



Iftekar Rahman Shawon

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Iftekhar Loves food tasting, he has passion for creating new dishes in his spare time. His parents' homemade cooking has inspired him to start cooking. He has been in the industry for the last ten years as an amateur working and supporting the family restaurants, however involved independently in the last two years with his own business, Mumbai Wokingham. His father and uncles were very supportive and provided invaluable advice as they have decades of experience in the catering industry which started from his grandfather in the late 60's in Britain.

They are always trying new and improved methods when it comes to food ingredient and good quality poultry and produce at their business. They promote healthy eating by offering vegan options on their menu, plenty of vegetarian and light snack options. Their menu is very different and dishes are incomparable and unique to their local competition. They are able to offer customers light snacks such as Mumbai sandwich, Tortilla wraps, healthy baps and burger alongside the usual traditional curries.

They used leaflet distribution as a marketing strategy since opening of the business. The quality of the print makes a huge difference in making impact, vibrant colours, smooth texture and good quality menu has helped them stand out against other companies using leaflets as their marketing tool. Online presence has really helped them from website views, instagram followers, facebook pages and weekly updates via sms marketing by promoting and keeping in touch

In the last two years being able to adopt with changes for COVID-19 and all the variant restrictions under the government guidelines has been very difficult but they have followed through. Moreover, the rising prices of good means the margins are small. The rising inflation means they are constantly challenging and menu prices are constantly under review. At this backdrop, "the hardest part of the job would be dealing with staffing issues. Labour shortages, shortage of skilled workers and commodity price rises means less choice and higher prices and struggling to healthy profit," says Iftekhar.

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Iftekhar's SUCCESS TIPS:

Teamwork: Working as a team has certainly lifted the business. They treated their employees like a family and took care of them. Employee incentives and all personal support motivate employees, which has a positive impact on their day-to-day operations and thus a positive impact on their business.

Customer service: They like to hear from their customers and always make sure customer have a smile. Unhappy customers are always contacted further to continue with them.

Product and Cost: Having confidence in their products and knowing the real cost of their raw food against menu price, they follow a standard formula for pricing food by gross profit margin.

NEW BRANCH!

Mumbai Rickmansworth is opening soon!

It's been a great journey, a journey which has been very pleasant and fruitful. From starting at home kitchen to a shop front is proud moment for Iftekhar: "This achievement shall create a great example for our new generation who are looking to start up their own journey to the curry industry."