

## **THE OLIGOPOLISTICALLY COMPETITIVE FAST FOOD PIZZA INDUSTRY IN MUMBAI**

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### **ABSTRACT**

The paper analyses two enterprises in the same oligopolistically competitive fast food pizza industry in Mumbai: Pizza Hut and Dominos and their operative strategies. It then goes on to identify a few signs of the competitive pressures facing the pizza industry in India.

**KEY WORDS:** Oligopoly, Pizza Industry, Marketing, Pricing.