



Mr. A.K. Mansoor, Founder & Chairman

## Chicking Founder and Chairman shares invaluable tips

NO ONE ever said running a business is easy. Starting a franchise is hard work. You're putting your time, talent and money behind a new business venture and it can sometimes feel overwhelming, especially at the beginning.

Yet with careful planning, focus, a solid network and the right training and support, you can position your business for growth and success. Love the work you do. Do the work you love. That way you will always feel committed and confident.



### RULES FOR SUCCESS

**Choose a franchise you are proud to own.**

That way you will always feel committed and full of belief.

**Set clear goals.**

It really helps if you know exactly the outcome you would like to achieve.





# FRANCHISE SUCCESS

Do you have the right game plan to help you keep going for years and not just until opening day? Here are key steps to keep in mind



BY MAQBOOL MODI, CHICKING DIRECTOR OF OPERATIONS

## Be passionate about your business

If you're not excited about what you are doing, that is ultimately going to reflect in your product or service. Know your product and let customers know about you.

## Hire the right team

Surround yourself with team members who are motivated to grow, learn new skills and tackle new challenges. They'll be eager to reach their goals and help you reach yours.

## Attract the new, retain the old

Customer retention is very important. A great way to keep old customers happy while attracting new ones is to offer promotions that will encourage them to buy more.



## Don't cut corners on customer service

Get everything right, even the little things. Great customer service can make or break a business, so make sure your customers only have good things to say about you.

# 5 COMMON FOOD SAFETY VIOLATIONS



BY MR. SAYED MAHMOUD, TRAINING MANAGER

Could you be contaminating the food you serve? Pay attention to these details.

1

**Make sure chemicals are stored away from food and food-contact surfaces. Clearly label them, too.**



**WRONG STORAGE**

2

**POOR SANITATION**  
Sanitizing equipment, utensils and machines routinely is critical in preventing foodborne illness.

3

Sick employees working normal duties can cause foodborne illness. Let them recover first.



**SICK WORKERS**

**BAD HYGIENE**  
Not washing hands could spread germs. Employees should wash their hands after each task.

4

**TEMPERATURE ABUSE**  
To limit pathogens, keep hot-held foods above 65°C and cold-held foods below 5°C.

5



BY MS. CHRISTINE BRUTON  
MARKETING  
MANAGER

# WAYS TO ATTRACT NEW CUSTOMERS

Give your business a huge boost by attracting new customers. Here are five ways to reel them in and make your business stand out



## KNOW THE MARKET

# 01

When you know your competitor's strengths and weaknesses, then you'll have a clear idea of the strategy that is going to help you win.



## STUDY BUYING HABITS

Know your customers' buying habits. Do your customers prefer to buy from the Chicking restaurant or do they order online? Improve your service based on their buying habits.

# 02



## RESPOND TO ONLINE REVIEWS

# 03

Negative or positive reviews, when answered with empathy, can help you attract prospective clients. Respond and take action.



# 04

## RUN PROMOS & REWARDS

Who doesn't love a good bargain? Promotions help you attract new customers and encourage them to buy more.



## BE VISIBLE AT EVENTS

# 05

This is a great way of advertising your restaurant. It also helps you interact with potential customers and network with possible business partners.



## RULES FOR SUCCESS

BY MR. A.K. MANSOOR

### Devise an action plan.

Figure out how to get there. Be persistent, determined and resilient.

### Value your own time.

Use your time to decide what you should and shouldn't be doing. Work on your goals.



# NEW AT CHICKING

In the battle of the buns, Chicking New Zealand dished out an innovative burger duo in September 2019

### ULTIMATE BURGER >

Layers of goodness: crunchy chicken on a layer of coleslaw, topped with fresh lettuce, fried onions, cheese and our secret sauce.



### < ROYAL CROWN BURGER

This royal treat combines the flavours of crunchy chicken, hashbrown and cheese for a crunchylicious bite.

## Trip to Georgia

**Chicking**  
it's my choice  
PROMOTION OF THE MONTH

CHICKING UAE's promotion gives customers the chance to win a free trip to Georgia by buying a Bucket Combo.



Wish you were here!

### BEST CUSTOMER FEEDBACK



Great taste!! Friendly staff, excellent prices compared to alternatives.....and the chicken wings are some of the best in town. Really nice and flavoured Rice n chicken. Highly recommended.

Fajsh Habib Abdul Cabib



Coating was good. They fried the chicken pieces fresh for us rather than giving precooked stuff. Worth the 10 min wait. Fries are crispy and light - spot on. Chicken coating is crunch and hot wings were big and spicy.

K F Liza Ghisla



**Chicking**  
it's my choice

**Wednesbury, UK**

on

**Google**



Lovely food. the chicken is on much better than what i have had. I am amazed there is only one of these shops near where I live. Friendly staff, lovely cosy place and above all tasty food.

Shamsheer Abdullah



Very lovely people, amazing food & amazing service.

Tarika Zahedi



Brilliant place for a munch. Experienced and professional staff and excellent food. I would highly recommend the hot wings.



Zahar Mahboob





# NEW RESTAURANTS NOW OPEN



TIRUR, INDIA

A new Chicking restaurant was opened in Tirur, Kerala, India



MANJERI, INDIA



SUNWAY, MALAYSIA



ATTINGAL, INDIA



RESTAURANT RENOVATION

THRISSUR, INDIA

## SAUDI NATIONAL DAY

# CHICKING SAUDI ARABIA GOES GREEN

SAUDI customers of Chicking wore the Saudi colours to mark Saudi Arabia's National Day.



## OPENING IN OCTOBER 2019



- BUDAPEST, HUNGARY
- CASABLANCA, MOROCCO
- HARA, SAUDI ARABIA
- VADAKARA, INDIA



# CHICKING INDIA GETS STAR VISIT



### GUEST OF THE MONTH

**SAUDI** celebrity blogger Hashim Abbas checked in at our restaurant in India, saying he absolutely loves Chicking!

### FRANCHISE ACHIEVEMENT

## 5-star rating for Chicking

THE Birmingham Health Department in September awarded Chicking the highest rating of 5 or Very Good in food hygiene standards for its restaurant in Wednesbury, United Kingdom.



Food hygiene ratings Cymraeg

### Chicking



Address: 48a Union Street, Wednesbury, WS10 7HB  
Business type: Takeaway/sandwich shop  
Date of inspection: 06 September 2019

### BEST IN SOCIAL MEDIA

**CHICKING** Morocco tickled the little ones with this awesome children's promotion



### SAUDI ARABIA

Our Area Franchise Partner, Rawaea Al Ansar LLC, at the signing ceremony in Medina, Saudi Arabia

### IRAQ

Our master franchise partner in Iraq, Laith Alabyadh Co, inks the deal with Mr. A.K. Mansoor, Founder and Chairman of Chicking, and BFI DMCC executives.

