

# Domino's Pizza to close 172 stores in Japan

## Vocabulary Match

saturation ●    diminished ●    potential ●    strategy ●    expansion ●    profits ●  
● full    ● chance    ● growth    ● plan    ● gains    ● reduced

## Article

Domino's Pizza will close 172 out of about 1,000 stores in Japan. This is part of a global plan to improve profits, led by the new CEO, Mark van Dyck. He said, "Rapid expansion during the COVID-19 pandemic led to market saturation and diminished product quality." Closing these stores will save the company around ¥1.5 billion each year.

Despite these issues, van Dyck sees great potential in Japan's fast-food market, which is worth ¥105 billion. Currently, pizza sales are only ¥2.2 billion, and people in Japan eat just two pizzas a year on average. Domino's plans to grow more carefully by focusing on busy areas and improving their pricing strategy to support long-term success.

## Quiz

1. How many Domino's stores will close in Japan?
2. Who is the new CEO of Domino's?
3. How much does Domino's expect to save each year by closing stores?
4. How many pizzas do people in Japan eat on average per year?

## Conversation

A: Did you hear? Our local Domino's is closing.  
B: Yes, I saw the sign yesterday. That's really disappointing.  
A: I don't order often, but it was nice to have the option.  
B: Same. Sometimes I'd get a pizza as a treat. Now it'll be harder.  
A: There's another Domino's, but it's much farther away. Delivery will take longer.  
B: And other pizza places are expensive. Domino's had good deals.  
A: That's true. Maybe we should try a different restaurant.  
B: Or just buy frozen pizza instead.

## Discussion

1. How often do you eat pizza?
2. What is your favorite pizza topping?
3. Have you ever tried making your own pizza?
4. What other fast food do you like besides pizza?