



It's your
fried choice!

Brand profile





About Us

CHI QBY, a renowned figure in the fast food industry, is committed to elevating and upholding the quality standards within the sector. Our primary goal is to establish a dominant presence in the fast food market, driven by a passion for enhancing customer satisfaction and offering superior facilities. What sets us apart are our unique and delectable flavors, crafted with precision by our team of culinary experts who are dedicated to creating exceptional taste experiences. At CHI QBY, we take pride in our talented team of experts, whose passion and expertise result in the distinctive and delightful flavors that set us apart in the fast food industry.

Mission

To become the leader in Western-style quick-service restaurants through friendly service, good quality food, and a clean atmosphere.

Vision

Our vision is to lead the Western-style quick-service restaurant industry by setting the standard for friendly service, exceptional food quality, and a pristine atmosphere.

Our Goals

- Establish an organization committed to excellence.
- Continuously provide exceptional quality and value in our products and services.
- Uphold an unwavering dedication to innovation for ongoing improvement and growth, always striving to lead in adapting to marketplace changes.
- Consistently generate superior financial returns that benefit our owners and employees.
- Solidify our position as the foremost chain, offering innovative and value-driven chicken-based products.
- Continuously ensure a pleasant dining experience, characterized by fast and friendly service in clean and convenient locations.
- Maintain our unwavering commitment to delivering excellence and delighting our customers.

Philosophy of chiqby

The CHAMPS program

Champs represents our core belief that our top priority is to prioritize the customer. It symbolizes our unwavering dedication to delivering the finest food and the ultimate experience, all at the best value.

CHAMPS stand for the six universal areas of customer expectation common to all cultures and all restaurants concepts.

C - Cleanliness

H - Hospitality

A - Accuracy

M - Maintenance of Facilities

P - Product Quality

S - Speed of Service

Current Products

- ▶ Chiqby fried chicken
- ▶ Zinger wraps
- ▶ Cheese fries
- ▶ Chilli fries
- ▶ Nuggets
- ▶ Chicken lolipos
- ▶ Boneless strips
- ▶ Grilled Chicken
- ▶ Dinner rolls
- ▶ Mojitos



Marketing strategies Of chiqby

CHIQBY employs various strategies tailored to different events and activities. They promote their products at a wide range of events, including celebrating children's birthdays at their restaurants, a key element in CHIQBY's strategy to engage with the younger market.

CHIQBY firmly believes that children are the future long-term customers. They understand that without effective marketing strategies, no marketing program or product can achieve success, as the dependency lies with the customers, not the other way around.

- › *CHIQBY is following niche marketing & social marketing techniques.*
- › *CHIQBY possess a western culture*
- › *CHIQBY are moving from divisional level to the district*
- › *Level by opening branches all over world.*
- › *CHIQBY also offer free home delivery.*
- › *CHIQBY open their outlets on reachable places.*
- › *CHIQBY menu consists less price compare to competitors without compromising quality.*
- › *CHIQBY gives more priority to family.*

Current target market

Segmentation

CHIQBY has divided the market of India into distinct groups of customers with different demands, tastes and behavior who require separate products or marketing mix. In India niche marketing is being used for particular classes of people. They have made segments of the market on the following bases. Demographical, behavioral & geographical by using these three bases they segmented the market as under.

Geographical basis

On the basis of the geographical factor we have divided our market into urban and sub urban areas

Demographic basis

In demographics their first segment is consisted of the income factor i.e. high income, average income and low income.

Behavior basis

In behavioral aspect they segmented the market on the basis of quality, taste and price. Following are the different possible segments in this regard. Taste conscious quality conscious class conscious combination of price and quality



Product

CHIQBY distinguishes itself by offering a range of unique products, with distinctive packaging and product features that set them apart from others. While they regularly introduce new items, their flagship product, CHIQBY fried chicken, remains a constant.



Price

CHIQBY takes pride in offering highly affordable pricing, ensuring accessibility to individuals of all economic backgrounds.



Place

CHIQBY extends free home delivery services in select cities, strategically opening outlets in easily accessible locations within urban areas. They are also in the process of introducing mobile units for product delivery.



Promotions

CHIQBY employs promotional tactics such as festival packages, in addition to advertising through billboards, pamphlets and other effective strategies to showcase their product offerings.

Market coverage strategy

Chiqby will employ a differentiated market coverage strategy, tailoring the marketing mix to suit the unique preferences and needs of various age groups.

Competitive analysis

Competitors:

In the world of business, competition is inevitable and essential. No organization can afford to underestimate the significance of their competitors. It is crucial for marketing managers to diligently observe and analyze their competitors' activities and strategies. CHIQBY has strategically positioned itself as the unrivaled provider of spicy chicken, setting itself apart from any direct competitors in this specific niche.

CHIQBY consistently outperforms its competition by continuously refining its marketing strategies. While CHIQBY stands alone as the primary provider of spicy chicken, CHIQBY remains one of its main competitors.

Target market for fast food

Following a comprehensive evaluation of different market segments, CHIQBY has chosen to focus on the urban and suburban areas of India.



A close-up photograph of several pieces of golden-brown fried chicken, including a drumstick and a thigh, resting in a metal wire basket. The background is dark and out of focus.

Our Competitive Edge:

CHIQBY employs five distinct strategies to outperform its competitors:

- 01 CHIQBY's competitive edge lies in its astute marketing strategy, enabling it to outshine its rivals.
- 02 CHIQBY consistently offers an array of special packages tailored to various events, including all occasions, public holidays, weekends and even midnight offerings giving it a competitive advantage.
- 03 By prioritizing exceptional customer service, CHIQBY effectively competes with its competitors.
- 04 CHIQBY strategically recruits persuasive sales personnel to promote its products and motivates its employees to excel, fostering a culture of excellence that helps them outdo their competitors.
- 05 CHIQBY's commitment to delivering top-notch quality products serves as a powerful tool in its competition with rivals.



CHIQBY Brand:

CHIQBY's brand identity - the logo features ROOSTER one of the best-recognized icons in the world. CHIQBY is trade marked registered brand. It is distinctive, adaptable to addition to product line. It suggests something about product. It is legally protected and registered.



Brands Equity

The brand equity is very high as the value added by brand to the product effects the product selling.



Branding Strategies

CHIQBY is marketing the entire output under the product's own brand.



Labeling

CHIQBY does brand labeling. Its products also have informational labels such as Halal



Pricing

Our products are affordably priced, catering to a wide spectrum of consumers, with a primary focus on the middle-class market segment to establish a strong market presence. CHIQBY employs a unified pricing strategy, where product prices are determined based on raw material costs and government policies. Political and legal influences frequently impact CHIQBY's policies, occasionally leading to price adjustments due to changes in tax regulations



Quality Assurance

CHIQBY places immense value on delivering exceptional food and creating an unparalleled dining experience within the quick-service restaurant industry. Their core philosophy centers around the belief that a balanced diet, coupled with regular exercise, is the optimal approach to fostering a healthy lifestyle



Food safety:

CHIQBY is dedicated to offering top-quality food and an exceptional dining experience within the quick-service restaurant sector. Their core principle emphasizes the importance of sensible eating, paired with suitable exercise, as the most effective path to a healthy lifestyle.



Chicken & its Products:

Locally produced and processed chicken. Supplied in frozen form 100 % Halal

Organizational Structure

CHIQBY has implemented a conventional outlet structure that is also adhered to by many other food chains. In this setup, each state is overseen by a General Manager. The outlet itself is managed by a Manager, supported by two Assistant Managers, along with a Shift In-Charge for each shift. The Shift In-Charge is responsible for supervising the performance of both counter workers and kitchen workers.



Organizational Chart



Organisation culture

- ★ Emphasizes workplace diversity
- ★ Advocates for inclusion of diverse backgrounds, ethnic cultures, and values
- ★ Cultivates a team-centric work atmosphere
- ★ Prioritizes continuous learning for all team members
- ★ Fosters workplace harmony
- ★ Concentrates on fostering connections, diversity, and dedication within the company, among employees and with customers

Survey report on chiqby

- Reduced production expenditures
- Cultivating strong customer relationships
- Streamlined hierarchical structure within the company, extending from area managers to food service team members
- Every product undergoes scrutiny in the quality
- Assurance lab.

The kind of people who used to go to CHIQBY based on the nature of their work

Following the survey, it was determined that the majority of CHIQBY's patrons are students, with the second-largest group being individuals in various service industries. These two demographics collectively represent a significant portion of the country's customer base

Strategic management

Market Development CHIQBY will introduce their present and new products and services into new geographic / demographic areas. Product Development bring back rotisserie chicken

CUSTOMER'S CATAGORY

STUDENTS
BUSINESS SERVICES
OTHERS

Concentric Diversification Add more to CHIQBY product & service variety to the patients

Implementations

Market Research

- Determine area's demand to determine boundaries
- Expand menu
- Healthier choices
- Meals will be sold at cost
- Determine effects on budget
- Determine effects on budget



Conclusion

CHIQBY stands as a robust global fast-food restaurant chain. In its current "Maturity Stage," it holds substantial potential for the introduction of new products and promotions. In the future, expansion plans include launching additional outlets in India and other international locations.



Perception

Committed to creating value.
Offering the ultimate selection of quick-service restaurants for consumers.
Aspiring to capture the hearts of countless individuals worldwide.



Certificate of registration

Our company, operating in the fried chicken industry, proudly holds ISO certification as a testament to our commitment to quality and excellence. This certification reflects our dedication to adhering to international standards and best practices in every aspect of our operations, ensuring that our customers enjoy the highest quality fried chicken products. We continuously strive to maintain and improve these standards, delivering a delicious and consistent fried chicken experience to our valued customers.





Head Office

📍 Chiqby Foods L.L.P, P.O Box 32093, Doha-Qatar
☎️ 00974-55564876

Zonal Office

📍 Chiqby Foods L.L.P, Pandikkad Road, Malappuram
Kerala-676 121 ☎️ 00919747546990

FSSAI - 21323152000492 | GST No - 32HGCPK2879G1ZA

UAE | MALAYSIA | INDIA