



**Success
stories**



Aki Rahman

The Don
Milton Keynes MK9 1LR

Aki Rahman accidentally fell in love with how dynamic the Indian restaurant market was whilst working for his uncles. Any effort that was put into aspects such as marketing and tweaks to service was rewarded by increase in custom straight away. He gained enough trust over time and they gave him carte blanche with regards to business policy.

With the advent of social media slowly starting to make a bigger impact on revenue Aki saw this as his chance to cash in on this cow that is the volatile Indian Restaurant game and started planning for his very own establishment.

He's loved every minute of it and has no regrets, even though he entered into it without the full blessings of his parents. They wanted more for their son who they privately educated. The education he received from his time at secondary school and college has set him up and influenced many aspects of how he view life and go about doing business.

Their marketing, ranges from closing the restaurant and renovating for 1 night on Halloween to scare the living bats out of their customers in the dark with night vision cameras to giving away a £1000.00 diamond ring during Valentines. They've attempted drone deliveries of their curry, which made national news being invited onto the This Morning Show with Phillip Schofield and Holly Willoughby broadcast on ITV. Modern innovations and technology have shaped their business from state of the art Epos systems and top end marketing companies to help spread and establish the brand.

Don Utd & Don Fc football teams have gone onto win many tournaments under the stewardship of Johirul Islam and Aki, respectively. They even organised their first tournament in 2019, raising £500 for Selfless.

Aki's business partners Hussain Chowdhury & Aziz Miah, together have created countless menus with their ideas coming from visiting the very best restaurants across the country, Amaya in Knightsbridge being their particular favourite. Thank you mum and dad for putting up with me and my wife and for always being there through thick and thin.

Aki is always grateful to the Almighty for his success – "Allhumdulilah all 4 businesses have been successful and I give all thanks to Allah but I feel our creator cannot be happy that I have been profiting from the sale of alcohol and that is why I feel it's time to hang up my boots." "I've been part of the industry now for 6 years and initially my reason for diving head first into it was purely as a means to an end. The end being, Film making and Documentaries with the means being the income from the restaurants," he adds.

He has other big projects planned. One of them being a restaurant consultancy and marketing business called Isaacs Projects and another, which he hope to be a Just Eat killer.

His passion for film making has lead him to forming a film making production company called Aki Films . He also has a successful photography business called Aki Vision.

"Anyone going into the industry, persevere and put in hard work and effort into marketing and your venture will be fruitful In Sha Allah," assures Aki Rahman.

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I fell in love with the hustle of the restaurant game—every tweak, every campaign brought instant results. With faith, creativity, and grit, success followed. Marketing is the heartbeat of this business.