

BUS113 – Study Guide #1
Chapters 1-3
“Eat Mor Chikn...”

1. Business Principle: “Chick-fil-A has succeeded by designing its entire business system around company loyalty.”
2. Business Principle: “A company earns customers’ loyalty by consistently delivering superior value.”
3. Business Principle: “Customer loyalty TO an organization is a direct result of loyalty WITHIN that organization.”
4. How long do the Chick-fil-A restaurant operators stay with the same restaurant business? (The average is about 20 years).
5. Reasons why the operators stay with Chick-fil-A: (1) They’re proud of their association with Truett Cathy; (2) They believe in the philosophy that guides Chick-fil-A; (3) They earn 2 to 3 times as much money as they would at a competitor’s restaurant, or with most other retailers.
6. Business Principle: “When leaders put the welfare of others first, there is no limit to what they can accomplish.”
7. The history of Chick-fil-A is a series of unexpected opportunities.
8. Most unexpected opportunities are opportunities to give.
9. Most unexpected opportunities almost always carry with them the chance to be a faithful steward to influence others positively.
10. Read Luke 19:12ff (the parable of the pounds or the parable of the minas), and be able to make a business application from that Scripture.
11. Read Matthew 25:1ff (the parable of the talents), and be able to make a business application from that Scripture.
12. What business principle can you find in 1 Corinthians 4:2?
13. What business principle can you find in 1 Peter 4:10?
14. According to Mr. Cathy’s book, his father sometimes collected eggs, chickens, ham, sorghum, or flour instead of money from premiums on insurance policies he had sold to his customers. Be able to explain some of the advantages and disadvantages of the bartering system.

15. One thing Mr. Cathy learned from his mother was the “secret recipe” for cooking chicken. He also learned from her about following recipes and making substitutions. Be able to tell how these lessons would serve him in later years in the Chick-fil-A business.
16. Life Principle: “Just because a family is Christian and goes to church and everybody lives under one roof does not mean they don’t have a lot of problems.”
17. Mr. Cathy’s first business was selling Coca-Colas door-to-door.
18. As a boy, Mr. Cathy had a speech impediment. Be able to tell how he was able to use that “weakness” as a glory to God in later years.
19. Mr. Cathy’s first “most treasured possession” was the bicycle he earned by selling the Cokes. Explain the significance, in the light of business.
20. Business Principle: “A 1 ½ ¢ profit is better than no profit at all.”
21. Business Principle: “I wanted to do my best at any job I did” [Truett Cathy].
22. Mr. Cathy demonstrated his honesty – and his business character – by repaying a \$35 debt that his family had owed to a store owner for many years. The store owner had even forgotten about the debt, and had written it off his books.
23. Techwood Homes was a real challenge for Mr. Cathy’s newspaper route – because every customer was a new customer and because every resident was a potential customer.
24. Business Principle: “The key to success is to take care of the customer.”
25. Business Principle: “It is always easier to keep a customer than it is to replace one.”
26. Business Principle: “The customer is always right and I always oblige the customer.”
27. Business Principle: “Courtesy is cheap to provide and it pays great dividends.”
28. Business Principle: “Some people will beat you out of money if they can.”
29. Business Principle: “Customers are always looking for somebody who is dependable and will take care of them.”
30. Business Principle: [Quote from Napoleon Hill] “Whatever the mind of man can conceive and believe, it can achieve.”
31. Read Romans 8:28 and understand how this verse applies to the business world.