

# Chicking®

it's my choice

NEWSLETTER | AUGUST 2019

BY BFI MANAGEMENT DMCC



## Al Ain gets first Chicking store



At the opening of Chicking store in Al Ain, UAE on August 8, 2019.

**THE** first Chicking store in Al Ain, UAE opened in Remal Mall on August 8, bringing to 21 our number of restaurants in the UAE. The launch was graced by Mr. A.K. Mansoor, Founder and Chairman of Chicking, Mr. Mubarek Almansoori and Mr. Mohammed Abdulla Almansoori, the franchise partners, and

Mr. Sayed Mahmoud, training manager of Chicking.

Chicking's first foray into Al Ain, the garden city of the UAE, is a strategic move, said Mr. Mansoor.

"Al Ain is very popular among local customers and we would like to reach our customers from the local community," he said.

**DID YOU KNOW**

Chicking opened its latest store in Asia in August at Pontianak, West Kalimantan, Indonesia



The new Chicking Filipino Barbecue Chicken promises to be a best seller in Dubai

### INSIGHT

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### Record download on Chicking mobile app

**THE** Chicking mobile app for UAE customers continues its record run

of 12,500 downloads in two months. The app is free to download for IOS and Android devices.



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# Global growth

*We have grown from a single eatery in Dubai to more than 160 restaurants around the globe in a span of just two decades.*



**AT** this stage of our global expansion at Chicking, we are expanding our presence in more countries and continents. Our franchise segment is a big part of this plan and we have a dedicated global franchise management division (BFI Management DMCC) to drive a global agenda that gives our franchise partners live operational assistance and guidance.

Today, the franchise segment consists of more than 160 stores, spread out across 17 countries. We are eyeing a stronger presence on the European and African continents. By the end of 2019 we will expand to 8 more countries in Europe, Central Asia and Africa. Let us look forward to more milestones for Chicking as we enter our next phase of franchise development.



## Manage like a master

Managing a restaurant is guaranteed to test your limits, but it can be as rewarding as it is challenging. Do you have what it takes to lead with confidence? Here are three easy steps to help you become a master manager

### Plan effectively

Every decision, no matter how small, can have a ripple effect throughout your business. Familiarise yourself with the ins and outs of the business so you can make the perfect game plan. Know what is working, what isn't and then plan how to roll out changes.

### Work with your team

No man is an island. When you connect with your team for input or information, you are inviting them to be part of the conversation and empowering them to be proactive team players. Work with your team to relax into a management style that best suits you.

### Set the culture

Effective restaurant managers set a working culture that encourages customer service and respect. When staff feel respected, they perform better. Praise your staff regularly and give them rewards for going the extra mile.





# New at Chicking

Chicking Global rolled out three new additions to their menus in August 2019. Take a look at what they dished out to leave everyone drooling!

## PIZZA BURGER IN INDIA

Can't decide between a pizza and burger? Then have a pizza burger! This delicious hybrid was concocted by Chicking India and offers the best of both worlds. We're pretty sure foodies will love it!



## SOFT-SERVE ICE CREAM IN DUBAI

Temperatures are soaring in the City of Gold and Chicking Al Rigga in Dubai has come up with a cool offer: soft serve ice cream! The dirham dessert is definitely a gold bargain with its special waffle cone and extra creamy vanilla ice cream.



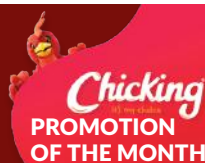
## CHICKING TACO IN MOROCCO

Chicking Morocco has brought Mexican taste to Morocco with the delectable Chicking taco. Get a mouthful of grilled tortilla filled with Chicking's special chicken shreds, topped with fresh veggies and our secret sauce. Ariba!

## Free trip to Georgia

**WANT** a trip to Europe without spending a fortune? Chicking is giving its UAE customers the chance to win a free trip to the scenic Georgia by buying a Bucket Combo.

This offer follows the Chicking Winter Deals promotion that saw a Filipino expat win a free trip to the Philippines in January.







# Smart ways to increase sales

It's not enough to throw money into advertising to increase your sales. Invest your time and money into more personalized ways to reach out to customers and increase sales. Here are top three simple but effective ways



BY MS. CHRISTINE BRUTON, MARKETING MANAGER

## Offer online ordering

Make it easier for your customers to choose you over your competitors by letting them order from their computer or smartphones. By giving them a convenient dining experience, you will attract more sales.



## Turn customers into promoters

Encourage satisfied customers to talk about you. Comment on customer posts and share their best photos of your food.

## Deal with problems quickly

Unhappy customers are bad for business. Act on problems as quickly as you can.

# 8 steps to perfect fried items

1. Do not load fry baskets directly over hot shortening to avoid particles in the shortening.
2. Maintain frying temperature below 175C.
3. Regularly remove food particles from the shortening with a skimmer.
4. Do not season french fries over the fryer. Salt causes shortening to deteriorate more rapidly.

5. Keep the fry pot filled to the required capacity.
6. Filter shortening at least three times a day.
7. Clean equipment thoroughly and rinse fry vat well with water and vinegar to neutralize chemicals. Dry completely before refilling with shortening.
8. Cover fryers after shutdown to reduce shortening contact with air and to keep foreign particles out.



BY MR. SAYED MAHMOUD, TRAINING MANAGER

## WALL OF FAME



## PHOTO OF THE MONTH



Opening of Chicking restaurant in Pontianak, Indonesia with Master Franchise Partner Mr. Hengki Setiawan and Sub Franchise Partners from M/S Aneka Group of Companies



Mr. A.K. Mansoor, Founder & Chairman of Chicking, with UAE franchise partners

## UPCOMING STORES IN SEPTEMBER 2019

- Malaysia - Sunway City, Kuala Lumpur
- India - Attingal, Kerala
- Saudi Arabia - Al Rawdha Suites, Medina
- India - Vadakara, Kerala
- Hungary - Budapest