



**Success  
stories**

## Ataur Rahman Lyak



**Rajdoot Tandoori**  
220 London Road  
Guildford, GU4 7JS

Ataur Rahman Lyak is not your average restaurateur. He's a passionate chef, a business genius, and an all-around foodie fanatic. With over three decades of experience in the restaurant industry, Ataur has made his mark in the world of food with his passion, dedication, and unbeatable business acumen.

It all started in 1992 when Ataur opened his first restaurant, Rajdoot. From the very beginning, he knew he had something special to offer. "I was working in a restaurant in 1988, and that's when my passion for the food business started. I realized that the restaurant industry had high profit margins and low management hustle. I knew I could make a success of it," he said.

And make a success he did. Ataur's favourite part of the business is being in his restaurant, connecting with customers, sharing their thoughts and ideas, and implementing them in his business. Ataur has always believed in making his restaurant unique and different from others. His passion for food and his expertise in selecting unique recipes, ingredients, and spices for his menu has set his restaurant apart from the rest. His signature dishes, such as Tandoori Mushrooms Dupiaza, Murg Malai Sag, and Handi Lamb, are not only extremely popular with his customers, but also create an unparalleled flavour that is not available anywhere else.

Ataur's philosophy when it comes to selecting his menu and ingredients is simple: "Buy fresh, sell fresh." He believes that using fresh ingredients is the key to making delicious food that his customers love. And his philosophy is not limited to just his ingredients but extends to his entire business model. Ataur believes that simplicity and freshness are the key ingredients to his restaurant's success.

One of the biggest challenges of being a restaurant owner is motivating staff to maintain a constant service ethic. But Ataur has made it easy for his staff by equipping his restaurant with modern technologies and high-tech cooking apparatus. This not only makes their lives easier, but it also ensures that the service is efficient and of the highest quality.

Ataur is not one to shy away from using technology in his business. He uses an Epos system for order taking, manages his restaurant with remote access, and he uses tablet and online ordering systems. This not only makes his restaurant more efficient but also makes it more accessible to his customers.

When it comes to marketing and advertising, Ataur's main strategy is investing in his local community. He sponsors children and adult football clubs, provides charity meals for schools, organises fundraising events for churches, and

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participates in other social activities. He also uses social networking sites such as Facebook, Google, and TripAdvisor to promote his business.

But owning and managing a restaurant is not without its challenges. Ataur admits that finding cheaper deals when buying good quality food and energy supplies can be a daunting task. However, he believes that with effort and dedication, it is possible to manage a restaurant efficiently.

When asked about the key ingredient to his restaurant's success, Ataur shared his success tips, "Buy fresh, sell fresh, and have fewer items on your menu. Your customers will love the taste of freshness in your food. Try to be humble and friendly with everyone. Word of mouth takes it a long way."

Looking towards the future, Ataur is waiting for the current economic situation to improve so that everyone can have more disposable income. He understands that the cost of living has increased significantly, and it will bring a negative impact on outgoing people's lives. Therefore, he will be waiting for the right time before thinking about his next project.

In conclusion, Ataur Rahman Lyak is a true inspiration for anyone who is passionate about the restaurant business. His unique selling point, passion for food, and dedication towards his customers have made him a successful restaurateur. Ataur's success story teaches us that providing fresh and unique flavours, investing in the local community, using modern technologies, and keeping your staff happy are some of the key ingredients for running a successful restaurant. As Ataur said, "Word of mouth takes it a long way," and his success is a testament to this statement.