

A DECADE OF SUCCESS IN DOWNTOWN EDMONTON:

How Chinkal Patel went from the sales floor to owning his own top performing Wok Box.

Back in the early 2000's Wok Box Franchisee Chinkal Patel was a driven young man living in the United Kingdom and working as a sales associate in a popular retail store. His experience with that store started a chain of events that led him to a sole ownership of Wok Box Edmonton (Jasper Ave) and tripling sales within 5 years. So how did he do it? Hard work and determination.

“Don't run someone else's business when you can run your own.”

After almost 10 years and several promotions later, Chinkal made the leap across the pond to Canada in 2012 and put his operational background to use with the Hudson's Bay company. Only a few years later, the family business at Wok Box was the next step for Chinkal to use his operations background. He worked both jobs for almost 4 years but when his daughter was born, it put things into perspective for him: Why work for someone else when I can run my own business?

With help from his family, Chinkal took over the business in 2016 and hasn't looked back.

There isn't just one secret to his success, though. With his operational know-how and interest in technology and e-commerce, Chinkal was one of the first to adopt third-party delivery services. “I never sit back and wait for someone to tell me what to do,” he says, “I go out and find the right

programs to benefit my business myself”.

He isn't quick on the trigger, either. Chinkal takes his time doing the research, and that's what made every business decision a profitable one for him. When the new Rogers Place was opened in Edmonton, Chinkal realized he could capitalize on late night business and extended his hours. This combined with the third-party delivery services, help build sales 80% the first two years.

What Chinkal did next though, was what solidified his success and tripled his sales within 5 years.

He realized quite quickly that his people were what really mattered most.

“I wanted loyal, long term staff”, Chinkal remembers.



Chinkal Patel, Franchisee – Wok Box Edmonton (Jasper Ave).



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***Above all, Be Kind.
All I can afford is to
be nice to people.***

“So instead of telling them what I wanted, I asked them what was important to them”. The answer he heard the most? Sense of security. “It’s unusual in small business to feel secure” he adds, “so I met with an accountant and looked into employment standards and put into place programs that let my staff know I cared about them, their families, and their work life balance”.

Today, Chinkal has a staff of 10 people that he calls supervisors. With fixed shifts and a no-questions asked flexibility, he has created a culture that works for him, and especially his employees. Don’t mention ever having to fire someone! “That’s not in my vocabulary!” Chinkal laughs, “I make sure they know that they are secure, cared about, and that if they want to ever leave, that will be on them.” They responded with longevity, because now he has an exceptionally loyal staff with an average of 3-5 years each within his restaurant.

So, what’s next for Chinkal and his staff? Focus on building more sales and opening more locations of course! With his non-negotiables of superior customer service, amazing food quality and top-notch cleanliness, the sky is the limit for this team!

By: Carmen Vogel



ABOUT WOK BOX

Since 2004, Wok Box, a Canadian owned and operated franchise, has been serving up an exciting, flavourful, and affordable menu to customers across Canada. Inspired by over 10 different Asian countries, Wok Box’s iconic takeout boxes are brimming with fresh and distinctive customized noodle and rice dishes as well as wings, tenders, and Asian street fries. Each delicious meal is cooked right in front of the customer’s eyes and enjoyed in a casual and friendly quick-service (QSR) atmosphere.

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