CUSTOMER SATISFACTION TOWARDS DOMINO’S PIZZA IN CHENNAI – AN EMPIRICAL STUDY

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ABSTRACT
Dominos pizza is an American restaurant chain and international franchise pizza delivery corporation. This project will be focusing the customers of dominos pizza outlets in Chennai. The purpose of this project is to view the customer satisfaction in dominos pizza outlets, it reveals about the customer perception and customers preference about the dominos products, it will explore the level of satisfaction of customers in pricing factors and in delivery of a product and it will give the suggestion to the dominos outlets to improve some extra qualities such adding some new products, reduction in price etc.
This project will be useful to the dominos pizza outlet to understand more about customer preference and perception, it will help the company to improve their quality and standards.

KEYWORDS– Dominos pizza, customers, satisfaction, products.

BIBLIOGRAPHY
http://www.dominos.co.in/