

Domino's Pizza China expansion hits 900 stores in Mainland China

01 July 2024 | News

This milestone marks a significant achievement in the company's ambitious growth strategy



This milestone marks a significant achievement in the company's ambitious growth strategy

DPC Dash Ltd -Domino's Pizza China, Domino's Pizza's exclusive master franchisee in the China Mainland, the Hong Kong Special Administrative Region of China, and the Macau Special Administrative Region of China, celebrated the grand opening of its 900th store in Chengdu, China. This milestone marks a significant achievement in the company's ambitious growth strategy.

The launch of DPC Dash's 900th store was met with overwhelming enthusiasm from customers, who formed long queues outside the newest location, eager to experience its offerings. The popularity of DPC Dash's menu offerings is evident, with its stores holding all of the top 20 spots for first-30-day sales records across Domino's global network of over 20,000 stores.

A key component of the company's successful expansion is its award-winning team, and focus on creating a work environment that stimulates employees' creativity, unleashes their potential and emphasises employee wellbeing. DPC Dash received recognition for this culture at Domino's Worldwide Rally 2024 through numerous awards to the company, its management, trainers, managers, supervisors and pizza makers, including the Gold Franny Award for exceptional operating results, store development and growth. To achieve its development goals, DPC Dash joins hands with its employees to take care of them not just at work, but through employee activities to encourage a good work-life balance and strong relationships with family and friends.

The 900-store milestone demonstrates the successful execution of DPC Dash's "go broader, go deeper" strategy. As part of this initiative, the company targets approximately 240 net new store openings during 2024, with plans to reach the 1,000-store milestone by the end of the fourth quarter of 2024.