

Chick-fil-A

I prefer Chick-fil-A over the Nashville hot chicken restaurants that have sprung up in Los Angeles, the chicken is more juicy.

A fast pace of disruption in the restaurant industry helps upstart-minded companies such as Chick-fil-A move past established organizations such as Wendy's or KFC. Chick-fil-A is thinking strategically not just for novelty or publicity, but to improve the guest experience and move forward.

Not everyone is able to do this, as simple as making customers describe their experience as being greeted, welcomed, and served.

Westfield's Chick-fil-A lacks a drive-through, but its fulfillment capabilities may be well-beyond that of any quick-service restaurant or even one of its own; this restaurant's concept is far more advanced than a traditional Chick-fil-A or any other restaurant in the world, for that matter.

If Chick-fil-A wants to increase its revenue by a factor, rather than a percentage, it requires cultural understanding on an international level;

this requires insight on operational realities, such as the geopolitical climate, cities that don't have existing Chick-fil-As, and practical implementation on bridging these differences, such as public outreach groups for positive PR, changing the very nature of Chick-fil-A.

Also, this is about learning about individual differences and their implications for business, on all levels, from the storefront to the boardroom.

Marketing and Analytics have never been so important in the history of an industrialized society, there are individuals that won't visit your store or restaurant for whatever reason, and it is important to ask them what could be done in a potentially different way.

A single retail chain does not have the resources or insights to survey entire cities in a geographic area;

this is why there is so much fragmentation and market segmentation in any type of industry, but what if you could do both? Convert potential customers and improve interactions with pre-existing clientele, those with cultural similarities.

I believe Chick-fil-A can triple the volume of revenue in each of these locations that are new concepts with consulting.