

First Name Last Name

Professor

English

Date

Chick-fil-A Franchise Opportunity

The first time I have heard of the Chick-fil-A Franchise Opportunity was in the discussion about good opportunities of starting business in the Facebook community. My interest in different business opportunities to bring a change to my life prompted me to check what Chick-fil-A Franchise could offer to a motivated individual committed to developing one's own business and making it successful entrepreneurship experience.

I have studied a list of the top-ranking global franchises, their profiles and the industries they operate in. The American Franchise Association was also a helpful resource for learning more about franchise opportunities. Out of the one hundred companies and corporations listed, eight represent franchises that are defined as "fast food" (Top 100 Global Franchises - Rankings (2015)). However, the "Applebees" Burger Franchises, "Subway®" Sandwich & Bagel Franchise and Ice Cream Franchises should be also added to this category. Therefore, fast food corporations account for a considerable part of the world's leading franchises, which shows the importance of the industry, its flexibility and prospects in providing good business opportunities. Chick-fil-A Franchise was not on the list of these top 100 companies; however, I was pleased and even greatly impressed to find it ranking second among the Forbes list of the 12 Best Fast-Food Franchises to Own and see that it has 683 unions and the average annual single-store sales of \$3,158,000.

I realize that fast food franchises offer diverse and excellent opportunities to start business and find one's own niche in the food franchise industry. I am also well aware of the fact that such opportunities become open only to hard-working, creative, goal-oriented and gifted people who are wholeheartedly committed to what they do. Therefore, I decided to that my experience, skills and potential for starting business as a Chick-fil-A Franchise Operator should be clearly and objectively evaluated. The relevant data outlining my profile of a potential Chick-fil-A Franchise Operator are summarized here.

Work Experience and Plans

My experience of working in fast food restaurants started when I was at high school. Like my peers, I began working in a local *Taco Bell* restaurant. In a few years, my experience included working part-time in different cafes and restaurants located in the neighborhood and having a job as a waiter in *Red Lobster* Seafood Restaurant and then *The Cheesecake Factory*. This experience helped me to develop various skills needed for a job of this kind and also to realize regular communication with different people should be an integral part of my future career. I have always found it both easy and rewarding to work in the servicing sphere with a lot of people around. It is important for me to be helpful and nice to them, to see them smiling, listen to their jokes and remarks, be attentive to their response and appreciative of it. These jobs were a great chance for developing my communicative skills and also helped me to realize that I need to move on and get a college or university degree that will help me to have a successful career and use my potential to its best. I studied the management and accounting courses in college with particular interest and diligence. My understanding of management as both a detail-oriented and multifaceted, comprehensive sphere of professional activities developed in line with my intention to excel in it. Projects of designing business and marketing plans or developing decision-making

strategies have been in the focus of my attention ever since. I was looking for opportunities to start entrepreneurship and realized that franchising is the kind of business I can invest my finances, skills, experience, and commitment in.

I am an easy-going and open-minded person, kind-hearted and family oriented. I see customers as friends who rely on my cooperation with them and my help. I see a franchising model to be used by me in business as having the goals of maintaining the best standards and reputation of the brand and, at the same time, adding an individual flavor and fantasy, within the framework of the brand. This is an exciting and highly motivating perspective for me and I will spare no efforts putting it into practice. An extensive training program provided to new franchise operators by Chick-fil-A Franchise before opening a new restaurant, as well as the company's follow-up support is the kind of cooperation that, as I believe, is sure to start me on the right track in this business. My management experience will help me to recruit the team that will be also committed to the brand and provide an excellent level of customer service.

Accomplishments and Leadership

My accomplishments include what I have achieved so far in different spheres like academic activities, education, sport, and others. I am a goal-oriented person and this feature has shaped my character, ambitions, and career plans. It also has its impact on almost anything I do in life, whether this is an important project or a minor matter. In high school, I demonstrated my leadership skills by having high academic scores and practicing sport, which I combined with being the editor of our high school newspaper. High school journalism was important for developing my leadership skills. Our staff not only made great yearbooks but also cooperated with reporters from the local newspaper. This journalistic experience greatly extended my awareness of the problems experienced by members of the local community and my own

responsibilities for what is going on in the neighborhood, at school, in my city and my country. I was elected the head of the school reporters' group by my school mates. The group provided coverage of the news and events important to the school environment. Our reports were appreciated by the teachers' staff, school students, and other people. This experience eventually led me to majoring in criminal justice and business.

My leadership can be used to its full potential in the business environment, with my management skills helping me to determine which leadership style will be the most appropriate in different situations. My ability to work and cooperate with different types of people is another feature that makes my leadership style flexible enough to recruit a professional and committed team and secure its reliable operating. I know I will make a good contribution to any business, which will be a mutually beneficial initiative.

Works Cited

Top 100 Global Franchises - Rankings (2015). N. p. Web. 11 July 2015.

<http://www.franchisedirect.com/top100globalfranchises/rankings/>