



Chick-Fil-A

Alliance Business Students Learning from a Leader in Franchise Success

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Chick Fil A would be beneficial for students at Alliance University. Inviting this premier franchise company would excite students and staff to collaborate and build relationships. Our students would benefit from internships that would widen their skill set. Alliance University's values back those supported and shared by Chick Fil A, making them an even more desirous and obvious choice to invite to our campus.

Problem

One problem that other students also face in studying business at Alliance University is finding places to gain work experience in order to be able to attain the jobs we desire. In the competitive world we live in; we need to find as many opportunities for our students at Alliance University as possible. I know from experience that finding an internship can be difficult and take a long time. By inviting Chick-Fil-A to our school, we eliminate this struggle. Opportunities to obtain internships that align with our career interests and goals would be available by having them here. Building professional relationships and networking would connect us to activities that would lead to potential jobs in the future. Companies are looking for employees with a variety of complex skills that are only sometimes taught within the classroom, and they are learned in the field through an internship. Having a mentor along the way and providing feedback while developing these hard and soft skills would provide our students with unlimited job opportunities at many jobs. Some of these hard skills include; data analysis, project management, marketing, and even graphic design. Also, an arena to showcase our achievements through such internships would help build our resume.

Qualifications

Having a mentor from a successful franchise would help business majors in their personal growth and development. They would provide actionable feedback on strengths in areas for improvement, help us develop leadership skills, and offer guidance on etiquette and workplace behavior. Much of this must be accessed through the classroom with help. Mentors can also serve as role models to help to inspire and motivate business majors to strive and reach their full potential.

Chick-fil-A is a fast-food restaurant chain that has faced controversy over its stance on LGBTQ+ rights. However, the company's success must be recognized. Chick-fil-A has a loyal customer base and consistently ranks among the top fast-food chains in the United States. As such, it is worth considering why a company like Chick-fil-A would benefit everyone at Alliance University, particularly business students.

Firstly, Chick-fil-A's success is attributed to its customer service and employee training programs. These are essential skills that students in business programs can learn from and apply to their future careers. By studying Chick-fil-A's successful business practices, students can gain insight into how to build customer loyalty, find financial success, and provide rewarding customer experiences.

Additionally, according to Glassdoor, their reputation is one that employees speak in high regard. "In 2022, Chick-fil-A was awarded best employer in America by Forbes and a top company for career opportunities for Black employees". Adding to their accolades, "A leader in customer service, Chick Fil A was named QSR Magazine's Drive Through Restaurant of the year 2021." Having them partner with our University would enable our business students to pursue careers and learn from successful franchisees across the country.

Secondly, Chick-fil-A's controversy over LGBTQ+ rights allow students to learn about social responsibility and ethics in business. By examining the argument and the actions taken by the company to address it, students can gain a deeper understanding of how interactions can impact society and the importance of aligning business practices with ethical values.

Chick-fil-A's mission statement explicitly states its aim to "glorify God and be faithful stewards of everything entrusted to them." This core value is the foundation of their business practices, centered around biblical principles. This union between a seminary and Chick-Fil-A seems so apropos as it aligns with our mission at Alliance. While the mission statement may not directly help people develop a deep connection with God, it demonstrates the company's commitment to their faith and values. Their commitment can be inspiring and influential to those who share similar beliefs. Additionally, Chick-fil-A's emphasis on creating a culture of care and positively impacting local communities can align with Christian values of service and social responsibility.

Thirdly, Chick-fil-A's success in the fast-food industry presents a case study for students to examine the strategies and tactics used by successful companies. From marketing campaigns to menu innovations, students can learn from Chick-fil-A's business decisions and apply them to their future ventures.

Chick-fil-A can benefit everyone at Alliance University, particularly business students, by providing valuable internship opportunities in business operations. Despite controversy over its stance on LGBTQ+ rights, Chick-fil-A's success and business practices offer valuable lessons for students, including customer service, social responsibility, and effective business strategies that can be applied to future careers. The Business Operations Summer Internship offers opportunities to build sales, conduct market research, implement new systems, and contribute to the business plan. The internship includes mentorship, weekly intern class meetings, Director 1:1's, and paid compensation. Overall, Chick-fil-A's internship program and business model provide a unique learning experience for business students.

One anecdote to elaborate on the potential gain we can acquire is the story of Odyssey Wilson, an accountant major at the University of Georgia. Odyssey is a restaurant financial reporting intern in this role. She said, "Working at Chick-fil-A, you grow as an individual, not just in one area. She elaborated even further, saying, "You are given different opportunities. You work on different projects and teams, and you can switch departments as you grow. The possibilities are limitless" This story sheds light on the opportunities we here at Alliance University can take advantage of. Getting real-world applications of what we are studying would be a serious advantage.

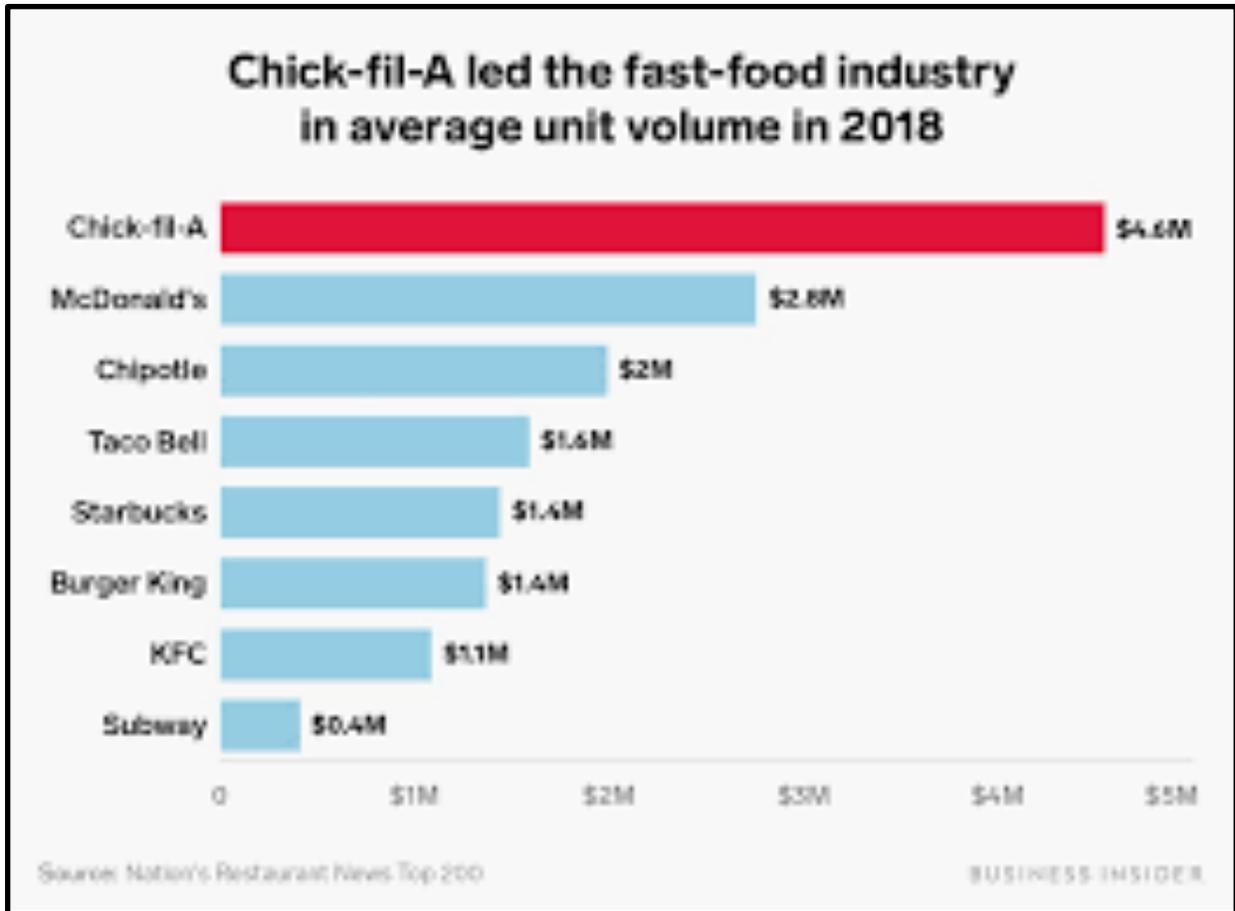
Experience

Business majors require a broad range of skills applicable across many industries and job roles. Some fundamental concepts that business students need are financing, accounting, marketing management, and operations. Not only that, but we as business majors need to be able to analyze actual data interpret financial statements, and be able to conduct market research on our own having internships available at our fingertips provide us practical practice with applying analytical skills so that we can solve complex business problems and make sure TJ decisions. Communication skills are monumental in business. Effective communication is essential in the business world. We need to be able to articulate and conquer ties and crystallize our ideas through explicit and professional written, verbal, and nonverbal communication leadership skills. Another area in which we need to build technology skills that are updated frequently is we need to focus on ethical and social responsibility. Business majors should have a clear understanding of ethical principles and social responsibility. These are just a few of the many skills that Business majors should get valuable experience in as they develop themselves to be marketable in the workforce.

We can see as I've demonstrated how advantageous it would be for Alliance to have this internship, it can equally be favorable for Chick-Fil-A to work with our students in an urban setting in the financial district to have access to a dynamic workforce of serious students who embody the mission of Alliance. We are literate, critical thinkers, humanistic and engage in scientific inquiry.

Conclusion

The company's success and business practices provide valuable lessons for students at Alliance University. By studying Chick-fil-A's customer service, social responsibility, and business strategies, students can gain essential skills and knowledge to succeed in their future careers. While also giving Alliance University students the work experience that they need to be able to compete in today's very competitive job market. This will shoot Alliance University students to the top of job positions everywhere.



References

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