



Purpose:

To glorify God by being a faithful steward of all that's entrusted to us.
To have a positive influence on those that come in contact with Chick-fil-A.

Vision:

To be Easton's most CARING company.
We do this by: **Winning hearts every day.**

Mission:

Provide "REMARK"able experiences on both sides of the counter.
We do this by: **Serving fresh food, quickly, in a clean environment by a team that LOVES people and enjoys their job.**

Core Values:

Here to Serve | Better Together | Purpose Driven | Pursue What's Next

Employer Promise:

Provide a "REMARK"able work environment that offers competitive pay, flexible yet consistent hours, growth opportunities, and modeled leadership principles that apply outside the restaurant while being a clean and safe place to work

Our 2022 Priority is Pursue What's Next

As one of our Core Value's, Pursuing What's Next, we strive to grow and get better each day. As we will close for a scheduled remodel in Q3 2022, we will reopen stronger and slightly different even as Chick-fil-A Easton 2.0. In order to continue our growth, there are additional complexities we face which are associated with additional staffing, operations, and food safety. These three make up our 3 Focus Areas in 2022 that will help us improve our culture, systems, and processes all which will help ensure healthy growth into the future.

Focus #1 – Talent

Building a strong culture around the service of others, requires the full commitment of our entire staff. This is gained by valuing them and providing the opportunities to grow. Doing this, will engage a team that will lead us into the future. As a leadership team, we strive to create an organization of engaged employees who CARE about others as well as the pursuit of excellence in the work they do. Customers don't love a company until the employees do first. In order for us to navigate the uncertainty ahead in 2022, it's crucial that we control what we can control, focusing on our culture. We will need 1/3 more staff to continue to operate in the future post our reopening. We must develop internal and external leaders in order for our team and business to go to the next level. For us to accomplish our vision of being Easton's Most Caring Company by winning hearts every day, it requires our team to execute on:

- Ensuring a Clean and Safe Environment
- Providing Fast and Accurate Service
- Serving Safe Crave-able Food
- Showing Genuine Hospitality

Focus #2 – Guest Experiences

Our guests are what keep our business in business. When it comes to service, Chick-fil-A guests have high expectations around hospitality and us going above and beyond. Our primary marketing strategy is to provide such a great experience that our customers are the ones telling others about us! We have hundreds of opportunities each day to show simple moments of CARE and as we continue to navigate through and beyond COVID-19, our guests are longing for care! As we shut our doors for the remodel to then reopen with anticipation, guest's pinned up demand will be strong to get the CFA experience they have been missing!

Focus #3 – Food Safety and Quality

Customers visit a restaurant because they are hungry. Each guest trusts us to provide them safe and fresh food. We must execute our procedures which will ensure our guests are served the safest and most crave-able food possible.

2022 BUSINESS GOALS

We believe, along with our (3) Focus Areas, that we can achieve some big milestones in 2022 for our business at Chick-fil-A Easton. There are four main areas where we would like to see these goals accomplished.

PEOPLE



Turnover Rate
Below **75%**
Retention Rate
Above **61%**



Grow team to
90 Team Members



Increase Productivity
while decreasing our
Labor Gap below **(.25%)**

QUALITY & CUSTOMER EXPERIENCE



OSAT of **78%**
ACE of **80%**



Fast Service of **75%**
Order Accuracy of **97%**



Taste of Food at **80%**
Cleanliness of **80%**

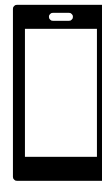


Food Safety:
100% eRQA/SDC
each month and **0**
Findings on each
quarterly SAFE

SALES & BRAND GROWTH

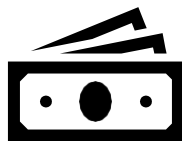


Sales growth
12% to achieve **\$6M**



30% of Guests using CFA ONE
and **18%** placing Mobile Orders

FINANCIAL RETURN



Less than **\$50** cash
over/short a month



Positive Food Cost Gap
of **0.50%** or less