



ABU TARMIZI BIN ABOO BAKAR

Petaling Jaya, Selangor. H/p 012 4004875 Email - abutarmizi@gmail.com

OBJECTIVE

To secure a General Manager / CEO position where I can leverage my extensive experience in operations management, training, and development to drive organizational growth. Committed to working extended hours, relocating, and traveling to gather insights and implement innovative business strategies.

PROFILE SUMMARY

Senior Manager with over 12 years in the food service industry and 20 years in retail, including experience in hypermarkets, supermarkets, mini-marts, mall & retail cum F&B operations. Proven expertise in customer service, P&L management, cost control, sales growth, team performance, policy creation, compliance, customer relations, problem resolution, and project management.

RETAIL cum F&B INDUSTRY

Operations Manager @ Pustaka Maksima (Apr 2023 - Present)

- Report directly to the business owner and consultant, spearheading the launch of the Pasar Besar brand by establishing comprehensive procurement frameworks and standard operating procedures for a retail and F&B startup specializing in Malaysian heritage products.
- Provide strategic leadership to a multidisciplinary team comprising department heads and personnel across Retail (Store Management, Grocery, Fresh, Receiving, Front End, Loss Prevention, and IT) and F&B operations, including the Head Chef, Restaurant Manager, and supporting staff.

Head Of Operations @ Ample Prosperity (Apr 2022 - Apr 2023)

- Reported to CEO. Overhauled operations and SOPs, monitored sales, product performance, and logistics, and improved store standards and cost efficiency.
- Achievements: Developed YTD TOP 200 SKUs tracker, enhanced store standards, and reduced utility costs by 12k.

Operations Manager @ Fandbee Shared Services (Dec 2021 - Apr 2022)

- Conducted daily store evaluations and proposed improvements in sales, customer service, and inventory management. Managed online platforms and expanded customer base.
- Achievements: Increased house brand product sales by >300%; improved ordering and display standards; improved inventory stocktake process.

Senior Manager @ Pusat Perniagaan Matahari (Mar 2020 - Dec 2021)

- Managed operations of a flagship store including a hypermarket and F&B outlet. Led a 120-person team, handled stock control, sales analysis, staff management, and customer service.
- Achievements: Increased sales by +10.81% YTD 2020 vs 2019.

Assistant Area Manager @ Pusat Perniagaan Matahari (Sept 2019 - Mar 2020)

- Evaluated store processes and compliance, managed inventory and promotions, and provided operational reports and improvement plans.
- Span of control: 6 wholesales cum supermarket formats.

Area Manager @ Mydin Mohammed Holding (Sept 2018 - Sept 2019)

- Managed 6 retail outlets. Created Fresh Division in 2 stores with >40% sales target achievement.

Operations Manager @ SAM's GROCERIA; Central Region (Jan 2016 - Sept 2018)

- Oversaw 7 premium supermarkets and 2 delis. Improved operations, achieving >30% sales growth in 2016.

Area Manager @ SAM's GROCERIA; Northern Region (Jul 2013 - Dec 2015)

- Set up team for upscale retail segment. Managed 80 employees and various departments.
- Achievements: 1st place in Mystery Shopper Reward, increased premium SKU counts by +30%.

Store Manager @ COLD STORAGE (Oct 2012 - May 2013)

- Full P&L responsibility, drove sales growth, and managed expenses and shrinkage.
- Achievement: Smoothly managed store closure project.

Division Head @ GIANT HYPERMARKET, Bayan Baru (Feb 2011 - Oct 2012)

- Assisted Store GM in managing sales and operations. Improved division floor standards.

Fresh Trading Manager @ Tesco Extra Seberang Jaya (Dec 2010 - Jan 2011)

- Managed Fresh Foods operations, achieving high floor standards and budgeted stock loss KPIs.

Division Head @ GIANT HYPERMARKET, Taiping (Aug 2010 - Dec 2010)

- Revived Fresh Division sales, achieving >5% growth in three months.

Asst Division Head @ GIANT HYPERMARKET, Sungai Petani (Apr 2007 - Aug 2010)

- Managed Fresh Division operations, ensuring compliance with company standards and achieving sales targets.

Division Manager @ MAKRO CASH & CARRY, Prai (Jul 2006 - Apr 2007)

- Oversaw 5 Fresh Departments, ensured smooth operations, and achieved monthly sales and shrinkage targets.

Section Head @ MAKRO CASH & CARRY, Prai (Sept 2004 - Jul 2006)

- Managed Fruits & Vegetables section, ensuring high quality and availability of products, and controlled inventory.

Sales Assistant @ SEVEN ELEVEN, Penang (1990 - 1992)

- Assisted in daily outlet operations.

FOOD & BEVERAGE INDUSTRY**Senior Operations Manager @ Daves Deli (PG) Sdn. Bhd. (1999 - Aug 2004)**

- Managed operations and production for 3 outlets in Penang. Supervised 3 Outlet Managers, 3 Assistant Managers, 3 Supervisors, and over 20 employees.

Senior Operations Manager @ Food Discoveries (M) Sdn. Bhd. (1998 - 1999)

- Oversaw profitability, operations, staff training, sales, marketing, and purchasing for 5 F&B outlets in Klang Valley. Ensured top-notch customer service and product quality to drive repeat and new patronage. Full P&L responsibility.

Outlet Manager @ Chicken Valley Restaurant Sdn. Bhd. (1992 - 1998)

- Led operations and marketing for the F&B outlet. Focused on maximizing sales and profits through excellent customer service and effective business development.

TRAINING / SELF LEARNING ACTIVITIES

KINGS COLLEGE CAMOUS (By: KLA Consultancy) - 20th - 24th Dec 2021

| EXPONENTIAL ORGANISATION : Accelerating Business Growth Through Exponential Technologies

HUMAN RESOURCE DEVELOPMENT CORPORATION - 22nd Dec 2021

| PATHWAYS - COACHING - COACHING STYLES AND SKILLS

HUMAN RESOURCE DEVELOPMENT CORPORATION - 21st Dec 2021

| Mastering Data Analysis

ESCAPE PENANG - Jul 2019

| The Escape Challenge Team Building

GST GROUP - Jul 2013

| Processing & Cutting of Fresh Norwegian Salmon

EARTH WIN EMERGENCY ACADEMY SDN BHD - Nov 2006

| EmpactTM – EMERGENCY First Aid & CPR

MAKRO CASH & CARRY - Dec 2005

| Basic Supervisory Skills Training

MAKRO CASH & CARRY - Dec 2004

| 2nd Malaysia Fresh Education Program

EDUCATION

Malaysian Institute Of Management (MIM) – 18th-22nd Nov'24

| JOB OF THE GENERAL MANAGER 4.0

Malaysian Institute Of Management (MIM) – 20th-22nd / 28th-29th Aug'24

| Train The Trainer

Westminster International College - Nov'19

| Business Studies

Institute Of Hospitality Management Ireland - 2016

| Professional Certificate In Inventory Valuation & Control

Intec Education Centre - 1992

| NCC diploma in Computer Studies, UK

Penang Free School - 1987 to 1992

| SRP & SPM

REFERENCES

Ms Rosani Kahar - 011 2271 1888

| Consultant & Business Owner | Lab DNA

Mr Yeap Chin Choong - 019 448 1618

| General Manager | Ideal Property Group

Mr Norman Hoo - 012 203 8381

| CEO | Ample Prosperity Sdn Bhd

Mr Andrew Smith - 017 273 0344

| Consultant | AJS Consulting, UK

Mr Norman Rajen - 019 621 4211

| Senior Manager | Mydin Mohammed Holdings

Mr Fam Chee Shin - 019 665 8017

| AGM | WellMart