



# **Chicking turns 20**



At the Chicking outlet in Al Rigga, Deira, Dubai.

**CHICKING** began year-long celebrations on July 20 as the Halal-certified quick service restaurant chain marked its 20th anniversary with an influential run across the globe.

Chicking started as a single eatery in Dubai and has since spread in Middle East, Europe, Africa and Asia with more than

160 stores. Chicking is the world's first fully Halal quick service restaurant, maintaining Shariahcompliant food operations. Its varied menu is inspired by taste cultures from around the world: authentic American and Mexican flavours, irresistible Italian and inspiring Indian and Filipino.

**INSIGHT** Looking back and looking foward PAGE 2



BUZZ New global store openings PAGE 3&4



**NEW** Pinoy chicken barbecue to try PAGE 3

Anniversar Partner, Indonesia

Twenty years is not a short journey for a retail business that is spread around the world. What an achievement! Hengki Setiawan, Master Franchise



Congratulations, Chicking! We are proud to be part of the Chicking family!

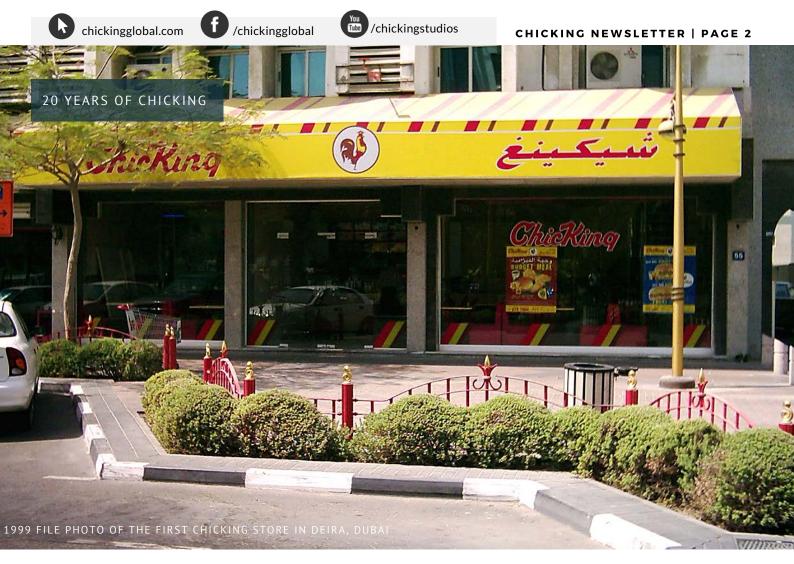
Amaldev Jayaprakash & Aby Abraham, Master Franchise Partners, New Zealand











# Looking back and looking forward

Insights from Chicking 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

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**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.



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

# **19th Oman store opens in Muscat**

DID YOU KNOW The Chicking Taco was launched in India in July





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.

### 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

#### SERVING 150+ New stores opened in July 2019 TC 20+ COUNTRIES for enquiry e-Mail us at: franchise@chickingglobal.com • Oman - Mall of Muscat Maldives - H. Suez, Ameer Ahmed Magu, Male UNITED KINGDOM ANGOLA TAJIKISTAN SOUTH KOREA NOW SERVING LOCATIONS • New Zealand - Manukau, Auckland NETHERLANDS ZAMBIA UZBEKISTAN MALAYSIA **OPENING SOON 2019** LATVIA IRAQ **KYRGYZSTAN** BRUNEI HUNGARY PALESTINE KAZAKHSTAN INDONESIA MOROCCO SAUDI ARABIA AUSTRALIA INDIA Stores opening in August 2019 IVORY COAST UAE CHINA NEW ZEALAND chickingglobal DJIBOUTI OMAN MALDIVES Indonesia – Pontianak, West Kalimantan AFGHANISTAN CONGO MAURITIUS Malaysia - Sunway City, Kuala Lumpur Hungary - Budapest



• Saudi Arabia - City of Medina

Customer service, please!

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Manager, BFI Mgt. DMCC

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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.



**Pay attention!** Don't wait until someone complains. Anticipate problems before they happen.

**Listen!** Put away opinions of what we think the customer wants and listen to what they're saying.

**Execute!** Nothing makes up for not doing what we said we'd do. Deliver what is promised.

**Ask!** Ask customers early and often what we could do better.

**Serve!** Put away ego and pride. Whether we're right or wrong, the customer is the boss.

**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



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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

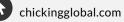
Commitment to amazing service is part of Chicking's clear customer service vision. Define this vision in order to create guides and training that will help your team deliver your customer-focused strategy.

#### 2. Know your customers

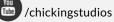
Understand what your customer needs and wants in order to better serve them. Data from sales, surveys and competitions will give you an idea of the patrons who contribute to the success of your business.

#### 3. Connect with customers

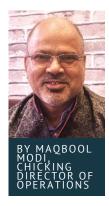
Get more sales by making an emotional connection with customers. Create a connection by giving them an out-of-thebox service. When customers feel that you care, they become more loyal to your business.



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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.

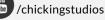
"In one day alone, we received nearly 500 orders from app users," according to a top executive of BFI DMCC, Chicking's franchise management arm.



### **Chicking opens store** in New Zealand

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







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

## FREE TRIP TO DUBAI



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

Chicking

PROMOTION OF THE MONTH



# 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



Mohammad Mansoor Majid, Master Franchise Partner, Afghanistan

#### ACHIEVEMENT OF THE MONTH



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## HALAL CERTIFIED

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 Shariah Labour Festival in UAE

