



# **TOP TIPS** from *The Catering Circle Show*

*London Business Conference 2017*

*Tuesday, 28<sup>th</sup> March*

*Meridian Grand London*





## Keith Best

Former MP



- 🍴 In furthering Unity and Collaboration it is my belief that the major representatives of the industry should come together regularly and discuss the different issues (such as recruitment of chefs, pricing policy, procurement of ingredients, joint marketing etc) and agree to share certain information which is not especially commercially sensitive.
- 🍴 There should be agreement on a common line to take and some joint resources should be committed to achieving that aim with clearly set objectives and timeline - there needs to be an agreed strategy. The time for talking and disagreeing is now over and the time for joint action is long overdue.

## Cllr Parvez Ahmed

Mayor, London Borough of Brent



- 🍴 Grow together as one team
- 🍴 Build, improve and develop relationship through coaching, constructive feedback and opportunities
- 🍴 Create the environment of trust, acceptance, respect, understanding and courtesy to build and maintain strong relationships



## Cllr. Ayesha Chowdhury

Mayor's Adviser & Community Lead Councillor - Beckton, London Borough of Newham

-  Promote curry industry to the young generation/newcomers by using all possible techniques and use of media
-  Lobby government (under effective leadership) to bring skilled staff/chefs
-  Use of technology is a must and so is staff/management training to improve and learn new skills



## Pasha Khandaker

President, BCA

-  Be optimistic and involve your customer to lobby the government
-  Grow with the flow - Food Management, Technology, Food and Hygiene etc
-  Modernise the cuisine by making it very appealing and presentable and at the same time keeping it healthy

## Eafor Ali

President of BBCA



- Management training has become a big part of our future for the industry, to learn and implement
- Communication with employees has to be improved. A training session should take place once a month with all the staffs for better understanding of running of the restaurant
- Address our problem and other issues with one voice. Although we may have many organisation our goal should be one

## Shahagir Bakth Faruk

Course Director, Ex President - BBCCI



- Identify and control Hazards in order to make safe foods
- Be proactive and take preventative steps
- Get used to a management system HACCP (Hazard Analysis and Critical Control Point)



## Mohammed Jubair

General Secretary, London Bangla Press Club

- 🍴 Understand your locality and prioritise the customer's point of view
- 🍴 Respect your staff and pay reasonable salaries
- 🍴 Activate as an organisation or group to address the curry crisis together sharing ideas and experiences



## Altaf Hussain

Executive Team Member, Catering Circle

- 🍴 Enthusiasm and passion boost your business
- 🍴 Amending training process and staff management systems
- 🍴 Keep up to date employment related documents for all employees

## Helal Malik

Executive Team Member, Catering Circle



- 🍴 Passion builds your business that comes with experience and leads to success
- 🍴 Customer feedback and regular team meetings initiate two-way communication at every level and identify problems and opportunities that can benefit the business
- 🍴 Visit trade shows and exhibitions and learn from people's successes, adapt and apply to your own business

## Ruhul Shamsuddin

Executive Team Member, Catering Circle



- 🍴 Identify your target audience. Look at your local market and tailor your style to appeal to them. All towns have a different community and culture, make sure your restaurant suits their needs
- 🍴 Shape your concept. Do not be afraid to market yourself as a Bangladeshi cuisine restaurant. Be confident to promote and show off the Bangladeshi food and culture to educate your customers
- 🍴 Create a restaurant theme suitable to your market



## Forhad Hussain Tipu

Executive Team Member, Catering Circle

-  Simple and signature menu
-  Digital Marketing
-  Online ordering system with integrated Epos



## Anwar Ahmed (Murad)

Executive Team Member, Catering Circle

-  Innovation required to improve the image of catering industry
-  Employment rights for staff
-  Pension rights for long term employees

## Naz Choudhury

Next Generation Team Member, Catering Circle



- 🍴 Look at alternative forms of cuisines which are on the growth curve and already operating in the UK franchise market
- 🍴 We must adapt and diversify with our huge knowledge of the catering industry by creating a healthier menu
- 🍴 Be more creative with marketing such as holding food festivals articulating the different cuisines of India/Bangladesh

## Tania Rahman

Next Generation Team Member, Catering Circle



- 🍴 Focus on talent and invest in your team by training passionate chefs to your standard of cuisine ultimately benefiting the business in the long term
- 🍴 Make technology your friend by investing in state of the art Epos system
- 🍴 Keep it simple by focusing on quality of produce and ingredients rather than quantity of items on your menu



## Safwaan Choudhury

Next Generation Team Member, Catering Circle

- 🍴 Create engaging marketing campaigns and utilise social media platforms to keep customers up to date
- 🍴 Use TripAdvisor and other reviews and give staff the feedback
- 🍴 Have a clear and precise menu with accurate descriptions



## Rumel Kamaly

Director for SK Foods Limited

- 🍴 Ensure you are keeping up to date with market trends, whether it is interior decor, social media, training staff or healthier food options
- 🍴 Be willing to outsource professional help if and when required
- 🍴 Streamline your supply chain, ensuring you're receiving the best possible products and prices

## Cedric Selvadorai

Commercial Director, Berkeley & Wharf Group



- 🍴 Workplace Pension – make sure you know your staging date. If you don't, you risk heavy penalties and will still have to pay for a scheme to be set up
- 🍴 Choose a workplace pension in good time and that fits your needs
- 🍴 For financial matters, opt for brokers who listen to your needs to make things work for you and your business

## M A Munim (Salik)

Managing Director, Chef Online



- 🍴 Ensure you are using up to date Technology
- 🍴 Focus on Customer retention
- 🍴 Keep up with the demands of the industry through product development



## Sadia R Hussain JP BEM

Host, Catering Circle Essex

- 🍴 Offer incentives to employees, flexible hours and more diverse workforce
- 🍴 Reduce menu sizes and create better working environment
- 🍴 Transparency in terms of accounting and tax matters



## Dr Wali Tasar Uddin MBE

Host, Catering Circle, Edinburgh

- 🍴 Effective marketing and promotion strategy
- 🍴 Team work with dedication and determination
- 🍴 Train quality chefs who then will lead the kitchen team and generate better creative dishes and presentations

## Oli Khan

Host, Catering Circle, Luton



- 🍴 We need to focus more on skills and the curry industry needs to take on more apprentices
- 🍴 Proper hygiene is very important when it comes to food preparation
- 🍴 Minimise your menu and only sell popular item from your menu

## Foyso Choudhury MBE

Host, Catering Circle Edinburgh



- 🍴 Develop a professional and positive marketing strategy
- 🍴 Form a national committee to lobby regional and national governments
- 🍴 Introduce modern Information Technology in areas of service, sales, procurement and training



## Ana Miah

Host, Catering Circle, Cardiff

- 🍴 Train staff on regular intervals
- 🍴 Reduce menu content and upgrade regularly
- 🍴 Embrace social media and make it part of your marketing strategy



## Dr Zaki Rezwana Anwar

Community Activist

- 🍴 Listening to customer feedback is crucial for the growth of the business
- 🍴 Accept the realities of a changing socio-economic climate and act with an adaptable mindset
- 🍴 Improve the service/interface with customers and clients - both virtual and face-to-face

## Ian Dunn

Director and Principal Tutor, ID Development Training Ltd



- 🍴 Organise and promote cultural food festival events and workshops to raise public awareness on how to identify and use eastern herbs and spices and of course taste the end product
- 🍴 Cultural awareness covering customs, clothing, agriculture, geography etc
- 🍴 Working in partnership with other local state holders within the community such as colleges and other businesses who would be able to provide the apprentices with short term work placements, thereby providing the opportunity for the trainee to work with different businesses

## Oliver Ranson

Pricing Expert



- 🍴 When it comes to pricing forget about costs - it is what your customers are willing to pay that counts
- 🍴 Experiment with new promotions, price increases and special offers to test how your market responds to price changes
- 🍴 Offer special prices only when the restaurant is not busy



## Jamal Uddin Mokoddus

Senior Vice-President, BCA

- 🍴 Training of employees and employers on how to improve and maintain standards
- 🍴 Opening of a government backed training centre in the UK and Bangladesh
- 🍴 Educating our industry on pricing, competition and effective marketing



## Mohammed Moinul Hussain

CEO, Maya's World Buffet Group

- 🍴 Know your market and your competition
- 🍴 Be innovative and don't be the same as everyone else
- 🍴 Good marketing is the key to success, use the internet, have a smart website and utilise social media

## Sultan Babar

Press and Publication Secretary, BBKA



- 🍴 Knowledge is key to run any successful business including restaurant
- 🍴 The employees must be fully motivated and engaged to do the job effectively
- 🍴 Training and continuous personal development of employees is vital because in today's business world, no innovation means no growth; and no growth results in business stagnation (or death)

## Raza Miah

Senior Food Safety and Licensing Officer



- 🍴 Better food safety standard, better business compliance
- 🍴 Clean your hands regularly, prevent cross contamination risk
- 🍴 Regularly monitor food safety, preventing food poisoning incidents



## Mohammed Abul Lais

Director, Tadley Tandoori

- 🍴 Know your customer and monitor your reviews
- 🍴 Learn to be digital. Tailor your marketing
- 🍴 Your brand is your image, your logo, the font on your menu, the style of service and food you have



## Syed Khalid Miah Olid

MD, Mumbai Group of Restaurants

- 🍴 Bangladeshi restaurant owners need to open a training centre all over the UK for people to be trained
- 🍴 Work towards work permit so the staff can be paid national wage
- 🍴 Advertise across the UK and promote the position and show them the benefit of working in a restaurant

## Rez Kabir

Mentor, Actor & Story-teller



- 🍴 Train educate and inform young people of traditions and new catering methods and practice
- 🍴 Make industry more attractive for them and their needs
- 🍴 Encourage them to flourish and create next generation, of restaurants based on past and present.

## Shetab Hoque

Director, Indian Ocean



- 🍴 Periodically review the dishes and introduce healthy choices
- 🍴 Creating your own dishes rather than 'copy and paste' from others
- 🍴 Frequently participate and be part of charity events and sponsorship



## Atikur Rahman

Chef Consultant

- 🍴 Good food hygiene is of paramount importance for the pleasure of your customers and the continued success of your business
- 🍴 Have adequate public liability insurance and right paperwork
- 🍴 Complete the SFBB (Safer Food, Better Business) folder thoroughly and ensure the opening and closing checks are undertaken on a daily basis



## Mumit Chowdhury

Director, Lalbagh Restaurant

- 🍴 Use a branded order online system and simultaneously regain control by saving ££!
- 🍴 Ensure you have signature dishes including healthy options on the menu
- 🍴 Provide your customers with free WiFi where they login with their details and register their data, let them know you are collecting this and create your own customer marketing database.

## Mujib Islam

Director, Lansbury Heritage Hotel, Canary Wharf



- 🍴 Evolve with current market trends
- 🍴 Try and understand your customer
- 🍴 Price your menu based on location and customer base

## Suhana Ahad

Director, Pearl Advertising



- 🍴 Never start without the big three. Great Chef , Great Location and a Great Concept.
- 🍴 Be ready to evolve , especially the chef as customers demand and wants are changing constantly with new diet trends
- 🍴 Keep you brand alive on social media. It is a must and the best way to attract new customers and retain them through online promotions.



## Tanim Chowdhury

General Manager, Purple-i Technologies

- 🍴 The Electronic Point-of-Sale (EPOS) is not an option in the 21st century- it's an absolute must for curry houses. It saves time and money, reduces paperwork and creates a customer database giving you better cash control.
- 🍴 Invest in reputable companies: Digital goods such as an EPOS and Order online services are long time investments- go to companies with a long standing reputation within the sector who will give you good customer service and training.
- 🍴 Make use of Social Media and E-Marketing- For example use FaceBook, Twitter, Google, Email shots and SMS Marketing.



## Shafi Ahmed

eCommerce Expert, dineNET.co.uk

- 🍴 An order online platform allows restaurants and take-away outlets to take customer orders via their own website. Ensure your order online site is Responsive
- 🍴 Ensure your order online has a Mobile App site or native Mobile App
- 🍴 Ensure your order online site is integrated with your EPOS





## Catering Circle

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