*Supply Chain MAP of Domino’s*

Like most successful corporate companies, Domino’s started out small – with just one store in 1960. However, by 1978 Domino’s opened its 200th store, and things really began to take off. By 1983 there were 1000 Domino’s stores and 5000 by 1989. Today, there are over 13,850 stores including 5000 stores outside United States. Sure, it took more than 50 years to get here but the trip was well worth the wait.

In 1960, Tom Monaghan and his brother James purchased “Dominick’s,” a pizza store in Ypsilanti, Mich. In 1965, Tom Monaghan renamed the business to “Domino’s Pizza, Inc. The first Domino’s franchise store opened in Ypsilanti in 1967. Between 1960 and There was exponential growth between 1960 to 1980. In 1989, “pan pizza”, the company’s first new product, was introduced. By the end of 1999, the company announced record results with worldwide sales exceeding $3.36 billion. In 2008, Domino’s launched the food delivery industry’s first tracking system called Domino’s Tracker. This innovative technology allowed Domino’s customers to follow the progress of their online order, from the time they click the “Place Order” button, to the time the order is delivered. In 2011, Pizza Today Magazine named Domino’s its “Chain of the Year” for the second straight year, making Domino’s a three-time overall winner and the first pizza delivery company to receive the honor in back to back years. Looking to expand its business especially internationally, Domino’s opened its 1000th store in India in 2016.

As the company prepared to accelerate international growth and beyond, Domino’s executives contemplated how to best apply their purchasing and supply chain knowledge into international markets. As a result, the supply chain system became the hub of Domino’s U.S. franchise model. Domestic franchisees were free to source and purchase their own menu ingredients and supplies as long as the items were approved by Domino’s and sourced from approved suppliers. This system has earned Domino’s a strong and dedicated following among its domestic franchisees. Over 99% of them choose to be loyal customers of the Domino’s supply chain. Hence, Domino’s is able to provide virtually all of the company’s 4900 US stores with over 240 individual’s products including fresh pizza dough menu ingredients such as cheese and pepperoni, and with store supplies ranging from delivery boxes to cleaning products.

Tier 3 Customers/End Customers

Tier 2 Customers

Tier 1 Customers

Tier 1 Suppliers

Tier 2 Suppliers

Tier 3 Suppliers

Cows

Milk

Delivery Customer

Cheese:  
Leprino Food Company

Sit in + Delivery Retailer

Olive

Oil

Sit-in Customer

Refrigerated Trucks

Tomatoes

Tomato Paste

Delivery Retailer

Tomato Sauce:  
Paradise Company

Delivery Customer

Spices

Toppings

Desserts

Dough:  
Ardent Mills Company

Domino’s Distribution /Packaging /Warehouse Center

Refrigerated Trucks

Butter

Sit-in + Delivery Retailer

Wheats and Grains

Sit-in Customer

Refrigerated Trucks

Flour

Delivery Retailer

Animal husbandry

Eggs

Delivery Customer

Refrigerated Trucks

Cocao

Frozen Meat

Sit-in + Delivery Retailer

Sit-in Customer

Fruits

Spring water

Flavored Water

Caffeine

Beverages: Coca Cola

**Citation:**

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