

DOMINO'S PIZZA GROUP FINANCIAL ACCOUNTS

Profit and Loss Accounts for the year ended 25 December

	2011 £m	2010 £m
Revenue	210	189
<i>Less</i> Cost of Sales	133	117
Gross Profit	77	72
<i>Less</i> Expenses		
Distribution Costs	13	12
Administrative Costs	25	24
Net (operating) Profit	39	36

Balance Sheets at 25 December

	2011 £m	2010 £m
Fixed (non-current) Assets	99	81
Current Assets		
Stock	4	5
Debtors	24	16
Bank & Cash	24	31
Other	2	2
Total Current Assets	54	54
Current Liabilities		
Creditors	29	32
Overdraft	26	2
Other	7	6
Total Current Liabilities	62	40
Long-term (non-current) Liabilities		
Loans	19	42
Other	12	11
Total Long-term Liabilities	31	53
Net Assets	60	42
Total Shareholders' Capital	60	42

Source: www.northcote.co.uk

1. Explain the ways in which Domino's Pizza has used innovation and new technology in order to increase its appeal to customers. [8]

2. Explain the implications, to the various stakeholders of Domino's Pizza, of its mission, culture, priorities and values. [12]

3. Analyse and evaluate the financial performance of Domino's Pizza Group. [14]

4. Assess the benefits to Domino's Pizza of expanding its business through franchising. [12]

5. Discuss the view that the social benefits of multinational corporations, such as Domino's Pizza, outweigh the social costs. [14]