**CHICK-FIL-A: MARKETING PRACTICES AT A GLANCE**

Student’s name

Institution’s name

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**CHICK-FIL-A'S MARKETING STRATEGY**

Chick-fil-A follows a substantially differentiated marketing strategy that makes it a unique food chain business throughout the United States. The restaurant has Cathy's Christian in its backdrop, and therefore the underlying motto of Chick-fil-A is to influence people with a positive and constructive manner. The restaurant pivots the practices of giving, and endeavors to infuse creativity in its marketing campaign. Take the instance of the cow who advises people to "Eat Mor Chicken," it is a witty and practical conceptualization, of course. Moreover, to attract a more extensive kids' consumer base, Chick-fil-A adopted the strategy of providing learning and ethical development material to the kids with their meals.

**CHICK-FIL-A'S POSITIONING STRATEGY**

Chick-fil-A devised a positioning strategy that allows it to proffer premium services at a reasonable price. Chick-fil-A is famous for its excellent customer services, clean and tidy ambiance, and restrooms, delicious tastes, freshly made orders, and all in almost comparable competitive price. The restaurant has a diverse menu that is designed to address the need for both fast food lovers and health-conscious customers, simultaneously. Its exacerbated ethical concerns and proven practices make it eminent as a "do good" restaurant.

**IS SUNDAY CLOSING A COMPETITIVE ADVANTAGE FOR CHICK-FIL-A?**

Chick-fil-A works all week except Sundays, and the main reason behind its holiday is religious as well as humanity-based. According to the management of Chick-fil-A, they make extensively sufficient profits on weekdays, and therefore employees deserve a day off to have some rest and to perform their religious obligation. In due course, it is also explained that a day off makes the employees fresh and rejuvenated, so the chicken tastes wonderful on Mondays, moreover, as it is mentioned, that the roots of Chick-fil-A are connected with religiousness, and therefore it is believed that in order to abide with faith the business should be closed on Sundays.

**SHOULD OTHER RETAILERS CONSIDER CLOSING ON SUNDAY? WHY? WHY NOT?**

Closing the restaurants on Sunday does not feature any specific competitive advantages. The idea is practical to allow employees with a breather but otherwise, a day off can cost other businesses a fortune. On the other hand, all the restaurants observe different religions and faith, and therefore it is not necessary for them to close their franchises on Sundays. However, from a humanity standpoint, staff should be provided with a day off so that they could offer more effective services to the customers.

**CHICK-FIL-A STRENGTHS**

Chick-fil-A is a unique and distinguished fast food restaurant from many perspectives, but the most significant factor that makes it prosper is its 6 Ps strategy. Most of the businesses implement 4 P's marketing framework that is comprised of four elements; place, promotion, price, and product. However, to gain ultimate competitive advantages, Chick-fil-A has added two more P's, which are people and purpose. In this context, Chick-fil-A provides freshly made nutrient and hygienic "Products," and for the quality and premium services, customers feel willing to pay the "Price." The restaurants are located in almost every prominent southeast shopping mall along with a myriad of "Places" as solo outlets.

Similarly, the "Promotion" of Chick-fil-A is exclusive as it depicts a cow to promote chicken food items. The added P's affirm the restaurant's focus on its "People," because employees are the vital source for the prosperity of any business. Meanwhile, "Purpose" refers to the underlying theme of the restaurant that is solely based on religion, faith and the idea of ethics and goodness. Consequently, all these six P's collaboratively augment the strategic efficacy of Chick-fil-A and infuse a high strength in its business process.

**Reference**

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LaRoy, G. (2013, October 26). Chick fil A Eat Mor Chikin Except on Sunday. https://www.youtube.com/watch?v=cHAie2mz3gQ