



**Success
stories**



Manik Miah

Maharani
Ipswich, IP1 2NJ

Manik Miah has over 40 years of experience in the restaurant and takeaway sector within the UK. He has had a few restaurants over the past 40 years. His experience, ability and wealth of information about food is credited as responsible for the many prestigious awards his previous restaurants have achieved. A wealth of management and operational experience is in the forefront of his contribution to the Maharani.

Manik Miah is from a family background who had an Indian Restaurant before the Second World War in the UK. His uncle opened the first restaurant before the Second World War in London (Earls Court). In that time, he had 5 restaurants. They still own the restaurant in Earls Court and is run by their family. This is how Manik was encouraged to become a restaurant trader because he wanted to introduce Indian/ Bangladeshi cuisine to the Western people and make the Asian food more popular, which is now the most loved food in the UK. He has his own restaurant in Ipswich. His brother had a restaurant here that's why he moved to Ipswich in 1989.

Enjoying and mixing with the customers, making friends through the restaurant, customers enjoying the food and service returning back for more quality food are the traits he is fond of. His unique selling point is the excellent quality of food, as well as being a good host and being friendly with customers.

Nowadays customers are looking for quality and different types of new food. Manik Miah and his award-winning chefs are well aware of this. To meet and exceed customers satisfaction they always use fresh products, locally sourced, where possible. They have more than 15 Speciality Dishes, two of these are the Haandi which is mainly cooked home-style in a casserole pot, and the Bangladeshi Macherbiran Bhuna, and in all these are used ingredients such as meat, chicken, prawns each cooked with fresh herbs, spices, mustard oil, etc. The restaurant caters for vegan and vegetarian diets and for other dietary needs.

All their food is cooked in the traditional way, using traditional methods of cooking, including the clay ovens. They use technology to promote the restaurant through their website, on social media and on Trip Advisor. They still find most new customers

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are recommended by their existing customers. They sometimes advertise in local papers, also in the cinema and theatres. They advertise their business online through a local business directory which promotes local independent businesses through their website and their social media channels, to help us reach a wider audience.

The greatest challenge as a restaurant owner is delivering an excellent customer service and food to all customers every time they visit. But Manik's staff are very loyal to him, all of them have been working for him for the last 18-20 years. Any good performance and best services are recognised and rewarded. They work hard for the business to succeed.

Manik's restaurant provides good quality food and good service at competitive prices and his wish is to be a good host to all his customers. It is also about being part of the local business community, being well respected, and being part of the wider Bangladeshi and Ipswich community. He also actively supports local, national and international charities, and he supports local education as a member of the Corporation at Suffolk New College. He is also on the Board for the Users Group at Ipswich Hospital.

Manik would like the Maharani to continue as a popular community focused restaurant, and personally he would like to increase his charity work.