

Rice 'n Stew Co

Sohrab Bakhshi, Owner

4371 Murray Avenue
Pittsburgh PA, 15217
<https://ricenstewco.com/>

PENNSYLVANIA

S B D C

Small Business
Development Center
Duquesne University

*Helping businesses
start, grow, and prosper.*

Duquesne University SBDC

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Industry:
Food & Beverage

Year Founded:
2024

Consultant:
Doug Harding

SBDC Assistance:
Market Research, Develop
Business Plan, Grand Opening



Opening a New Restaurant with Experience and Passion

In August of 2018, Sohrab Bakhshi first came to the Duquesne University Small Business Development Center (SBDC) with a vision. Having recently moved to the United States after serving as a subcontractor for the US Army Corps of Engineers in Afghanistan, where he played a pivotal role in building infrastructure in his homeland, Sohrab was ready to channel his experience and passion into a new venture.

His dream? To open Rice 'n Stew Co., a restaurant that would bring the rich flavors and culinary traditions of Afghanistan to his new community in the United States. However, Sohrab knew that bringing his vision to life would require more than just passion and recipes—it would take strategic planning and a deep understanding of the market.

This is where the DUQ SBDC stepped in. Working closely with Sohrab, the team at the DUQ SBDC helped him identify and research his target market, ensuring that Rice 'n Stew Co. would resonate with local tastes while staying true to its authentic roots. Together, they developed a comprehensive and professional business plan, which became the foundation of Sohrab's journey to entrepreneurship.

After careful planning, dedication, and hard work, Rice 'n Stew Co. proudly opened its doors to customers in June of 2024. The restaurant has already begun to attract a loyal following, drawn by the unique and flavorful dishes that celebrate Afghan culture and cuisine.

Sohrab's journey from Afghanistan to the United States, and from a vision to a thriving business, is a testament to the power of perseverance and the importance of support systems like the DUQ SBDC. We are incredibly proud to have played a part in Sohrab's success and look forward to watching Rice 'n Stew Co. continue to grow and flourish.

Congratulations, Sohrab, on your remarkable achievement, and thank you for choosing to work with the Duquesne University SBDC!