

Idea 5:Delivery times

Companies such as Pizza Hut and Dominos Pizza innovated the product delivery process to create a competitive advantage over other forms of food.

The "30 minutes or your pizza is free", is what revolutionized the business of pizzerias.

This lesson can be applied to other innovative businesses, where the industry is very slow in customer service, such as computer repair.

- Malena D'Angelo Quintana -

1ºBACH D

