

Indian Wedding Caterers Offset UK Recession Doom & Gloom

In a surprising departure away from the doom and gloom commonly reported on the ongoing UK recession, many Indian catering companies are reporting an increase in takings in 2012, as compared to previous years, with some catering at up to ten weddings a weekend!

September 10, 2012 (FPRC) -- In part this is due to the recession proof nature of Asian Weddings with families saving up for several years and both sets of parents contributing to the wedding bill. Many British Indian engaged couples are trading off traditional weddings with hundreds of guests for a more intimate, unique, and personalised “can do” creative approach.

Indian Weddings has always been a glamorous affair of tradition; colour and unity, despite the economic doom and gloom, most British Indian couples still feel certain that their wedding day is a great memorable occasion and that it should be enjoyed to the maximum.

Indian caterers like Gulshan Iqbal wedding caterers have demonstrated their business acumen by targeting their Indian wedding catering services to the high end segment of the market, those with city jobs in the finance, banking and legal sectors, which is characterised by high incomes and huge wedding budgets.

These Indian wedding caterers have capitalised on the “recession proof” nature of this segment of the market and have succeeded in winning their confidence by teaming up with exclusive five star hotels and glamorous country homes and offering their clients an impressive array of wedding services, products and event management services

Managing Director of Gulshan Iqbal Indian Wedding Caterers, Mr Tahir Iqbal comments “Our strategy of moving away from a low price, low margin – mass volume” market to the upper end of the market where wedding budgets are in excess of £50,000 has clearly paid off. Not only have our margins per order increased but we’ve also benefitted from referrals as our clients refer us to their friends and families with similar spending power. With the continued one up-man ship and desire to exceed family expectations, it truly feels like the sky is the limit when it comes to Indian weddings.”

Contact Information

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