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## Currying favour with a menu sent straight to your mobile

[Jun 2 2008](#)

Curry lovers in Birmingham are taking advantage of new technology to order their favourite dishes from an award-winning restaurant.



The Lasan Eatery, in Stratford Road, Hall Green, has introduced an SMS service for customers to have full access to its menu on their mobile phones and to order food to be delivered or for take away

Hungry punters simply text the word 'lasan' to 80800 and receive the restaurant's full menu on their phone. Then, they can choose their dishes in a similar way to when using e-commerce websites by adding to a shopping basket.

The outlet, run by Jabbar Khan, has already seen an uplift in business thanks to the service which is proving popular with customers. Jabbar said: "We have a reputation as a fine dining experience and have also won a string of awards as well as gaining a series of positive reviews from the local and national media.



"All of our staff are trained professionals and are committed to customer service. But the fact that you are successful does not mean you can stand still. We realised that it was vitally important to use new technology to ensure that our customers get the best service and that the business continues to move forward.

"Lots of customers are already using it and the feedback is excellent. They are saying to us that they find it a very convenient way of ordering food and we have seen a rise in take away and delivery orders because of it.

"What it has also done is attracted awareness in the restaurant because people are hearing about the new technology.

"It is definitely something we want to expand as a service to customers. It is certainly good for them and exciting for the business."

Lasan introduced the service after meeting Rayhan Abdumughnee, of the National B2B Centre – the e-business centre of excellence for the West Midlands based at the University of Warwick.

He explained how to turn Jabbar's ideas of mobile phone ordering into a reality.

Rayhan said: “Lasan has really latched on to this idea before many of their competitors and peers up and down the country. It works in many ways. It brings in business on a day-to-day level in the form of those customers ordering via their mobile phones”

The National B2B Centre is part of WMG at the University of Warwick and funded by the European Regional Development Fund, Advantage West Midlands and the West Midlands Mobile and Wireless project.

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