

# Interview #6

JAN	FEB	MAR	APR	MAY	JUN	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
JUL	AUG	SEPT	OCT	NOV	DEC	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		

Pizza Hut (10 years)

Interview w/ Megan Stein

↳ GUYIM → SUPNA CHAM

↳ engineering to cater

↳ buy the product

• buy source/cheese/dough

↳ I'd get out m/c

↳ the big stuff

not room for improvement

\* lived in several countries

- Australia
- Germany
- Singapore

} lots of international m/c  
to find out about companies

Marketing Project

• 14 business units

• help w/ local (regional areas)

• leaflet for the pizza hut



↳ started recruiting

↳ project: how to make it water

coupon

main members

- ① • to make a template
- ② • got all the leaflets
- ③ • rating systems for all comp.

↳ how she got into marketing

Marketing

• for the delimitation/carry-over marketing

• focus on new market/brand in new products

↳

year: needs of marketing

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AND CHINA, BUT STILL NEEDS GOOD

↳ FRANCHISES w/ COMPUTER SUPPORT

↳ SOME COMPARE RUN STORE

- THAILAND } ACTUALLY AND TO MAKE AIT
- UK

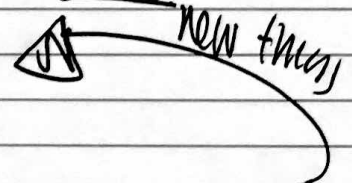
↳ BUT THAILAND AS CHINA

YUM: INT. CONFERENCE

• 21000 FRANCHISE CONVENTION

• PRELIM NOV: PICKS OUT WAY TO PLAN → IN BEIJING

• WANT TO REL REP



• DRIVING DELIVER EXPENSE

- GAS STATION
- AIRPORTS
- MALLS

} NOT REALLY SUCCESSFUL IN US, NOT OPENED UP TO THE INT. MARKET

↳ AN IDEA, BUT NOT A PLAN

• PROBLEM → NOT REALLY A PLAN

↳ "4th SIDE PROJECT"

• I HEAR LATER, BECAME EXPENSE (IN CHINA)

• LOOK AT ALL ASSETS → WIND FUS

• 1st YEAR = 100

• diff. MODELS

- 5 BRAND
- MADE-TO-ORDER
- NOT-NOT MACHINE

MARKET MIXER  
MACH: DIFFERENTI



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\* 2 years later, new news

↳ all vendors concerned

• wanted

- smaller
- faster
- cheaper

goal 10x 10 store w/ 4 hour = only (60,000)

↳ managed w/ kiosks mall thing

↳ paved road

• store-in-the-box

• launch the brand first

• keep the brand

↳ put one in MIAMI

• first venue at BELLARIO

↳ show actual results

↳ then left PIZZA HUT

• why: a lot of the road

• 6 months work from home

• need fam list

↳ look at finance

• saw the plot, and I can do it!

↳ franchised

• food's different

• orange theater (thru)

• look at market



find a good

corporation

↳ at pizza hut brands pennington

↳ orange theater's more great

↳ still with it

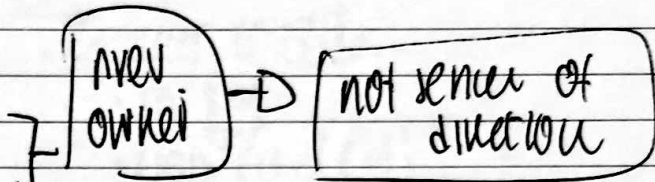
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\*was about to do NUB

↳ got one in retail

↳ took over Mesquite  
drama store



- never closed a store
- membership was down

• within year, membership downed

↳ bad area marketing

• #2 opening

## new company

• kids fitness group

• in Irving, TX

• 15 mo - 13 kids

↳ location

↳ started from scratch

} main big 100 people

↳ down revenue well

↳ state of the art coaches

↳ re - teachers

pull in educational aspects

• kid story

• work on color/#

social aspect of math

↳ ex: learn how crawl

↳ help w/ skills

↳ don't know how to teach

to grown up → know mathematical education

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## older kids

- teamwork spirit
- power needs

## teams

- another couple

## showdown

- parents against kids

- in KY

- (101) - 11 (KY)

↳ idea sprouts

## inventor

- proof of concept
- ordered to show
- sales job

↳ mom on the spot

## overseas

- Australia, UK, etc

## Brand Management

- Pizza Hut

• NDA (14,000)

↳ "handshake deal"

- not written (NDA)

• lots of just verbal forms

- not many contracts



Contract

one guy = owner  
to ~~bill~~

## next context

↳ name one franchise in all countries

↳ lot of ppl to train

• audit training process

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## McDonald's

family own  
if and good  
run it

↳ wear estate  
company

↳ Chick-fil-a

- own 5,000
- own whole firm
- own motor

- 50% of profit go to charity
- makes you be a owner / operator
- own 2 more

live / serve industry

- community oriented

## Pizza Hut

• not gonna work some countries

India = 1 pan (3) AZ

USA = slider (9)

## prices

- determines comp
- USA = \$1.10
- Korea = \$1.27

## Whitman

↳ know to sell at high price } change the culture  
↳ take veggie

## Pizza Hut

• open over

↳ new feel

↳ give location & material

↳ pay royalty

## Export life

• good

• many lang / livin in

↳ learn

diff. country

language not really needed

↳ Mandarin

↳ cum China difficult

• require employees  
to speak both

• Indian quite  
hard

## Restaurant

• more diverse

• employees paid  
for

at

came up w/ new dough

↳ needed better

↳ introduced