

Maslyna binti Mohd Sabry

Business Development Maestro

Profile

Maslyna is an experienced franchise professional specializing in the food and beverage (F&B) sector. With a proven track record, she has successfully managed business outlet expansions from start to finish. Her expertise encompasses strategic planning, market analysis, and assisting in operational execution, ensuring that each expansion aligns with brand standards and market demands.

Passionate about business development, Maslyna thrives on identifying new opportunities and driving growth initiatives. She possesses strong skills in project management, enabling her to oversee complex expansion projects effectively. Her exceptional presentation abilities allow her to communicate ideas clearly and persuasively, while her coaching skills empower team members to excel in their roles.

Maslyna excels in relationship building and business relationship management, fostering strong connections with stakeholders and partners. Her comprehensive understanding of the franchise landscape and her enthusiasm for fostering business relationships make her a valuable asset for any organization looking to grow its footprint in the competitive F&B market.

Works hard and plays hard. Love outdoor extreme sports: yachting and scuba diving. Participated in a few international yacht regattas including Raja Muda Selangor International Regatta from Port Klang to Langkawi and Royal Langkawi International Regatta. Equally a homebody; enjoys baking and cooking.

Employment History

The Original Boat Noodle

Head, Franchise (July 2024 – present)

- Lead and motivate the franchise team to achieve sales and operational targets.
- Ensure compliance with company policies and standards.
- Develop and foster positive relationships with franchisees and their members.
- Prepare monthly sales targets for franchise outlets.
- Prepare bi-yearly activities for franchise outlets including local store marketing (LSM).

The Original Boat Noodle

Manager, Franchise (May 2022 – June 2024)

- Introduce and expose the Boat Noodle brand to the domestic market.
- Manage domestic franchise enquiries and expansion – end-to-end processes such as calling the prospects, conducting presentations and site visits.
- Collaborate with other departments such as Project, Marketing, Account, Quality Assurance, Supply Chain and Training for pre-franchise matters and to align sales strategies and support product launches and promotions.
- Work closely with the Legal department to ensure the Franchise Agreement is updated.
- Conduct Quarterly Business Performance Reviews with the Franchisees and Outlet Managers.
- Schedule weekly and monthly outlet visits to quality check and ensure smooth operations.
- Provide guidance and support to Franchise outlets (Franchisee and staff) to achieve their sales target.
- Focal communication point between the franchisor and the franchisees, MyFEX, Pernas and MFA.
- Build up a good rapport with the franchisees – provide solutions to their concerns to grow sales to open second and third outlets.
- Manage preparations for exhibitions and roadshows (Franchise International Malaysia and Malaysia International Retail and Franchise exhibitions).
- Ensure the franchisee makes payments as scheduled – pre and post franchise.



Address:

Pantai Towers, Lorong Bukit
Pantai, 59100 Bangsar,
Kuala Lumpur.

Contact number:

010-401 1977

Email:

maslyna.sabry@yahoo.com

LinkedIn:

<https://www.linkedin.com/in/maslynasabry/>

Skills:

Communication & Interpersonal
Relationship Management
Project Management
Strategic Planning
ROI & Data Analysis
Collaboration
Computer
Sales
~ Prospecting
~ Presentation
~ Qualifying leads

DHL eCommerce Solutions

Executive, Business Development (November 2021 – April 2022)

- Set up and increase the ServicePoint retail network coverage in the designated area
- Handle Premium ServicePoint prospects inquiries and responsible for acquisition and setup process.
- Prepare the project master schedule for onboarding by monthly basis and ensure all the projects to be complete and go live according to the set targeted date.
- Coordinates with the internal stakeholders such as Training Specialist, Backend Team & others for Premium ServicePoint setup process.
- Serve as the link of communication between prospect and internal teams, which also play an integral part in generating new sales that will turn into long-lasting relationships.
- Constantly gather market and competitive intelligence to study, analyze and formulate strategies to further strengthen DHL eCommerce's retail business.
- Ensuring all project related processes and documentation are in accordance to the organization's quality management system and standard operation procedure.

Catzonia Hostails

Assistant Manager, Franchise & Project (April – October 2021) (During MCO 3.0)

- Franchise readiness:
 - ✓ Created franchise package, ROI, Term Sheet
 - ✓ Improve LOI, NDA and Franchise Agreement
 - ✓ Created presentation slides
 - ✓ Prepared branch opening checklist for franchisor and franchisee
- Prepared FAQ for franchise business
- Prepared Franchise Application process flow

Meat Cartel American BBQ

Manager, Franchise (July 2020 – February 2021) (In between MCOs)

- Assisted the CEO in developing new business.
- Process licensing applications for management approval.
- Prepare Term Sheet, Letter of Intent, License Agreement and Non-disclosure Document for new Licensees.
- Ensure the Licensee submits all necessary documents to proceed to the next level.
- Visit proposed locations with the project team and Licensee.
- Assist the Licensee in hiring outlet staff.
- Work closely with the Project Team to ensure the renovation works and fittings timeline is met.
- Work closely with the Operation Team to arrange theoretical and practical training for Licensee and staff.
- Ensure Licensee and outlet staff to complete the Food Handling Course and get typhoid injection before the outlet opening.
- Support licensee during outlet opening.
- Visit the Licensee on a monthly basis (post-opening) and ensure the Licensee pays monthly royalty.
- Attended conferences, meetings and industry events.
- Central Kitchen restructuring committee member.

MBE Ventures Sdn Bhd (Mail Boxes Etc)

Senior Executive, Business Development (July 2019 – May 2020) (First year Covid and MCO)

- Identified prospects and conducted assessment qualification process for the potential franchisees and followed up with business proposal presentation and onboarding support.
- Oversaw franchise contract management, administration and communication.
- Attended conferences, meetings and industry events, and handled buy-sell of the existing MBE outlets.

Education:

2007 – 2008

Clara International

Global Diploma for International Professional Beauty Therapy and Cosmetology

1997 – 1999

Ungku Omar Politechnic

Diploma in Electronics Communication Engineering

1993 – 1994

Sekolah Menengah Raja Perempuan Kelsom, Kuala Kangsar

Sijil Pelajaran Malaysia, First Grade

Non-work Interest:

Baking & cooking

Gardening

Cat rescue

Aesthetic

Movies

Fitness