

# Chicking spreads wings globally



At the opening of the new Chicking outlet in Birmingham, West Midlands, UK on June 22, 2019.

**DUBAI-GROWN** Halal quick service restaurant chain Chicking has spread its wings in the UK with the opening of its third outlet in Birmingham.

Chicking opened its latest global outlet in London on June 22, with the opening ceremony graced by Mr. A.K. Mansoor, Founder & Chairman of Chicking.

A franchising alliance has allowed the Dubai-headquartered fast food chain to extend its reach in Europe, with two new outlets to be opened in Hungary and Latvia, as demand grew for a fully Halal compliant fast food chain. The fast food giant has already expanded into Africa, Asia and the Middle East.

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## STORY IN PHOTO

Children adore the new Chicking mascot at Chicking outlet in Aspin Tower, Dubai.

### UPCOMING OUTLETS JULY 2019

- New Zealand - 613, Great South Road, Cavendish Corner, Manukau, Auckland
- Oman - Mall of Muscat, Muscat
- Saudi Arabia - Luxurious Rawdha Suites Building, Medina
- UAE - Remal Mall, Al Ain
- Maldives - Ameer Ahmed Magu, Male
- India - Vadakara, Kerala - Attingal, Kerala - Harippad, Kerala



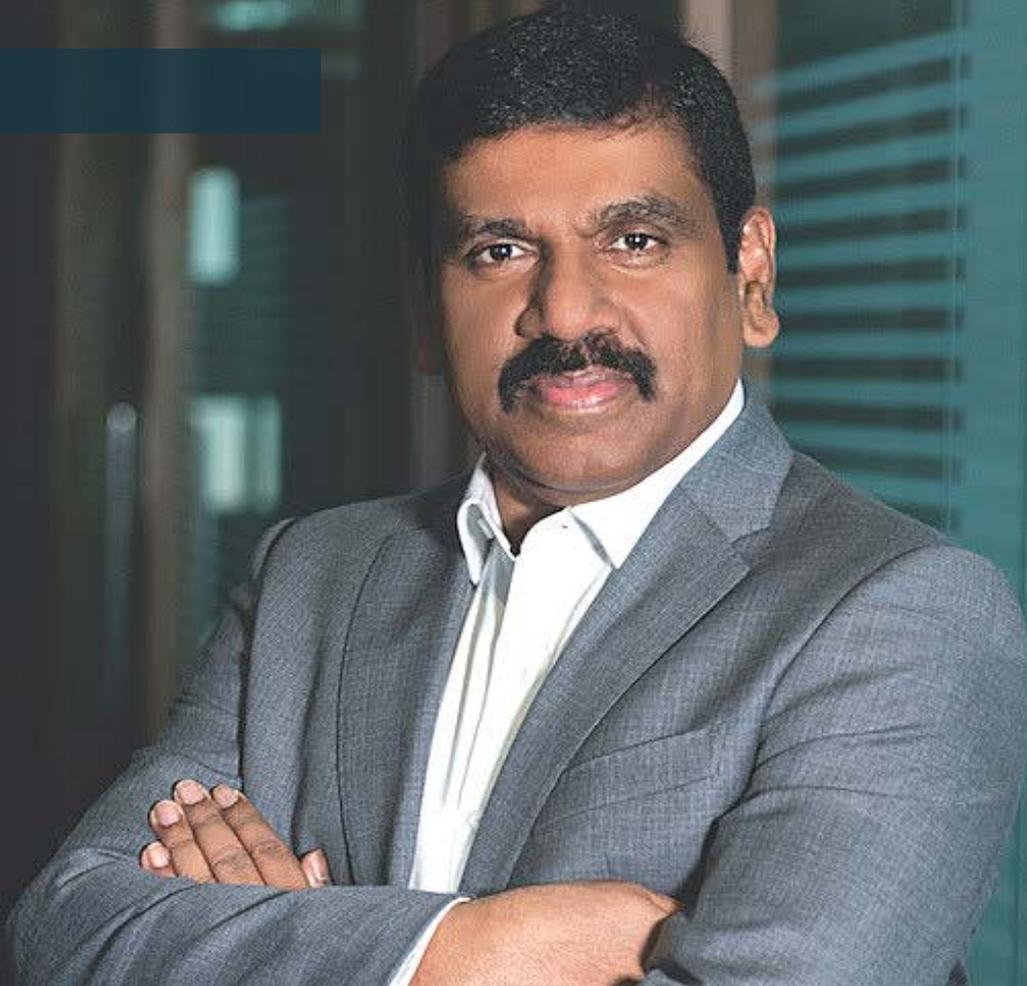
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# Hatching a great idea

Insights from Chicking founder and chairman

**"IT WAS** my dream to create a world-renowned quick service restaurant (QSR) brand. Eventually I decided to pursue my dream and, working from scratch, I started the first Chicking store in Dubai in 2000," said Mr. A.K. Mansoor, founder and chairman of UAE-based QSR chain Chicking.

What started as a lone store in Dubai has now branched out to more than 160 outlets in 17 countries, including Oman, Saudi Arabia, Morocco, Australia, New Zealand, The Netherlands, Maldives, Malaysia, India and Indonesia. And the list is growing! By the end of 2019, Chicking is set to expand to 12 more countries in Europe, Central Asia and Africa.

What fueled this rapid expansion? "I was always passionate about exploring new food," said Mr. Mansoor, who successfully established two other ventures—Al Bayan Cargo in 1994 and Al Bayan Water in 2000—before setting his sights on the fastfood business.

Always the trailblazer, Mansoor dreamt of creating a Halal-compliant quick service restaurant chain. Thus, the idea of Chicking was hatched. As Chicking continues to grow globally, Mansoor has set his goal of opening 1,000 restaurants across 70 countries by 2025. "Chicking is now in the global expansion stage where we're coming into more countries and more continents," Mr. Mansoor said. *Part 2 in the next issue*

**"Behind the success of Chicking is our unique secret recipe, great Halal products and commitment to amazing service."**

# Influencing Indonesia

CHICKING has helped transform the fast food business in Indonesia by bringing unique offerings, said Mr. Hengki Setiawan, Indonesian master franchise partner.

Chicking is the first and fully Halal-compliant QSR internationally, a unique quality that makes the Dubai-based brand stand out, Setiawan said.

“Indonesia right now is dominated by western brands... but Chicking is growing in Indonesia with its delicious Halal products,” he said. Chicking Indonesia is in its expansion stage, he revealed.

Setiawan personally loves Chicking chicken products, particularly the grilled chicken “because it is healthier”, and the Soho rice “or chicken rice in Indonesia, which is a very popular product.” He also said that Chicking spaghetti is one of his favourites.



Mr. Hengki Setiawan, master franchise partner, Indonesia.

# New store opens in Dubai



At the opening of new Chicking outlet in Aspin Tower, Sheikh Zayed Road, Dubai on May 4, 2019.

CHICKING opened a new outlet in Dubai on May 4, bringing its number of outlets worldwide to more than 160. The outlet is located in Aspin Tower, on a busy stretch of Sheikh Zayed Road.

The opening was graced by Mr. A.K. Mansoor, Founder and Chairman of Chicking, Maqbool Modi, Director of Operations, Niyas Usman, Director of Chicking, franchise partners Mohamed Ahmed and Syed Maaz, Indonesia master franchise partner Hengki Setiawan and Sreekanth N. Pillai, CEO of BFI Mgt. DMCC, Chicking’s global franchise management division.

“The exponential global growth of Chicking over the past few years is an indication of its secret formula, which is customer satisfaction, whether through our service or our food,” Modi said.

The Dubai-based fast food giant opened two new outlets in Australia as demand grew for a fully halal compliant fast food chain.

In the UAE, Chicking has 21 outlets serving its signature fried or grilled chicken as well as a combination of rice meals, pizza and pasta.

Chicking will be opening three more outlets in Dubai this year, executives revealed.

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# 4 ways to boost franchise marketing

By Christine Bruton, Marketing Manager, BFI Mgt. DMCC

**IMMEDIATE** brand recognition of operating a franchise can get customers in the door, but franchise owners need to be ready to do more in order to succeed.

How successfully have you gotten the word out about your business? Here are steps you can take to improve your marketing strategy:

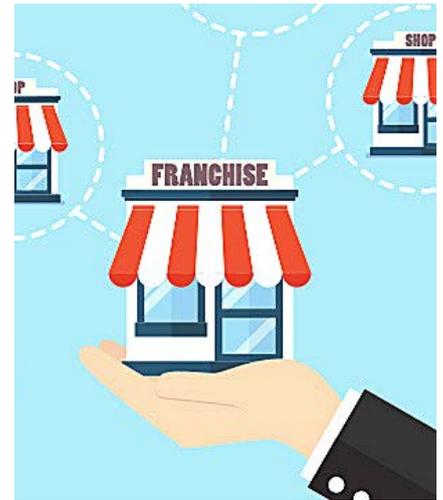
### Start email marketing

Email marketing is an incredibly cheap but effective tool to draw in potential customers and keep current customers updated about your business. Use this to build consumer trust and engagement with new sales, such as coupons to encourage customer loyalty.

### Tap social media

With today's web-savvy consumers, businesses need to have a social media marketing strategy to drive sales. Are you promoting your business enough to entice people? Use this platform to post content that lets you stand out.

**Cultivate professional relationships**  
Nothing can replace the power of strong professional relationships. What are you doing to build connections in your community? Consider joining groups and events that will help your brand connect with your target consumers. This is going to help open more doors for your business.



### Don't forget local store marketing

You have to think beyond in-store marketing activities in order for your restaurant to thrive. One successful way to promote your restaurant to a local market is to have customer loyalty programs, strong branding, discounts, offers and coupons, and SMS campaigns.

### IN A NUTSHELL

- Keep customers updated
- Use enticing media
- Connect with community
- Cultivate customer loyalty



# New mobile app launches in UAE

Chicking recently launched a new mobile app to make it easier for foodies in the UAE to order their favourites.

To get discounts, users need to download the app for IOS or for Android devices and use the code WELCOME30.

The app lists Chicking's popular chicken meals, wraps, burgers, family bucket meals, and a Filipino section called Pinoy Delights, kiddies' meal combos, as well as a section for desserts, promotions and latest offers. *Staff Writer*



# MANAGING SUCCESS



Managing a restaurant effectively is a challenging task. Here are some top tips

By Sayed Mahmoud, Training Manager, BFI Mgt. DMCC

## TRAIN & TRUST TEAM

Training makes your team proud of the restaurant, which invariably works even when you aren't there to monitor their performance. Follow on-job training.

## CHECK INVENTORY

Always check the inventory to make sure everything is available. Make it as simple as possible to save time. Prepare a proper projection plan and sales forecasting sheet.

## HANDLE COMPLAINTS

Complaints are opportunities for you to improve your service. The challenge is to handle the situation in a way that lets the customer think that you operate a great company. Listen, acknowledge the problem, get the facts and offer a solution.

## IMPROVE CUSTOMER EXPERIENCE

Food isn't just food. According to the National Restaurant Association, 56% of surveyed adults said they would rather spend money on an experience than simply going to the store to buy food. You might think you're merely managing the preparation and delivery of food, but you're also managing the customer experience.

## MOTIVATE OTHERS

Motivation is that extra gas required during extreme situations. Keep your team happy and motivated. Initiate team-building meetings, reward hard work and offer surprise incentives.

## MONITOR QUALITY

When you spot a problem, work to rectify it immediately, but ensure that it isn't tackled inappropriately so as not to affect business operations. Search for the root cause of the problem and create an action plan to avoid a repeat.

## INVEST IN ADS

A restaurant can't live by word-of-mouth alone. Advertising is very important in a competitive market or when you are a new restaurant.

## TRAINING TIPS

Employees leave for other opportunities when they are no longer learning and developing. Here some guidelines for effective training in Chicking

### Encourage learning

- Explain why the training program is important.
- Use illustrative practical examples and familiar terms.
- Allow the trainee to practice introduced concepts.

### Make it meaningful

- Provide a bird's eye-view of the training.
- Use familiar examples and terms and use visual aids
- Organize information in a logical manner.

### Transfer skills

- Maximize similarity between training situations and work situations.
- Allow practice.
- Direct trainees to important aspects of the job
- Provide "heads-up" preparatory information

### Relate to reality

- Relate the training to realistic practices.
- Let trainees learn at their own pace.
- Create a perceived need in trainees' minds.
- Trainer should be certified by BFI Management DMCC



## PERI-PERI FIRES UP NEW UK MENU

Chicking has just launched deliciously flame-grilled Peri-Peri Chicken in its UK restaurants. It comes in three variants: Hot, Lemon & Herbs and Portuguese.

## DJIBOUTI LEADS INDEX

In June 2019, Chicking Djibouti led the Chicking Global Franchise performance evaluation by hitting the highest sales consistency for the month.

## NEW ZEALAND STORE TURNS 1

After a successful opening, the Sylvia Park Mall store in New Zealand celebrated their first anniversary on June 21, 2019.

## PHOTO GALLERY



CHICKING FOUNDER & CHAIRMAN MR. A.K. MANSOOR (2ND FROM RIGHT) AND FRANCHISE PARTNERS IN LONDON.



- London - 48A, Union St., Wednesbury, Birmingham, UK
- Saudi Arabia - Al Ansar New Palace Hotel, Medina
- Indonesia - Purwekerto, central Java



AT THE OPENING OF THE CHICKING OUTLET IN AL ANSAR NEW PALACE HOTEL, SAUDI ARABIA