

Chicking®

it's my choice

NEWSLETTER | SEPTEMBER 2019

BY BFI MANAGEMENT DMCC



**BLOGGER
POWER**

PAGE 6



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.



chickingglobal.com



[/chickingglobal](https://www.facebook.com/chickingglobal)

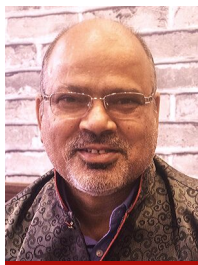


[/chickingstudios](https://www.youtube.com/channel/UCkickingstudios)



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

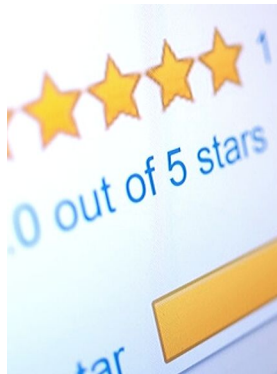
Know your customers' buying habits. Do your customers prefer to buy from the Chicking restaurant or do they order online? Improve your service based on their buying habits.

02

RESPOND TO ONLINE REVIEWS

03

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



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.



04

RUN PROMOS & REWARDS

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



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

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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.



NEW
RESTAURANTS

NOW OPEN

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

Chicking
it's my choice

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

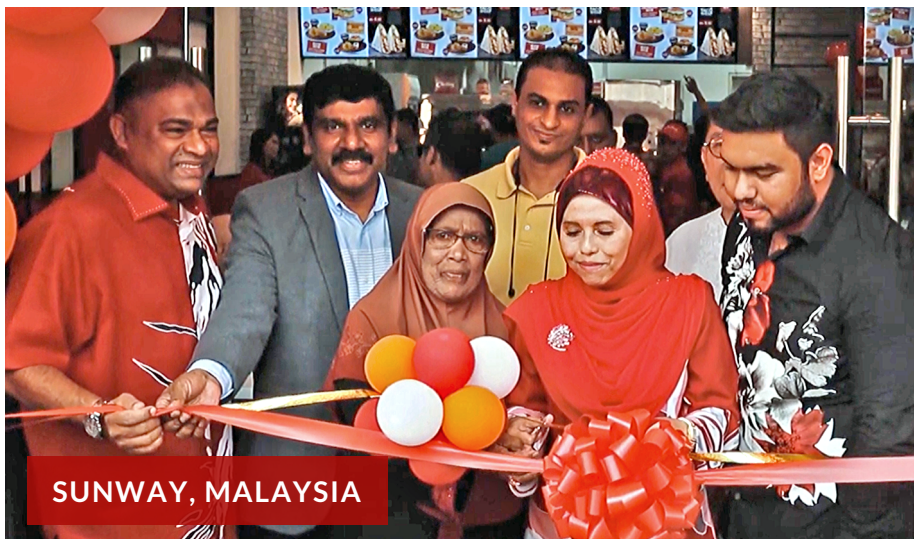


TIRUR, INDIA

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



MANJERI, INDIA



SUNWAY, MALAYSIA



ATTINGAL, INDIA

RESTAURANT RENOVATION



THRISSUR, INDIA



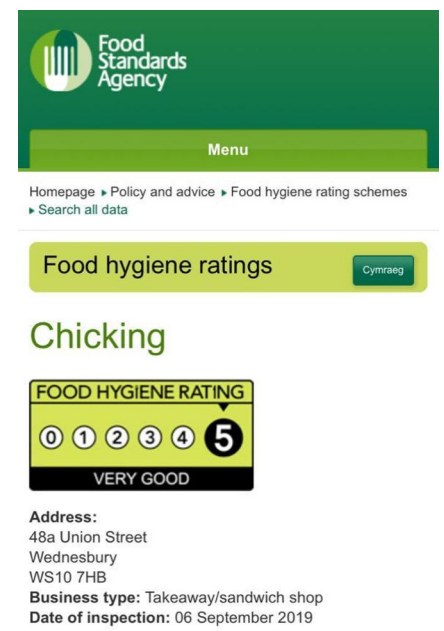
CHICKING INDIA GETS STAR VISIT



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.



BEST IN SOCIAL MEDIA

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



NEW FRANCHISES



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.

