

Nomination: 21169

Five Star Chicken: A Global Expansion Success Story

Page: General Information
Name of Organization / Company CPF RESTAURANT AND FOOD CHAIN COMPANY LIMITED
Logo Download File (https://asiastevieawards.secure-platform.com/file/33473/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjozMzQ3MywiYWxsY3dOb3RtaWduZWVcmwiOiJGYWxzZSI6ImlnbAI-FIVE-STAR.png)
Web Site Address https://fivestar.in.th/ (https://fivestar.in.th/)
Page: Entry Information
Entry Title Five Star Chicken: A Global Expansion Success Story
Category T01 - T11 - Achievement Categories > T07. Innovative Achievement in International Expansion
Submission Format An Essay of up to 625 Words

Essay

Five Star Chicken, a proud Thai brand, has achieved impressive international expansion since July 2022, solidifying its position as a leader in the quick-service restaurant (QSR) industry. With a focus on market penetration, franchise development, and operational excellence, Five Star Chicken has extended its footprint across multiple countries, sharing its signature flavors with a growing global audience. Its nomination for the Stevie® Awards in the category of Innovative Achievement in International Expansion highlights the brand's adaptability and innovative strategies that have fueled its global success.

Strategic Growth and Expansion

Five Star Chicken has consistently prioritized high-quality, affordable products that appeal to diverse tastes. By July 2022, it had already established a strong presence in 10 countries, including Thailand, Myanmar, Laos, Cambodia, Malaysia, Vietnam, the Philippines, Bangladesh, Pakistan, and India. Recognizing further potential, the brand set ambitious expansion goals to grow within these countries and explore new regions. Between 2022 and 2024, the brand expanded from 8,417 to 9,027 locations — a testament to its effective franchise model. This growth empowers local entrepreneurs while maintaining brand integrity and quality standards.

Innovative Franchise Model

A major driver of Five Star Chicken's success is its adaptable franchise model. The company offers franchisees comprehensive support, including training, supply chain management, and marketing assistance. Its franchise strategy revolves around:

- Empowering local entrepreneurs with affordable investment opportunities and low startup costs.
 - Streamlined operations via efficient supply chains and localized menu adaptations for regional preferences.
 - Enhanced franchisee success through structured training programs and continuous business support.
- This approach has fueled growth in emerging markets like India and the Philippines, where demand for quality, affordable fast food continues to rise.

Market Adaptation and Consumer Engagement

Five Star Chicken tailors its menu to local tastes while maintaining core product quality. In India and Pakistan, the brand introduced spice-infused recipes suited to local preferences. Meanwhile, in the Philippines and Vietnam, it emphasized convenience-driven options, like grab-and-go meals, appealing to busy urban customers.

To further strengthen engagement, Five Star Chicken embraced digital marketing and technology innovations:

- Digital ordering platforms and mobile app integration for smoother customer experiences.
- Localized social media promotions to boost brand visibility and loyalty.
- Customer feedback loops using online surveys and market-specific campaigns for quick adaptation to evolving preferences.

Operational Excellence and Sustainability

Five Star Chicken's expansion relies on strong quality control, supply chain efficiencies, and sustainability efforts. It partners with local suppliers to ensure fresh ingredients while adhering to global food safety standards like HACCP, GMP, and ISO certifications.

The company also prioritizes corporate social responsibility (CSR), contributing to local communities through job creation, environmental initiatives, and disaster relief efforts. These actions have strengthened its reputation and fostered trust in diverse markets.

Future Expansion Goals

Looking ahead, Five Star Chicken aims to reach 12,500 international outlets by 2027. Its growth strategy includes:

- Strengthening its presence in current markets by increasing franchise partnerships.
- Expanding into new regions, particularly the Middle East and Africa, to tap into rising fast-food demand.
- Investing in digital transformation to enhance customer experiences and operational efficiency.

Five Star Chicken's rapid international expansion — from 8,417 to 9,027 outlets in two years — highlights its effective business model, franchise success, consumer-driven innovation, and commitment to sustainability. As the brand continues to grow, it's not only achieving commercial success but also positively impacting local economies and communities worldwide.

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Credits

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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Do You Have Website URLs you would like to link to

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