

# It's your fried choice!

Brand profile





### **About Us**

CHIQBY, 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 CHIQBY, 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
  - Cheese fries → Chilli fries → Nuggets
- ► Chicken Iolipos → 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

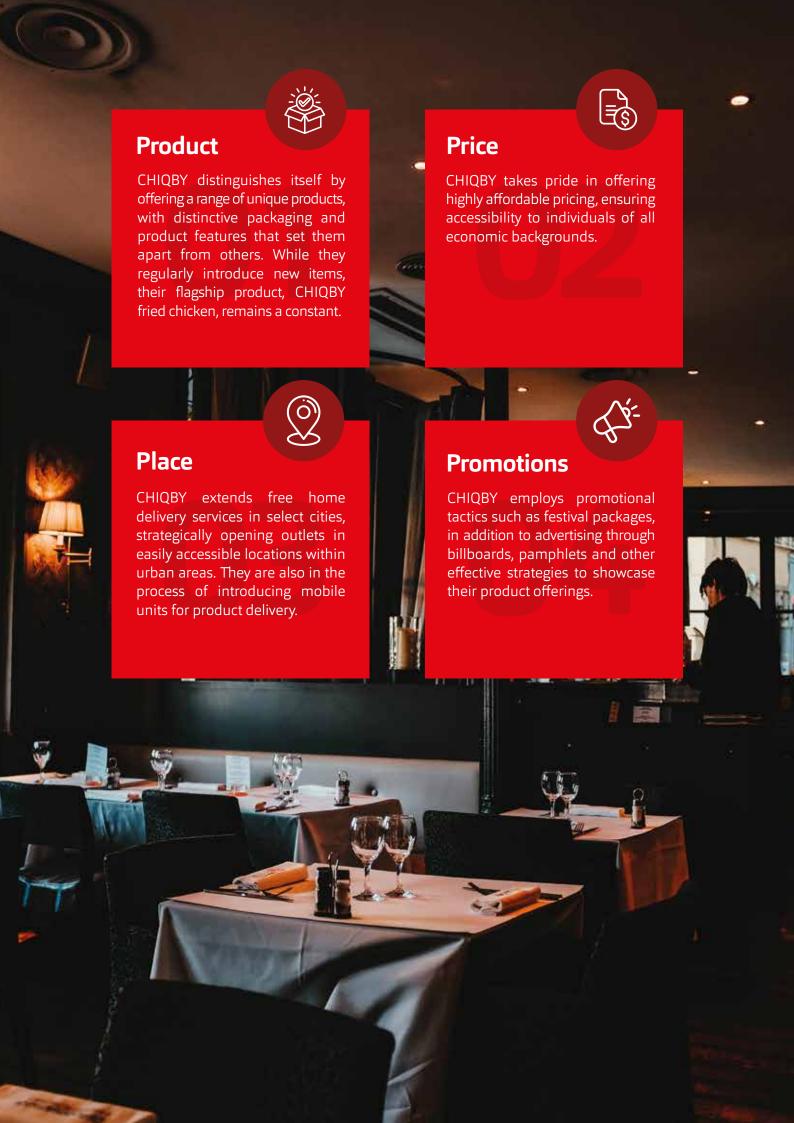
On the basis of the geographical factor we have divided our market into urban and sub urban areas

#### 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



## 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:

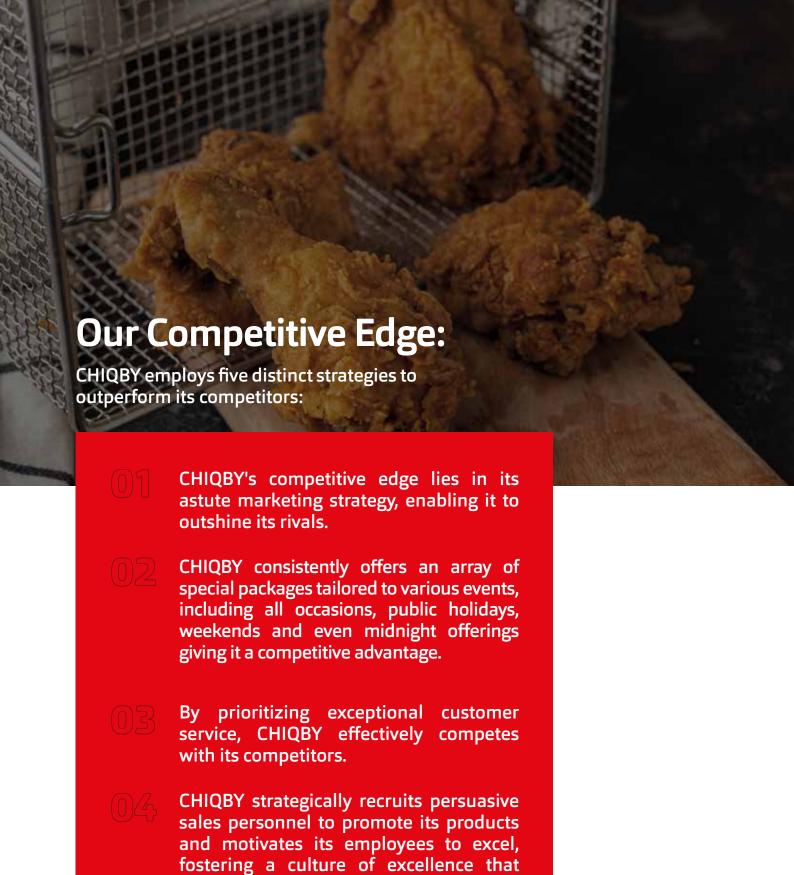
In the world of business, competition is inevitable and essential. No organization can afford to underestimate the significance of their competitors. It is crucial for marketing managers to diligently observe and analyze their competitors' activities and strategies. CHIQBY has strategically positioned 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.





helps them outdo their competitors.

rivals.

CHIQBY's commitment to delivering top-notch quality products serves as a powerful tool in its competition with



### **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.

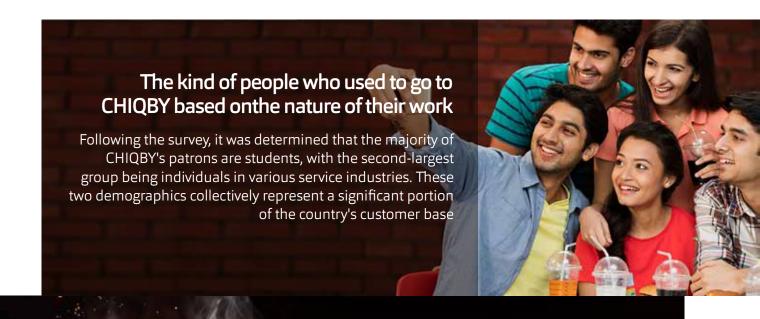


#### **Organisation culture**

- ★ 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, diver sity, 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.



## Strategic management

Market Development CHIQBY will introduce their present and new products and services into new geographic / demog raphic 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



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.







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