



VOLUME 1 PROFILE



Abdul Karim Nazim

Maharani Camden
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It all started in 1963, when Abdul Karim Nazim's father and uncle opened Maharani Camden. At this point the Clapham branch was already opened but his father was not involved. His father was his role model as he was growing up so he wanted to get involved in the family business, too. As he was growing up, he started learning more and more about the Indian food industry and in 1984 he joined the family business and have been involved ever since. They are a family-owned and operated business.

Since being involved in the business, there are a lot of things that motivate him but also make him smile. For example, being based on Camden High Street, he gets to meet new people from different backgrounds everyday as Camden is a huge tourist attraction now. Also, being able to maintain a good relationship with his regular customers and local businesses would be his favourite part in having the business. Furthermore, being one of the oldest Indian restaurants in Camden, more and more people wish to come and visit them, making their loyalty to Camden High Street their unique selling point.

As he has worked in Indian restaurants from a young age, he understood the industry a lot more and realised that he would need to create some different flavours in order for him to stand out. As he is from Bangladeshi heritage, he knew about the ingredients used in an Indian restaurant which is why he was able to create his speciality dishes with ease. They cater for all palettes, whether you like your curry extremely mild, or extremely hot with a desi twist.

Motivation plays a big role in any business, and it is up to the owner/manager to ensure that the staff are motivated. To be completely honest, wherever you go, money will always be a big factor of motivation. However, he likes to keep things different here as he gives his staff a bit more responsibility than being a simple employee. Loyalty is important to him and any business owner will tell you, loyalty is key to running a successful business. His head-chef has been with him for over 20 years now as long as one of his waiters. Due to this loyalty, he makes sure they enjoy working at Maharani.

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As this is the 21st century, it is crucial to be using and keeping up to date with modern technology.

They started off with using the basic Just Eat machines but as social media is a huge thing now, they are slowly getting on to social media platforms. They are already on Instagram. They also use modern technology for their online orders and marketing. Marketing on social media is vital as it is the only way to attract an audience. In 2011, marketing was done by going door to door and posting leaflets, but this is not as effective as advertising on social media.

Being a business owner comes with many challenges; the hardest would be during the quieter seasons as it disrupts the cash flow. Quieter seasons would be the first few weeks of January as Christmas and New Years pass, and also during summer. It is not easy to run a successful business but the key ingredient to doing so is being patient and love what you are doing. If you do not love the industry you are in, you will not love your business enough to make it successful. Also, as they are a family-owned and operated business, it was important for them to stick together