



**Success
stories**



Akthoraz Miah

Radhuni Restaurant
Bucks HP27 9AA

Radhuni Restaurant
Bedford, MK40 3PF

Akthoraz Miah has been in the business for 30 years, allowing him to build up a wealthy bank of expertise on how to run a business.

He was very passionate about food and cooking and wanted to move into this industry to make a contribution with his creativity and ideas that cultivated his current restaurant, Radhuni.

His favourite part of the business is creating new innovations over time and how it brings a young and thrilling feeling to his business. Also, it brings joy to socialise with his customers over food and to hear about their satisfaction with the service the business offers!

Akthoraz and his chef partake in lots of important research in how they can bring new dishes that is formulated out of special spices and fresh and locally sourced ingredients. He emphasises, "It is really important to ensure that our dishes are made with creativity and not something that is very common. This is what makes some of our highly rated signature dishes."

When asked how he motivates his staff to keep a constant service ethic, Akthoraz replies, "The business ensures that the staff are always updated in our regular staff training, to ensure that staff do not forget what standards should be set in providing customer service and keeping hygiene top notch."

They use Epos system and online ordering service to provide their customers easier ways to eat their food quicker and in convenient places. Akthoraz is very happy embracing these modern technologies, as he believes, "When customers look back on their experience with you, the customer service will be as crucial as the food. Few customers are willing to rave about a dining experience where the food was delayed or the service poor, no matter how good the dishes were. How customers experience the service at your restaurant will also have a key role to place in how they review you online and whether your restaurant is recommended to friends."

For marketing and advertising they utilise social media such as Facebook, Twitter and Instagram to help other people know about them. "Current customers are able to send links to their friends and families to our page, which allows them to know more about the business and thus be more

inclined to try it out" says Akthoraz.

There are always challenges in food service business, as he mentions, "Some of the challenges involve being ready and quick to solve any problems that may arise any time. Another challenge would also be keeping hygiene standards, as well as making sure cashflow is positive."

The key ingredients to his Restaurant's success are – innovation, determination, good communication and social skills, and most importantly, passion about food.

"Thinking about you would like to be served and what atmosphere you'd like to feel when you walk into the restaurant – apply this to creating the perfect restaurant experience," he advises. And, "The first step if you are going to open a restaurant is to draw up a plan – a business plan. It starts and ends with a plan; because it is the plan that lays out the roadmap to take you from where you are to where to go."

"I am very happy with where I am in the business, as I feel successful in reaching my goal towards creating a successful business, making loyal customers happy with their food and earning recognition for my staff and their hard work over the years. There's always room for improvements in the future, no matter how perfect the business is – at the moment the business is running smoothly," he confidently proclaims.

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