



The Chick Fil A Business Model - S. Truett Cathy, Waffle Fries, And The Chicken Sandwich

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Partners - Corporate partnerships reflect important core values

Suppliers - It is asking suppliers to work with the U.S. Department of Agriculture

Customers - “Every now and then Chick-fil-A customers have an experience so unexpected, so wonderful, they just have to share it.”

Revenue - \$5.1 billion (2013)

Performance - “Market Force attributed Chick-fil-A's high performance to its high consumer - reported rankings of food quality and taste, and customer service”

Price - Prices indicate pickup/delivery costs

Brand - A Georgia-based fast food chain specializing in chicken

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