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Pizza hut song

Who's the mayor of pizza? Or, in other words, who stuffed their faces with too deep a dish? We'll know soon enough. On Wednesday, Pizza Hut announced a new partnership with Foursquare, which is designed to give us more of this sweet-fresh treats. Dedicated buyers of the restaurant chain will soon be rewarded with a free order of bread (by buying a large pizza) if they earn the prestigious title of Mayor--their local Pizza Hut franchise. This isn't the first exit of the country's digital marketplace. In July last year, it became the first national restaurant chain to launch an iPhone ordering app in just three months, leading to around \$1 million in sales in just three months. Facebook has gained more than 1.4 million fans with a tool that allows users to place orders without leaving the social network, as well as being one of the first brands to hire a full-time Twitter guru. We've been talking to Brian Niccol, pizza hut's marketing manager, to find out why they're joining Fourquare now and who they think he's going to apply for. We're a big brand, so we want to be everywhere, says Niccol. We need to connect with consumers on their terms and these conditions are constantly evolving. There's not just one model--you can't say we'll do it, and then turn off other new platforms. Just last week, Forrester Research recommended that major brands be relieved of geo-location services until its reach is greater. But as Foursquare's business development manager recently told me: If you choose not to [join], you can be another competitor. And that's exactly what happened to Pizza Hut. A few months ago, Domino's partnered with Foursquare, and by July it was reported that the promotion had helped boost revenue by 29%, or \$26 million, during a pilot project in the United States. The pizza hut makes sure it doesn't catch up in the future. Being everywhere means experimenting with new services like Foursquare, even if they haven't fully grown. While Pizza Hut may have missed the first boat at Foursquare, Niccol says the company is committed to expanding its digital strategy. The definition of social media is becoming wider and broader, he explains. Whether it's Twitter or Hulu, or a geo-location with Foursquare, we're trying to find content for each of these platforms. But for services such as Foursquare, which thrive on daily routines (for example, sign-ups in cafes), should brands apply if they often don't connect with consumers? After all, how much pizza and bread can you scarf down? Obviously our users don't have the frequency of Starbucks, agrees Niccol. We're not going to get to a place where people eat pizza every day- and we shouldn't do it as healthy individuals. But I think it's right that your loyal customers, and provide an incentive for others to become more loyal, explains CmO Pizza Hut, which hopes to see a bump in repetitive traffic. I also asked Niccola if Domino had made a good decision in an advertising campaign in which she shaken up the quality of her own pizza. Is such a dramatic act necessary for a virus? I've seen a lot of success--Old Spice, for example, a lot of other brands that have been able to talk to the positive side of their brand, and they still go viral, he says. The trick is that you can talk about your brand in a way that connects with consumers? I don't think that requires denigrating your brand. Looks like Domino missed the point. Don't you think pizza is the most comforting food? Especially now, while the days are getting shorter and colder?!?! And while we know that pizza may not be our healthiest choice, it's comforting -- and sometimes that's all that matters when you're cold. The good news is that orders from our fave -- Pizza Hut -- don't have to ruin your diet. Different crusts and toppings mean you don't have to send a diet through the door with a delivery type. Try some of these options next time pizza night calling your name. Medium hand-drawn style Chicken Supreme Pizza: If you can't take the original crust from our friends in the Cottage, try a slice of this delicious pizza, which is filled with cheese, chicken, mushrooms, mixed peppers, red onions and a mixture of herbs and spices for less than 200 calories. You want to amplify the dish? Order naked traditional wings, but you only have two -- and your meal will clock around 400 calories. Medium Thin N Crispy Veggie Lovers Pizza: Enjoy two slices of this veggie-packed pizza with fresh potatoes, red onions, green peppers, mushrooms and black olives, and you'll still stay under the 400 calorie mark. In addition, you will choose one of the menus, which is the lowest in saturated fats and sodium in Pizza Hut. For less than 50 calories, add a side of marinara sauce for extra flavor, two more grams of fiber and a healthy dose of vitamin C.Medium Pan Cheese Pizza: To satisfy the craving for a pizza pan, don't opt for a personal pizza pan that has nearly 600 calories or more, depending on which toppings you choose. Instead, go with one slice of medium cheese pizza for 240 calories. Dig raw vegetables and hummus from the fridge to round up the meal. Now all you have to do is call your friends, start a good movie and enjoy the pizza! What do you want to order at Pizza Hut? Comment below or tweet us @SELFmagazine and @sarahjaneRD! RELATED LINKS:Image Credit: Courtesy Pizza Hut Given the purchase of a fast-food pizza franchise? The following information about the differences between the Domino's Pizza franchise and the Pizza Hut franchise reveal the volume on each, allowing you to compare two and decide which one fits you better. Pizza Cottage started with brothers Frank and Dan Carney, who borrowed \$600 from their mother to start a pizzeria in Wichita, Kansas. In 1958, the first Pizza Hut opened its doors. The first Pizza Hut franchise soon followed, which opened in 1959 in Topeka, Kansas. Today, Pizza Hut has more than 18,000 locations in more than 100 countries worldwide, including more than 6,000 franchises in the U.S. and more than 11,000 in other countries. The company's products include pizza, pasta, wings, bread, other sides and desserts. Pizza Cottage is owned by Yum! The brand is also the parent company of KFC and Taco Bell. 500 Rank Enterprise Franchise (2019): #16Estimated Initial Investment: \$357,000-\$2,213,500Net-Worth Requirement: \$700,000Teka cash Request: \$350,000Initial Franchise fee: \$25,000Ongoing Royalty Fee: 6%Ad Royalty Fee: 4.75% If you have a budget of 1.3 to 3 million. Does he have other requests. You need to get behind it to build at least three restaurants in three years. The process of franchise and approval of Pizza Huta takes eight to 12 weeks, followed by seven to 21 weeks for selection and market approval, and then 18 to 36 weeks for construction and training. Pizza Hut is part of an organization that offers a lot of franchise support, including advertising, business coaching, training, development and cooperatives. Performance improvement and support programs are also available to each new franchisee, along with eight to 10 weeks of required training provided at a certified training restaurant in Dallas. Cottage pizza does not provide funding; however, the company provides a list of banks and financial institutions that have expressed an interest in lending to the Pizza Hut franchise. To facilitate financing, Pizza Hut is listed in the SBA registry. Brothers Tom and James Monaghan borrowed \$500 in 1960 to buy DomiNick's, a pizza place in Ypsilanti, Michigan. In 1961, James traded his half of his business with Tom in exchange for a Volkswagen Beetle. In 1965, Tom Monaghan renamed Domino's Pizza LLC. Soon after, in 1967, the first Domino's Pizza franchise opened in Ypsilanti, Michigan. Tom Monaghan retired in 1998 and sold 93% of Bain Capital for \$1 billion. After the fall during the financial crisis, Domina's stock rose from \$3.85 a share in 2008 to nearly \$300 a share at the end of 2019. In addition to regular, thin and pan pizzas, Domino's products include sandwiches, pasta, bread, desserts, bison wings, and special chicken dishes. The chain operates more than 16,500 stores in more than 85 countries. Entrepreneur Franchise 500 Rank: Not rankedRated Estimated starting investment: \$119,700-\$461,450Net-Worth Requirement: \$100,000Liquid Cash \$100,000Initial Franchise fee: \$0-\$25,000Ongoing Royalty Fee: 5.5%Ad Royalty Fee: 3% and upward Franchises at Domino's Pizza fall into one of two categories: internal or external. Internal franchisees have been operating as general manager at Domino's for at least a year. External franchisees have not previously worked with Domino's as managing director, but they bring outside business or other management experience to the table. For the first group, the franchise fee is \$0 to \$25,000 depending on the social segment (woman, minority, veterans). For external franchisees, the fee is set at \$25,000. Domino's Pizza offers a comprehensive training program covering commerce, marketing, finance and human resources. The training consists of a five-day franchise development program and four days of pizza prep school. Domino's economic model is built on strong cash returns. Its technology platform enables online ordering, direct email marketing, cost control, and storage management. The company's supply chain is designed to provide quality, leverage purchasing power and return franchise owners through a profit-sharing program. Domino's provides in-store and classroom training to all new franchise owners. Owners.

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