

Faizal Mahmood

Head of Café & Hospital Services

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CAREER OVERVIEW

Collaborative Senior Operations Manager with more than 22 years of experience in the Food & Beverage service, hospitality, and tourism industry. Experienced in managing all types of restaurants, bars, events, and conventions in an international environment (the Middle East and Asia).

Proven track record in supervisory, accounting, budgeting, employee development, inventory control, purchasing, public relations, menu engineering and hospitality operations. Adept at building and sustaining high-performance team culture by cultivating and amplifying individual and team strengths. Passionate about business excellence in a cost-effective environment with demonstrated personal drive and resilience. Certified in HACCP, Halal, FSMS 22000:2018.

CORE PROFICIENCIES

Proficient in the following areas of expertise:

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Menu Engineering | <input checked="" type="checkbox"/> Training and Development | <input checked="" type="checkbox"/> Procurement |
| <input checked="" type="checkbox"/> Continuous Improvement | <input checked="" type="checkbox"/> Revenue Analysis | <input checked="" type="checkbox"/> Staff welfare and engagement |
| <input checked="" type="checkbox"/> Project Management | <input checked="" type="checkbox"/> Budgeting and Forecasting | <input checked="" type="checkbox"/> Food safety and quality assurance |

CAREER CHRONOLOGY

Head of Café & Hospital Services (Non Airlines Business)
MAS Awana Services Sdn Bhd.

Aug 2022 – Present

Managing multiple healthcare inpatient meal catering operations across Malaysia, focusing on developing and implementing operational strategies, controlling operating costs, and ensuring profitability. Actively involved in strategic planning and the establishment of new facilities, adhering to both Malaysian and international standards.

- Develop and implement operational procedures for café and food service operations.
- Ensure efficient and effective daily operations of all food outlets, including scheduling, inventory management, and quality control.
- Monitor and manage budgets, expenses, and profitability of the café and food services.

- Collaborate with nutritionists, dieticians, and culinary staff to develop menus that meet nutritional requirements and dietary restrictions.
- Monitor feedback and implement improvements to enhance the dining experience and meet customer expectations.
- Negotiate contracts and maintain relationships with food suppliers and vendors.
- Monitor vendor performance and product quality to ensure consistency and reliability.
- Identify opportunities for revenue growth and cost savings while maintaining quality standards.

Key Achievements:

- Established and launched four private hospital kitchens and cafes, ensuring compliance with Malaysian and international regulations, including GMP, HALAL, KKM, MSQH, and JCI standards.
- Secured a 5-year contract to operate inpatient meal services and cafes at three hospitals through successful tender bidding.
- Played a key role in the Business Continuity Plan (BCP) during a critical transition, maintaining the supply of 20,000 inflight meals per day and setting up an inflight catering kitchen within 27 days at Bandar Serenia.

**Food & Beverage Operations Manager
Teaffani Catering**

Aug 2019 – July 2022

Assist the Managing Director and Creative Director in developing and implementing operational strategies to increase F&B and catering packages sales and manage operating costs and profitability.

- Provide operational support at HQ, concept and store level and manage daily operations of brands, special projects, food and beverage banqueting, catering, and convention.
- Lead and nurtured a team of 38 employees focused on improving cost, quality, policies, guidelines, safety, and customer service.
- Coach and develop a cultural shift in team members by giving constant feedback and communications strategies that increased employee engagement by 80% and enhanced employee performance.
- Conduct regular on-the-job skills training for associates to increase their service delivery performance.
- Established customer satisfaction SOPs and programs which improved service delivery by creating a personalised experience for each customer, resulting in 100% customer satisfaction on the NPS score.

- *Key Achievements:*

- Managed the set-up of an 8-courses Chinese banquet service for 100 tables within 3 hours.
- Flawlessly organised a 5-course Western set dinner for the 10th University Scholars Leadership Symposium (USLS) by Humanitarian Affairs Asia.
- Successfully won the tender of operating and managing five Royal Klang Club's kitchens.
- Implemented a Cafeteria Project that served 900 employees.
- Coordinated the on-time delivery of 1,200 daily meals to two hotels under the PUS (Person Under Surveillance) Quarantine Meal program and 4,800 daily meals to MAEPS Serdang (patient meal).

Food and Beverage Manager
Empire Hotel Subang

Aug 2018 – Aug 2019

Responsible for the overall management of F&B operations and banquet management of ballroom and banquet halls by setting departmental targets and objectives, work schedules, budgets, policies, and procedures.

- Recruited and organised training for 70+ employees in the F&B team by supervision and hands-on management, resulting in food, health and safety, standards, and policies compliance.
- Effectively liaised with all department heads, namely the Sales Department, Director of Operations and Chef and served as the point of contact to handle client reservations, meeting, banquet, conference, and event coordination including menu proposal, floor set-up, function statements and specific client requirements.
- Supervised the operations team to handle manpower planning, work schedules, work attendance, salary computation, work delegation and backup support.
- Planned inventory, cost, and payroll management and control efficiently, achieving monthly target revenue while optimising the approved budget.
- Involved in the planning, engineering, and pricing of the new menu with the F&B and operations team.
- Monitored and implemented steps, processes, and guidelines that reduced food wastages by 35%.
- Effectively managed and solved customer complaints and dissatisfaction promptly and investigated causes and reasons for customer complaints as part of continuous improvement efforts.
- *Key Achievements:*
 - Increased revenue by 28% during Ramadan, achieving the highest revenue in the past five years.

Assistant Food and Beverage Manager
The Chateau Spa and Wellness Resort
Colmar Tropicale by Berjaya Hills Resort Bhd.

Sep 2016 – Aug 2018

Responsible for revenue, cost control, P&L, and implementation of departmental strategies to maximise the department's financial performance.

- Budgeted food sales, beverage sales, and labour costs by understanding P&L and analysing revenue trends through capture ratio, which achieved targeted profitability.
- Designed competitive sales promotions and F&B Marketing activities by analysing customer needs and studying competitors' pricing strategies.
- Directly responsible for large function billings and overseeing medium/small function billings regarding accuracy and timeliness.
- Maintained bar inventory for functions, including opening and closing inventories, accurate bar summaries, bar control policies and preparation of cash deposits.
- Coached, mentored, motivated, and supervised the technical team and guided them to take positive actions and accountability for their assigned work.

Key Achievements:

- Managed the overall F&B management and operation of the restaurants and bars at Berjaya Hills Colmar Tropical and the 7-star rated The Chateau Spa & Organic Wellness Resort including the French Fine Dining Michelin Starred Restaurant.
- Managed L' Assiette which was selected as a Finalist for the Best Fine Dining Service in Malaysia 2017/18 by the Malaysian Tatler.
- Planned and organised the wedding of the year of two scions of Malaysia: Chryseis Tan and Faliq Nasimuddin, in 2018.

Food and Beverage Manager
Care Luxury Hotel & Resort

Sep 2015 – Oct 2016

Directed all aspects of F&B operations for the hotel, including restaurant, bar, lounge room, room service, banquets, and catering.

- Led the full P&L accountability and managed direct and indirect staff of 50 employees.
- Maintained a high F&B quality, service, and marketing standard which maximized profits by 40% and ensured outstanding customer service.
- Headed the Halal Committee as Chairman and ensured HALAL compliance adhered accordingly in the restaurant and kitchen.

Key Achievements:

- Successfully managed the setting up of a new F&B outlet at Desaru Beach Resort, a subsidiary of Care Luxury Hotel and Resort.

Associate Food and Beverage Manager
Themed Attraction Malaysia

July 2013 – Aug 2015

Part of the F&B Department Pre-Opening team to establish service standards, SOPs, and guidelines.

- Monitored the set-up of restaurant equipment as per the newly designed menu.
- Conducted system tests for OMNI system as the Administrator for all F&B system users.
- Facilitated 88 hours of training and workshops for the pre-opening food and F&B staff to ensure smooth operations.
- Designed and implemented marketing activities that resulted in monthly target outlet revenue surpassing by 30%.
- Managed all areas of the operations during scheduled shifts, including on the spot decision making, supporting staff, interaction with the guest, ensuring that the guest needs were fulfilled while enforcing standards for personal performance.
- Monitored purchasing, storage, preparation, cooking, handling, and serving of all food and beverage products to ensure correct recipe, portion, and specification standards.

Key Achievements:

- Played a crucial role in the Pre-Opening Team that established the Puteri Harbor Family Theme Park F&B outlet for Sanrio Company Ltd and The Little Big Club, managing 8 outlets across the establishment.

- Managed and set up "Lat's Place," the first Animation Fine Dining Restaurant in Malaysia

Restaurant Supervisor
Kampa chi Restaurant by Hotel Equatorial

July 2012 – Aug 2013

Responsible for the day-to-day management of the restaurant as per SOP following company policy.

- Maintained 5-star customer service where all guests received the best Japanese fine dining experience.
- Established processes for inventory control, ordering, food sanitation and quality control of food products, cleanliness, and maintenance in the restaurant.
- Arranged weekly staff duty roster and assisted the manager in developing standards for the service team.
- Controlled all food flow from the dispatching area and made sure all orders were served accordingly.

Food and Beverage Supervisor
The Yas Viceroy, Yas Island, UAE

Sep 2009 – June 2012

The first batch of the F&B team for Viceroy Yas Island, in charge of an award-winning Japanese restaurant, Asian Restaurant and Pool Bar by Buddha Bar.

- Assisted management in implementing activities to improve sales, cost efficiency, outlet revenue, productivity, and customer satisfaction.
- Conducted staff training and evaluated their job performance for personal development.
- Implemented strategic planning to ensure minimum wastage and maximise profit by efficient stock control.
- Maintained food service equipment to meet requirements of safe operating conditions and standards.

Key Achievements:

- Joined as Pre-Opening F&B team for Yas Island Abu Dhabi's premier hotel to launch the historical Formula 1 Grand Prix 2009.
- Received the Invaluable service award during the first Formula One Etihad Airways Abu Dhabi Grand Prix, 2009.
- Recognised for excellent service for Formula One Etihad Airways Abu Dhabi Grand Prix, 2010.
- Recognised for successfully developing Kazu as the "Best Japanese Restaurant" at the Time Out Abu Dhabi Restaurant Awards in 2010.

Previous career summary:

Restaurant Supervisor	One World Hotel Kura Japanese Restaurant	Dec 2008 – Aug 2009
Team Leader	Express Mente Illy's Gastro Dome Sdn. Bhd.	Oct 2007 – Nov 2008
Floor Captain	Shook! Restaurant/Fisherman Cove Auto dome Sdn. Bhd.	Sep 2003 – Aug 2007

Feast Village Star hill Gallery

Team Leader

TGI Fridays
Petaling Jaya

Aug 2001 – Sep 2003

ACADEMIC QUALIFICATIONS

Diploma in Hospitality Management & Tourism
UNITAR, Malaysia

2003

PROFESSIONAL CERTIFICATIONS & TRAININGS

Certified Halal Executive	2021
Certified Halal Auditing	2021
Halal Masterclass	2021
Halal Marketing Workshop	2020
Certificate of Train the Trainer Program (T.T.T)	
Certificate of Safety Training	
Food and Beverage OMNI system Super User	
Certificate of HACCP (Hazard Analysis of Critical Control Point)	

ADDITIONAL INFORMATION

Language English and Malay Language (Spoken & Written)

Notice Period 1 months' notice

References To be provided upon request