Name: Wasin Manasathit, Annie Mak

Business Name: Bangkok Desserts

Summary of your business:

We present its very own Thai menu called Bangkok Desserts. Having won the ‘Neu! Food and Drink Competition’ by the Enterprise Studio, we who are food-passionate second-years have used this funding to provide by the university with an exciting, refreshing and lip-smacking eating experience at Hillside for fellow schoolmates and staff.

This new concept aims to add another bright shade to the University’s food palette by following the principles of authentic Thai cuisine and promote Thailand’s rich history in rich flavour using hand-picked ingredients from Bangkok into secret recipes with courtesy from the respected street vendors.

Facebook: https://www.facebook.com/bkkdesserts

Instagram: https://www.instagram.com/bangkokdesserts/

How and when did your business idea come about?

Both of us are ‘foodie’ and we are very passionate about eating and cooking. Besides, it has always been our dream start up a food catering business by ourselves together after graduating but we were unsure which type of business should we start with as we do not know anybody from our family who operate restaurants or related services.

At the beginning of the semester, we saw the promotion of Neu! Food and Drink Competition, which is a competition that students can pitch their idea to Student Enterprise and could win £500 to do a market test the product in Hillside. By brain-storming our ideas given the limitations that we were not allowed to prepare hot food, we had an idea of selling Thai desserts- Bangkok Desserts, and this is how we came up with our first food business.

What support have you received from Student enterprise or external?

Hillside Restaurant has given us an awesome place for us to test the market with our products. There is a professional kitchen which causes us less hassle in preparing the desserts. Also, everyone from Hillside is very helpful and efficient to allow Bangkok Desserts operating well and smoothly.

Student Enterprise is supportive in giving us advice from time to time, as well as being a communicator between us and Hillside Restaurant which allows effective communications.

Have you received an award from Student Enterprise?

Yep we did. We have won the Neu! food and Drink competition held by the student enterprise.

Why get involved with Student Enterprise?

Student Enterprise is very supportive in general in ensuring smooth operations of our businesses and
Student Enterprise have given us essential support in Bangkok Desserts. Student Enterprise has played a significant role in making Bangkok Desserts for successful launching.

**How has your business developed during your time at Surrey?**

We operated every other Tuesday at Hillside Restaurant during lunch time. It is one of the most busiest day in campus as most students have lectures and tutorials, therefore it is more likely the canteen will be packed with students.

**What are your ambitions for yourself and the business after university?**

We would like to bring this Bangkok Desserts to a new level, to operate in a larger scale and target more customers. It is also likely that we will widen our product range to provide a diversity of Thai desserts choices.

**What has been the best/worst part of starting/running a business?**

The best part would be the satisfaction of seeing our fellow schoolmates and friends love our desserts. It is really happy to see customers returning to our stall whenever we operate, giving us feedback, also uploading the pictures of our drinks and desserts on social media expressing how much they enjoyed them. We feel really grateful to have very supportive customers and we really appreciate it.

The worst part would be the difficulty in handling both coursework and the business. During the operations of Bangkok Desserts, we have to maintain a balance between studies and the business. We have tried to develop a better time management, for example ordering the materials we need from online groceries store so it reduces our time in collecting the goods.

**Do you have any advice for a budding entrepreneurs?**

Work on something you are really passionate for and you are more likely to enjoy every part of the process!
Student Enterprise

Photos

Traditional Thai Milk Tea!

Newly start-up business by university students BANGKOK DESSERTS

- sold 500+ milk tea in four sales!
- secret recipe collected from the experienced!

Get one ASAP before it runs out!
[outside MS building]

@bangkokdesserts

BANGKOK DESSERTS

ON TUESDAY!

NEW!

AT HILLSIDE!