

MUHAMMAD HAFIZ BIN SUHAINI

hafiz.suhaini@gmail.com

No.17 Solok Sg.Puloh 7,
Taman Klang Utama,
42100 Klang,
Selangor Darul Ehsan.

(Mobile):+601111223144

(Home):+60332919704

**Personal Particulars**

Age	:	36 years	Date of Birth	:	10-05-1987
Nationality	:	Malaysian	Gender	:	Male
Marital Status	:	Married			

Educational Background**i. Matriculation**

Level : English Language and Literature
Name of Institution : Matriculation Centre International Islamic University Malaysia (MCIUM)
Graduation Date : August 2006 CGPA: 3.015

ii. Degree

Level : Bachelor of English Language and Literature, Minor in Communication
Name of Institution : International Islamic University Malaysia (IIUM)
Graduation Date : May 2011 CGPA: 2.72

Employment History

Company's Name : Texchem Restaurant System Sdn Bhd
Position : Senior Business Administration Executive
Specialization : Legal, Administration and Managerial
Date Joined : November 2011 Date Left : June 2017

Work Description :

1. Team Lead for Business Admin Dept; managing and overseeing daily operations of the department.
2. Vetting and executing Tenancy Agreement for all brands (Sushi King, Miraku & Donburi House)
3. Reviewing all other agreements and liaising with Lawyers for Legal matters.
4. Managing all type of licenses (new and renew) for all the brands outlets all over Malaysia (over 90 outlets).
5. Maintaining and Applying for :

a) Business and signage	g) Phone Line and Internet Application
b) AP Import/Export	h) Chemical Permit
c) LPG License	i) Credit Card Terminal and Tagging
d) Service Tax	j) Rice License
e) MACP and PPM (Music)	k) Fishery License
f) Fire Extinguishers	l) Liquor License
6. Liaising and attending discussion with government officials on all matters related to the company.
7. Managing all insurance related matters for all brands. i.e Renewal, Claims and new outlet opening.
8. Handling trademark registration for all brands. (all over the world)
9. Representing the company for any legal matters/courtheering with the local authority.

Company's Name : Kopitiam Asia Pacific Sdn Bhd
Position : Manager - Business Development/ Head of Franchise
Specialization : Franchise Marketing/ Business Development / Managerial
Date Joined : June 2017 **Date Left:** July 2022

Work Description :

1. Overseeing the Business Development Department which includes **Retail Development Dept.** (Tenancy Negotiation, Tenancy Agreement Renewal & Liaison between company & Landlords) & **Franchise Development Dept.** (Domestic & International)
2. Developing new business opportunity and heading projects to expand the brand.
3. Planning and execution of Annual Franchising Marketing Initiatives to promote Oldtown White Coffee Franchise System
4. Attending to any inquiry on franchising matter. (Site Study, ROI calculation & etc)
5. Managing and Planning the opening of new franchise outlet. (Coordinating with various related departments such as Design & Construction to ensure a smooth opening)
6. Building rapport with Franchising Related Bodies & Departments.

Company's Name : Mesra Retail & Café Sdn Bhd (Wholly owned by PDB)
Position : Franchise Manager
Specialization : Franchise Marketing/ Business Development / Managerial
Date Joined : July 2022 **Date Left** : Present

Work Description :

1. Setting up and devising plans to franchise out Café Mesra (from registration to Franchise Authority to the marketing of the said brand)
2. Developing new business opportunity and heading projects to sustain the business.
3. Scouting and analyzing of potential sites to expand the brand (Site Feasibility Study, Financial Analysis)
4. Managing and planning the opening of new Cafe Mesra outlet. (Coordinating with various related departments such as Design & Construction to ensure a smooth opening)
5. Building rapport with Franchising Related Bodies & Departments.

Miscellaneous

Willing to Travel : Yes
Willing to Relocate : Will Consider
Possess Own Transport : Yes
Availability : +-3 months' notice (negotiable)

Skills & Competencies

i. Computerliteracy

- Windows application
- Microsoft office-Word, Excel, PowerPoint

ii. Language

- English : Spoken:Excellent Written:Excellent
•Bahasa Malaysia : Spoken:Excellent, Written:Excellent

Referees

Dawn Liew
CEO
Kopitiam Asia Pacific Sdn Bhd
Lot 896,
Jalan Subang 10,
Taman Perindustrian Subang,
47600 SubangJaya,
Selangor.

Tel:
+603 8060 0880 (office)
+6016 526 3322 (Mobile)