

YEAR 2023

BUSINESS

AK
MANSOOR



Hatching a great idea

Entrepreneurship can be risky; you might find it difficult to quit and if you're too good at it you could see yourself spending the rest of your career raising business after business.

A K Mansoor

Chicking[®]
it's my choice

A K MANSOOR Profile

A.K. Mansoor, founder and chairman of UAE-based Quick service restaurant (QSR) chain brand called Chicking. To further expand the business, he is focused on opening new stores across INDIA.



Hatching a great idea

"It was my dream to create a world-renowned quick service restaurant (QSR) brand."

A K Mansoor



With an illustrious career that spans over 4 decades, Mr. A K Mansoor is a visionary entrepreneur that has started his career humbly, overcoming multitudes of obstacles and challenges to climb his way up to successfully founding the Al Bayan Group. The Al Bayan group is an International Business conglomerate established in Dubai with a diversified business investment portfolio.

Originating from Guruvayur, Kerala, India, Mr. A K Mansoor began his journey to success by moving to Dubai in the year 1987 at the young age of 19. The logo and icon of the mega-brands, Mr. A K Mansoor had multiple occupations under his belt. His career began very humbly from driving trucks to managing warehouses; progressively he began to dabble in business by establishing an air cargo company in the early nineties. Success never came easy for him as operating a small air cargo company was challenging due to the competitiveness of the market.



Did anyone know that this name would one day lead to brand globally. The unique and signature menu results of his own determination to introduce new menu items in the market that people would love.

Nevertheless, the tenacity and the passion that runs in his veins became the key ingredient for successful ventures within the United Arab Emirates - Al Bayan Cargo business in 1994 and Al Bayan Water in 2000. It is these two traits together with strong business instincts and the willingness to take critical risks that define this self-made entrepreneur and is reflected in the establishment of the Al Bayan group of companies. With this entrepreneurial mindset and drive for innovation, his next move was to create a fast food restaurant offering fried chicken, thus solidifying his place as a leader in the business world.





Chicking Legacy *from* UAE to the World

"I was always passionate about exploring new food,"

A K Mansoor

The history of the name Chicking traces back to his old days, where he travel worldwide and experiment with fried chicken pieces which were blended with a secret recipe prepared by him as a fan following the steps of remarkable master chef colonel sanders theory. Every successful entrepreneur identifies an object or idea as a manifestation of their thoughts to change the world; A K Mansoor found his brand the idea a stylish name Chicking.

Spreading Global

"Behind the success of Chicking is our unique secret recipe, great Halal products and commitment to amazing service."

The entrepreneur has struck a chord with the local market as he has unearthed a horde of Fried Chicken lovers in the UAE, a market that was dominated many giant food chains in the market. Growth has been steady for A K Mansoor who opened his first store in Dubai's Deira area in 2000. The home-grown QSR chain aims to have at least, 500 stores globally by 2025.





Moving Forward ... Focused on Expanding



CELEBRATING



Y E A R S

Just Halal



A quality product

More than 20 yrs people in Dubai come to trust and adore the brand Chicking. And now we aim to carry the legacy to farther territories. We want to be recognized as the world's largest and the most admired QSR brand in the world by enlarging the business empire throughout the UAE market and also globally, along with providing customers with the best chickalicious and lip-smacking menu from the house of "Chicking" with no compromise on quality and price.

Though the chain provides a variety of products beyond fried chicken, including grilled chicken, peri-peri chicken, burgers, wraps, pizza, desserts and more, Chicking ensures adherence to the various halal guidelines of every region in which it operates.

While halal certification was essential for the UAE market, it continues to offer Chicking a unique position from which to approach the market elsewhere.

"As part of that plan, we are concentrating on the franchise segment. Our global franchise management division was created solely to manage Chicking's global agenda. We offer a low investment cost to prospective franchisees and high ROI compared with competitors Chicking has a very transparent franchise system globally."

Today, the franchise & own store consists of more than 300 outlets, spread out across 35+ countries global, enjoying a significant presence Worldwide.





Over the years, Chicking built up a strong reputation among the people of Dubai. They came to trust the brand and adore its delicious food. As word spread, more and more people from other countries began to flock to the restaurant.

To help maintain its high standards of food and service, Mr Mansoor has created an impressive internal culture, offering training, support and new opportunities to employees. Longer-serving employees are encouraged to assume leadership responsibilities, providing upward mobility as a reward for performance.

“In this segment, we must always be alert to ensure the quality of the product and service. It's unlike any other business.”

As time passed, Chicking's popularity in Dubai grew and the same respectively worldwide. The restaurant quickly became the go-to spot for a quick meal, a special occasion, or just a place to hang out with families & friends.



Today, Chicking is looking to bring its legacy to even farther territories. Through its commitment to quality and its passion for serving its customers, Chicking has become a beloved brand all over the world. As it continues to expand, Chicking will continue to bring its signature taste and warm hospitality to people everywhere.

