

Abstract: This project will be focusing the customers of Pizza Hut outlets in Oman. The purpose of this project is to view the customer satisfaction in Pizza Hut outlets, it reveals about the customer satisfaction and customers preference about the products, it will explore the level of satisfaction of customers in pricing factors and in delivery of a product and it will give the suggestion to the outlets. International and local restaurant chains are trying to satisfy the demands of customers for a variety of products and services. To become a successful marketer, he must know the liking or disliking of the consumers. The manufacturer produces and the sellers sell whatever the consumer likes. All marketing starts with consumer.