



Brody Sweeney

TAB member since June 2015

“TAB has helped me gain perspectives and insights from people not emotionally involved in my business”



Brody Sweeney, founder of Camile Thai Kitchen Group, a growing chain of online delivery restaurants in Ireland and the UK has been a TAB member since 2015.

Camile Thai, a healthy takeaway and home delivery business, was set up by Brody in 2011. Over the past seven years they have grown to 19 restaurants with locations in Dublin, Belfast, Limerick and London. With ambitions plans to scale the business to over 100 locations in the next five years, Camile Thai is on course to become the leading Thai food brand in Britain and Ireland.

In 2009 at the height of the Global Financial Crisis, Brody’s previous venture O’Brien’s Sandwich bar, which employed over 3,000 staff in 14 countries collapsed and left him starting off from scratch again and Chinese Takeaway Yum Chow was born. However, he quickly realised that that customers were not willing to pay premium prices for a chinese takeaway which was not differentiated, and Brody was facing yet another failure. He was approached by a Home delivery Thai Food operator who wanted to scale their business, so Brody switched from Chinese to Thai within 8 weeks and the business took off. After six months it was clear that the partnership was not going to work out and the parties separated. Brody was then able to bring his vision to life as Camile Thai.

As younger people are addicted to their screens, it has become the norm to have food delivered a few times per week, compared to older generations where it is more of an occasional indulgent treat. Camile Thai is the healthy



option for that younger generation. We also have our own app which enables us to deliver a seamless customer experience as well as give us the critical metrics to change and adapt our business. Our centralised kitchen helps us to make complex starter dishes to a consistent and high standard and our sauces which are which have been heavily researched now have significantly less salt and sugar than your regular Thai food without any compromise on the taste.

Camile's core target market is younger urban professional females who are health conscious. All of our dishes are cooked from fresh ingredients and our meats are sourced locally with full traceability. Every dish is given its calories count, so that our customers are both informed and can trust our brand.

Now that Camile is established in London our next stage will be to franchise the business throughout the UK. Brody recognises that as an entrepreneur he has a strong bias for action and it is very valuable to have someone who is not emotionally attached to your business give me a variety of perspectives one whatever challenge I am facing.

My TAB Board and TAB facilitator have assisted me on many different issues, from the selection of our new cloud based accounting systems or really challenging me to partner with aggregators rather than just viewing them as direct competition.

Brody sees TAB as a very suitable resource to assist him in developing the management team. He regularly points out that all great sports stars have their coach and if a senior management team are to perform at the top of their game, they too need an expert business coach. My TAB facilitator not alone coaches me but also the members of my senior management team.

Recently we hired a Finance Director to further enhance the management team and my TAB facilitator assisted me all the way from personnel specifications to a full range of psychometric assessments and attendance at interviews.



About The Alternative Board

The Alternative Board (TAB) believes that every business owner deserves for their business to deliver for them what they want out of life. Through a combination of peer advice and business coaching we help our members achieve this. Members meet monthly to learn from one another's successes and mistakes to grow their businesses.

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www.camile.ie/franchising-opportunities/
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