

Asian Business

BUSINESS NEWS THAT MATTERS

Every week, **Asian Business** gives you the latest news, whether it's about a country or a company. We are the place to find out what's happening with Asian-run businesses in the UK, developments in India, Pakistan, Bangladesh and Sri Lanka. Send your press releases and pictures to editor@easterneye.eu if you want to tell us what's going on with your business.

TUNED IN TEENS CLINCH AWARD

Entrepreneurial spirit triumphs

by **SOPIA MITRA-THAKUR**

BUSINESS-savvy teenagers who persevered in setting up their own company despite the recession have scooped a top prize for their efforts.

The schoolgirls from North London Collegiate School in Edgware, Middlesex beat off competition from eight other groups to win the "Best Overall Company" category in the Young Enterprise competition.

Their company The Alternative won the prestigious trophy at an event attended by Brent's Mayor Cllr Harbhajan Singh and Harrow's Mayor Cllr Asad Omar for their innovative idea of a teenage tour guide to London named *The Alternative Passport to London*, last Tuesday (14).

Serena Patel, 17, who is the group's joint managing director along with Hadia Tariq, also

17, told *Eastern Eye* she was "absolutely thrilled" and explained how they had come up with the award-winning idea.

"We put our company together in September and were having difficulties thinking of a product, something that was different that could sell," she said. "Then we realised there was a key problem where people our age don't know what to do in London - they often end up going to Oxford Street and get a bit bored of that.

"So we thought let's discover some different places in London that people don't know about."

The student from Harrow said that the group of 23 students had come up with 33 categories of London places for teens to visit, including the top three places to go on a date, the top three vintage shops and the top three cinemas.

Company sales director Priya Shah, 17, said: "We spent

hours scouring London for the real "hidden jewels" that our demographic would love to read about."

The students then managed the feat of juggling school work with business, generating money to cover printing costs by selling Christmas goods at a trade fair.

They now plan to launch the business in the New Year.

"Hopefully it will do well," Patel said. "It's also inspired me - I now want my own business in the future."

For more information, visit: www.young-enterprise.org.uk



Top row (L-R) Francesca Liu, Rachel Jeal, Sabrina Barr & Jess Taylor. Bottom row (L-R) Hadia Tariq, Serena Patel & Priya Shah

Corner shops keep us coming

ALMOST a fifth of customers who shop at corner shops use them daily, according to food and grocery experts IGD.

Their recent research shows that 59 per cent of those who use convenience stores use them at least twice a week, and on average make around three trips a week.

The findings of the Small store shopper report also found that 35-54 year-olds are more likely to buy their evening meal and alcohol from corner shops, while 15-24 year-olds are more likely to buy cigarettes, lunch and snacks.

Joanne Denney-Finch, chief executive, IGD, said: "Convenience stores are clearly popular and this trend is set to continue."

Mum's the chef at Green Chilli

A RESTAURANT founder has launched a new restaurant with his mother at the helm as the head chef.

Sanjay Majhu of Glasgow opened Green Chilli in his Scottish hometown this month, featuring the Indian pot-style cooking favoured by his 73-year-old mum Pavittar.

Majhu, the CEO of Apple Harlequin Group which operates 14 Indian restaurants in Europe, said: "This is the kind of food my mum and aunts would cook if you came over to our house for dinner. Mums give the food an extra taste."

The restaurant offers a seven-course taster menu which changes daily.

"Just sit back and let us take you on a journey from North India Punjab to south India Dosa country!" Majhu said.

JOIN THE TOP BUSINESS NAMES AT OUR 2011 AWARDS

BRITAIN'S best and most dynamic businesses are set to be highlighted at a glittering awards ceremony on March 18.

A prestige venue in central London will play host to the crème de la crème of Asian business which will come together to pay tribute to the enterprise, endeavour and creativity of one of the country's most dynamic ethnic communities.

The organisers of *Eastern Eye's* Asian Business Awards have announced that the dedicated website to Britain's leading ethnic business awards event is now open and ready for business.

That means if you are an entrepreneur or you know someone who runs a business and deserves to have the spotlight turned on them, fill in an online nomination form.

Business owners can put forward their own businesses. You must fill in a form by January 28 to be considered.

The categories for this year's awards have also just been announced:

Asian Business of the Year
Social Entrepreneur of the Year
Hotelier of the Year
Food & Drink Business of the Year

Asian Businesswoman of the Year

Green Business of the Year

Restaurant of the Year

Young Entrepreneur of the Year

Nursing Home Entrepreneur of the Year

Healthcare Business of the Year

The awards are now in their 14th year and have attracted an influential audi-

ence, including former foreign secretary David Miliband last year and in times gone by Prince Charles and other prominent leaders. This year promises to be no different. So find out from the website how you can get involved or even be there. We can arrange a table for you.

See www.easterneye.eu/ABAwards for all the details.



THIS YEAR'S GATHERING: Zarir Cama, group general manager, HSBC; Sadiq Khan, former transport minister; David Miliband, former foreign secretary; Arshad Chaudhary, Bestway; Zameer Choudrey, Bestway; Younus Sheikh, Bestway and Ramniklal Solanki CBE, EE's editor in chief