

# CASE STUDY: Bapu Hospitality

## Two Michelin-recommended Indian restaurants in Glasgow and a highly successful corporate catering business, underpinned by payment cards and a bespoke loyalty card

Equipped with a newly earned MBA in 1995, aspiring entrepreneur, Navdeep Basi, embarked on a career in clothing manufacturing. With limited opportunities in Glasgow at the time, Navdeep decided to turn his talents to the restaurant business and indulge his passion for in Asian food.

In the early 2000s, Glasgow lacked high-quality Indian restaurants and Navdeep jumped at a gap in the market. Almost 20 years later, Bapu Hospitality, boasts two high-

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end Indian restaurants in Scotland – The Dhabba and Dakhin – as well as a highly successful corporate hospitality, catering and events business. In addition to this, Navdeep recently acquired the TriBeCa chain of six New York-style diners in and around Glasgow.





“Digital transformation is an ongoing process for us,” says Navdeep, having observed and responded to changes in the restaurant business many times during his career. Starting out as a predominantly cash-based business, “up to 80% of our sales is now via card,” and, though this trend will continue, there is variation by location. Urban restaurants see most of their sales on card whereas suburban locales see significant cash volumes.

With many regular customers, Bapu needed a convenient, streamlined way to reward loyal customers and encourage repeat business. Sitting across Bapu’s Indian restaurants is the ‘Royalty’ loyalty card. Customers who provide their email address during the registration process, receive their loyalty card in the mail, and then get a generous 10% off food and drink spend.

This has the added benefit of giving Bapu access to a much-valued mailing list. Typically, once or twice a month, Bapu sends a newsletter containing the latest news, special offers and upcoming events to consenting customers.