



BUSINESS SUPPORT CASE STUDY

MISTER Q'S TOASTIES



MISTER Q'S FROM IDEA TO LIVE TRADING

Supporting a first-time food-business founder from concept to launch through practical guidance on pricing, suppliers, compliance, location, workflow and early-stage operations.



BUSINESS

Halal sourdough toasties

FOUNDER

Qasim

SUPPORT BEGAN

July 2025

TRADING SINCE

May 2026

MODEL

Independent stalls & events

LOCATIONS

Ilford & Walthamstow

5/5

FOOD HYGIENE

rating achieved

20-30%

SELECTED SAVING

food & packaging

2

REGULAR LOCATIONS

Ilford + Walthamstow

1

FOUNDER-LED TEAM

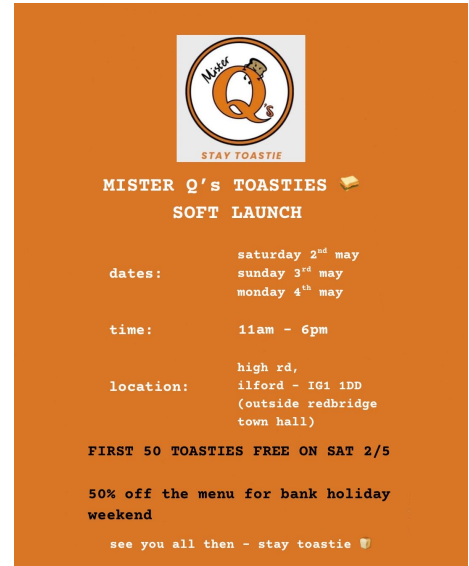
solo operation

THE STARTING POINT

A strong product, but no operating blueprint

When Qasim first asked for help in **July 2025**, Mister Q's was still an idea. He already had the hardest part: a distinctive product, a personal story behind the concept and the determination to pursue it seriously. What he had not yet experienced was the commercial and operational side of running a food business.

The support focused on making the concept workable rather than changing the product. Early conversations covered business structure, costing, pricing, trade suppliers, compliance, stall operations and the reality that a good product still needs the right location and commercial discipline.



Launch artwork used for Mister Q's soft opening in May 2026.

WHAT WAS ALREADY STRONG

Founder strengths

- Original halal sourdough toastie concept with a clear identity.
- Strong recipe, preparation discipline and work ethic.
- Simple core menu that did not need unnecessary expansion.
- Confidence and commitment to build the business.

WHAT NEEDED BUILDING

Commercial foundations

- Accurate food costing and an understanding of margin and fixed costs.
- Trade supplier access instead of higher-cost local purchasing.
- Location strategy and pricing that reflected each market.
- Food-safety preparation and practical operating controls.
- A realistic expectation of what early-stage trading would look like.



BRAND DEVELOPMENT

The business progressed from an idea into a visible trading brand. Qasim invested in his own vehicle and branding while the operating model continued to

Core early-stage advice: start trading, learn from real customers, and improve from evidence rather than waiting indefinitely for a perfect launch.

Practical help from pre-launch to opening day



Mister Q's trading setup in Ilford, with prominent event branding and a deliberately simple customer-facing offer.

PRICING & SOURCING

Protecting margin early

- Worked through food costs and fixed-cost thinking so pricing decisions were grounded in actual economics.
- Helped Qasim recognise that pricing should vary by location. Ilford proved more price-sensitive, while Walthamstow supported stronger pricing.
- Introduced established trade suppliers for packaging, drinks, sauces, cooked chicken and bulk ingredients.
- Used a long-standing supplier relationship to secure access to established trade pricing.
- Founder-estimated savings on selected food and packaging lines were approximately **20-30%**.

COMPLIANCE & LAUNCH

Getting ready to trade

- Guided preparation for food-safety inspection, including SFBB, appropriate sanitiser, temperature monitoring, colour-coded equipment, training and first-aid provisions.
- Mister Q's subsequently achieved a **5 Food Hygiene Rating**.
- Visited wholesalers and suppliers with Qasim and helped source operating stock.
- Supported the business on opening day with live troubleshooting and service assistance.
- Reviewed stall workflow, POS placement and storage to improve service speed and reduce avoidable risks.

OPERATIONAL COACHING

Learning to run the stall, not just make the product

As service developed, the focus shifted to multitasking, customer communication and maintaining production flow. Qasim learned to keep the right number of toasties moving through the Merrychef, continue preparation while speaking to customers and reduce waiting time without sacrificing quality.

A live business with stronger commercial judgement

Mister Q's began trading in **May 2026** and now operates regular stalls in Ilford and Walthamstow, alongside occasional events. The business remains deliberately lean, with Qasim running the operation himself while continuing to refine locations, pricing and trading frequency.

5/5

FOOD HYGIENE

rating achieved

20-30%

SELECTED SAVING

buying routes

2

REGULAR MARKETS

current locations

May '26

LAUNCH

live trading began



Branded stall presentation in Ilford.



Qasim at the Mister Q's stall during launch trading.

WHAT CHANGED

From concept to operating business

- Moved from no prior food-business operating experience to running the stall independently.
- Built a trade-supplier network and improved purchasing economics.
- Adapted pricing to different locations rather than treating every market the same.
- Expanded from an initial Ilford base into Walthamstow, where the concept has supported stronger pricing.

FOUNDER REVIEW COMPLETE

Case study reviewed and approved by Qasim, founder of Mister Q's, September 2026.

CrownHill capability demonstrated: start-up support, costing, supplier sourcing, food-safety readiness, location strategy, pricing judgement, launch support and early-stage business mentoring.

WHY IT MATTERS

Capability demonstrated

- Support was provided to **someone else's business**, not one owned by Moeen.
- It covered real implementation: supplier introductions, costing, compliance preparation, location thinking and opening-day support.
- The relationship continued beyond launch as questions and expansion opportunities arose.
- Not every recommendation was adopted, reinforcing that