



VOLUME 1 PROFILE



Mujibur Rahman Junue

Spice of India
Twickenham TW2 7LB



A restaurant is a public space, where people come to eat food and interact. It is all about socialising, community spirit and making people happy and energetic. Mujibur Rahman Junue realised that this 'character and spirit' of the restaurant business really matched with his personality and ever since he wanted to run a restaurant. Although he wanted to open a restaurant to start off his career, the first opportunity that came on his way was in the form of an off-license, which he ran for 6 years successfully. He was able to fulfil his dream of opening his own restaurant within 3 years running the off-license. It was a great learning experience managing both the businesses at the same time. However, he gave up the off-license to fully concentrate in the restaurant business which was his passion. He spent the last 23 years turning his restaurant into one of the best restaurants in the area. He has two more branches, where one is leased out currently.

Mujib's favourite part of the business is being of service to his customers. "I don't compromise on staff strength and quality of service which made us very consistent all these years. Being consistent made our customers, very confident that they can depend on us, any time, any day", he added. They aim at 100% customer satisfaction by providing unmatched customer service and exceptionally tasty food. His unique selling points are consistency, quality of the food, service, and decor. He chooses his menu by assessing his competitor's offerings, their prices, and the dishes. He tries to be different and unique than what they do. His signature dishes are Lamb Shank, Shukran Chicken, Murg Khandani and Sho-Coo-Tee Chicken.

"Stress, anger and negative attitude are contagious. I never allow this to pass onto my staff. I stay positive and pleasant all the time, which makes my staff very open to me" says Mujib. "I motivate my staff by demonstrating leadership qualities and showing how to put customer needs first, by having regular meetings with them", he adds.

Mujib is very much interested in the usage of modern technology in his business. Right now he has his own online order system and booking system that helps him save money, and helps his staff work efficiently. He has his own self-

“ He chooses his menu by assessing his competitor's offerings, their prices, and the dishes. He tries to be different and unique than what they do. ”

checkout system being developed, for Takeaway collection orders. This will free up his counter staff on busy evenings. Customers can come, order a takeaway and pay using the integrated card machine, all by themselves. Right now, he is waiting for a demo of his Restaurant's new dine-in management system which will use cloud-based technology and latest payment system such as Google Pay and Apple Pay. With this, he is aiming for faster service for his customers and an efficient work environment for his staff. Also, his technology providers are doing some research on Bluetooth beacons, which will provide him Live data about his business on his mobile, such as air quality, temperature, how busy the shop is etc. These data will be analysed to find business insights later. Facebook Boosting and Google AdWords have been really helpful. Even though they are paid promotion, return on investment justifies them.

Mujibur Rahman Junue is the Deputy Secretary to Bangladesh Catering Association (BCA) and General Secretary to West Bangladesh Welfare Association. He is the General Secretary of Boliar Bhag Madrasah Committee (UK), in Bangladesh which is responsible for a lot of charitable work. Also, he is the Deputy Secretary for Richmond and Hounslow Islamic Centre.

His next move would be to increase his property portfolio and open a fast food grill restaurant.