



Case Study

Organization
Chick-fil-A

Location
United States

Industry
Retail

Reliable Growth in the Restaurant Market

Chick-fil-A is a privately owned fast-food restaurant chain headquartered near Atlanta, Georgia. Steady growth since the first restaurant opened in 1967 has led Chick-fil-A to become the largest quick-service chicken restaurant chain in the United States. More than 1,800 locations in 41 states bring in sales of over \$5 billion annually.

What did they do?

Chick-fil-A executives selected the Esri® ArcGIS® platform to help the company support its strategy of operator-driven growth. This is based on optimized site selection and market analytics that maximize individual store performance while minimizing competition impact and potential cannibalization. Initially adopted in the real estate department, location analytics is now gaining traction in other business units, including marketing, operator services, and business intelligence.

Do I need this?

Esri provides a secure web geographic information system (GIS) solution that allows everyone in the company to easily discover, share, and use maps on any device, anywhere, anytime. With a common system and authoritative information, Chick-fil-A has integrated location analytics into its daily operations and added new business value and insight into the organization. As the company grows, it can continue to maintain its corporate mission while doing business at a hyperlocal level.

“The great thing about the ArcGIS platform is that it behaves a lot like many open-source tools but with the support you’d expect from a big, stable enterprise software company.”

Chan Lee
Real Estate Enterprise GIS
Chick-fil-A, Inc.



For more information, visit esri.com/retail.



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