

FACES OF THE FRONT

Mostofa Mohammed

Owner, Subway

A Neighborhood of Opportunity

Stop in at Mostofa Mohammed's Subway sandwich shop near the corner of New Jersey Avenue and M Street, SE, on any day during lunch time, and hungry Capitol Riverfront customers will be lined up out the door and streaming out onto the sidewalk.

Since its opening in December 2004, this Subway restaurant has experienced double-digit annual growth that has catapulted it into the top five ranking of the chain's 1,000 stores in the Greater Washington region. Even with the economic decline, the restaurant is still growing, experiencing eight or nine percent growth instead of the usual 10 to 15 percent in years past.

"The Capitol Riverfront is one of the best places in D.C." comments Mr. Mohammed. "I'm very blessed to be in this prestigious place."

Several years ago, the fast food impresario was on a casual drive through the Capitol Riverfront when he noticed that a Chinese restaurant seemed to be the lone food establishment in the area. Where others saw only empty lots, he saw possibilities.

And his casual visit to the Front opened the door to new opportunity.

Then came the Nationals, the Department of Transportation, the Marriott Hotel, new office construction, Artomatic and a steady stream of customers. Today, the restaurant is open seven days a week. And on days when there are games, they have to make sure they have extra help on hand.

"People are getting to know this area because of the Nationals and some of the events. Sure the economy is bad now but it's not going to stay like this forever. I really believe that," he says

To Mostofa Mohammed, it's a neighborhood of profit – and promise.

"Once people figure out what is going on this side of town, they will love to have a town home or a condo here or find a job here."

