



**Success
stories**



Mohammed Abdul Ahad and Brothers

Millennium Balti
Leamington Spa, CV31 3AG

While all new restaurant ventures are risky, they may be one of the most unlikely restaurant success stories that we've ever interviewed. Ahad started working with Indian restaurants and takeaways at a very early age. He worked for different branches of Millennium Balti, which was opened in 2000 (Nuneaton, Hinckley, Leamington, Coventry). Then in December 2014 they bought one of the branches in a very busy area, Leamington. It was very difficult, a lot of major improvements were needed to the actual building as well as menu, etc. The business wasn't good, there was so much competition, they struggled a lot in the early days. But they didn't give up, his family supported him at every step of the way. All four brothers motivated each other, every member of the family contributed in their own ways.

The restaurant required improvements inside building as well as increasing customer base. He did his research by asking the public and checking out other competitors. He and his family did all the works of refurbishment and menu innovation. Their menu is extensive and there is something for everyone. But they kept the design, layout and descriptions simple and easy to read and understand. They built the business up slowly but strongly - taking extra care of all the ingredients, using fresh produce and maintaining the quality. The food price is standard and reasonable, but the quality of their food is very good.

Their restaurant has a very friendly environment where all customers enjoy the food and the atmosphere. They now have a huge regular customer base. Most of the customers they know personally and know their likes and dislikes. For example, some of their customers when walk in, they know what they will order without asking! They are impressed with their memory and service. They look after everyone with love. Forming personalised relationship with the customers is all the more important given the restaurant's decidedly intimate appeal.

They have passion and willingly provide the best possible food and service to their customers. They do everything with love. That's their secret ingredient "love". Well not secret anymore! Quality speaks for itself. You can taste the difference in their food compared to others. They

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look after everyone, whether new or regular customer, however small or big order. They also cater to individual tastes and preferences. For the health conscious they have a wide range of healthy vegetarian dishes and grilled food where oil is very minimum, and they use low-fat yogurt. The extensive menu, that they have, caters for all tastes, flavours and textures.

Though not on Just Eat, they have built up a fantastic customer base for their delivery and takeaway service, where a majority are now regulars. Even they are getting new customers through word of mouth. As its family run business, all members come to rescue if required. Everyone in the family helps each other and providing the best for their customers. They always take part in charity events.

They give free meal vouchers, donate money, sponsor cricket team, football team, medical team. They are always looking for ways to improve. Recently in August 2017 they attended a culinary workshop in Newcastle where they met various Michelin Starred chefs, executive chefs and managers and learnt a lot. Also they participated on a live Restaurant Talent Show on Channel 5. They have won many local and national awards for their excellent customer support, hard work, quality food and service. They have also been recently appointed the official Youth Ambassadors for the Asian Restaurant Owners' Network.