

# The Domino's Store Model

Domino's Pizza has a simple, cost effective store model. Stores are designed for delivery and takeaway and beyond a few small tables and chairs do not offer facilities to eat in. As a result the stores require relatively little floor space and require limited capital for store fit out.

The operating model is designed to ensure consistent product quality, quick and reliable service, production efficiency and controllable costs. All key aspects of the operation of a store are specified by Domino's Pizza International (DPI), from administrative systems to product and service standards.

Each store services a defined delivery area designed to ensure that pizzas can be delivered within 30 minutes of an order being received. Stores are located in areas of high population density, particularly targeting areas with younger, more affluent residents. DPP's research shows that consumers aged between 25-35 are the most frequent consumers of home delivery pizza and they are the brand's primary focus.

Stores are fitted out with a high quality customer area that is consistent with the latest international Domino's store design.

All stores use Domino's Pizza's PULSE™ point-of-sale system. The benefits of PULSE include touch screen ordering, administrative and reporting capabilities and a customer relationship management tool that enables customer recognition and tracking of customer preferences.