



**Success
stories**



Abdur Rahman (Mona)

The Grand Sultan
Port Talbot SA13 2PA
The Chillies Indian Rest.
Pontarddulais SA4 8TH
Chilli Two
Swansea SA6 5LH
Chilli Express
Swansea SA4 8SY

The business was started by his family. Growing up he used to help and naturally began to enjoy as well as show a keen interest in the field. He was always interested in Politics and the restaurant was the place for conversations, discussions and meetings. The restaurant became a meeting place not just to socialise, and talk about ideas but share visions and find new ways to do business and new technologies and techniques to discover. For Mona Miah, it wasn't just a business but a way of life. The business has been in the family since the 80's but he's been involved in it since 1990.

Mona Miha's favourite part of this business has to be meeting new people. Over the years it developed his confidence as he had to socialise and meet all kinds of people and he enjoyed it very much. It made him realise he enjoys helping people and being an active member of the community not just a business owner. The business helped improve his communication skills which allowed him to do charity events, help those in need as he had the skills and expertise to do so as well as arrange fundraising for many causes. The restaurant was never just a restaurant for me but a place where he grew as a person and gained many skills which have made me the person he is today.

He discusses this with his chefs and together they brainstorm and research new dishes and ingredients. Their signature dish would be the Jalfrezi because its traditional and tasty and one of Mona Miah's favourites. They want to keep the food authentic, fresh and true to its roots so it's important for them to produce these to the best of their abilities rather than losing them by changing or evolving them into something else.

The staff are all trained and he tries to ensure they are happy to be part of the business and have a passion for the industry. They are aware of maintaining good standards and excellent customer service. Mona loves what he does and his staff see that and are inspired to enjoy the work and always treat their customers with the utmost respect, care and attention.

They use social media for the businesses and try to interact with the public with promotions and advertising. "When everything's online you have to move with the times," says Mona. They have modern equipment in the restaurants and ensure

they are up to date with technology. Internet bookings and online services are a vital part of daily life now so they try to stay current and maintain a presence online.

He believes, Social media is good for reaching out to large numbers of people quickly. Before this they used local news to advertise the businesses. They can interact with people online now, take orders and bookings quicker. So the internet is probably most useful tool for them rather than posting out paper menus or leaflets to homes. They have a database of clients so they communicate with them with deals, events, and offers as well as help celebrate their special days such as birthdays and other important days they may have. This allows them to not only build relationships with their customers but also keep them involved in the business.

"The biggest challenge to not only my business but majority of restaurants and businesses is the competition offered online by sites such as Groupon and other food sites which provide cheap alternatives. I value quality over quantity and our food will always be the best we can offer and that won't be compromised. We also find that it's a challenge getting the best quality produce and spices for reasonable prices."

"The hardest part of the job or being a manager is getting the right staff for the job," Mona find this to be the toughest bit because he wants the person to be right for the job and keen as well as passionate and this can be difficult as not many young people especially ethnic minorities are choosing this as a career path.

To gain success in the business, "it has to be good tasty authentic food, reasonable prices and great customer service and standards," he says.

Mona Mia is a visionary businessman: "I would love and hope that colleges and other agencies would do more to promote this field and make it more appealing as a career and a business. We don't want to lose this industry so more needs to be done to make it appealing and interesting to future generations. It's not just about food but skills which need to be preserved."