

Chick-fil-A 'blessed' with increased sales

JOE GUY COLLIER | The Atlanta Journal-Constitution | Friday, January 30, 2009



ATLANTA - The Atlanta-based chicken chain reported Thursday system-wide sales for last year of \$2.96 billion, up 12 percent from 2007. The company has increased sales every year since the first Chick-fil-A opened in Atlanta's Greenbriar Mall in 1967. It was the 16th straight year of double-digit sales growth. Same-store sales rose 4.6 percent. The company added 83 stores, ending the year with 1,422 outlets.

Chick-fil-A benefited by being a lower-priced option for consumers, said Dan Cathy, Chick-fil-A's president and chief operating officer. He also was quick to thank his customers and God for the year. The Cathy family, which keeps stores

closed on Sundays, is known for its involvement in church and faith-based charities. "I do think that God has blessed our business," Cathy said.

Among restaurants, the fast-food category is holding up better in the recession than full-service, higher-end eateries. In 2008, U.S. sales at limited-service restaurants rose 2 percent, compared to a 2.5 percent drop for full-service restaurants, according to Technomic, a Chicago restaurant research and consulting firm. Chick-fil-A is among the fast-food players that are staying ahead of the industry pace. McDonald's Corp., the biggest fast-food chain in the world, also reported this week a 4 percent increase in U.S. same-store sales and an 8 percent increase in U.S. operating income.

Chick-fil-A, a privately owned company, does not disclose profit data. While sales increased in 2008, the company is being cautious this year, Cathy said. In 2009, Chick-fil-A expects to add 76 outlets, down slightly from last year. The company has delayed a move by some corporate headquarters employees into new office space. It also will keep staffing levels even at the corporate headquarters south of Atlanta. Chick-fil-A has a corporate staff of 732 employees. Chick-fil-A won't have layoffs and will replace staff members if they leave, but investments and hiring will be focused at the store-level, Cathy said. The chain plans to renovate 65 restaurants this year.

1. In appropriate paragraph form, analyze and interpret the justification provided as to how Chick-fil-A consistently encounters increased sales despite an ongoing recession. What preventive measures has Chick-fil-A implemented in an effort to maintain fiscal responsibility? **(GPS – Grades 6 – 8: MRC a, d)**
2. Convert from one unit to another within one system of measurement (customary or metric) by using proportional relationships: Assume for a moment that a medium glass of Chick-fil-A tea holds 350 mL. You are the store manager and tasked with ordering supplies as well as ensuring inventory remains fully stocked and accessible. You have determined that the contraption at the manufacturing plant as well as the restaurant's kitchen contains 7000 L of tea. How many glasses may be filled before the machine is completely empty? Given $\frac{1}{5}$ cup = 50 mL, how many fewer cups than mL are found in the 350 mL glass of sweet tea? Communicate mathematically and explain your reasoning.
(GPS - Grade 6: M6P1 – M6P5; MRC; M6M1)
3. Use scale factors, length ratios, and area ratios to determine side lengths and areas of the following similar geometric figures provided the scenario: As Chick-fil-A store manager you are required to appropriately display the company logo located to the right. You have decided that the image is not clearly viewable by potential customers from the road and therefore, needs to be enlarged. Unfortunately, the company manufacturing the design inadvertently neglected to provide the complete measurements. You have been tasked with the responsibility of determining the new measurements for the logo size increased 7.25 times its present size.
(GPS Grade 7: M7P1 – M7P5; MRC; M7G3 b)
4. A compound event consists of two or more simple events. When one event *does not* affect the others, we say that these are independent events. If the outcome of an event *does* affect the outcome of another event, we say that these are dependent events. A Chick-fil-A box contains seven sandwiches with pickles, five without and four with polynesian sauce. Without looking, what is the probability that the first two picked will be with pickles followed by those without? Explain and support your reasoning.
(GPS Grade 8: M8P1 – M8P5; M8AD3 a, b)
5. Upon completion of this assignment, how far have we progressed through the 2008-09 series of The Daughtry Times®? Express your answer interchangeably as a fraction, decimal, percentage, and circle graph.
(GPS – Grade 6: M6N1f, g; M6D1c; Grade 7: M7D1f)
6. Using contextual clues only, define the following italicized words: *layoffs*, *disclose*, *outlets*, *recession*, and *renovate* obtained from the passage above. Additionally, use each word in a complete sentence to demonstrate further comprehension. **(GPS – Grades 6 – 8: MRC a, c, d)**



Georgia Performance Standards (GPS) adapted from georgiastandards.org. Standards specifically addressed in this edition are strategically aligned with the curriculum map and annotated adjacent to the respective grade level inquiry.

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