



20 YEARS OF CHICKING



1999 FILE PHOTO OF THE FIRST CHICKING STORE IN DEIRA, DUBAI

Looking back and looking forward

Insights from Chicking founder and chairman



MR. A.K. MANSOOR,
FOUNDER AND
CHAIRMAN

SINCE opening our first store along Dubai's Muteena Road in the bustling Deira district in 1999, Chicking has continued its meteoric rise and rapid expansion to become one of the strongest quick service restaurants in the world.

Today, the franchise consists of more than 160 stores spread out across 17 countries, including Oman, Morocco, Saudi Arabia, Australia, New Zealand, UK, Netherlands, Indonesia and Maldives,

The success of Chicking is a result of several factors like, commitment to quality products, excellent customer service, a diverse menu with something for everyone, dedicated staff and a strong and well-defined franchise system. Our franchise partners are the backbone of our franchise system. I thank everyone who provided their whole hearted support in our journey in the last two decades. **Part 3 in the next issue**



A cake to mark the first anniversary of the Chicking store in 2000.



Chicking opens its first food court store in Dubai at Century Mall in 2004.



Pinoy barbecue chicken launches in Dubai

DUE to customer demand, Chicking recently introduced its uniquely prepared Filipino barbecue chicken at its store in Al Rigga, Dubai.

The new product pleases taste buds with its distinct, slightly sweet barbecue taste and smoky aroma. The Filipino specialty dish was launched on July 22.



The Pinoy Barbecue Chicken is available at Chicking, Al Rigga, Dubai outlet

19th Oman store opens in Muscat



At the opening of the Chicking store in Mall of Muscat on July 16, 2019.

CHICKING continued its rapid expansion in Oman with the opening of its 19th store in the country. The newest store at Mall of Muscat welcomed its first visitors on July 16.

The opening ceremony was graced by Mr. A.K. Mansoor, Founder and Chairman of Chicking, dignitaries, franchise partners and special guests.

DID YOU KNOW

The Chicking Taco was launched in India in July



Message from franchise partners



I congratulate Chicking for serving in the industry for two decades. It's a mark of the brand's endurance.

Ahmed Saeed, Master Franchise Partner, Maldives



Wishing Chicking more years of success and joy! May we continue the journey of success with pride!

Gerald Ng, on behalf of Chicking Master Franchise, Australia

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New stores opened in July 2019

- Oman - Mall of Muscat
- Maldives - H. Suez, Ameer Ahmed Magu, Male
- New Zealand - Manukau, Auckland

Stores opening in August 2019

- Indonesia - Pontianak, West Kalimantan
- Malaysia - Sunway City, Kuala Lumpur
- Hungary - Budapest
- UAE - Remal Mall, Al Ain
- Saudi Arabia - City of Medina

WHAT'S NEW





Customer service, please!

By Sayed Mahmoud, Training Manager, BFI Mgt. DMCC

IT doesn't matter how fabulous our restaurant looks or how delicious the food is. If the service isn't good, customers are not likely to return. But as a restaurant operator, you can't be everywhere at once. Thus, we would like to remind you to empower and train your team on the six key actions to take all day while interacting with our valuable guests at Chicking.



- P** **Pay attention!** Don't wait until someone complains. Anticipate problems before they happen.
- L** **Listen!** Put away opinions of what we think the customer wants and listen to what they're saying.
- E** **Execute!** Nothing makes up for not doing what we said we'd do. Deliver what is promised.
- A** **Ask!** Ask customers early and often what we could do better.
- S** **Serve!** Put away ego and pride. Whether we're right or wrong, the customer is the boss.
- E** **Exceed!** Customers have expectations. Exceed them and they'll return over and over again.

DID YOU KNOW

The Chicking Spaghetti is one of the best sellers in the UAE



Customer experience: why it matters

By Christine Bruton, Marketing Manager, BFI DMCC



Businesses that focus on customer experience have a better chance of increasing revenues. Is your customer experience strategy good enough to put you ahead of the competition? Here are 3 steps to improve.

1. Have a customer-focused vision

Commitment to amazing service is part of Chicking's clear customer service vision. Define this vision in order to create guides and training that will help your team deliver your customer-focused strategy.

2. Know your customers

Understand what your customer needs and wants in order to better serve them. Data from sales, surveys and competitions will give you an idea of the patrons who contribute to the success of your business.

3. Connect with customers

Get more sales by making an emotional connection with customers. Create a connection by giving them an out-of-the-box service. When customers feel that you care, they become more loyal to your business.



BY MAQBOOL MODI
CHICKING
DIRECTOR OF
OPERATIONS

Leadership effect

The people at the top of your management chain have the biggest effect on your restaurant's culture. Keep an eye out for good leaders who cultivate a mentality of success in the workplace



Be interested in employee growth

From your entry-level staff to your senior manager, everyone has something to learn and teach one another. Make sure that the work atmosphere encourages collaboration and creativity aligned with performance.

Weed out the bad

Keep an eye out for leaders or managers who don't respect or take care of their teams, even if they are meeting revenue goals. Remember that everyone is part of the chain that lets the restaurant run smoothly.

Encourage authenticity

The best leaders are authentic; they do what they say and are consistent in their actions. They lead through example by first serving others authentically; ensuring a healthy environment for all employees.

Cross-functional

Good leaders foster a cross-functional work attitude that helps them interact in all aspects of your business. This flexible attitude is a big recipe for success.

IN BRIEF

Maldives gets new Chicking store

Chicking opened a new store in the tourist hotspot of Maldives. The new store is located in H. Suez, Ameer Ahmed Magu, Male.



Mobile app gets 3,000 downloads in 2 weeks



LESS than a month after its launch, the new Chicking app for UAE customers received more than 3,000 downloads.

"In one day alone, we received nearly 500 orders from app users," according to a top executive of BFI DMCC, Chicking's franchise management arm.



Chicking opens store in New Zealand

The newest Chicking store in New Zealand opened its doors to the public in Manukau, Auckland.



PHOTO OF THE MONTH



Saudi singer and social media influencer Hashim Abbas visits Chicking in Riyadh.

FREE TRIP TO DUBAI

Chicking
PROMOTION
OF THE MONTH



Chicking Indonesia will be picking two lucky winners for a free trip for two to Dubai to celebrate Chicking's 20th year anniversary.



Message from franchise partners

It has been a pleasure being the Chicking brand ambassador in Ivory Coast. Keep up all the good work!



Fadi Zorkot,
Master Franchise Partner, Ivory Coast

20 years of success: For Chicking, its partners and collaborators, it is the recognition and realization of a remarkable career!



Nadia Nijaoui,
Master Franchise, Morocco



I am very proud to be a part of the Chicking family and I look forward to watching you grow day by day.

Amr Souleiman, Master Franchise Partner, Djibouti



Congratulations to Chicking on its 20th anniversary. Wishing you more success!

Mohammad Mansoor Majid, Master Franchise Partner, Afghanistan

ACHIEVEMENT OF THE MONTH

HALAL CERTIFIED

Jaringan Internasional Resto Halal Dari Dubai, Uni Emirat Arab.



Chicking Indonesia's master franchise received a Halal certification in July, meeting customer expectations and the brand's standards.

Chicking gets government recognition for supporting the Sharjah Labour Festival in UAE



Chicking New Zealand gets lots of love on Facebook