

Chick-fil-a restaurant chain



**ASSIGN
BUSTER**

S. Truett Cathy founded Chick-fil-A in 1967. Cathy is the founder, chairman, and CEO of Chick-fil-A. The first Chick-fil-A restaurant was opened in Atlanta's Greenbriar Shopping Center. In 2005, Chick-fil-A had sales of \$1.975 billion, which landed them as being the "second-largest quick-service chicken restaurant chain in the United States" (Perreault, Cannon, & McCarthy, 2012, p. 529). Throughout 37 states and Washington, D. C., there are 1,250+ Chick-fil-A restaurants. Due to Cathy's religious background, all of the restaurants are closed on Sundays. The company's official statement of corporate purpose is "to glorify God by being a faithful steward of all that is entrusted to us and to have a positive influence on all who come in contact with Chick-fil-A" (Perreault, Cannon, & McCarthy, 2012, p. 529). Cathy also established the WinShape Foundation in 1984 in an attempt to help people such as restaurant employees, foster children, and other young people. Chick-fil-A's "Eat Mor Chikin" advertising campaign, which started in 1995 with the first billboard, is one of the longest-running in the United States.

By 2010, the company looks to double its current size in terms of new locations, primarily through stand-alone restaurants and aggressive expansion into the western United States" (Perreault, Cannon, & McCarthy, 2012, p. 529). Chick-fil-A was one of the first to market the chicken sandwich restaurant food chain. They make the chicken sandwich better than most of their competitors as well as they excel in the chicken market/industry. Their marketing strategy consists of the theme "Eat Mor" Chikin. "The Eat Mor Chikin theme, created by Dallas-based ad agency the Richards Group, was first introduced in 1995 as a three-dimensional billboard concept depicting a black-and-white cow sitting atop the back of another cow painting the words

“ Eat-Mor-Chikin” on a billboard (Perreault, Cannon, & McCarthy, 2012, p. 529).

The theme of the cow implementing people to eat more chicken was a hit. “ The theme has been used as the basis of an integrated marketing campaign, which encompasses billboards, in-store point-of-purchase materials, promotions, radio and TV advertising, clothing and merchandise (plush cows, bobble-head cows), and calendars” (Perreault, Cannon, & McCarthy, 2012, p. 529). With tons of beef, fast food restaurants out there such as McDonald’s, Burger King, Wendy’s, and Hardee’s, Chick-fil-A is outnumbered. The majority of fast food places sell hamburgers as their primary food product. Chick-fil-A’s attraction is their chicken sandwich, a “ healthier” alternative to the hamburger. Chick-fil-A’s position is as a preferred alternative in the burger-dominated fast food industry.

Going the “ second-mile” is Chick-fil-A’s competitive advantage. “ The company stays true to core business principles, which are based on biblical principles, by closing all restaurant doors on Sundays” (Battaile, 2013). By closing on Sundays, they are allowing a day of rest for all of their employees. As well as it allows them “ an opportunity to worship and/or spend time with their families” (Battaile, 2013). Other retailers should only close on Sundays if it follows their religious belief/standpoint.

Otherwise, they will be open Sundays, because restaurants such as McDonald’s are all over the world, and different countries may not practice their religion on Sundays. Chick-fil-A is founded by a Christian man, who chooses to have his business closed on Sundays because he believes in a day of rest. Overall, Chick-fil-A is an excellent restaurant with a wonderful

marketing approach. Their approach to advertising their chicken by using cows is ingenious. As well as they follow the four Ps: Product, Price, Place, & Promotion.

They even added an additional two Ps: Purpose & People. The fact that they follow their Christian belief by being closed on Sundays really speaks out to the people on who they are.

Bibliography:

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