

TKR Restaurant Islamabad



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TKR RESTAURANT ISLAMABAD

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in

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CERTIFICATE OF APPROVAL

This is to certify that research work presented in this project, titled “title” was conducted by Mr/Ms. _____ under the supervision of Ms. _____. No part of this project has been submitted anywhere else for any other degree. This project is submitted to the Department of Culinary Arts in partial fulfillment of the requirements for the degree of Graduate Diploma in International Culinary Arts, College of Tourism and Hotel Management.

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TKR (Tahir Khan Restaurant)

❖ CHAPTER ≥ 01: INTRODUCTION

❖ History and Background of Restaurants:

Founding Years (02-Dec-2020)

The restaurant was originally established by Tahir Khan, with a passion for creating exceptional dining experiences. Tahir Khan, gifted with a dream, embarked on his culinary?

A target market is a group of people that have been identified as the most likely potential customers for a product because of their shared characteristics, such as age, income, and lifestyle.

Identifying the target market is a key part of the decision-making process when a company designs, packages, and advertises its product. Journey, with a passion for blending flavors from his native with international culinary influence, he opened the doors of Tahir Khan Restaurant in a quaint corner of Islamabad. Tahir Khan drew inspiration from their travels around the world, bringing a diverse range of culinary influences to the menu. Restaurant name was Tahir Khan Restaurant & Shanwari Foods, but after three months name changed into Tahir Khan Restaurant (TKR). From the very beginning, Tahir Khan Restaurant (TKR) Restaurant was committed to offering a unique and memorable dining experience to its patrons.

Early Success In its early years, TKR Restaurant quickly gained a reputation for its innovative dishes, attentive service, and inviting atmosphere

Rising Stars In its early years, Tahir Khan Restaurant quickly gained a reputation for its inventive dishes, masterful use of spices, and an ambiance that made diners feel at home. Locals and tourists alike flocked to experience Tahir's culinary creations, such as the now-legendary "Tahir's Signature Spice Delight." It became a gathering place for locals and visitors alike, a spot for celebrations, romantic dinners, and business meetings.

❖ Location :

Shakarparian Rd, Islamabad, Islamabad Capital Territory

❖ Target Market:

From east to west, from north to south, old and young, man and woman, everyone is in love with TKR

A target market is a group of people that have been identified as the most likely potential customers for a product because of their shared characteristics, such as age, income, and lifestyle.

Identifying the target market is a key part of the decision-making process when a company designs, packages, and advertises its product.

A target market for restaurants is a specific group of people most likely to be drawn to your restaurant's cuisine, atmosphere, and dining experience.

In the restaurant business, knowing your target customers is really important. This helps you make the right food and marketing choices.

Whether you run a fancy restaurant or a cozy café, discovering and connecting with your ideal market segment can be the recipe for sustained growth and customer loyalty.

CHAPTER > 02: Menu Analysis:

A menu is a detailed list of options offered to the customer when they come to eat or drink at the restaurant or bar. They offer a wide variety of choices, and are priced differently based on the ingredients used, time taken to cook the dishes, or the season and availability of ingredients used.

A list of the dishes that may be ordered (as in a restaurant) or that are to be served (as at a banquet)

❖ IMPORTANCE:

Menu planning in food service helps the chef take charge of the kitchen, keep a tab on available ingredients, and help the restaurant make a profit. A menu is a detailed list of options offered to the customer when they come to eat or drink at the restaurant or bar. Your menu is your primary means of representation: It says exactly who you are and what you hope to convey personality-wise. It also should create enough of an impression so that it stays with your client long after the waiter or waitress walks off with it.

❖ Type of menu:

There are five primary types of menu. Below is some information about them along with some more specific types of menus that aren't considered primary menu types. Knowing the difference will help you know how to price a menu.

The five types of menus most commonly used are a la carte menus, static menus, du jour menus, cycle menus, and fixed menus.

- These three types of menus are being used in TKR.
 - ❖ A _LA CARTE.
 - ❖ BUFFETS.
 - ❖ FIXED.

➤ A LA CARTE:

What Does A La Carte Mean? When a dish at a restaurant is offered a la carte, it means the dish is ordered individually. It is not a part of a larger meal like a 5-course meal, for example. If you order a steak a la carte, you get a steak and just a steak. There may be garnishes or sauces with it.

➤ **BUFFETS:**

A form of services a la francaise, buffets are offered at various places including hotels, restaurants, and many social events. Buffet restaurants normally offer all-you-can-eat food for a set price, but some measure prices by weight or by number of dishes.

➤ **FIXED:**

A fixed-price menu is a dining concept where a restaurant offers a set menu at a fixed price. A Prix fixe menu, pronounced as 'pree feeks,' typically includes a limited selection of dishes for each course, allowing diners to enjoy a multi-course meal with a clear upfront cost.

✿ **TKR'S MENU:**

○ **APPETIZERS:**

- i. French fries.
- ii. Chicken pakora.
- iii. Honey spicy wings.
- iv. Fish crackes.

○ **Soup:**

- i. TKR special soup.
- ii. Chicken corn soup.
- iii. Hot and sour soup.
- iv. Afghani yakhni.

○ **BEVERAGES:**

- i. Pina colada.
- ii. Blue colada.
- iii. TKR delight.
- iv. Margarita.
- v. Lemonade.
- vi. Oreo shake.
- vii. Fresh seasonal juice.
- viii. Fresh lime.
- ix. Sweet and saltish lassi.
- x. Mango lassi.
- xi. Doodh patti.
- xii. Peshawari khawa kettle.
- xiii. Peach ice tea.
- xiv. Cappuccino coffee.

- xv. Latte coffee.
- xvi. Espresso.
- xvii. Cold coffee.
- xviii. Mineral water and soft drink.

o SALADS:

- i. Green salad.
- ii. Russian salad.
- iii. Zerra raita.
- iv. Mint raita.
- v. Chopped salad.

o SEA FOOD:

- i. Trout fry.
- ii. Trout grill.
- iii. Trout tikka.
- iv. Kala Rohu fry.
- v. Lahori fried fry.
- vi. Fish and chips.

o RICE:

- i. Kabuli pulao(beef).
- ii. Kabuli pulao(plain).

o KARAHI SPECIAL:

- i. Special sulemani karahi.
- ii. Lamb karahi.
- iii. Chicken namkeen karahi.
- iv. Chicken ssekh kabab karahi.
- v. Beef seekh kabab karahi.

o HOT PLATE:

- i. Lamb chops masala.
- ii. Brain masala.
- iii. Special taka tak.
- iv. Tawa karahi qeema.

- v. Lakshami tawa chicken.

o PAKISTANI / MUGHLAI SECTION:

- i. Lahori chicken karahi.
- ii. Lahori mutton karahi.
- iii. Chicken white karahi.
- iv. Chicken makhani karahi.
- v. Palak paneer.
- vi. Daal karahi.
- vii. Hydrabadi chicken karahi.
- viii. Mughlai murgh handi.
- ix. Handi gosht lazeez.
- x. Mix vegetable.
- xi. Lahori fried fish.
- xii. Fish karahi.

o NAAN ROTI:

- i. Roti.
- ii. Kalwangi naan.
- iii. Garlic naan.
- iv. Roghani naan.
- v. Qandari naan.
- vi. Afghani naan.

o SWEETS:

- i. Kheer.
- ii. Gulab jamun.
- iii. Rus malai.
- iv. Shahi khlf.

o CHINESE CORNER:

- i. Vegetable fried rice.
- ii. Egg fried rice.
- iii. Chicken fried rice.
- iv. Steam rice.
- v. Black pepper chicken.

- vi. Chicken manchurian.
- vii. Kung pao chicken.
- viii. Chicken shashik.
- ix. Chicken chowmein.
- x. Vegetable chowmein.

o Chapli KABAB:

- i. Chapli kabab special.
- ii. Chapil kabab simple.

o BAR B.Q:

- i. Shinwari lamb tikka.
- ii. Pata tikka.
- iii. Chicken malal boti.
- iv. Chicken achari boti.
- v. Chicken afghani boti.
- vi. Chicken tikka.
- vii. Beef seekh kabab.
- viii. Chicken seekh kabab.
- ix. Beef seekh kabab.
- x. Chicken seekh kabab.
- xi. Lahori chicken seekh kabab.
- xii. Chicken angara.
- xiii. Chatkhara beef boti.
- xiv. Hariyall tikka boti.
- xv. Makrani fish tikka.

o TKR SPECIAL:

- i. Khadda Dum Pukht.

(SIGNATURE DISHES ☺)

- I. Dum pukht.
- II. Patakha dum pukht. :

o TKR SPECIAL PLATTER:

- i. Served with rice.
- ii. Chicken boti.
- iii. Lamb tikka.

- iv. Chicken angara.
 - v. Beef seekh kabab.
 - vi. Chicken seekh kabab.
- `

CHAPTER > 03: PRODUCT SPECIALITY:

- i. Khadda Dum Pukht.
- ii. Chapli kabab.

KHADDA DUM PUKHT DEFINITION:

Khadha Dum Pukht Chicken is a traditional dish from Awadhi cuisine in India. "Khadha Dum Pukht" refers to a cooking technique where the ingredients are slow-cooked over a low flame, typically in a sealed container, allowing the flavors to meld together and the meat to become tender without losing its juices.

KHADDA DUM PUKHT RECIPE:

Ingredients:

- 1 kg chicken, cut into pieces
- 3 tbsp ghee (clarified butter)
- 2 onions, finely sliced
- 1 tbsp ginger-garlic paste
- 1 cup yogurt, beaten
- 2 tomatoes, pureed
- 1 tsp red chili powder
- 1/2 tsp turmeric powder
- 1 tsp garam masala powder
- Salt to taste
- Fresh coriander leaves, chopped (for garnish)
- Saffron strands (optional, for garnish)

Whole Spices (Khada Masala):

- 2-3 bay leaves
- 4-5 green cardamom pods
- 2-3

CHAPLI KABAB:

Beef Chapli Kabab is a popular Pakistani dish, particularly associated with Pashtun cuisine from the Khyber Pakhtunkhwa region. Here's an overview of what Beef Chapli Kabab is:

BEEF CHAPLI KABAB RECIPE:

Ingredients:

- 500 grams ground beef (preferably with some fat)
- 1 medium onion, finely chopped
- 2 tomatoes, finely chopped (optional)
- 2-3 green chillies, finely chopped (adjust to taste)
- 2 tablespoons fresh cilantro (coriander), finely chopped
- 1 tablespoon fresh mint leaves, finely chopped (optional)
- 2 teaspoons cumin seeds, crushed
- 2 teaspoons coriander seeds, crushed
- 1 teaspoon red chili powder (adjust to taste)
- 1/2 teaspoon turmeric powder
- 1/2 teaspoon garam masala powder
- 1 tablespoon dried pomegranate seeds (anardana), crushed (optional)
- 1 egg, beaten (optional, for binding)
- 3 tablespoons gram flour (besan)
- Salt to taste.
- Vegetable oil, for shallow frying.

CHAPTER ≥ 04: RECURIATION:

First add ground meat into a bowl



Then I added 2tbs of salt



Add 2tbs of garlic paste



Add coriander seed, pomegranate seed and chili



Add fresh coriander, diced tomato, fine chopped onion,



Add all the fresh ingredients and spices into the ground meat



Add chickpeas flour into the mix



Mix well until homogenies



Then I shaped the mixture into kebabs (80 g each)



Then I heated the fat in a pan

I added the kebabs and cook it
on both sides for three min

Then I served the kebabs with
salad and mint sauce



CHAPTER > 05 COMPARISON:

1. Comparing my homemade chapli kabab to the famous restaurant version reveals a remarkable similarity, achieving about 90% in taste.
2. I've managed to replicate the essential spice blend and seasoning closely, resulting in a flavour profile that closely mirrors the restaurant's signature dish.
3. However, slight variations in texture and presentation distinguish the two.
4. The restaurant version might excel in achieving a more consistent crispiness or tenderness, possibly due to specialized cooking techniques or equipment.
5. Ingredient quality and freshness also play a crucial role; while I've used high-quality ingredients, the restaurant's sourcing might give it a slight edge.
6. Despite these nuances, the personal touch and satisfaction of preparing and enjoying this dish at home add a unique dimension that surpasses any dining-out experience.