



**Success
stories**



Shamsul Alam Khan

Haldi Restaurant

Portsmouth PO5 2SG

“Merely offering good food and good service is not a guarantee of success in traditional dining. Your marketing goal should focus on repeat business”, says Shamsul. “Today more than ever, you need to create a memorable customer experience.”

As marketing strategy, Trip Advisor and Google as well as menu innovation and leafleting have worked for him. Newspaper ads don't always work, as he says.

Like many other successful entrepreneurs, he gives great value to customer experience, and says, “You can have the greatest concept, recipes and talent but if your restaurant can't deliver a quality customer experience consistently, people won't come back.”

He adds from his experience, “Better systems not only ensure a more predictable customer experience, but also make the restaurant less dependent on the owner's constant involvement in daily operations.”

Shamsul Alam worked as a waiter in various restaurants. Gaining skills and knowledge in running a restaurant gave him motivation to start his own business. He has been in the business for 10 years now.

Meeting and generating new customers and general public, introducing new dishes in a modern twist to traditional curry house are his favourite part of this business. He has created dishes using vegetables from Bangladesh such as uribisi/sim bichee, shatkora, etc. His popular signature dish is Sylhet Gosht.

Their multi-award winning and 27 years experienced chef, has put together a delightful menu that gives their customers a wide choice of delicious meals.

Shamsul Alam's staff are always valued and they have input in providing good quality food. “Your employees are your most important asset because it takes happy employees to create happy customers. Your employee experience drives your customer experience and your customer experience drives customer loyalty, word of

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mouth and sales”, he emphasises on.

According to him, the key ingredients to restaurant success are:

- Creating a loyalty card to reward customers by offering a free dish on their 5th visit to the restaurant
- Promoting more offers and discounts
- Offering 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

Samsul says, “healthy eating promotes a healthy successful business”. To him, having professional skilled staff, giving his 100% to provide quality food and services and support from family are some other keys to success.

Shamsul intends to open traditional Bangladeshi/ Indian homemade style cafe serving breakfast and lunch.

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