



CAPABILITY STATEMENT

2026

Practical hospitality consultancy and project delivery, built on current operating experience rather than theory alone.

POSITIONING

Operator-led hospitality support with delivery capacity

CrownHill helps independent hospitality businesses improve commercial and operational performance, and works with the organisations that support them. The consultancy is founder-led by Moeen Sajjad, who remains an active hospitality operator and brings more than 10 years of direct responsibility for food businesses in London.

10+

YEARS

direct operator experience

6

CASE STUDIES

documented evidence

ACTIVE

OPERATOR

current market exposure

2

DELIVERY ROUTES

businesses + institutions

EVIDENCE BASE

What the operating record covers

- **Long-term operations:** almost a decade at Chicken Hut Ilford and a family operation at Upper Clapton dating to 2005.
- **Brand creation and exit:** Capri's Pizza rebuilt as an independent brand and later sold following an unsolicited approach.
- **Acquisition and turnaround:** Turkish Kebab Romford rebuilt through staffing, supplier, menu and management-system changes.
- **Small-format retail:** Exchange Ilford kiosk planned, approved, operated, measured and exited commercially.
- **Founder support:** Mister Q's supported from concept to live trading with costing, sourcing, compliance, location and launch input.
- **Licensing:** late-night refreshment licensing and compliance across long-hours operations.
- **Stakeholders:** operating experience alongside BIDs, councils, police/BTP, landlords and shopping-centre management.
- **Systemisation:** rotas, stock, waste, cash controls, cleaning, maintenance, reporting and delegation.

A useful distinction

CrownHill does not present owner-operated case studies as external consultancy projects. Operator case studies show the experience behind the advice. Mister Q's is presented separately as a business-support case study reviewed and approved by its founder.

SERVICES

Two connected sides of the business

The model is deliberately broader than generic consultancy. CrownHill can work directly with operators on a specific commercial problem or deliver a defined piece of work for a BID, council, landlord or business-support organisation.

01 Hospitality Performance Support

Business and operational reviews

Commercial baseline, objective setting and on-site diagnosis.

Cost and margin control

Stock, purchasing, waste, pricing and value architecture.

Labour and rota reviews

Coverage, roles, skills, dependency and delegation.

Food-hygiene readiness

Practical systems, documentation and operational preparation.

Acquisition / takeover support

Operational due diligence, readiness and early priorities.

Turnaround and implementation

Prioritised 7 / 30 / 90-day actions and hands-on follow-through.

02 Business & Place Project Delivery

Business engagement

Structured conversations with local operators and thematic reporting.

Business mapping / directories

Trading-status checks, data verification, missing-business identification and asset gathering.

Hospitality clinics and pilots

Defined cohorts, diagnostic reviews and action plans.

Workshops

Practical sessions on pricing, labour, stock, waste, hygiene readiness and upcoming regulation.

Content / profiles

Clear business descriptions and operator-facing content.

Subcontract delivery

Specialist hospitality input for organisations holding wider support contracts.

TYPICAL ENGAGEMENT FORMATS

Defined scope first

One-off reviews, fixed-scope projects, short pilots, workshop delivery, implementation assignments and retained support are all possible. Scope, outputs, timetable and reporting are agreed before work starts.

DELIVERY APPROACH

Practical diagnosis, clear priorities, measurable follow-through

CrownHill uses a repeatable structure without forcing every business into the same template. The aim is to understand what the owner or commissioner is trying to achieve, identify the real constraints, and convert findings into actions that are proportionate to the business.

1

OBJECTIVE

Define the commercial or project outcome and what success should look like.

2

INTELLIGENCE

Review available data, trading context, stakeholders and known constraints.

3

BASELINE

Establish the current commercial / operational position before recommending change.

4

OBSERVATION

Observe the business, location or stakeholder environment without relying only on stated problems.

5

DISCOVERY

Test assumptions with the owner, staff or commissioning team.

6

DIAGNOSIS

Link observation -> evidence -> likely cause -> commercial impact -> recommendation.

7

PRIORITIES

Separate immediate, 30-day, 90-day and strategic actions.

8

FOLLOW-THROUGH

Support implementation and review outcomes where included in scope.

WHY CROWNHILL

Where the model adds value

For independent operators

- Advice is grounded in businesses that actually trade.
- Recommendations are expected to work with limited time, staff and capital.
- CrownHill can move from diagnosis into implementation rather than stopping at a report.
- Commercial reality, owner capacity and customer behaviour are treated as part of the solution.

For BIDs, councils & property teams

- Specialist hospitality insight without pretending to replace existing support infrastructure.
- Founder-led engagement that can help operators speak more openly about practical issues.
- Defined outputs, evidence gathering and thematic reporting.
- Ability to start small through a pilot or tightly scoped assignment.

SELECTED ADDITIONAL CREDIBILITY

Local stakeholder and town-centre experience

- Capri's Pizza worked with Ilford BID, Redbridge Council, local police and British Transport Police on town-centre antisocial behaviour and safety issues.
- The business received Ilford BID's Silent Angel Award for its contribution and collaboration.
- Exchange Ilford kiosk experience covered formal retail approvals, RAMS, equipment specification, landlord design rules, consent to trade and handback.
- Current operating exposure means supplier pricing, labour pressures, customer spending and regulatory changes are not abstract issues.

Next step

The most useful first conversation is usually about a specific problem or project rather than a general retainer. CrownHill can scope a small piece of work, agree the output and timetable, then expand only if there is a clear reason to do so.

Moeen Sajjad, Founder | crownhillconsultants.co.uk