



VOLUME 1 PROFILE



Touris Ali

Eastern Eye
Newton Abbot TQ12 2EU



Touris Ali started his career with restaurant job in 1982. Food is his passion and he loves to cook. He wanted to be his own boss and hence started restaurant business and materialised ideas he has gained from many years of experience in hospitality.

Established in 1990 in Newton Abbot's Queen Street, he has been successfully running his restaurant Eastern Eye. For last 29 years under his ownership, they are busiest and first Indian restaurant in South Devon. In 1990 Eastern Eye started with 12 tables. In 2003 Touris refurbished and expanded the premises with 31 tables and celebrated an opening party for three nights inviting all of their loyal customers. Once again in 2013, they expanded the sitting capacity to 41 tables and refurbished the restaurant with an interior decoration. Now they can accommodate up to 160 persons in the restaurant.

Touris loves to face constant challenges in his business. Every day is different. Every shift has a new surprise, and he enjoys the challenge of handling them. He also likes how he improves more with each one. He always handles a new situation better than the last. Sponsoring local sports, supporting local charities, special compliments for customer's special occasion, buying best quality ingredients, Social Media – these are his brand building and marketing approaches.

They have designed their menu with selective dishes from South India, North India, West Bengal and coastal areas. Their most popular signature dishes are Komla Chicken, Murgh Ghassi, Chicken Angara, Chicken Chengazi, Rajasthani Laal Maas, Sri Lankan Seafood Curry, Chennai Ghosth, West Bengal Murgh, etc.

Touris is well aware that employees can make or break his business, so he motivates them by telling them they are doing a great job and giving surprise bonus when an employee does a great job, and he also mentions that he feels very lucky to be working with them. He frequently communicates with his employees, let them know how the business is progressing and conducts 10 minutes briefing every day before they start work.

Touris uses innovative technology and modern equipment for his kitchen and front of the house. He advertises and promotes his menu items through live events, emails, website, Facebook, Twitter, free Wi-Fi splash page, which attracts and reaches to the customers efficiently and they get quick response.

Long time working experience staff, family involvement, keeping adequate funds in reserve, getting a memorable logo, ensuring a unique menu card, investing on customers, having responsive website and social media pages, are the key ingredients for Eastern Eye's success in South Devon for last 29 years. The business has given him much social recognition. He is currently the Vice Chairman of Devon Bangladesh Association and a Trustee of Bishwanath Education Trust.

“
Every shift has a new surprise, and he enjoys the challenge of handling them. He also likes how he improves more with each one. He always handles a new situation better than the last.
”