



## Suhaimi Bin Mustaffa Curriculum Vitae

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### Profile

As a highly experienced Head Operations for Food and Beverages, I have 15 years background in the food and beverage industry, with a key focus on restaurants and café management. More recently I have undertaken a role as Head of Operations for Food and Beverages with Spoonful Delights Sdn Bhd and I am now seeking a new challenge where I can utilise my extensive skills and experience in a similar role within the food and beverage industry.

#### **SPOONFUL DELIGHTS**

February 2020 -PRESENT

Current Salary: RM 15,000.00++

Notice period 2 Months

Leaving current company because, no opportunity to grow or further my career in the role. My current role isn't using all of my potentials, and I would like to find something more challenging in the current trend of food and beverages.

My key accountabilities currently.

- Oversaw all business operations, including hiring payroll, customer relations, marketing and administration.
- Supervised and evaluated service staff, produced monthly reports on franchise performance and delivered presentations to franchise owners.
- Spearheaded the development and execution of innovative business growth plans and strategies overseeing new set ups and post setups.
- Supervision and performance management of all operation staffs and crews.
- Developing departmental objectives, monitoring budgets, policies, procedures, and strategies.
- Inspect supplies, equipment, and work areas to ensure efficient service and conformance to standards.
- Control inventories of food and beverage equipment and purchasing, and report shortages to designated personnel.
- Recommend measures for improving work procedures and worker performance to increase service quality and enhance job safety.
- Budget preparation, implementation and monitoring.
- Ensuring adherence to occupational health and safety, and hygiene standards and regulations.
- Supervising the maintenance and alteration/refurbishments of restaurants layout, arrangement and housekeeping of all outlets.

My key strengths...

- Exceptionally strong interpersonal skills and recognised ability to establish and maintain partnerships with clients and stakeholders to support positive business outcomes.
- Excellent leadership skills, contributing to the development of a high performing and motivated workforce.
- High level technical skills and proven success in catering for a diverse customer base with different needs and expectations.

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### Qualifications

Degree in Hotel Management(Swiss) 1987-1990

Singapore Hotel and Educational Training Centre(SHATEC)

I received a rating of 'Distinction' in the following areas:



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- Tourism Studies Management 90%
  - Interpersonal Skills 90%
  - Food and Beverage Management 83%
  - Sales & Marketing 80%

Singapore Hotel Association Training and Educational Centre

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### Personal Development

- Food Hygiene
- Understanding, Documenting and Implementing an ISO Quality Management System
- HACCP
- Microsoft Office: Word, Excel and PowerPoint
- Performance Management System
- Managerial Assessments of Proficiency
- AI

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General Manager-**PASTAMANIA** (Principle Franchise -Commonwealth Capital Spore) Franchised Italian Café/Restaurant

2018 -2020

Manage pre set up and post operations for new café/restaurant operations while maintaining a high Standard of customer satisfaction according to franchise agreements.

Responsible for the overall food and beverage operations by formulation of policies, business goals Exceeding revenue targets.

Focussed on continuous staff training and development to ensure policies and procedures are followed

Developed close relationships with principle franchisor and analyzed their needs to develop and Build menus and personalised events to ensure top level customer service ,retention and referrals

Ensure company standards for quality and service are exceeded by each team member.

Effectively implemented new systems and procedures that increased sales by 20%

Responsible for the strategic marketing and advertising efforts that increase brand awareness,exposures that increased sales by 20%

Responsible for strategic marketing and advertising efforts that increase brand awareness, exposure And overall revenues by 30%

Managed back of the house operations including food preparation, quality control and expediting Continuously a 100% audit on operations and a 98% customer service satisfaction on food quality and timing.

Created numerous in store promotions to increase sales,productivity and facilitate team building.

Worked directly with local authorities and health inspectorscity officials to ensure outlet meets and Exceeds local laws and codes.Achieves a record rating of 100%.

### KAMPONG KRAVERS MALAYSIA

Group Food and Beverage Operations Manager

October 2016 to 2018

Kamong Kravers Sdn Bhd, in Malaysia, engages and operates 13 outlets( Klang Valley)in Modern Cafes and SHELL Petrol Kiosk.It also , supplies ready to eat food to major airlines Arista- Air Asia,Malindo and Firefly. The company was incorporated in 2010 and is based in Subang Selangor, Malaysia.



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Within this role I am responsible for the overall operational performance of each individual Café and kiosk and also all aspects of food and beverages, Operations ,service quality, and the Area Manager performance.

Oversee Area Managers daily café and restaurants in Shopping Malls,Airports and Hospitals.operations.

- Implemented efficient business practices.
- Evaluated employee performances.
- Approved new hires and trained new employees.
- Reviewed and adjusted operating procedures as necessary.
- Ensured compliance with franchise operating procedures.
- Evaluated products and designed new product marketing plans.
- Compiled market research data.
- Ensured that customer service standards were maintained.
- Prepared proposals and vendor agreements.
- Reviewed franchise performance data.
- Addressed customer service issues.
- Coordinated with stockholders and upper management.
- Reviewed franchise practices and implemented adjustments as necessary.
- Ensured compliance with safety and cleanliness standards.
- Prepared financial and performance data for monthly meetings.
- Analyzed work plans and implemented efficiency updates when necessary.
- Ensured that an optimal level of client support was provided.
- Addressed client and employee issues in a professional courteous manner.

### A key achievement...

- I took overall responsibility for coordinating the pre-set ups of new restaurants This involves providing leadership to a team of work crews throughout the set up process, including monitoring and supervising ig supplies and equipment. I also coordinate all backend arrangements, such as sourcing relevant suppliers, managing licensing arrangements, and implementing relevant policies and company procedures.

UMW Oil and Gas Malaysia  
**Catering Head**

**2013 to 2016**

UMW Oil and Gas) provides high-quality, drilling rigs and cost effective catering and associated services to Petrochemical Industries within as well as outside of Malaysia. As Catering Head I was responsible for coordinating catering crews for therigs Naga 5 and 8, and as well as overseeing the outsource catering team from various countries within Asia..

WEIKE CREATIVE, Singapore  
**Food and Beverage Director**

**2010 to 2013**



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A leading company in providing arcade game machines and arcade management systems; they sell products in SEA, Japan and China, and continuously explore the global markets. Within this role I was task to oversee the food and beverage department of Weike Creative, a large company in the gaming industry, with a reputation for excellence and innovation in gaming machines, electronic table games, gaming management and restaurants .

- Direct supervision of Executive Chef, Catering Manager, Beverage Manager, Banquet Manager, Restaurant Manager and managers of all other outlets such as snack bars.
- Budget preparation, implementation and monitoring.
- Manpower planning, staff recruitment and selection, and providing employee orientation and training.
- Supervision and performance management of all catering staff.
- Developing departmental objectives, budgets, policies, procedures, and strategies.
- Applying relevant marketing principles to assure that the wants and needs of members and guests were consistently exceeded.

**BARRA RESTAURANT AND BAR, Kuala Lumpur Towers**  
**Restaurant General Manager**

**2006 to 2010**

Within this role I managed the operational requirements of this high-end restaurant.

- responsible for managing all operations of this high-pressure Western Fusion restaurant with monthly food and beverage sales of over RM 330K – (RM 4.5 million yearly)
- set operational goals and plans to achieve budgets
- monitor revenue and expenditure on daily, weekly and monthly basis to maximize profitability
- generate and present complete and accurate business reports and forecasts
- hire, train, supervise and evaluate a diverse staff base of employees.
- Schedule staff and coordinate workloads
- plan menus and promotions
- ensure food and beverage quality, presentation and sanitation to meet exacting standards
- engage in delivering superior customer service via floor presence
- manage inventory and purchasing
- oversee compliance with all relevant laws, standards and regulations

**PACIFIC REGENCY HOTEL AND SERVICE APARTMENTS, Malaysia**  
**Food and Beverage Operations Manager**

**2004 to 2006**



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Within this role I managed all operations for this large 5-star hotel, including accommodation (283 rooms), five restaurants and bars, a range of meeting and conference rooms and all associated services.

- Manage all facets of the restaurant, conference centre and banquet services.
- Liaise with other departments to strategize ways to reach maximum profits margins and deliver quality customer service.
- Reporting on sales activity.
- Conducting regular training sessions for staff to ensure company standards were met.

Between **1994 to 2004** Employed under Heritage Networks Sdn Bhd (Benson&Hedges, Modestos Brannigans in Kuala Lumpur Jakarta and Singapore , as the Group Operations Manager.

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