Tofozzul Miah

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Installing EPOS System enables Tofozzul's Bayleaf to boost sales and cut labour cost during peak business times. He is a firm believer of IT and Bayleaf has used advanced EPOS systems since 2001, where they have collected over 12,000 pieces of data from their customers to date. They use this database to remarket via three streams: SMS, Email and Direct Post. By implementing this strategy, they do not leak profits, especially with the current breath-taking fees being charged by third party online companies. "Also this has made us much more efficient when we are packed, and given our waiters the opportunity to take more tables." Tofozzul explains. They also have their own website, app and online ordering system, with each of them improving efficiency for both customers and themselves.

Tofozzul is an innovative and forward-thinking entrepreneur. He is the founder of the award-winning Bayleaf brand and Hiltop Motors Ltd, located in North London. From a very young age, he always wanted to be in control of his destiny and realised that the self-employment route will allow that. He did various labour-intensive jobs as a young man straight after school and on the weekends, which included working in the rug trade and on the Sunday markets. By the time he was a young adolescent he had enough capital to open up his own indian restaurant. He took this leap in South East London at the age of 17 and unfortunately the venture wasn't too successful. However, he did not give up. The principal lessons he took from this was that one really needs to entirely understand all work streams of a business when it is a micro size enterprise and in the case of a restaurant he needed to understand the roles of managements as well as front house and kitchen.

He worked in a Punjabi owned restaurant for the next 3 years, where he gained invaluable knowledge and experience. He learnt many tricks of the trade and saved some money too for future investments. An opportunity soon arose to become the partner of a Restaurant in North London. He took it, with some reservations as he was buying into this partnership knowing that the restaurant was not doing too well at the time. However, he managed to change things and after several months, this business was considerably profitable. This made him even hungrier to go and open his own establishment. He quickly realised that food delivery was an emerging market (in the 1990s), and with not many Indian takeaway/restaurant establishments doing deliveries, he took a bold but exciting decision of venturing into it. This is when he opened Bayleaf Takeaway on the Whetstone High

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Road. The business won many awards and accolades within the first few years alone and he has not looked back since.

5 years ago, he found a gap in the market for a fine dining Indian restaurant and opened up Bayleaf Restaurant in 2013, and it has been hugely successful since. By having a separate establishment that solely focuses on dining, they are able to direct their focus on not only the quality of food, but the presentation too, and provide the best experience for their customers through impeccable service.

Amidst his journey in the catering industry, he began a hobby of buying and selling cars from his home in 2006. Immediately he saw impressive returns, which led him to expand by purchasing a forecourt which held up to 20 vehicles. Upon continued success, he expanded even further by purchasing a car showroom in 2009. This is when he established Hiltop Motors, a quality German car dealership stocking up to 80 cars. It has been very successful since, with a current turnover of nearly £4m a year. He also likes to engage in local charity as well as voluntary work and he is a founder-trustee of Bangladeshi Welfare Society of Barnet, currently holding the President position. He also carries out voluntary work as the current Chief Treasurer of British Bangladeshi Caterers Association (BBCA).