

Mary-Katherine Webb

Design Management MA



May 2025
Dominos Head Office,
Middlesex,

Dear Store Manager

It is my pleasure for the New Working Year of May 2025, we are making some changes to what we are doing some recommendations to see if they work for a couple months as a tester; we are going to be informing the customers and encouraging them to be a part of this!

MK UX Development, is a company we are working with to put into plans for the Users, for our customers, to become more involved with our regulars as well as delivery; these recommendations are a test to see if sales improve, customer interaction; baring in mind the Pandemic happened 5 years ago and we have a new normal - the food will be fine has being cooked through the oven - we continue to place the extra box with the orders but we have now opened back up to cash handling as well our customers actually entering the store this happened in late October 2021 two at a time as it is a small store.

- Updating the box Material to Biodegradable - this is because as much as our boxes are card, it is just something costing wise to keep it down and not wasting it on thick card that is not as recyclable - this will be send in your next box delivery on 5th May 2025

- Grease proof Paper within the box under the pizzas, - recycling is continuously decreasing and with when food grease or toppings our on the box it can not be recycled, when it should be, try and start this now but more Grease Proof Paper will be sent out May 7th 2025.

- For Collection - if they order something with a drink or ice cream we are having tote bags made! So they can continuously use this whether it is for normal shop or every time they order from us, this will be in along with your box delivery that you sort out on Sundays - this will be added into it by then but you have to order for the whole week.

- To gain more customers for the summer time, we would like your store on the 5th July 2025 along with other companies that celebrate Bedworth on it's 70th year as a town to have prizes, competitions and slice of free pizza - more will be sent to the stores in due course.

This is to gain more insight in customers behaviour, more time to talk to your customers and to become more environmentally friendly to encourage other's to recycle.

Any issues or need for any other information please contact Head Office through regular email.

REGARDS

*Dominos & MKUX
Development*

Figure7 recommendations, Webb, M.K, 2020

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