

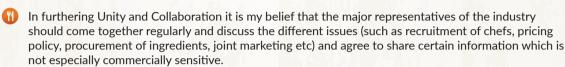
TOP TIPS from The Restaurant Talent Show

Business Conference 2018 Wednesday, 25th April Meridian Grand London



Keith Best

Panel Judge, The Restaurant Talent Show Awards 2017





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.

Pasha Khandaker

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





Shahagir Bakth Faruk

Panel Judge, The Restaurant Talent Show Awards 2017

- 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)



Dr Wali Tasar Uddin MBE

- 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

Mujib Islam Special Judge, The Restaurant Talent Show Awards 2017



- Evolve with current market trends. Try and understand your customer
- Price your menu based on location and customer base
- Engage in social media and digital marketing

Oli Khan

- 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





Dr Zaki Rezwana Anwar

Special Judge. The Restaurant Talent Show Awards 2017

- 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

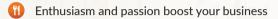


Cllr Ayesha Chowdhury

- 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

Altaf Hussain

Special Judge, The Restaurant Talent Show Awards 2017



- Amending training process and staff management systems
- Keep up to date employment related documents for all employees



Helal Malik

- Understand customer behaviour and deliver beyond expectation
- Engage customers thru social media. It's a tool to impress and inform
- Dining is a passion. Your menu reflects your creativity and skill. Implement new industry trends





Forhad Hussain Tipu

Special Judge, The Restaurant Talent Show Awards 2017

- Shorter version of menu & Innovation
- Own online ordering facility hub
- Giving importance of Digital marketing



Ruhul Shamsuddin

- 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

Ana Miah

Special Judge. The Restaurant Talent Show Awards 2017

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



Atikur Rahman



- 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



Farhan Masud Khan

Head of Programmes, Channel S

- Be ready to evolve, especially the chef as customers demand and wants are changing constantly with new diet trends
- 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



Mohammed Jubair

Chief Reporter, Channel S

- 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

Adnan Hussain

Winner, The Restaurant Talent Show Awards 2017



- Stay one move ahead i.e. observe what other restaurants are doing, sales patterns in the market and how you can adapt
- Always have trust in yourself so never doubt what you can accomplish. Forget all the 'buts' just because previous generation did not use similar ideas
- Always be innovative with your menus. People like an imagination and being in an industry where everybody copies each other, be original and separate yourself from other places

Abdul Kashim



- Share your thoughts and ideas with your staff and understand their needs and aspiration
- You and your staff have a common goal and that is the success of the restaurant, if you benefit so should they
- A happy team has a direct effect on productivity, which in return means a successful restaurant



Mohi Sami Uddin

Winner, The Restaurant Talent Show Awards 2017

- Make sure you invest time in training your team on the technology you have implemented
- Explore ways to segment data from your systems to help your business analysis
- Social media tech will enable you to reach a far bigger crowd, so learn how to use it



Fahad Islam

- Stick to your style that works for you and don't compromise your ethics
- Indian food is healthy as long as you remove the unhealthy elements
- Always buy quality products and fresh ingredients to get the best nutrients

Ash Miah

Winner. The Restaurant Talent Show Awards 2017



- Investing in staff training and management with a particular focus on HACCAP will provide organisations with greater knowledge in food safety
- A diverse workforce helps strengthen equal opportunities in the establishment. Simplified menus help embrace a healthy eating lifestyle
- Using the Epos systems is fundamental in greater transparencies and management

Safwaan Choudhury



- 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



Tofozzul Miah

Winner. The Restaurant Talent Show Awards 2017

- Invest in IT this includes having your own website, mobile app and online ordering system. This will improve efficiency for customers and avoid having to face the breathtaking fees charged by third party online companies
- Collect customer data via EPOS systems. Using Twitter and Instagram provides a whole new audience for your business to target
- Avoid door to door leafleting. Instead, online marketing tools are much more effective



Aki Rahman

- Plan and design your menu very carefully and keep your menu size in check. Categorize menu items according to profit and popularity levels. Maximise income from high margin products
- Turn to healthier versions of Asian food. In your menu, showcase your culinary philosophy and brand attributes featuring traditional healthy dishes and ingredients
- Know Your Customers. Be attentive. Make your service exceptional

Shathil Islam

Winner. The Restaurant Talent Show Awards 2017



- Bring new concepts like lunch-time trade, street food, stone cooking (Hot Rock), different Build Your Own (BYO) food experiences
- Create an attractive atmosphere. Consider human senses taste, sight, lighting, table layout, painting, colours, cooking process, sound, music, smell, aromatic scents
- Customise menu according to the survey responses from your diners

Rehan Uddin



- Do not accommodate and feed staff. Instead rent out the accommodation and do not include breakfast, lunch and dinner for free. You will save 40k in one year
- Receive prepped product daily from your supplier. Chicken, lamb, onions, vegetables. Reduce prep time and pay by the hour
- Vegan customers now make up 7% of the population a new core market. Create new vegan menus



Ziaur Choudhrey

Winner, The Restaurant Talent Show Awards 2017

- Work with your chef to keep food cost down, use local produce where possible and price accordingly if using expensive ingredients
- Use social media to reach younger audience lifestyle magazines for older generations. Twitter is my go to place
- Till systems, online booking and ordering, kitchen equipment all lead to efficiency and reduced staff costs



Aziz Miah

- Reach out for support from the local council, I.e environmental health department and premises licence department
- Regularly check and test employee's knowledge and provide training where necessary
- Do not stand still, enhance your own training and knowledge

Murad Ahmed

Finalist. The Restaurant Talent Show Awards 2017

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



Monsur Ahmed

Finalist, The Restaurant Talent Show Awards 2017



- Limited menu items, concentration on quality over quantity to maximise high standard production
- Emphasis on hygiene and working practices to ensure healthy and safe food, to prevent cross contamination
- Continuous training and safe cooking method to ensure high allergy awareness



Samiya Akthar

Finalist, The Restaurant Talent Show Awards 2017

- Effective marketing reaches consumers where they already are
- Amend training process and staff management systems when necessary
- Have solid foundation of trust and integrity



AH Afzal Mahmood

Finalist, The Restaurant Talent Show Awards 2017

- Keep consistent in your quality of service with every customer
- Food quality must be at its peak all time, not on just some dishes but ALL
- Cleanliness and hygiene must be a top priority at all time

Zakaria Chowdhury

Finalist. The Restaurant Talent Show Awards 2017

- Better food safety standard, better business compliance
- Must provide at least Level 2 Food Safety in Catering training to your staffs
- Get a 'CATERING GUIDE', which has legal requirements, 'Guide to Compliance' and 'Advice on Good Practice'



Mohammed Abdul Ahad

Participant, The Restaurant Talent Show Awards 2017



- Work together as a team (front of house and kitchen staff, every person is important) recognising each other's strengths and weaknesses and adapting accordingly
- Continuously improving and upgrading as you go along. Keeping in with current trends and staying updated
- Being patient and strong without giving up and learning from mistakes, being able to take criticism



Ataur Rahman Lyak

Participant, The Restaurant Talent Show Awards 2017

- Do your own marketing for online orders. Connect to customers with Online and Mobile Ordering
- Make sure the online ordering system allows for customers to leave feedback and can send ecoupons
- Be ready to evolve, especially the chef as customers demand and wants are changing constantly with new diet trends



Shamsul Alam Khan Shahin

Participant, The Restaurant Talent Show Awards 2017

- Created a loyalty card to reward your customers by offering a free dish on their 5th Visit to the restaurant. Promote more offers and discounts
- Offer training and work experience to students wanting to learn the restaurant trade
- Serve non -greasy fresh quality food by using local organic produce for better taste. Healthy eating promotes a healthy successful business

Ahad Ahmed Senior Producer, Channel S



- Understand Customers, Products, and Business
- Identify the actions needed to Reduce Waste, Engage Staff, and Use Local Resources.
- Redesign and Refurbish your restaurant for Greater Efficiency.

Zuhel Ashuk Director, Automec



- The restaurant must have very active online presence at all times. The website must be user friendly and have an "easy to use" online booking system. The website should be optimised by a SEO specialist to attract more clients
- The chefs need to be innovative towards their menus. They also need to introduce special offers to keep attracting new customers and then provide excellent customer service to keep them
- Always employ good workers with experience or train them well. Give them some extra incentive every now and then, to give them a reason to work harder with passion. Arrange regular meetings



Tanim Chowdhury

General Manager, Purple-i Technologies

- Avoid being listed in third party online ordering and online booking companies' website
- 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
- The Electronic Point-of-Sale (EPO S) 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



Shafi Ahmed

eCommerce Expert, dineNET.co.uk

- Take control of your own business. Use your own Online Ordering system on your 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







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