



**Sajjad Rahman**

**Taste of India**  
Sheerness ME12 3JD



Sajjad Rahman was only 10 years old when his father opened the business and he still remembers that very day. He loved everything about the business and he knew he wanted to be a part of this someday, to follow in the footsteps of his father as a businessman. He joined the industry from a tender age of 13, working part time as a waiter in his father's takeaway. He had to beg his mum to persuade his father to allow him the opportunity.

Inspired by his upbringing in the bustling kitchen of his family-owned takeaway, Sajjad has a strong passion for the food and flavours of traditional home cooking. Since opening the restaurant doors they have been proudly dishing up traditional Indian sub-continental food in its most authentic form. Dedication to their cultural roots and cooking all of their food the traditional way is at the heart of everything they do.

Their menu is simple and doesn't have many special dishes but whatever they make, they do it to a high standard. You won't find any pastes, powders or colours in their kitchen. From their variety of all-time favourites plated straight from the tandoor to their wide selection of starters or side dishes to accompany your meal, their menu built from a long-established history of family cooking is guaranteed to have something to your taste.

Their business embraces modern technology. They have online ordering with their own bespoke App, front of house is all digital, and they are constantly looking to use technology to their advantage. They are currently running various online advertising on different platforms. Doing so has helped them stay ahead of their competitors. "We typically don't like to do any advertising that we cannot track our metrics," says Sajjad.

When asked how they motivate their staff to keep a constant service ethic, he said,

"We have a family like relationship with all of our staff, we laugh and joke whilst maintaining good practices in the workplace."

There is a list of challenges that he faced throughout his entire career in this business. But, "the biggest challenge is finding competent staff who can carry out their duties to a high standard.

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The hardest part is getting people to see things as you do. It takes a lot of skills and dedication to run a business in this industry. Problems will arise along the way, so you have to solve them to the best of your abilities," says Sajjad.

His success tips are simple. Consistency and continually evolving the business has been key to their success. According to him, restaurant ownership is more than just a career, it's a way of life. It will require you to get used to something that you're not used to doing. "The flexibility and adaptability of restaurateurs are what make them one of the most prevalent types of entrepreneurs. Those who have to deal with changing markets and consumer behavior as well as other external factors such as the economic environment must come up with the best business ideas and solutions," he believes.

"I want to be able to help fellow business owners get an advantage through digital advertising, most don't realise how powerful it is and that you can actually see real results, track metrics to see profitable return on your advertisement.

Perhaps, I should launch an agency service!"