



Abdur Rahman (Mona)

- **The Grand Sultan**
Port Talbot SA13 2PA
- **Chillies**
Pontarddulais SA4 8TH
- **Chilli Too**
Swansea SA6 5LH
- **Chilli Express**
Swansea SA4 8SY



After working in the industry for some time, Abdur Rahman Mona felt that he had gained enough experience to open an establishment on his own. He needed to do this to improve his life, the lives of his wife and his eldest son at the time, while also supporting his family in Bangladesh. He also felt that he could offer something back to the community he was working with. He has been in the restaurant business for about 36 years. His favourite part in his business is meeting all different types of people from various backgrounds whether it's business people, sports men or women or politicians. His unique selling point would be offering some dishes that are not available elsewhere and one of his restaurants is situated on a golf course with views over a lake.

Abdur Rhman likes to use the best and freshest ingredients. He enjoys experimenting with dishes and has also developed some of his dishes with the help of various chefs trained in Kolkata and Mumbai.

He always believes in treating staff the way you would want to be treated yourself if working somewhere. He always tries and offers a good relaxed atmosphere to work in. Mr Rahman says, "At my restaurant, I hold regular meetings with the staff to keep them motivated and engaged. Once your employees are motivated, they will do their job flawlessly and keep your customers happy." He adds, "the most important principle of any great restaurant service is that there should be consistent and effective communication between all of your employees. Employees should be trained to communicate professionally. Regular employee meetings should be held so that all employees are on the same page. There should be good communication between the wait staff and the kitchen staff who ensure timely service once the food is prepared. When jobs are shared among people, coordination becomes easier."

He goes on to say, "when you're hiring and training your staff, focus on the qualities such as empathy, patience, and clarity to respond promptly when they are interacting with their customers. It may also be your opportunity to introduce and strengthen your company culture, teach employees how to follow your

“
In his business all share the responsibility for ensuring that the customers are treated professionally.
”

own chosen etiquette protocols and deal with difficult specific situations.”

They use their own online ordering platform and also use Purple I EPOS system. "If you use technology in the right way, things can work well for you," says Mr Rahman. They use social media rather than the old-fashioned newspaper adverts for their marketing.

His team of staff, his son and nephew always strive to use the best products, and the quality of products and services, as well as his loyal customers, are the key to the success of his restaurant. In his business all share the responsibility for ensuring that the customers are treated professionally. "All customers have some pre-conceived expectations form the restaurant before they visit it. Both food and service are essential for delivering an excellent restaurant service to your valuable customers. Good restaurant service will help in leaving an overall positive impression of an excellent dining experience and also help in retaining customers," says Rahman.

He's getting a bit ahead now, so for the past few years, his son has been actively running things behind the scenes. Ideally, he is looking forward to semi-retirement and spending time with his grandchildren. He is always trying to adapt to the times and difficulties that this trade is facing at the moment. "Rising costs of produce, cost of living leading to higher salaries, pressure on profit margins year after year, and price increases are just some of the challenges he is facing. The pandemic has hit everyone hard. I hope things will get better soon," says Mrvv Rahman.