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DOMINO'S PIZZA JAPAN: FORTRESSING OR MARKET EXPANSION



INTRODUCTION


As an essential decision Domino's Pizza Japan must determine whether it should maintain its present distribution network expansion through new locations or extend its market base by entering new regional territories. The choice presents itself as important both for securing enduring company growth along with maintaining competitive benefits.





FORTRESSING STRATEGY


The company implements several stores in busy markets to push market penetration and enhance customer accessibility while strengthening brand visibility. The strategy leads to operation improvement and buyer convenience yet produces potential side effects including sales reduction and increased business expenses and market competition.





MARKET EXPANSION

Domino's can enhance its income by developing new urban and rural locations to rise above unexplored demand. Entering new market territories involves risks including high startup costs and operational challenges due to difficulties in delivering products to rural areas where the brand remains unknown.





CONCLUSION

Domino's Japan needs to achieve immediate profitability while developing sustainable long-term market expansion.

The most promising route for durable market success involves uniting targeted urban center fortressing with selective regional development activities.





RECOMMENDATION

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