Mohammed Shahidur Rahman

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Shahidur Rahman has been in the restaurant business for over 24 years. He initially chose to start his restaurant business as a means of supporting his family, and he learned over the years how to make a business a success before opening his own restaurant with three brothers and a son. Then he translated those ideas into serving the local community with fresh, delicious food with impeccable service.

What he enjoys most is seeing how good food can bring people together, as he loves serving customers. According to him providing excellent customer experience in a restaurant is key to building restaurant community and repeat business. In an industry that is constantly changing, Shahid and his team are able to adapt to modern times while maintaining the traditional cooking methods and recipes that have made them so successful and Shahid belives this is the best part of the business.

They choose their menu and ingredients with care. It all starts with the seasonality. They only use the best produce available at the time from their local suppliers, and freshly ground spices that allow their dishes to speak for themselves. Their menu is inspired by dishes across the region of South Asia, and they place great value on authenticity, with dishes such as the popular Bahari Lamb, a dish of lamb that has been marinated for 24 hours in a complex masala, then cooked and served in a thick spicy sauce that will leave you wanting more.

Shahid always motivates his staff to keep a constant service ethic. Their staff are trained to be professional, attentive and always willing to go the extra mile for their customers. If a customer would like a dish's heat to be adjusted, they do their best to accommodate for that particular customer as no two patrons are the same, and their staff recognise that, and for this Shahid is so proud of them.

"It is no denying fact that," he emphasises, "one of the most important factors to consider when running a restaurant is the quality of the customer service you provide. Good customer service includes providing courteous and quick service to meet customers' needs during their dining experience, which can determine whether or not someone becomes a recurring customer." He believes:

- "Happy customers generate more positive feedback and reviews for your restaurant.

- Excellent customer service can increase revenue.

- Satisfied customers are more likely to become regular customers.

- The longevity of a business usually relies on good customer service."

"While we consider ourselves traditionalists in terms of the curry house experience, I quickly recognised the need for modernisation and keeping up with the times. We use tablets to seat customers according to their reservations, and systems that enable us to process bookings and online orders quickly and efficiently", says Shahid.

They often utilise social media platforms such as TripAdvisor, Facebook, Google and Yelp as they believe they play a huge role in showcasing a restaurant's online presence and its popularity. "We have been constantly ranked as one of the best Indian restaurants online as a result of this focus and attention to detail, while offering special discounts from time to time to those who follow us on social media, and for special occasions."

When asked, what are some of the challenges of being a restaurant owner and manager, Shahid replies, "There are a number of staff shortages across the industry, as it takes a lot of skill to train as a chef at an Indian restaurant and I believe the government should consider allowing restaurants to bring in skilled workers from the region as Indian restaurants have been the backbone of the service industry for many years, and we have been one of the biggest contributors to the British economy."

Shahid wants to serve the community, nationally and internationally, to those in need, as his parents taught him the importance of giving back at an early age, and that's what he's always pushed for in his business and will continue to do so in the future.