

# HAFEZUL RAHMAN ABDULLAH

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## PROFILE

Experience in driving operational excellence, revenue growth, and strategic expansion. Proven track record in overseeing cross-functional teams to achieve business objectives and enhance performance. Adept at developing and implementing strategic plans, managing business expansion initiatives, and cultivating positive organizational culture. Skilled in building and maintaining key relationships with stakeholders, regulators, and community leaders. Committed to delivering sustainable growth and operational efficiency while fostering a collaborative and high-performance environment.

## ACTIVITIES & INTEREST

- Reading
- Travelling
- Outdoor activities (futsal, football, snooker, watching movies and playing games)
- Technical Judge for Middle East, APAC and World Barista Competition for The Coffee Bean & Tea Leaf
- Master Facilitator for Culture Transformation
- Food Pantry Volunteer

## KEY SKILLS

- Budget management
- Excellent listener
- Friendly, courteous, & service oriented
- Poised under pressure
- Staff training & coaching
- Recruiting & hiring talent
- Quality assurance
- Solid written & verbal communicator

## WORK EXPERIENCE

### Hajris Holding Sdn Bhd

July 2023 – Current

Group Head of Business Development

Oversee group revenue and profit performance while managing departments including Marketing, HR, Operations, IT, and Franchise. Drive strategic planning and execute business expansion plans, ensuring successful investor agreements. Implement performance improvement projects for new restaurants and cultivate a positive operating culture. Maintain effective relationships with regulators, local authorities, and industry associations, and develop growth strategies to expand the restaurant network and franchise partnerships. Monitor industry trends to inform business strategies, lead process improvements to manage costs, and provide guidance to promote quality service and enhance team performance.

### Pos Malaysia Berhad – Head of Franchise & Channel Development

May 2022 – March 2023

Lead the development and execution of strategies for POS Malaysia's retail business expansion, including increasing retail and franchise outlets. Identify and engage new franchisees, manage recruitment metrics, and ensure compliance with brand standards. Stay updated on industry trends to align business strategies with company objectives and drive continuous improvement initiatives to enhance profitability. Provide ongoing support to franchisees to ensure mutual success.

### CoolBlog Sdn Bhd – Head of Franchise

September 2021 – April 2022

Spearheaded the brand's first international expansion, managing operations for over 200 CoolBlog franchise locations and achieving sales exceeding RM24 million. Served as the primary liaison with franchise partners, negotiating 15 franchise agreement renewals and maintaining strong relationships. Navigated pandemic challenges to keep all stores open and profitable, and analyzed KPIs

## EDUCATION

2012 – 2013

Cybernetics International College of Technology

Diploma Eksekutif Pengurusan Perniagaan (DEPP)

1994 – 1998

Sekolah Menengah Kebangsaan Bukit Bandaraya

and market trends to develop strategic action plans. Oversee agreement renewals and modifications in collaboration with the Legal department.

**The Coffee Bean & Tea Leaf – Regional Franchise Business Manager**

8th August 2012 – September 2021

Managed relationships with franchisees across multiple countries, negotiating agreements and developed business plans with potential partners to maximize sales and expansion opportunities. Identified new markets and advise the CEO/Board on opportunities, including opening new markets in Japan, Bangladesh, Pakistan, Bahrain, and UAE. Oversee distribution and logistics, ensuring adherence to brand standards, and manage all aspects of market sales, KPIs, and marketing calendars. Additionally, served as the Official Technical Judge for Coffee Bean & Tea Leaf Barista Competitions in the Middle East, APAC, and global.

**I-Leaves (UK) Ltd. (Tutti Frutti UK)**

May 2011 – May 2012

**Wonderful Lifestyle Sdn. Bhd. (Gloria Jean's Coffees)**

July 2009 – May 2011

**Gloria Jean's Coffees**

May 2006 – July 2009

**Dome Cafe**

August 2003 – March 2006

**Gloria Jean's Coffees**

May 2000 – July 2003