



اَوَّلُ مَا يَنْبَغِي فِي تَرْجُمَانِ الْمَرْكُزِ  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka

**UNIVERSITI TEKNOLOGI MARA**  
**FACULTY OF BUSINESS AND MANAGEMENT**  
**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE**  
**MGT 666 (INTERNSHIP)**



**PIZZA HUT RESTAURANTS SDN. BHD.**

**INDUSTRIAL TRAINING REPORT**

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**PREPARED FOR:**

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Sincerely,

**Muhammad Arif Zaim**

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## **1.0 Executive Summary**

During my internship at Pizza Hut Restaurants Sdn. Bhd., I was assigned in the Operation Department as an analyst. I filled in for a staff member on maternity leave and took on various responsibilities related to monitoring and tracking the company's marketing performance. This involved collecting sales data from each outlet, categorizing it, and analyzing the performance of different promotions. I also adapted my tracking methods based on my superiors' preferences and assisted my colleagues with their tasks. Throughout the internship, I developed valuable skills in marketing evaluation and teamwork.

To ensure commuting easier, I decided to rent a house in Damansara instead of living with my parents in Rawang. This decision taught me discipline and responsibility, as I had to take care of most things on my own. I also learned the importance of managing expenses wisely due to the higher cost of living in Damansara. Thankfully, the internship company provided an allowance that supported my financial needs. Additionally, observing the work culture, I understood the importance of maintaining a work-life balance by keeping work matters separate from personal life.

For SWOT Analysis, Pizza Hut Malaysia has strong brand recognition, a diverse menu selection, and effective supply chain management. However, it also faces challenges such as inconsistent service quality, limited sustainability efforts, and the need for more customization options. To capitalize on opportunities and mitigate threats, Pizza Hut should focus on standardizing service quality, strengthening sustainability initiatives, expanding customization options, enhancing digital marketing efforts, investing in technology, introducing high-impact seasonal menu items, adapting to changing consumer preferences, and staying compliant with government regulations. By implementing these strategies, Pizza Hut Malaysia can enhance customer satisfaction, improve brand image, attract a wider audience, and maintain a competitive position in the market.



## 2.0 Student Profile

### Muhammad Arif Zaim

Rawang, Selangor |

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#### PROFILE

Oriented finance graduate with a solid background in investment analysis and practical experience gained through an internship in the operations department. Gained knowledge in financial analysis, risk assessment, and investment strategies also skilled in conducting market research and analyzing financial data during studies. Strong problem-solving abilities, demonstrated through identifying operational inefficiencies and implementing process improvements during the internship. Effective communication and collaboration skills, enabling seamless teamwork with cross-functional departments.

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#### EDUCATION

**Universiti Teknologi Mara (UiTM) Kampus Bandaraya Melaka** *Mar 2021 – Aug 2023*

- Bachelor of Business Administration (Hons.) Finance (CGPA 3.70/4.00)

**Universiti Teknologi Mara (UiTM) Kampus Segamat, Johor** *Jun 2018 – Feb 2021*

- Diploma in Investment Analysis (CGPA 3.82/4.00)

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#### WORK EXPERIENCE

**Pizza Hut Restaurants Sdn. Bhd.** *Mar – Aug 2023*

Intern at Pizza Hut Operation

- Supported Pizza Hut operations as an intern by tracking company sales, evaluating promo performance, and monitoring overall sales trends.
- Took on independent responsibility for identifying and resolving issues, contributing to a smoothly functioning department and providing assistance to colleagues when needed.

**Ninja Logistic Sdn. Bhd.** *Jul – Sept 2022*

Courier

- Successfully perform as a part-time courier, ensuring accurate and timely delivery of parcels to customers while meeting daily company targets.
- Effectively utilize semester breaks to engage in beneficial activities, acquiring knowledge and honing communication skills through collaborative interactions with colleagues.

**GCH Retail Sdn. Bhd. (Giant Malaysia)** *Jan – Apr 2018*

Sales Assistant

- Received thorough training in multiple departments, excelled in performance, and gained valuable exposure to the professional work environment prior to starting university.
- Developed a deep understanding of diverse customer demographics through daily interactions, acquiring valuable skills in effectively engaging and adapting to various individuals.

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#### AWARDS

**Achieve Gold in Leveraging Entrepreneurial Finance & Innovation Towards Brighter Future Event** *Feb 2023*

- Achieved gold in the innovation competition for creating a super grocery app that will ease household.

**Dean's List Award** *2018 - 2023*

- To have consistently been on the Dean's List every semester, maintaining the same level of dedication and momentum from my diploma program to my degree program, and being on track to complete my degree while still on the Dean's List.

**Vice Chancellor Award**

2021

- Achieved Vice Chancellor's Award during diploma by maintaining a CGPA above 3.5 every semester.

**LEADERSHIP EXPERIENCE & UNIVERSITY'S ACTIVITY****FSA Poster Competition Number Analysts**

Jan 2023

Participant

- Participated in a number analyst competition, where I chose a company and analyzed its financial performance, providing a comprehensive evaluation.

**Money Sense Event**

Jan 2023

Multimedia Bureau

- Successfully conducted an event as part of the multimedia bureau, gaining significant exposure while being new to the multimedia team. Excelling in my role, I contributed to the success of the event.

**Leveraging Entrepreneurial Finance & Innovation Towards Brighter Future Event**

Dec 2022

Protocol Bureau and Participant

- Managed the event as part of the protocol bureau, ensuring a smooth operation by coordinating all aspects and maintaining a well-organized schedule. Confidently delivered speeches in front of a large audience, resulting in a successful event.

**Real Career Breakthrough Webinar**

Jun 2022

Protocol Bureau

- Successfully managed an online webinar, effectively communicating with the team despite not being physically present. Ensured seamless coordination of all behind-the-scenes aspects, guaranteeing a smooth execution of the event.

**Fly High! Careers in Financial Securities Event**

Jun 2022

Assistant Head of Project

- Conducted and led the event with great proficiency, overseeing and ensuring the flawless execution of the webinar. Assisted the project leader by diligently attending to every aspect of the event, ensuring everything was in optimal condition.

**SKILLS**

- |                          |          |                        |        |
|--------------------------|----------|------------------------|--------|
| • <b>Microsoft Word</b>  | Advanced | • <b>Photoshop</b>     | Novice |
| • <b>Microsoft Excel</b> | Advanced | • <b>Adobe Animate</b> | Novice |
| • <b>PowerPoint</b>      | Advanced | • <b>After Effects</b> | Novice |

**REFERENCES**

- **Nurhaslinda Binti Hashim**  
Finance Program Coordinator  
UiTM Bandaraya Melaka, 110 off Jalan Hang Tuah, 75350 Melaka
- **Jacqueline Lim Chee Ching**  
Senior Manager  
Pizza Hut Operations, Level 7 Menara QSR, 46200 Petaling Jaya



### 3.0 Company Profile



QSR Brands (M) Holdings Bhd (QSR Brands) proudly holds the distinction of being the sole vertically integrated food company in Malaysia, emphasizing its commitment to delivering farm-to-fork goods and services. This remarkable organization stands as the exclusive entity authorized by Yum! Brands to operate KFC and Pizza Hut restaurants in Malaysia, Singapore, Brunei, and Cambodia, tracing its roots back to the very first KFC establishment that opened in 1973.

As the largest restaurant chain in Malaysia, QSR Brands demonstrates its dominance by managing a vast network of over 850 KFC locations throughout the country. Moreover, its influence extends beyond Malaysia's borders, with a significant presence comprising more than 500 Pizza Hut establishments in both Singapore and Malaysia. With an unwavering dedication to quality, innovation, and customer satisfaction, QSR Brands continues to shape and redefine the culinary landscape in these regions while upholding the high standards set by Yum! Brands.



### 3.1 Board of Director



### 3.2 Company Overview

In 1982, Pizza Hut launched its first location in Malaysia. It was in the unassuming Plaza Yow Chuan neighbourhood of Kuala Lumpur. More than 428 Pizza Hut locations are now part of the chain, which is operated by just one franchisee, QSR Brands (M) Holdings Bhd. Pizza Hut is without a doubt a huge host of ancillary businesses, including baking, commissary, and sauce production, with substantial cooperation in top breeder and contract broiler farming, hatchery, chicken production, and processing. As the largest pizza chain in Malaysia, Pizza Hut has come a long way from its modest beginnings. Despite having more than 500 Pizza Hut locations in Malaysia and Singapore, Pizza Hut has consistently been able to meet its primary objective of offering delicious, piping-hot pizza and smiles of happiness to all of its customers throughout Malaysia. In keeping with its tagline, "Easy" and "Better," the company strives to make it as simple as possible for customers to order their preferred pizza, have it delivered quickly, and pay a reasonable price so that more people may enjoy it. The tagline "Better" also emphasises Pizza Hut's commitment to consistently providing outstanding services and high-quality goods that surpass all expectations.

#### 4.0 Training Reflection

As for my training reflection, I would like to divide it into two parts. The first part pertains to my internship company and the knowledge I gained during my time there, while the second part focuses on the life lessons I acquired. Let's begin with the details of my internship experience. I was assigned to the Operation Department at Pizza Hut Restaurants Sdn. Bhd., where I embarked on my internship journey on March 1, 2023. This valuable learning experience continued until August 15, 2023. Throughout this period, my working hours were from 8:30 am to 5:30 pm, Monday to Friday. As an intern, I received a monthly allowance of RM1000.00, which was contingent upon my attendance. If I was unable to attend work for a valid reason, my allowance would be prorated accordingly based on the number of working days in a given month. It's worth noting that, unlike permanent staff members, interns were not entitled to benefits such as annual leave. Additionally, any medical expenses I incurred had to be covered out of my own pocket, as the company did not provide medical coverage for interns.

In the Operation Department, my role as an analyst involved filling the temporary vacancy caused by one of the staff members who was on maternity leave. Essentially, I stepped in to replace her and assume all the responsibilities associated with her position. Initially, adapting to the new role was challenging, but I persevered and remained determined. I sought guidance from my colleagues, consistently asking for their assistance and advice whenever I encountered unfamiliar tasks or situations. As an analyst, my primary responsibility was to monitor and track the marketing performance of the company. Pizza Hut, being renowned for its diverse range of promotions, required diligent monitoring of sales data. Thus, my task involved collecting sales data from each outlet on a daily basis and categorizing it into specific groups. I would then proceed to meticulously track the performance of each promotion, meticulously examining the data. This aspect of my role held significant importance for the department as it allowed us to effectively monitor and assess the performance of various promotions. By meticulously gathering and analyzing the sales data, I contributed to the department's ability to make informed decisions and devise strategies to optimize the effectiveness of each promotion. This experience provided me with valuable insights into the dynamics of marketing performance evaluation and enhanced my analytical skills.

Sometimes, I had to adapt my tracking methods for certain promotions to meet the preferences of my superiors. They wanted a different perspective to gain a clearer understanding of what was happening. So, my task was to simplify the marketing tracking process to make it easier for them. Additionally, I had to be prepared for any requests from



my colleagues because new promotions were introduced regularly, and sometimes they would change or introduce new elements. I needed to update the tracking accordingly.

I also assisted my colleagues with their tasks, which were still related to the department. I didn't mind helping them because it not only expanded my knowledge but also created a positive work culture. Whenever I supported them, they acknowledged my contribution by giving credit to me for completing the task. This kind of work environment was highly appreciated by me, as they did not claim credit for work they did not do. That's why I never hesitated to assist them whenever they needed it. In addition to tracking promotions, I was involved in various other tasks related to Pizza Hut outlets. This included monitoring their sales, performance, expenses, labor costs, and other relevant aspects. Throughout my internship, I developed numerous skills that have made me a better individual. I learned the importance of being a valuable member of a functional team and gained insights into effective team management and collaboration. Overall, although the initial adjustment period was challenging, my commitment to learning and seeking guidance from my colleagues enabled me to fulfill my responsibilities as an analyst effectively.

I made the decision to rent a house in Damansara instead of staying with my parents in Rawang during my internship. This choice was primarily driven by the convenience it offered in terms of commuting to work. By living closer to my workplace, I did not have to travel long distances every day, which made my internship process less tiring. The distance between my rented house and the office was just under 10 kilometers. However, living apart from my parents meant that I had to take care of most things on my own. This experience taught me the importance of being disciplined and responsible.

Living in Damansara also made me realize the higher cost of living in that area. It became apparent that earning money is not easy, and it is crucial to spend it wisely. I learned to manage my expenses and avoid overspending on unnecessary things. Fortunately, my internship company provided an allowance, which alleviated some of the financial burdens. While it may not have been a substantial amount, it certainly helped support my financial needs. During my internship, I also gained insights into work culture. I observed that people would go to work every day and then return straight home. This taught me the importance of maintaining a work-life balance. It was crucial to keep work matters at the office and not bring them into my personal life. This separation ensured that I could unwind and enjoy my personal time without the stress of work lingering over me. Overall, my decision to rent a house in Damansara had its challenges, but it provided me with valuable lessons in discipline, financial management, and work-life balance.



## 5.0 SWOT Analysis

### 5.1 SWOT Analysis Pizza Hut Restaurants Sdn. Bhd.

STRENGTHS	WEAKNESSES
<ol style="list-style-type: none"><li>1) Strong brand recognition.</li><li>2) Numerous menu options.</li><li>3) Supply chain management that is effective.</li></ol>	<ol style="list-style-type: none"><li>1) Inconsistent quality of service.</li><li>2) Limited efforts for sustainability.</li><li>3) Limited options for customization.</li></ol>
OPPORTUNITIES	THREATS
<ol style="list-style-type: none"><li>1) Enhancing digital marketing initiatives.</li><li>2) Investing in new technology.</li><li>3) Adding high-impact, seasonal menu items.</li></ol>	<ol style="list-style-type: none"><li>1) The economic downturn.</li><li>2) Health awareness.</li><li>3) Government policies.</li></ol>

*Table 1 : SWOT Analysis*

#### 5.1.1 Strengths

i. Strong brand recognition.

Pizza Hut has a great reputation and is a well-known and appreciated brand. It has a successful track record. People trust Pizza Hut because they regularly deliver delicious menu. Malaysians enjoy dining at Pizza Hut outlets, which are many in the nation. They provide a huge selection of pizzas and other menu items. Because of its dedication to provide outstanding menu and excellent service, Pizza Hut is a people preference and option in Malaysia's restaurant scene.

ii. Numerous menu options.

Pizza Hut offers a broad selection of menu selections. Pizza Hut offers traditional pizzas, tasty pasta meals, and delicious side dishes to satisfy everyone's tastes. Whether you want a classic pizza with your favourite toppings or are in the mood for a heavy pasta dish, Pizza Hut has a variety of options to meet all appetites. Pizza Hut offers a large selection of menu items in an effort to provide each customer with an enjoyable meal.

- iii. Supply chain management that is effective.

Pizza Hut works closely with trusted suppliers who share their dedication to quality, ensuring that they source fresh and excellent ingredients that meet their strict requirements. They also have efficient systems in place for logistics and distribution, which enable them to deliver ingredients to their restaurants quickly and ensure the food is always fresh. With their careful attention to quality control and efficient operations, Pizza Hut's supply chain management system guarantees that their products are consistently of the highest quality and that customer orders are always fulfilled greatly.

### **5.2.1 Weaknesses**

- i. Inconsistent quality of service

Unfortunately, different Pizza Hut locations may display inconsistent levels of service quality, which may leave customers with bad impressions and disappointing encounters. It is crucial to recognise that, despite Pizza Hut's dedication to excellence generally, some of its locations might not provide the level of service that customers expect. This diversity in service quality may be caused by a variety of things, such as variations in workers training, management methods, or even geographic conditions. Even though Pizza Hut makes constant efforts to maintain consistency across all of its outlet, dealing with and fixing these problems continues to be difficult.

- ii. Limited efforts for sustainability

Pizza Hut Malaysia may have some sustainability initiatives in place, but it may not be pushing far enough to address environmental problems, such as minimising packaging waste or using more sustainable products, which may restrict its appeal to consumers who care about the environment.

- iii. Limited options for customization.

While Pizza Hut Malaysia does offer some customization options, such as the ability to choose pizza toppings, it is possible that these options may not fully meet the diverse range of preferences held by every customer. While Pizza Hut aims to provide a satisfying dining experience for all, it can be challenging to cater to the specific tastes and preferences of each individual. As personal preferences vary greatly, some customers may desire more extensive customization choices to fully align with their unique tastes.



### 5.3.1 Opportunities

#### i. Enhancing digital marketing initiatives.

To enhance its online presence, Pizza Hut could effectively utilize digital marketing strategies such as influencer marketing and social media advertising. By leveraging the power of social media platforms and partnering with influential individuals, Pizza Hut can reach a wider audience and increase brand visibility. Collaborating with relevant influencers who have a strong online presence and align with Pizza Hut's values can help create authentic and engaging content that resonates with target customers. Additionally, investing in targeted social media advertising campaigns can further amplify Pizza Hut's reach, allowing them to connect with potential customers in a more personalized and engaging manner.

#### ii. Investing in new technology.

By making efficient technological investments, such as putting up digital menu boards and self-ordering kiosks, Pizza Hut may significantly improve the customer experience and increase operational effectiveness. Pizza Hut can attract guests with visually appealing displays, showing enticing food graphics and real-time updates on promos, by using digital menu boards. Self-ordering kiosks enable clients to conveniently customise their orders, cutting down on wait times and optimising business processes.

#### iii. Adding high-impact, seasonal menu items.

Pizza Hut can think about providing attractive limited-time menu items or collaborating with well-known companies to increase excitement and boost sales. Pizza Hut may spark customers' excitement and foster a sense of urgency to test these new offerings by developing exclusive and time-limited menu selections. Customers may be more inclined to find out these limited-time items if they are presented in inventive ways and have flavours that are unique. Collaborations with well-known brands can also generate buzz and draw clients.



### 5.4.1 Threats

i. The economic downturn.

Consumer spending tends to decline during economic downturns, which has an effect on companies like Pizza Hut. People frequently reduce their budgets as a result of financial difficulties, which lowers in spending, which includes eating out. Customers can decide not to visit Pizza Hut and choose other cheaper options or cooking at home as a result of prioritizing necessities.

ii. Health awareness.

Fast food and pizza are being replaced with healthier choices as customers become more health aware. Businesses like Pizza Hut may be impacted by this trend in consumer tastes as people choose for more freshly prepared and minimally processed foods. However, it is crucial to understand that traditional fast-food restaurants continue to serve customers who choose lavish and convenient eating experiences, despite the rising desire for healthier choices.

iii. Government policies.

Government regulatory changes such as tighter standards for food safety or greater taxes on fast food, can have a big effect on Pizza Hut's business operations and financial results. Additional expenses may be needed for personnel training, equipment, and operating processes in order to adapt to stricter food safety requirements. Taxes that are raised may result in greater costs and possible pricing strategy modifications that might impact customer demand and total sales volume.

## **6.0 Conclusion & Recommendation**

### **6.1 Strength**

In conclusion, Pizza Hut in Malaysia demonstrates a high reputation for reliability, a wide range of menu options, and efficient supply chain management. Pizza Hut has established a solid track record and a reputation for serving up delicious menu options, making it a popular choice in Malaysia's restaurant market. All of their clients will have a delightful eating experience because to their extensive menu options, which appeal to a wide range of tastes and appetites. Furthermore, Pizza Hut's effective supply chain management ensures the sourcing of premium, fresh ingredients, consistency, and rapid order fulfillment. Pizza Hut should capitalize on these assets to strengthen brand engagement, increase menu diversity, emphasize sustainability, and improve online ordering and delivery in order to maintain its position and win over more clients in the competitive marketplace.

### **6.2 Weaknesses**

In summary, Pizza Hut Malaysia identified areas for improvement, including uneven service quality across locations, insufficient sustainability initiatives, and a lack of customisation options. Pizza Hut should concentrate on standardizing service quality through thorough training and management practices, strengthening sustainability initiatives to appeal to environmentally conscious consumers, and expanding customization options based on market research and customer feedback in order to address these weaknesses and increase customer satisfaction. Pizza Hut Malaysia may raise overall customer happiness, create a favorable brand image, and keep a competitive advantage in the market by putting these suggestions into practice.

### **6.3 Opportunities**

Pizza Hut Malaysia has found ways to improve its reputation and boost growth. Pizza Hut may increase its online presence and reach more people by utilizing digital marketing techniques like influencer partnerships and targeted social media advertising. Investing in innovative technology, such self-ordering kiosks and digital menu boards, may enhance customer satisfaction and operational effectiveness. Additionally, presenting seasonal menu items with a big effect or working with well-known companies may spark interest, draw in more consumers, and boost sales. Pizza Hut Malaysia can increase its competitive advantage, boost its customer base, and experience sustainable growth in the fast-paced food business by taking advantage of these chances.

#### **6.4 Threats**

Economic downturns that may result in lower customer spending, health awareness trends that favor healthier food options over fast food options, and prospective government policies like tighter food safety regulations or greater taxes on fast food are just a few of the risks facing Pizza Hut Malaysia. Pizza Hut should concentrate on creating healthier menu alternatives, giving value during economic downturns, keeping up with governmental requirements, and complying to food safety standards in order to lessen these risks. Pizza Hut will be able to deal with these risks and keep its competitive position in the market by diversifying its menu, promoting the distinctive features of its offers, and adjusting to shifting consumer tastes.



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## 8.0 Appendices



Figure 1 & 2: Hari Raya Celebrations





Figure 3: Breaking Fast Ceremony



Figure 4 & 5: Promotional Campaign at Pizza Hut HQ













*Figure 6 – 12: Celebrating Colleagues Birthday*