



# ARRIVING IN EGYPT

## Chicking expands global franchise with Egypt deal at Abu Dhabi expo



At the International Franchise Exhibition in Abu Dhabi, UAE

**CHICKING** continues to rapidly expand its franchise with a new Egypt deal at the recent International Franchise Exhibition (IFE) in Abu Dhabi.

The deal for the Master Franchisee for Egypt was announced on October 27, bringing the number of Chicking restaurants to more than 170 worldwide. The franchise signing was graced by Mr. AK Mansoor, founder and chairman of Chicking. "It's a big milestone for us on our 20th year," said Mr. Sreekanth Pillai, CEO of BFI Mgmt DMCC Chicking's global franchise management division.

Franchising has been the main growth vehicle of Chicking across its country portfolio. To target global franchise, Chicking taps expos like the IFE in its expansion plans, particularly in the UAE, Saudi Arabia and Middle East.

For Chicking franchising, the IFE has led to deals in Al Ain, Madina in Saudi Arabia and recently, Egypt, with investors signing up because of confidence in the brand as well as attractive franchise packages.



At the signing ceremony in Dubai, UAE.





# 3Ps TO ACHIEVING YOUR GOALS

*We all want to be successful owners of profitable businesses. But how do you get to your goal? Here are the three Ps to make it happen with your franchise.*



BY MR. MAABOOL MODI,  
DIRECTOR OF OPERATIONS

## Purpose

What made you get into business in the first place? Knowing why you do what you do is an important part of doing business. This helps you build your lead market to get customers.

## Persistence

Be committed to your franchise goals and be persistent. Keep on working on your success strategy with sales and marketing programs that will help you understand how to connect with your customers better and, ultimately, effectively sell your products.

## Patience

Don't expect success to happen overnight. While you do get great support from the franchise, be prepared to put in the work, too. Do not give up too easily when you don't see your plan materialize as quickly as you like.

**Have the patience to allow your business to prosper over the long term.**



## MESSAGE FROM A.K. MANSOOR



FOUNDER & CHAIRMAN

*One of my time-tested tips to running a successful business is this: look after your integrity and reputation.*

First impressions last so make sure yours is very impressive! By being straightforward with people and helping them to achieve their own goals, be it staff, customers or other business owners, you will benefit in turn by the goodwill and respect you generate.



BY MR. SAYED  
MAHMOUD,  
TRAINING  
MANAGER

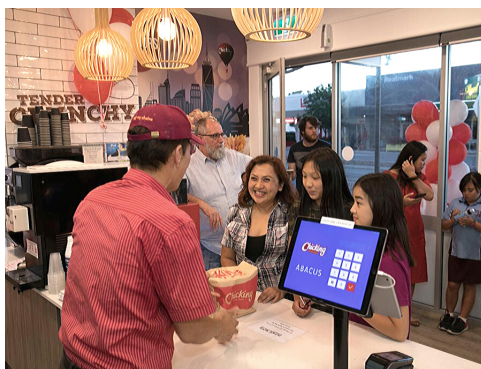
# TRAINING TIPS

*A well-trained staff saves your restaurant time and money, and increases your profitability, so make sure all team members get continuous training to deliver outstanding service in this highly competitive industry. Here are some essential areas to cover in staff training.*

## CHICKING S.O.P

In a smoothly running restaurants, customers receive their food on time, chefs cook food as required and waiters treat customers courteously. A good training program in a restaurant covers quality standards of all menu items from preparations to service. Ongoing Training reminds employees of Chicking SOP and policies to ensure that they consistently prepare and serving the food in accordance with these standards. Well-trained kitchen staff should always be able to handle food safely and prepare it well whereas counter staff will always serve customers courteously on a consistent basis. Customers will return when they see that your restaurant has sustained its quality standards.

*Keep copy of Chicking SOP in reach of all staff.*



## FOOD SAFETY

Restaurant employees must know proper food-handling practices to ensure food safety. A well-trained staff knows how to store certain food at their required temperatures or the need to wash their hands before engaging in the cooking process. Staff who understand food safety practices can avoid cases of food poisoning, spoilage or waste due to contamination. They also will make sure your restaurant meets all food safety codes. *Ask for Chicking food safety training program.*

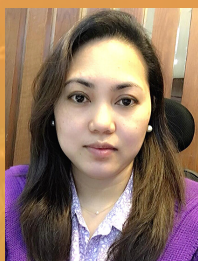
## CUSTOMER SERVICE

Your employees need to master the art of service to ensure your customers return, as well as recommend you to friends and families. Most customers go to restaurants because they want to enjoy dining in a pleasant atmosphere. Proper customer service is a core factor of customer satisfaction. A well-trained staff speaks to customers courteously or goes out of his way to provide them with a special service.

*Ask for Chicking customer service training program.*



# CUSTOMERS MATTER



BY MS.  
CHRISTINE  
BRUTON,  
MARKETING  
MANAGER

*No matter how great your product is or how talented your staff is, if you don't have great customer service, it's going to cancel out all your efforts.*

**N**othing hurts a business more than a negative customer experience. Bad news travels faster than good feedback, so make sure your customers are happy with your service at all cost. Happy customers will be happy enough to pass positive feedback about you.

To improve your customer service, you must know the good, the bad and the ugly experience that your customers have. You can do this by creating multiple avenues that are easily accessible to give customer feedback: restaurant drop boxes, social media, website and e-surveys.

It also helps to create a customer community. Be more than just a restaurant. Create a sense of community with your customers by bringing them together through trade shows, events and conventions. These avenues are a great way for your customers to learn about you, and vice versa.





### < KERALA BLASTERS

Chicking starred in the pitch as major sponsor in the thrilling game featuring Indian football stars Kerala Blasters.

# NEW AT CHICKING

Chicking Australia hits the mark with fish crunchy and chips, served with tartar sauce and coleslaw.

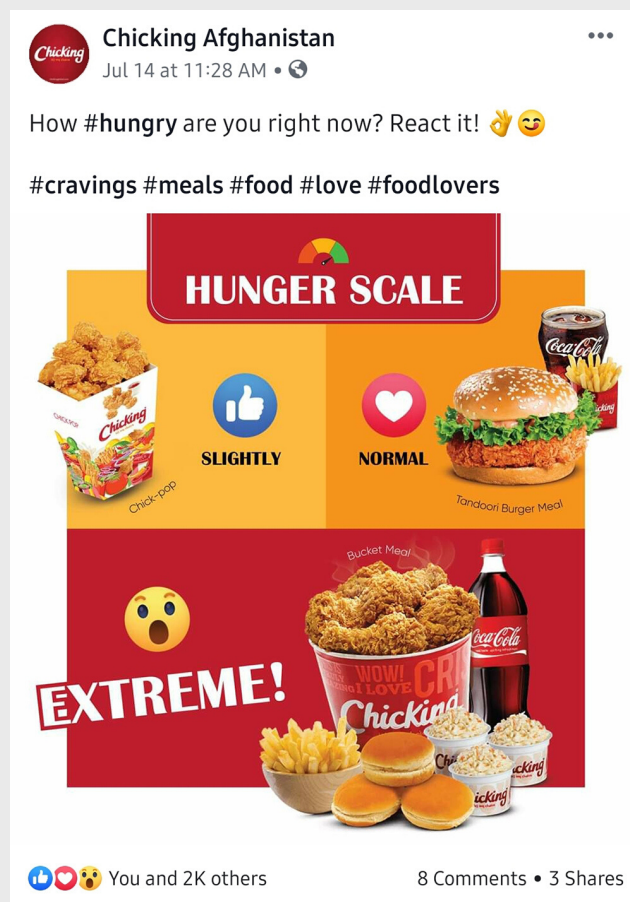


Keep an eye on your goal until you hit your milestone.



**Chicking**  
It's my choice

## BEST SOCIAL MEDIA







# INDIA GROWTH



VADAKARA, INDIA



CHICKING is massively gaining a loyal consumer base in India, with the opening of its newest restaurant in the country's tourist hotspot of Vadakara in October 2019.

## TECH TALK

# BIG CHICKING APPLAUSE

WITH the helpful perks that the Chicking mobile app offers, it's a no-brainer that it continues to be downloaded by thousands of customers per month. Since its launch in June, the mobile app has been downloaded 25,000 times!



## OPENING

IN NOVEMBER 2019

- BUDAPEST, HUNGARY
- CASABLANCA, MOROCCO



# CHICKING BATHA TURNS 1

A YEAR since opening its doors in Batha, Riyadh, Chicking continues to thrive in Saudi Arabia.



Chicking Saudi Arabia is celebrating an anniversary. Published by Chicking its my choice [?] · October 23 at 11:13 AM · #1styearofChicking

Come Celebrate Chicking Endeavour's 1st year Anniversary!

For limited time ONLY our loyal customers can enjoy the gift of FREE! Chickpop on meal purchase for only SAR. 20 and above... See More







## BEST PROMOTION

## INDONESIA-DUBAI ESCAPADE

FOUR lucky winners of Chicking Indonesia's draw for an all-expense paid to the UAE's vibrant city of Dubai were flown to the emirate in October to enjoy the sun, sand and shopping!



## BEST CUSTOMER FEEDBACK



Afghanistan

on

facebook



Chicking is by far the best fast food restaurant in Kabul. The quality of food and service is awesome!

Bismillah Momand

The best atmosphere and the best food I have ever eaten, it was in Chicking.. it's my choice!

Maro Jan

Can't compare this with any Fastfood Restaurants in Afghanistan. Equipped with professional and experienced cooks and staff and very clean and neat. The food tastes more fresh and tasty!

Asad Ziar

A fantastic fast food! Love the taste, and the bread of burger was excellent. Best of luck Chicking for bringing the best fast food in Afghanistan.

Kabulgame Master

Pizza was awesome, thin crust was so crunchy and cheesy. Grilled chicken - the savory spicy outer layer were just so perfectly blended. My fave! the original taste of fried chicken... yummy inside and out.

Segubience Pat

