all forms of interactive commercial transactions that are made possible via the use of computer networks. These developments are critical to the global economy as well as the economies of individual nations since E-Commerce improves the efficiency of the global economy as a whole. In five root causes efficient system may be developed. They include shortening contractual distances and timeframes, decreasing distribution and operating expenses, expediting item creation, providing more information to buyers and sellers, and expanding consumer choice and supplier reach, to name a few examples (Turban et al, 2000). Although this research is concerned with the impact of E-Commerce in lowering operating costs in an association, it is not limited to that topic.

Furthermore, when offline retailers assess their operating costs, they must take into account a plethora of business expenses in addition to the actual amount of exchanges that occur. It is more expensive to conduct a single exchange when there are fewer transactions. On the other hand, a large number of transactions arriving at the same time might overload the staff and merchants. In an e-commerce firm, the operating costs are the same regardless of how many orders come in or how many orders are cancelled.

Deal Day is striving to provide a simple and enjoyable means of obtaining fantastic prices on fantastic experiences via the use of social media. DealDey.com supports small companies in the community, and in exchange, they provide clients with excellent investment funds. They are striving to establish a "Shared benefit" situation on a daily basis for neighbouring shops that need to attract new clients, as well as for consumers who need to save money while taking use of excellent services and activities available in their own city, on a daily basis.

These technological advances in communications media have the latest (statistics revolution), some have referred to as the 0.33 business revolution in which it became a quantum leap in communications media and the velocity of statistics has contributed to expand the circle of the volume of alternate between the nations of the world. The advertising and buy of labor and items thru the net, which is likewise called digital swapping, is a vital factor of the E-trade enterprise. Many articles have been written on blossom of E-commerce. The digital medium known as the net has the ability to noticeably reduce actual-time change time, processing time, and running charges, at the same time as on the identical time making records handy to humans everywhere in the international. E-commerce superior by way of menacing commercial enterprise expenses. It has turn out to be less critical to do not forget issues together with software program distribution and software program setup at this level, which has endorsed the spread of E-trade thru using Intranets, Extranets, and the net due to this standard degree. E-commerce opens up new avenues for the global advertising and marketing of physical items, as well as capacity for the improvement of new companies that supply facts and different understanding-based intangible items to clients across the globe. E-commerce refers to any and all kinds of interactive industrial transactions which are made feasible through the usage of laptop networks. Those tendencies are important to the worldwide economy as well as the economies of man or woman nations on account that E-commerce improves the performance of the worldwide economy as a whole. In 5 root reasons green device may be evolved. They include shortening contractual distances and timeframes, lowering distribution and operating costs, expediting object introduction, offering extra information to customers and sellers, and expanding patron preference and supplier attain.

## **OBJECTIVES OF THE STUDY:**

- To study the growth of E-Commerce in present situation.
- To study how e-commerce helps in reducing operational cost and improve online business.

## **SCOPE OF THE STUDY:**

Scope of the study is extended 4 different companies. And the study is about role of ecommerce in reducing operational cost. The scope is confined only to examine the revenue of before and after ecommerce.



## **NEED OF THE STUDY:**

- Evaluate Financial Expenditures.
- Outsource Your Business Functions.
- Improve Your Marketing Efforts.

### **RESEARCH METHODOLOGY:**

It is a way of explaining how a research intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objective.

Research methodology is the specific procedures or techniques used to identify, select, process, and analyzed information about a topic. In a research paper, the methodology section allow the reader to critically evaluate a study's overall validity and reliability.

### **SOURCE OF THE DATA:**

This study is based on the secondary data.

**WEB SITE:** <https://www.studocu.com>

### **LIMITATIONS OF THE STUDY:**

- Limited time
- Data may be unreliable

**CHAPTER-2**  
**REVIEW OF LITERATURE**

**1.TITLE:** Role of E-Commerce to Reduce Costs and its Impact on Small & Medium-Sized Companies.

**AUTHOR:** Palo Petersen

**ABSTRACT:**

After the tremendous advances that have occurred in the areas of trade and traffic markets, companies and products, multiple and diverse and the intensification of competition among these companies to achieve profits emerged e-commerce as a means of modern trade, which contributed significantly to change the future of business and contributed by facilitating the process of buying and selling electronic in increasing the efficiency of companies and strengthen its competitive position and contributed through its role in the marketing of electronic products company to facilitate access to the products and services by customers at the time and the speed limit and reduce the cost of the company's products to a minimum. So will highlight in this research on electronic commerce and its benefits and challenges it faces and its role in reducing costs, which are suffering the majority of companies from high whether depleted or non-depleted and even people who own capital are few and want to enter the world of commerce, has opened an e-commerce field in front of them not only the owners of huge money only. Therefore, the vast contribution in reducing costs has become the main theme in this research. Introduction the spread of the Internet is widely used in the world easy a lot of things and it seems the world has become very small. Not limited to communication and information exchange, but beyond that where it appeared the so-called electronic commerce, which is the process of buying and selling over the Internet and this is the narrow sense of the term, and has provided a lot of things, including the costs that have been plaguing a lot of companies and was their biggest concern. Where it was possible for the owners of capital too small to enter the world of commerce with ease and invest their money. Where provided in costs depleting and non-depleting. Where she was the most popular applications in that time is the application of electronic transfers of funds, but the extent of this application is limited to institutions and corporate giants. After that, he appeared in another type of applications, namely, electronic data interchange, which contributed to the expansion of the application of e-commerce than just financial transactions to other transactions and contributed to the increase in the contribution slides this technique from financial institutions, factories, and

retailers. These technological advances in communications media have the latest (information revolution), some have called the third industrial revolution where it became a quantum leap in communications media and the speed of information has contributed to expand the circle of the volume of trade between the countries of the world. However, e-commerce has raised problems, including the inability of the current system to keep up with the special nature of this trade, which require new laws serve as a suitable climate. This has raised the trade doctrinal disagreements about income caused by the tax system and the position of those entering. It provoked tax systems in this trade, prompting some states to modernize their systems with this development with regard to income tax and subject to tax or not to subject and has taken effective steps in this area. That development in information and communication technology has led to changing patterns of social behaviour and pictures of economic activity and has become a means of communication capable of transmitting information, services and money and goods day and night, the most direct route and the efforts of a few and the cost is not expensive, it has cleared the computer and communication networks of different area and wide to cross into the network and take advantage of the information and get it smooth and employ them and take advantage of the software Mar today we live in a world behaviours technological and electronic, which is now interfering in every part of our lives and our trade is eventually become e-commerce and business have become acts of "electronic education tends to be educated" electronically "and governments are working to be the governments of electronic and began to shift in the world of assets economy to the information economy and the economy of assets to the digital economy, advanced technology is becoming a key element in a production processes and to provide diversified services in all parts of the world.

**2.TITLE:** The Role of the Top 50 US Cargo Airports and 25 Air Cargo Airlines in the Logistics of the E-Commerce.

**AUTHOR:** Lazaro Florido-Benitez

### **ABSTRACT**

In line with the findings, other studies by Clayton and Waldron , Silviano and Juan , and Kumar and Petersen concluded that using online advertising on e-commerce will increase the competitiveness level of an enterprise and lead to better performance. Furthermore, Balasubramanian , Clayton and Waldron Hoffman , and Kumar and Petersen also state that e-commerce has capabilities to provide a direct channel and accessible information flow to consumers, which eventually will lead to increases in awareness, brand recognition, and customers' exposure to products

Competition between businesses (A large number of competitors have used e-commerce) . Government support (Government support in the form of activity and financial programs for e-commerce implementation).

**3.TITLE:** How does e-commerce adoption impact micro, small, and medium enterprises' performance and financial inclusion

**AUTHOR:** Agus sugiarto

**ABSTRACT:**

We study the adoption of technology by micro, small, and medium enterprises (MSMEs) in Indonesia to enhance their businesses and inclusivity in financial products and services. Using a survey of 338 MSMEs that adopt e-commerce across ten provinces in the country, we use two-stage least squares regression to empirically analyse the impact of e-commerce adoption on business performance and its effect on financial inclusion. We further investigate the effects of e-commerce scale. The results show that brand recognition and customer awareness improve performance significantly. Our findings also reveal that the performance improvements caused by e-commerce adoption will encourage better inclusion of MSMEs in the financial system through access and use of more diverse financial products and services. Furthermore, collaborations between financial institutions and e-commerce platforms will accelerate MSMEs' financial inclusion in Indonesia.

**4.TITLE:** An Empirical Study On Impact Of E-Commerce On Retail Business Sales Due To Covid-19 in India

**AUTHOR:** Patsamatla Pavan Kumar

### **ABSTRACT**

India is one of the developing countries having a giant population with restricted resources. Indian perception is usually being traditional approach toward a buying behaviour which is the retail business for shopping as they were familiar with physical shopping patterns. However, due to advanced technology, people were attracted to the virtual world. This also demonstrated the e-commerce business, which steadily enhanced the ecommerce market in India. Additionally, the pandemic crisis, which is widely spread in India and the world, also paves the way for India's e-commerce business growth and opportunities rather than the retail business. Covid-19 has its worst effect on business worldwide as it changes or influences the nature of the business. The main objective of the study is to comprehensively analyse the impact of covid-19 on the economy with the remarkable concentration of the e-commerce and retailer sector of the business. The paper tries to understand and explore the impact of enhancing e-commerce platforms, steadily capturing the retailer's business, and reducing the sales bar graph, ignited by the coronavirus pandemic condition were lockdown, social distancing pave the new opportunities for the e-commerce platform. However, bring challenges too to survive in the crisis. The consumer avoids going for physical shopping in the crowded area because of the pandemic outburst and its aftereffects. This is also illustrated from the survey conducted to accomplish the motive of the paper through a sample of 143 responders. The outcome reveals the ecommerce objective, which strives for a better opportunity to pave the Indian economic growth.



**5.TITLE:** Impact of Business Plans for the Development of MSMEs

**Authors:** Irwan Sugiarto

**ABSTRACT**

This study aims to determine the impact of business planning for the development of MSMEs. The research method uses is a qualitative method with a descriptive and explorative descriptive approach. From the results of the research conducted, the results show that proper business planning and the application of a good marketing strategy have a positive impact on the sustainability of MSME activities. In addition, the quality of production that has a competitive advantage is also one of the driving factors. For the development of MSMEs, there are several obstacles faced, especially related to capital and guidance from the local government. With the development of MSMEs, it is expected to improve people's welfare, including helping the government in reducing unemployment.

# **CHAPTER-3**

## **INDUSTRY PROFILE**

### **3.1 PIZZA HUT:**



In 1958, brothers and Wichita University students Frank and Dan Carney started what they thought was going to be a small pizza joint at the corner of Bluff and Kellogg in Wichita. The business, staffed by friends and family, served the newest food trend in America. The business thrived instantly and the company took off when its first franchised restaurant opened in Topeka. Now, it is the largest pizza company in the world with more than 11,000 restaurants in 90 countries.

In 1986, the original Pizza Hut building found a fitting home on Wichita State University's campus. It served as a landmark and a source of pride for students. In 2017, the building was moved again, but this time to the east side of WSU's campus. By turning the building into a museum, it can be enjoyed by all in an interactive way. This story of the pizza place started by two brothers perfectly exemplifies the entrepreneurial spirit of Shockers and Kansans.

Pizza Hut is split into several different restaurant formats: the original family-style dine-in locations; storefront delivery and carry-out locations; and hybrid locations that have carry-out, delivery, and dine-in options. Some full-size Pizza Hut locations have a lunch buffet, with "all-you-can-eat" pizza, salad, desserts, and breadsticks, and a pasta bar. Pizza Hut has other business concepts independent of the store type. In 1975, Pizza Hut began testing concepts with Applegate's Landing. These restaurants had exteriors that looked like Colonial Style houses and had eclectic interiors featuring a truck with a salad bar in the bed. The chain offered much of the same Italian-American fare, such as pizza and pasta dishes with some additions like hamburgers and bread pudding. Applegate's Landing went defunct in the mid-1980s except for one location in McPherson, Kansas that closed in fall, 1995.

The first Pizza Hut opened on May 31, 1958, in Wichita, Kansas. The company announced a rebrand that began on November 19, 2014, in an effort to increase sales, which had dropped in the previous two years. The menu was expanded to introduce various items such as crust flavors and 11 new specialty pizzas. Work uniforms for employees were also refreshed. In 2017, Pizza Hut was listed by UK-based company Richtopia at number 24 in the list of 200 Most Influential Brands in the World. On June 25 and 27, 2019, it was reported that Pizza Hut was bringing back their logo and the red roof design that was used from 1976 until 1999.

### **PIZZA HUT IN INDIAN MARKET:**

In June 1996, Pizza Hut made its foray into India with a restaurant in Bangalore and was the first international restaurant chain to pioneer this category. The restaurant brand offers an exciting menu consisting of its signature pizzas, appetizers, pastas, desserts and beverages. Its trademark dining experience has been recognized by Brand Equity to make it the 'Most Trusted Food Service Brand' for 11 years in a row. Pizza Hut is the most preferred pizza brand in India, given its freshest, tastiest and affordable Pizzas.

### **PIZZA HUT BEFORE E-COMMERCE:**

Pizza Hut is a well-known chain of restaurants that has been serving delicious pizzas and other food items for several decades. Before the advent of e-commerce, Pizza Hut operated mainly through its physical locations and had a limited online presence. However, with the rise of e-commerce and online ordering, Pizza Hut had to adapt to the changing market and embrace new technologies. Here are some steps Pizza Hut could have taken to prepare for e-commerce:

**Develop a strong online presence:** In order to compete in the online marketplace, Pizza Hut needed to establish a strong online presence. This could have included building a website that was user-friendly and easy to navigate, as well as creating social media accounts to interact with customers and build a following.

**Invest in technology:** In order to accept online orders, Pizza Hut needed to invest in technology such as online ordering software, mobile apps, and payment processing systems. This would have enabled customers to place orders from the comfort of their own homes, increasing convenience and accessibility.

**Build a robust delivery network:** With the rise of e-commerce, home delivery became an important aspect of the restaurant industry. Pizza Hut could have built a robust delivery network by partnering with third-party delivery services or investing in their own delivery fleet to ensure timely and efficient delivery of orders.

**Offer personalized experiences:** Personalization is an important aspect of e-commerce, and Pizza Hut could have leveraged this by offering personalized experiences to customers. This could have included personalized promotions, discounts, and recommendations based on the customer's order history and preferences.

**Provide excellent customer service:** In the online marketplace, customer service is key to building a loyal customer base. Pizza Hut could have provided excellent customer service by offering quick and responsive support through email, chat, or phone, as well as by resolving customer complaints in a timely and satisfactory manner.

## **PIZZA HUT AFTER ECOMMERCE:**

**Improve their website:** Pizza Hut's website should be optimized for a better user experience, including easier navigation, improved load times, and a mobile-responsive design. They should also make sure that their website is secure and easy to use for customers who want to order online.

**Increase online ordering options:** Pizza Hut should offer more online ordering options to customers, including delivery, pickup, and curbside pickup. They could also offer more customization options for their pizzas and other menu items.

**Enhance social media presence:** Pizza Hut should make use of social media platforms such as Facebook, Instagram, and Twitter to engage with customers, share promotions and specials, and build brand loyalty.

**Offer loyalty programs:** Pizza Hut could offer a loyalty program that rewards customers for their repeat business. This could include discounts, free menu items, and other incentives.

**Embrace mobile ordering:** Pizza Hut should develop a mobile app that allows customers to order food directly from their smartphones. This could include features such as mobile payments, in-app promotions, and easy reordering for regular customers.

**Improve delivery logistics:** Pizza Hut should invest in improving their delivery logistics to ensure that orders are delivered on time and in good condition. This could include investing in more delivery drivers, improving their routing software, and implementing real-time tracking for customers.

## **STRATEGIES OF PIZZA HUT:**

- **Product strategy:**

Pizza Hut is known for its innovation and development of new food products from time to time. They follow multiple product strategies and offer various pizzas along with different kinds of crusts and pasta, appetizers, desserts, and beverages. They mainly offer 5 types of pizzas available in 3 sizes-small, regular and large. Along with this, high quality of food, sizable portions and reliable home deliveries are other product characteristics of the brand. To attract the target market in India, the company introduced vegetarian dishes like Tandoori Paneer Pizza, Country feat, Exotica, Paneer vegorama and also offered customizations in toppings, sauces and ingredients.

## **Timeline of Innovations:**

- 1995 – Stuffed crust pizza was introduced, most popular in the United States
- 2001 – Developed ‘Space Pizza’ and delivered them to international space stations which were vacuum-sealed.
- 2008 – Developed ‘Natural Pizza’ that included natural ingredients and was popularly sold in Dallas.

- **Pricing strategy:**

Pizza Hut follows a price skimming policy, where it prices its new products higher than its competitors and gradually decreases its price to meet the market average. High prices tend to create excitement among the audience as it is a sign of high quality and good customer service.

The pricing strategy also depends on the size of the pizza ordered. Moreover, in partnership with PepsiCo, they provide combo meals starting at minimum prices, which attract students and the working population. In 2012, Pizza Hut sold Pan Pizzas for Rs. 65, which was among the lowest prices in the world.

- **Promotion strategy:**

Pizza Hut is known for advertising its products very well. The promotional strategy used by the company focuses on marketing campaigns via television commercials, print media, online advertisements and sponsorships. They spend approximately 10-12 crores on advertising every year. Their current advertising slogan is ‘Make it Great’. Over the years, the company has also launched many successful commercial ads to attract the younger generation audience.

Pizza Hut has also signed sponsorship deals with many multinational corporations. These include Fulham F.C in 2001-02, Newcastle Vipers Ice Hockey for 2007-08 Elite Ice Hockey League season, to name a few. In 2015, they became sponsors of American Airlines Centre, Dallas Mavericks and Dallas Stars. And in 2018, Pizza Hut was announced as the official sponsor of the National Football League.

Being in India, Pizza Hut takes advantage of the diverse festivals celebrated in our country throughout the year. They offer coupon discounts and make use of other promotional strategies like, Buy One Get One Free, Save 50%, Pizzas @Rs. 99, etc.

- **Place strategy**

Pizza Hut uses 3 different methods of distribution that are dine-in, home deliveries and placing pre-orders. The delivery time is the standard gap of 30 minutes and their ability to meet high-quality standards creates satisfaction among the customers.

FUN FACT: Pizza Hut was the world's first company to start 100% vegetarian franchises in tier 1 and tier 2 cities of India such as Ahmedabad, Surat and Mumbai.

Currently, Pizza Hut has over 350 outlets in more than 100 cities in India, operated by its two franchise partners, Devyani International and Sapphire Foods India.

Furthermore, the restaurants are designed in dine locations, hybrid locations, bistro locations, or college campuses, to attract any audience, families, corporates or students.

- **People strategy:**

Every outlet of Pizza Hut has skilled employees. They have standard uniforms, they appear clean and well-groomed and work in a hygienic environment. Employees seldom maintain good relationships with customers and deliver consistent standards of hospitality.

The traditional highlight of Pizza Hut, since the start, has been THE BELL, which is rung after the meal, to thank and appreciate the employees and the company. Anyone who rings the bell is greeted with a loud thank you from the waiters.

- **Process strategy:**

The food manufacturing process at Pizza Hut is known for its complete transparency. They only serve freshly made food. The raw materials are semi-cooked and are fully prepared as and when the orders are received. Sometimes, customers are invited to the kitchen to check the ingredients used in their food. The company also imports several ingredients from international vendors across all outlets to maintain identical quality standards.

Moreover, they also introduced a Hot Mark on all home delivery packaging. If the mark is not red when the pizza is delivered, it can be returned.

- **Physical evidence strategy:**



Hut maintains stringent quality control standards and a hygienic working environment. The pleasant ambience with appropriate lighting and music appeals to the customers. The cutlery used by the company also plays its role in delivering an experience of luxury dining to the customers.

### **PIZZA HUT BECAME SUCCESSFUL:**

They started off with a great marketing tactic – free goods – giving away pizza on night one to entice customers. Just six months later, they opened a second store, and a year later, they owned six restaurants, which led them to begin franchising. Back in 1994 when those who were using the internet had dial-up connections, Pizza Hut was behind the first ever internet purchase. In 2020, Pizza Hut India was recognised as the 18th best, most trusted brand in the country by Campaign Asia. Pizza Hut was recently felicitated with the title of India's 70 Most Trusted Power Brands. Amongst other awards, Pizza Hut bagged the award for Most Admired Retailer of the year for Digital Marketing Campaign, Best Strategic PR Campaign Award by Times Network, Innovative Use of Technology award by exchange4media Indian Marketing Awards 2017 and Best Omni-channel campaign management and marketing automation at the IAMAI 2018 Awards. Pizza Hut India also won international accolades at Vega International Awards 2017 for Innovative and Experimental Marketing and the First QSR chain in India to go hyperlocal; and EFFIE Gold in the Foods and Confectionery category in 2018. It was amongst the Top 5 for Best Search Marketing at the Global Landy Awards, New York, 2017. Pizza Hut is the most preferred pizza brand in India, given its freshest, tastiest and affordable Pizzas.

### **3.2 DOMINO'S:**



Domino's Pizza, trading as Domino's, is a Michigan-based multinational pizza restaurant chain founded in 1960 and led by CEO Russell Weiner. The corporation is Delaware-domiciled and headquartered at the Domino's Farms Office Park in Ann Arbor Township, near Ann Arbor, Michigan. As of 2018, Domino's had approximately 15,000 stores, with 5,649 in the United States, 1,500 in India, and 1,249 in the United Kingdom. Domino's has stores in over 83 countries and 5,701 cities worldwide.

In 2004, after 44 years as a privately held company, Domino's began trading common stock on the New York Stock Exchange under the ticker symbol "DPZ". Industry trade publication Pizza Today magazine named Domino's Pizza "Chain of the Year" in 2003, 2010, and 2011. In a simultaneous celebration in January 2006, Domino's opened its 5,000th American store in Huntley, Illinois, and its 3,000th international store in Panama City, Panama, making 8,000 total stores for the system. In August 2006, the Domino's location in Tallaght, Dublin, Ireland, became the first store in Domino's history to hit a turnover of \$3 million (€2.35 million) per year. As of September 2006, Domino's has 8,200+ stores worldwide, which totaled \$1.4 billion in gross income.

In August 2012, Domino's Pizza changed their name to simply Domino's. At the same time, Domino's introduced a new logo that removed the blue rectangle and text under the domino in the logo, and changed the formerly all-red domino to be blue on the side with two dots and red on the

side with one dot. This was done because the company wanted to "expand" menu choices rather than simply rely on their traditional pizza.

In April 2022, Domino's Italy franchise operator EPizza SpA filed for bankruptcy at a Milan court after two years of declining sales caused by the COVID-19 lockdowns in Italy. In addition, Domino's Pizza faced competition from local pizza chains and restaurants, which had begun using food delivery app services such as Glovo, Just Eat and Deliveroo. After the 90 day grace period expired in July 2022, Domino's closed all its Italian stores on 20 July.

### **DOMINO'S BEFORE ECOMMERCE:**

Before launching into e-commerce, there are several steps that Domino's would need to take to prepare:

- **Develop a robust online ordering system:** Domino's would need to invest in an online ordering system that is easy to use and reliable. Customers should be able to easily browse the menu, customize their orders, and pay securely.
- **Build a strong delivery network:** Domino's would need to ensure that they have a strong delivery network in place to handle the increased demand that e-commerce would bring. This would require hiring and training additional delivery drivers, as well as ensuring that they have the right technology and tools to make deliveries quickly and efficiently.
- **Create a digital marketing strategy:** Domino's would need to develop a strong digital marketing strategy to promote their e-commerce platform and drive traffic to their website. This would include social media advertising, email marketing, and search engine optimization.
- **Ensure data security:** As with any online platform, security is a top priority. Domino's would need to invest in strong data security measures to protect customer information and prevent hacking.
- **Test and refine the platform:** Before launching the e-commerce platform, Domino's should conduct thorough testing to ensure that it is user-friendly, reliable, and meets the

needs of their customers. Once the platform is launched, they should continue to monitor and refine it based on customer feedback and data analytics.

### **DOMINO'S AFTER E-COMMERCE:**

- **Online ordering:** Domino's introduced online ordering through its website and mobile app, which allows customers to place orders and make payments digitally. This has made the ordering process more convenient and efficient for customers and has reduced the workload on employees.
- **Delivery tracking:** Domino's introduced real-time delivery tracking through its app, which allows customers to track the progress of their delivery and receive updates on the estimated time of arrival. This has improved the transparency and reliability of Domino's delivery service.
- **Chatbots:** Domino's introduced a chatbot on its website and app, which can assist customers with their orders and answer frequently asked questions. This has improved the customer service experience by providing quick and efficient support.
- **Loyalty programs:** Domino's has introduced a loyalty program called "Piece of the Pie Rewards" that rewards customers with points for each order they place. Customers can redeem these points for free pizzas or other rewards.
- **Social media marketing:** Domino's has leveraged social media to promote its products and engage with customers. The company has launched several successful marketing campaigns on social media platforms like Twitter and Instagram, which has helped to increase brand awareness and customer engagement.

### **3.3 MC DONALD'S:**



McDonald's was founded in 1955 with a concentrated menu of burgers, fries and beverages. Rajeev Rajan is the CEO of McDonald's. Just three years later, the quick service restaurant sold its 100 millionth hamburger and is now the most well-known fastfood chain in the world. As of 2017, McDonald's had 37,241 locations worldwide.

McDonald's is the world's leading global foodservice retailer with over 38,000 locations in over 100 countries. Approximately 93% Of McDonald's restaurants worldwide are owned and operated by independent local business owners. McDonald's operating system is based on the four core principles of quality, service, cleanliness and value.

On May 4, 1961, McDonald's first filed for a U.S. trademark on the name "McDonald's" with the description "Drive-In Restaurant Services", which continues to be renewed. By September 13, 1961, McDonald's, under the guidance of Ray Kroc, filed for a trademark on a new logo—an overlapping, double-arched "M" symbol. But before the double arches, McDonald's used a single arch for the architecture of their buildings. Although the "Golden Arches" logo appeared in various forms, the present version was not used until November 18, 1968, when the company was granted a U.S. trademark. The present corporation credits its founding to franchised businessman Ray Kroc on April 15, 1955. This was in fact the ninth opened McDonald's restaurant overall, although this location was destroyed and rebuilt in 1984.[clarification needed] Kroc was recorded as being an aggressive business partner, driving the McDonald brothers out of the industry.

Kroc and the McDonald brothers fought for control of the business, as documented in Kroc's autobiography. In 1961, he purchased the McDonald brothers' equity in the company and began the company's worldwide reach. The sale cost Kroc \$2.7 million, a huge sum during that time. The San Bernardino restaurant was eventually torn down in 1971, and the site was sold to the Juan Pollo chain in 1998. This area serves as headquarters for the Juan Pollo chain, and a McDonald's and Route 66 museum. With the expansion of McDonald's into many international markets, the company has become a symbol of globalization and the spread of the American way of life. Its prominence has made it a frequent topic of public debates about obesity, corporate ethics, and consumer responsibility.

### **MC DONALD'S BEFORE ECOMMERCE:**

**Research the market:** Conduct thorough market research to identify your target audience, competitors, and the demand for your products. Look for any gaps in the market that you can fill with your products.

**Choose a niche:** Decide on a specific niche within the McDonald's e-commerce space. This could be anything from merchandise and branded apparel to food-related products and accessories.

**Create a business plan:** Develop a solid business plan that outlines your mission, vision, goals, and strategies. Determine your budget, pricing, and marketing plan.

**Set up your website:** Build a user-friendly and responsive website that showcases your products. Ensure that your website is optimized for SEO and provides a seamless checkout experience for customers.

**Establish partnerships:** Consider partnering with McDonald's or other related businesses to expand your reach and credibility.

**Create a social media presence:** Establish a strong social media presence on platforms such as Facebook, Instagram, and Twitter. Use these channels to promote your products, engage with customers, and build brand awareness.

**Ensure legal compliance:** Familiarize yourself with any legal requirements for starting an e-commerce business, such as obtaining necessary licenses and permits

### **MCDONALD'S AFTER ECOMMERCE:**

McDonald's is the leading global foodservice retailer, with more than 31,000 local restaurants serving more than 58 million people in 118 countries. More than 75% of McDonald's restaurants worldwide are owned and operated by independent franchisees. Though the company started with the opening of its first restaurant by brothers Dick and Mac McDonald in 1940; the way the formal company was organized began in the year 1961 with Ray Croc, who was a franchisee of McDonald's before that buying out the concept and rights from McDonald brothers for \$2.7 million.

McDonald's has taken a lot of initiatives to provide customers with a faster, better, and more convenient service experience. McDonald's provides a lot of interactive tools to enhance the patrons' experience. For example, the site has an online store locator that helps visitors locate restaurant locations and provides the facility details for each location. This allows customers quickly find the restaurants, especially in a new area, and plan events like parties depending on the facilities available at each location. With facilities like restaurant tracker and online merchandise sales, McDonald's can fulfill many objectives. While, on the one hand, it brings direct revenue and customers to the company, it also ensures customer loyalty by providing better services with speed and cost-effectiveness.

E-commerce helps McDonald's achieve improved and lower costs while being available round-the-clock, virtually from anywhere in the world. This helps to expand markets for both buyers and sellers by increasing availability. This also decreases the cost of paper-based information and communication for the firm.

### **3.4 KFC:**



KFC, also known as Kentucky Fried Chicken, is a fast-food restaurant chain that specializes in fried chicken. The restaurant was founded by Harland Sanders, a businessman and chef from Kentucky, in the early 1930s. Sanders started cooking for travelers at a gas station he owned in Corbin, Kentucky, where he served up his now-famous fried chicken.

In 1952, Sanders franchised his chicken recipe, and the first KFC restaurant was opened in Salt Lake City, Utah. KFC quickly became popular for its crispy, flavorful fried chicken, and the restaurant chain began expanding across the United States and then internationally. In the 1960s, KFC was acquired by the fast-food company Heublein Inc., which helped to expand the chain even further. By the end of the decade, KFC had over 600 restaurants in the United States and several international locations.

In the 1970s and 1980s, KFC continued to expand its menu with new items such as popcorn chicken and the famous "Bucket Meal," which included a variety of chicken pieces, sides, and biscuits. In 1986, KFC was acquired by PepsiCo, which also owned the fast-food chains Taco Bell and Pizza Hut.

Throughout the 1990s and early 2000s, KFC faced several challenges, including a public backlash against fast food and concerns over the health effects of fried food. The company responded by introducing healthier options such as grilled chicken and salads.



In 2011, KFC became a subsidiary of Yum! Brands, Inc., which also owns Pizza Hut and Taco Bell. Today, KFC has over 23,000 restaurants in more than 140 countries, making it one of the largest fast-food chains in the world. The restaurant chain continues to offer its signature fried chicken, as well as new menu items such as chicken sandwiches and plant-based options.

### **Revenue of KFC:**

However, according to KFC's financial statements released in 2021, their global revenue in 2020 was \$26.2 billion. This represents a 5% decrease from their 2019 revenue of \$27.2 billion, primarily due to the impact of the COVID-19 pandemic on the restaurant industry.

It's important to note that KFC operates in over 145 countries, and their revenue varies by region. For example, in the United States, KFC's revenue in 2020 was \$4.5 billion, a decrease of 3.6% compared to 2019. In China, KFC's revenue increased by 12% in 2020, despite the pandemic, to reach \$7.6 billion.

### **Marketing of KFC before and after ecommerce:**

**Define your target audience:** KFC's primary audience is typically fast food lovers who are looking for quick, tasty meals. However, you may want to target specific demographics such as families, millennials, or health-conscious consumers.

**Analyze your competition:** Look at other fast food chains such as McDonald's, Burger King, and Wendy's to understand their marketing strategies and identify any areas where KFC can differentiate itself.

**Develop a unique value proposition:** What makes KFC unique? Perhaps it's the secret blend of 11 herbs and spices, or the crispy, juicy texture of their chicken. Whatever it is, make sure it's front and center in your marketing efforts.

**Use social media to connect with customers:** Social media platforms such as Facebook, Instagram, and Twitter are great for engaging with customers and promoting KFC's products. Use eye-catching visuals, witty captions, and interactive content to attract attention.

**Run promotions and giveaways:** Everyone loves a good deal, so consider offering promotions such as "buy one, get one free" or free sides with a purchase. You can also run giveaways on social media to encourage engagement.

**Consider influencer marketing:** Partner with influencers in the food or lifestyle space to showcase KFC's products and reach new audiences.

**Emphasize convenience:** Many fast food customers are looking for quick and easy meals, so make sure to emphasize KFC's convenient drive-thru service, online ordering options, and delivery partnerships.

**Create a loyalty program:** Encourage repeat business by offering rewards such as free meals, exclusive discounts, and birthday treats to loyal KFC customers.

**Measure your results:** Keep track of your marketing efforts to see what's working and what's not. Use analytics tools to measure engagement, traffic, and sales, and adjust your strategy accordingly.

**Research the market:** Before starting any business, it is essential to research the market thoroughly. Look at the competition and see what they are doing well and where they are lacking. Analyze the trends and see how you can differentiate yourself from the competition.

**Develop a business plan:** Develop a comprehensive business plan that outlines your business objectives, target market, marketing strategies, and financial projections. This plan should serve as a roadmap for your business and help you stay on track.

**Choose a platform:** Decide on the platform you want to use for your e-commerce business. There are several options available, such as Shopify, WooCommerce, Magento, etc. Choose a platform that suits your business needs and budget.

**Create a website:** Once you have selected a platform, create a website that is user-friendly and easy to navigate. Ensure that the website has a professional look and feel, and it is optimized for search engines.

**Develop a marketing strategy:** Develop a marketing strategy that includes social media marketing, email marketing, SEO, and PPC advertising. You can also consider partnering with influencers and bloggers to promote your products.

**Obtain necessary licenses and permits:** Depending on your location, you may need to obtain certain licenses and permits to operate your e-commerce business legally. Ensure that you have all the necessary paperwork in place.

**Expand online ordering options:** KFC could introduce new ways for customers to place orders online, such as through mobile apps or voice assistants. This could improve convenience for customers and lead to increased sales.

**Improve order accuracy and efficiency:** By using e-commerce technology, KFC could streamline the ordering process and reduce errors. This could lead to faster service and more satisfied customers.

**Implement targeted marketing:** E-commerce technology can help KFC collect data on customer preferences and behavior. This information can be used to create targeted marketing campaigns and personalized offers to customers.

**Enhance the customer experience:** KFC could use e-commerce technology to improve the customer experience in various ways, such as by providing real-time order tracking or allowing customers to customize their orders.

**Explore new delivery options:** With e-commerce technology in place, KFC could consider new delivery options, such as drone delivery or delivery to remote locations. This could expand the company's reach and potentially attract new customers.

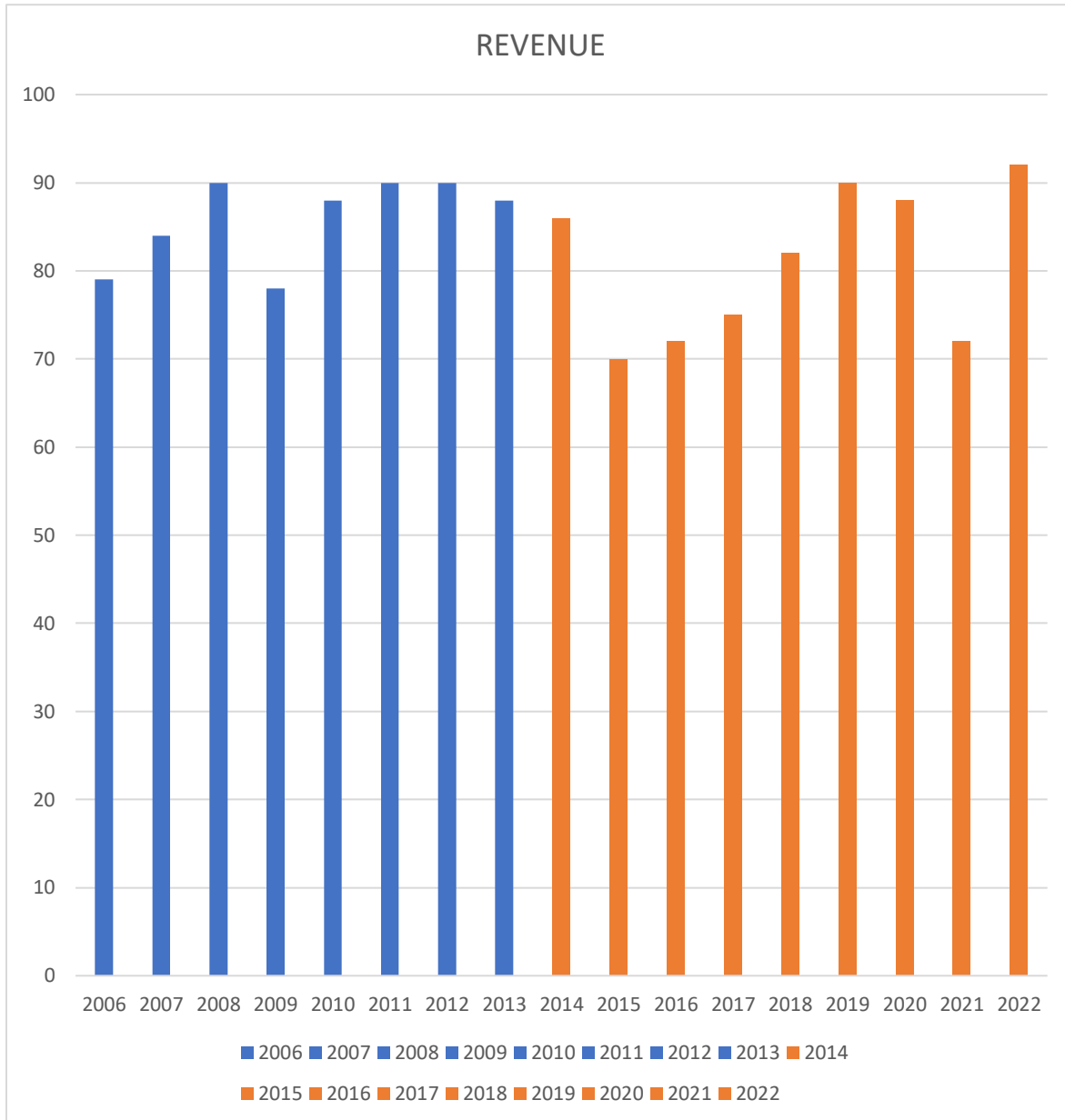
**CHAPTER-4**  
**DATA ANALYSIS AND INTERPRETATION**

#### 4.1 REVENUE OF PIZZA HUT BEFORE AND AFTER ECOMMERCE:

TABLE 4.1

<b>YEARS</b>	<b>REVENUE [IN BILLIONS]</b>
2006	79
2007	84
2008	90
2009	78
2010	88
2011	90
2012	90
2013	88
2014	86
2015	70
2016	72
2017	75
2018	82
2019	90
2020	88
2021	72
2022	92

**FIG 4.1**



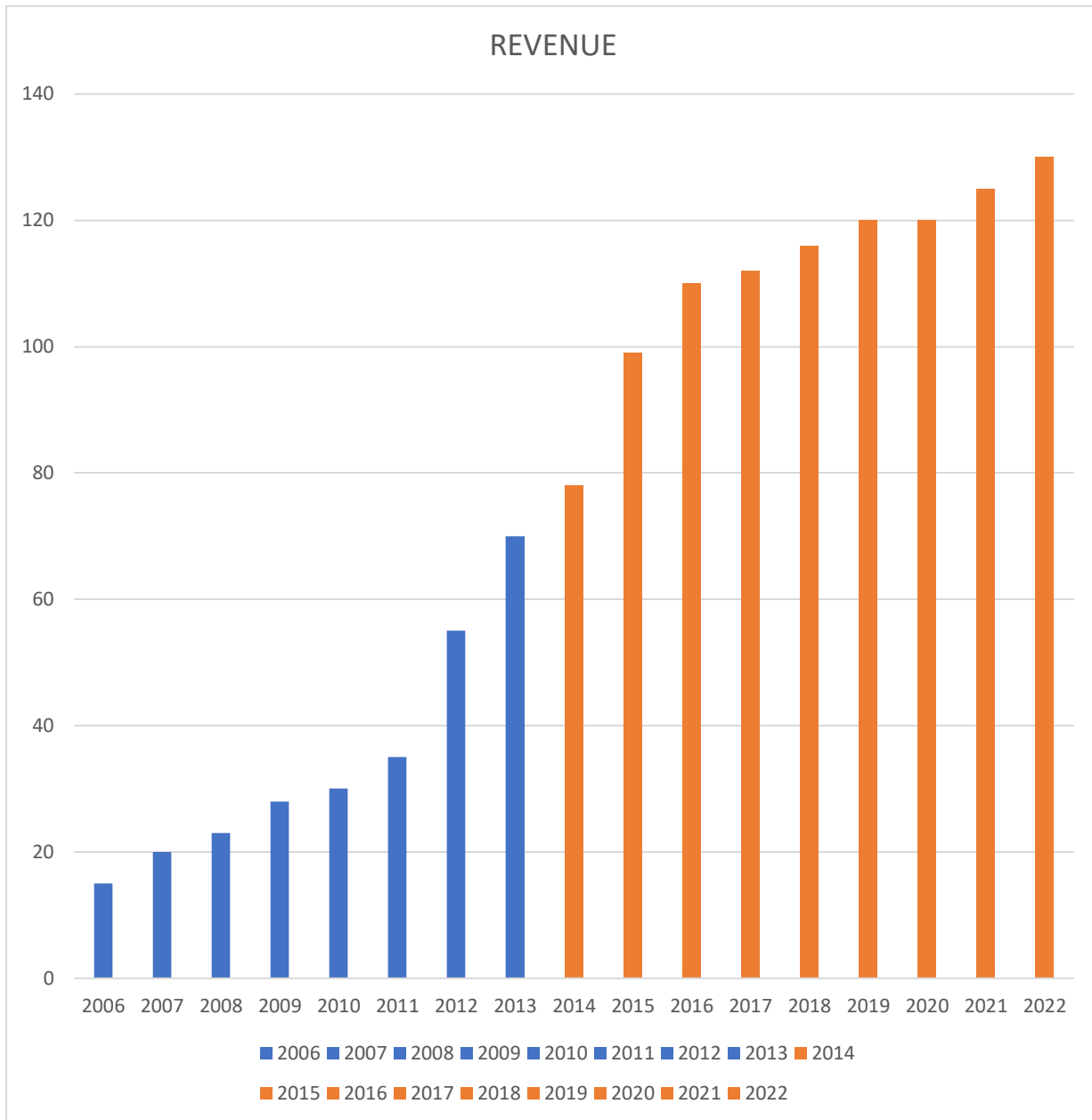
**INTERPRETATION:** : From the above data it has been observed that the revenue of pizza hut after ecommerce is more than before ecommerce. The revenue of Pizza hut is fluctuating year by year. we can the highest revenue in the year 2022 i.e 92 billion.

## 4.2 REVENUE OF DOMINO'S BEFORE AND AFTER ECOMMERCE:

TABLE 4.2

YEARS	REVENUE [IN BILLIONS]
2006	15
2007	20
2008	23
2009	28
2010	30
2011	35
2012	55
2013	70
2014	78
2015	99
2016	110
2017	112
2018	116
2019	120
2020	120
2021	125
2022	130

**FIG 4.2**



**INTERPRETATION:** From the above data it has been observed that the revenue of Domino's after ecommerce is more than before ecommerce. The revenue of domino's is increasing year by year and the highest revenue is observed in the year 2022 i.e 130 billion.

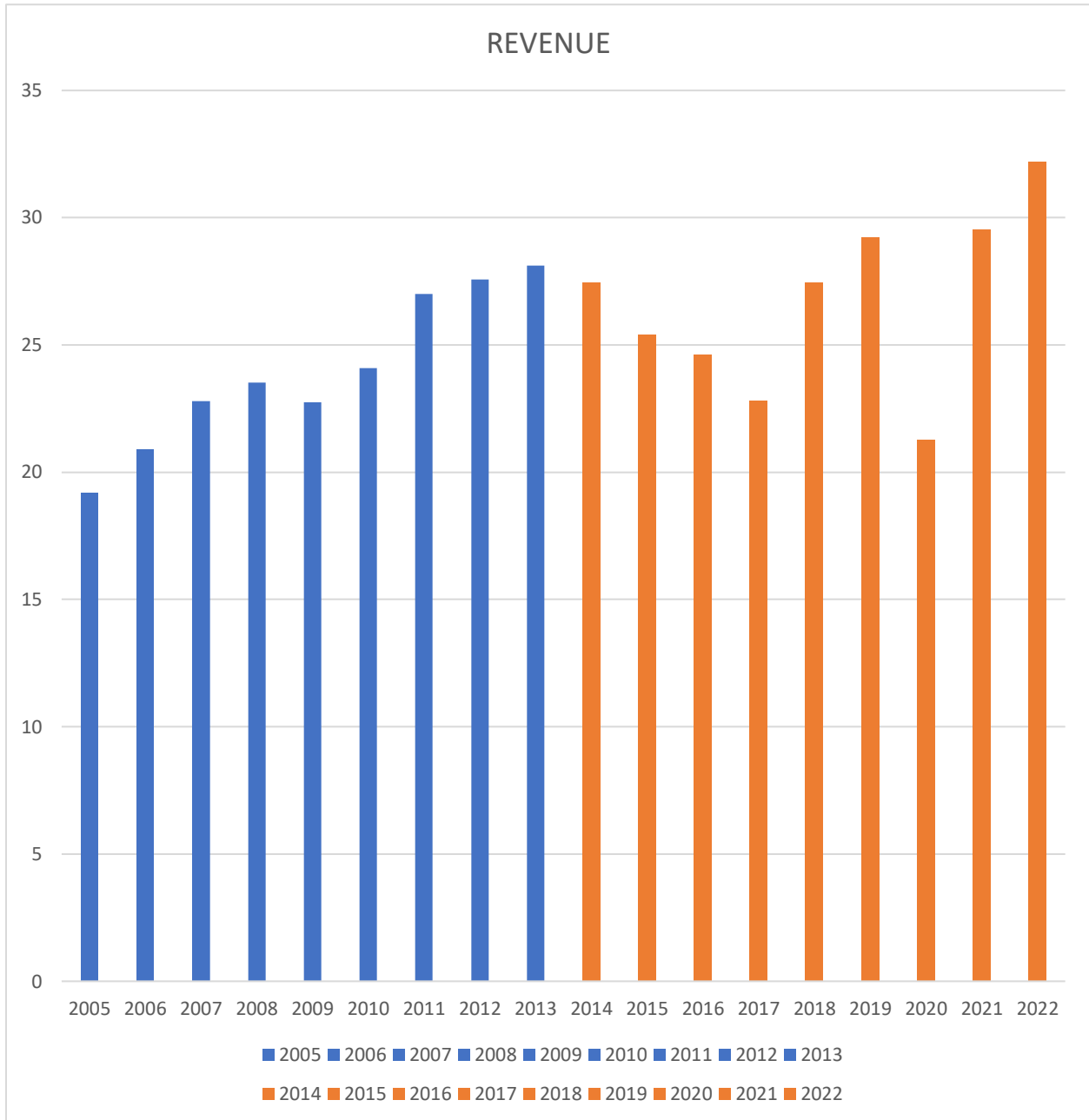


### 4.3 REVENUE OF MCDONALD'S BEFORE AND AFTER ECOMMERCE:

TABLE 4.3

YEARS	REVENUE [IN BILLIONS]
2005	19.2
2006	20.9
2007	22.79
2008	23.52
2009	22.75
2010	24.08
2011	27.01
2012	27.57
2013	28.11
2014	27.44
2015	25.41
2016	24.62
2017	22.82
2018	27.45
2019	29.22
2020	21.27
2021	29.54
2022	32.21

**FIG 4.3**



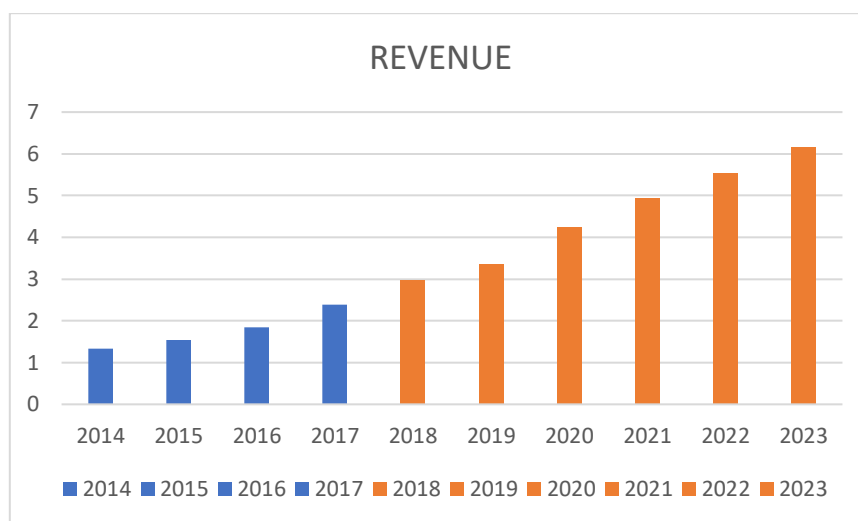
**INTERPRETATION:** From the above data it has been observed that the revenue of McDonald's after e-commerce is more than before e-commerce. We can observe that revenue is fluctuating every year. Highest revenue is observed in the year 2022 i.e 32.21 billion

#### 4.4 REVENUE OF KFC BEFORE AND AFTER ECOMMERCE:

TABLE 4.4

YEARS	REVENUE [IN BILLIONS]
2014	1.336
2015	1.548
2016	1.845
2017	2.382
2018	2.982
2019	3.351
2020	4.248
2021	4.938
2022	5.542
2023	6.151

FIG 4.4



**INTERPRETATION:** From the above data it has been observed that revenue of KFC after ecommerce is more than before ecommerce. Revenue of KFC is increasing every by year. Highest revenue is observed in the year 2023 i.e 6.151 billion.

**CHAPTER-5**  
**FINDINGS AND CONCLUSION**

## **FINDINGS:**

- The study reveals that revenue of Pizza Hut after ecommerce is more when compared to before ecommerce. Pizza hut revenue is increasing year by year. 92 billion is the highest revenue of Pizza hut.
- The study reveals that revenue of Domino's after ecommerce is more when compared to before ecommerce. Domino's revenue is increasing year by year. 130 billion is the highest revenue of Domino's. Domino's is the fastest growing company when compared to remaining companies.
- The study reveals that revenue of McDonalds before and after ecommerce was fluctuating. Highest revenue of McDonald's is 32.21 billion i.e in the year 2022.
- The study reveals that revenue of KFC is increasing year by year. Highest revenue is observed in the year 2023 i.e 6.151 billion.

## **CONCLUSION:**

E-commerce enterprises must maintain a competitive edge, failing which they will be forced to close their doors. It is critical to keep your running expenses as low as possible to compete with online retailers such as pizza hut and to maintain a healthy, self-regulating, and expanding firm. There are various approaches for lowering your E-commerce operational expenses when all factors are taken into consideration. Other strategies to include keep in mind to concentrate on providing excellent services in order to boost client retention and lower customer procurement expenses.

## **WEBLIOGRAPHY**

## **WEBLIOGRAPHY:**

### **Websites:**

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