



**MUHAMMAD RAYYAN PILLAI BIN ABDULLAH**

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## **CAREER OBJECTIVE**

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Result-oriented and passionate F&B management professional with a proven track record in overseeing restaurant operations, team leadership & optimizing customer experiences. Seeking to leverage my expertise in inventory control, staff training & cost management to drive operational excellence & revenue growth in a dynamic F&B environment. Committed to enhancing guest satisfaction while fostering a motivated & efficient team to achieve business objective

## **PERSONAL PARTICULARS**

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<b>Date of birth</b>	: 21 <sup>st</sup> October 1977
<b>Place of birth</b>	: Perak
<b>Age</b>	: 46 years old
<b>I/C No</b>	: 771021-08-7025
<b>Marital Status</b>	: Married
<b>Nationality</b>	: Malaysian
<b>Education</b>	: Currently doing MBA in Help University

Self – learner, independent, teamwork spirit, highly motivated, self-willingness, and career minded, analytical abilities, energetic, effective, and strong research abilities

## **WORKING EXPERIENCE**

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### **Head of Operation & Senior business Manager In OLDTOWN WHITE COFFEE (August 2021 – Till Now)**

#### Achievements

- 1) Managed to bring down the food cost 4.0% overall company
- 2) Managed the labor cost by brought down 5.0% overall company
- 3) Collaborated with TGV,GSC,Habib Jewels & CHI fitness to hit the topline
- 4) Worked closely with marketing team to come up with more attractive LSM plans
- 5) Identified all the NON profitable outlets and changed to breakeven stores
- 6) Hands on in new location by surveying it personally for better understanding the demographical after proposal by BD
- 7) Hands on in CER for better ROI within 3 years

## **Operation Manager in OLDTOWN WHITE COFFEE (Feb 2021 – August 2021)**

### **Achievements**

- 1) Whole Northern area achieved the 2022 budget
- 2) Turn around the Perak area into profitable outlets
- 3) Whole Northern area was passed the ROSE audit (Quality check) with flying colours
- 4) Most profitable area

### **1) Area Coach (Area Manager) Oldtown White Coffee Malaysia (December 2014 – Jan 2021)**

### **Key responsibilities and accountabilities:**

1. Overseeing the opening of new restaurants and the performance of existing 15 restaurants all over Penang (Mainland, Island & Kedah) region. Achieve restaurants team balance scorecard performance indicator;
  - People.
  - Customer.
  - Sales.
  - Profit.
2. Motivating and supporting Restaurant Management Team with specific issues such as staffing, stock management, cash management, restaurant ambiance and any other on-going challenges.
3. Support and encourage internal career advancement.
4. Implement company business development strategies progressively within the area.
5. Reporting to superior on a regular basis on overall area performance and challenges in their area. Suggest and execute solid action plan in managing the situation.
6. Acting as a link between Head Office and Restaurant Management Team.
7. Compliance with Standard Operation Procedure to protect the brand and company image.
8. May also propose marketing plan and business promotion activities to improve company overall market share and brand awareness.
9. Perform any other special task and project that has been assign to you by superior by achieved timeline giving.

## **Achievement at Oldtown:**

1. Controlled the food and labour cost after took over the region
2. Mystery Shopper was improved from lowest to the best
3. ROSE audit was improved from bottom to passing level average to all the stores
4. Manage to make profit without fail average to all the stores by meeting the budgets
5. Manage to introduce and improve the LSM activities among the area
6. Achieved the best area in RESTROOM whole Malaysia outlets. All the TOP 4 places by own area
7. Top 3 achievement to all the promotional incentive programme
8. Managed to train the Restaurant Level team to higher level and promoted them

- ✚ Training Field officer
- ✚ Field Consultant
- ✚ Senior Restaurant Manager
- ✚ Restaurant Manager
- ✚ Assistant Restaurant Manager
- ✚ 4 area coaches were developed under my territory

## **2) District Manager**

**Dommal Food SDN.BHD – Dominos (September 2012 – November 2014)**

### **PRIMARY OBJECTIVES**

- Delivers revenue and profits by developing marketing, financing and providing appealing restaurant service together managing staffs & restaurant managers.
- Establishes restaurant business plan surveying restaurant demand, conferring with people in the community, identifying and evaluate competitor, preparing financial, marketing and sales projection of the district, analyses and estimates
- Basically, Northern sales in Dominos were the toughest market. The district manager needs to stand alone and handle all the operation flows.

### **SPECIFIC RESPONSIBILITIES**

- Attract patrons by developing and implementing marketing, advertising, and public community relation programme, evaluating program results, identifying and tracking changing demand.
- Maintain operation by preparing policies and standard operating procedure, implementing production, productivity, quality and patron service standard.
- Maintain district sales by recruiting, selecting, orienting and train the managers

### **SPECIFIC RESPONSIBILITIES**

#### **Daily Job Responsibilities:**

- 1) Restaurant Supervision, Audit & LSM activities
  - Schedule to visit outlet and update on Store Control book
  - Check on flyers drop places and according to house hold counts

- Check on rider's flyer drop activities according to schedule to avoid any integrity issues
- 2) Daily Follow up
    - Ensure managers on duty deliver the report on staffing and sales by SMS on 11am, 3pm, 6pm, 9pm & EOD report without fail on daily basis
    - Walk in to the store with one main objective that the outlet facing most difficulties
    - Treat the managers & staffs as customers – Observe & train them
  - 3) Handling Customer Complaints
    - To handle and resolve customer dissatisfaction and complaint tactfully and responsively

#### **Weekly Job Responsibilities:**

Review Weekly outlet performance on by doing meeting every Monday

- Submit Indices Report to DM for review
- Review food cost, labour cost, sales & events activities.
- Review and approve on outlet Petty Cash & new staff's applications
- Review the door hanging schedule on flyer drop by riders
- Review and verify on monthly LSM calendar activities

#### **Monthly Job Responsibilities:**

- 1) Administrative & Reporting
  - Monthly Planner for OM to review
  - Prepare region Monthly P&L report and present to the OM
  - Report monthly maintenance issue to Maintenance dept
  - Review Sales performance
  - Review all the coupons redemptions to review on business strategies
- 2) Communication
  - Organize SIC (Store in-charge) meeting
  - Organize Assistant Manager Meeting
  - To attend outlet Staff Meeting
  - Monthly outlet performance review with individual SIC
- 3) Monthly Improvement and Training Activities
 

To organize training and implement improvement practices for the outlets including riders & pizza makers

  - Career development programme for staffs
- 4) OER & AUDIT evaluation review and improvement

#### **Other Responsibilities**

Restaurant Performance

- Manage restaurant profitability through costs control
- Plan sales activities to achieve target.

Manpower Planning

- Conduct interviews for outlet managers and key staff
  - Conduct performance review quarterly
  - Check training schedules and staff attendance with SIC
  - Follow up on MIT training progress and competency
  - Plan Manager and staff career development
  - Handle staff discipline issues
- **Other assignments given by immediate superior as and when the need arises.**

### **Achievement at Dominos:**

- Achieved sales **ROLEX CHALLENGE** which was maintained weekly sales at 60k for 4 weeks. (2013)
- Achieved **RECORD WEEK** sales at Alor Setar branch two outlets (KMP, KPS) 2013.
- Never failed on **OER** since I took over this district – Always maintained 5 stars (Average)
- 2 times achieved **TOP SHOP** performer
- Passed **DPII OER (International Check by USA)** with 5 stars as well.
- The **Lowest Complaint** in the country Dominos Malaysia. NO major complaint at all.
- Never failed on getting incentive every month without fail.

- 3) **District Manager**  
**Sushi King SDN.BHD(May 2011-August 2012)**
- 4) **Assistant District Manager**  
**Sushi King SDN.BHD(Oct 2010 – April 2011)**
- 5) **Senior Restaurant Manager**  
**Sushi King SDN.BHD(May 2008-Sept 2010)**
- 6) **Restaurant Manager**  
**Sushi King SDN.BHD (Jan 2005-April 2008)**
- 7) **Assistant Restaurant Manager**  
**Sushi King SDN.BHD (Oct 2003-Jan 2005)**
- 8) **Assistant Restaurant Manager**  
**Pizza Hut (Jan 2002-May 2003)- Penang Gurney Drive & Bukit Jambul**

Assisting HOR to ease the operation. Other than that, counting stock & manage the delivery service as well. 3 times became as best employee in Penang region

**9) WAP Controller & Customer Service  
Celcom Centre (2000-2001)**

Worked and experienced under attending calls and assist the customers getting valuable & precious products

**LANGUAGE**

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- English, Tamil and Malay (written & spoken), Excellent

**SKILLS**

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**Computer**

- Microsoft (Windows, Word, Excel, PowerPoint), Excellent

**REFERENCES**

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**MK Mei Kiew**

**HR Nandos**

Tel : 018 202 0188

**Mr.Deric**

**Ex COO**

Oldtown White Coffee BHD

012-979 3689

**Mr.Dennis Loo**

**Ex COO**

Oldtown White Coffee BHD

02-93898690

**Ms.KiranjeetKaur**

**HOD Human Resource**

Oldtown White Coffee Berhad

Tel : 016 524 0099 & 012 320 9958

**Mr.Mogan**

**HOD**

Dommal Food Services Sdn.Bhd

Tel : 013 594 9776

**Mr.Remy**

**Operation Manager**

Dommal Food Services Sdn.Bhd

Tel : 012 604 0139

**Mr.ChinKhoon**

**Operation Manager**

Sushi King SDN.BHD

Tel : 012 2860096

**Mr.Subra**  
**Operation Manager**  
Ex Sushi King  
Tel : 012 2890052