

**MOHD RASHDAN BIN OTHMAN**

Kuala Lumpur

+6019 226 8244

[rashdan.othman@gmail.com](mailto:rashdan.othman@gmail.com)

To Whom It May Concern:

Dear Sir/Madam

I am writing to express my keen interest in applying for a leadership position at your organisation. I bring with me over 20 years of real-world hands-on experience in the specialty coffee retail-chain business.

Throughout my career, I have persistently worked my way up the ranks, starting from an entry-level barista position, to various leadership roles and ultimately assuming the responsibilities of the Head/Director of Operations. This journey has provided me with invaluable insights into every facet of the food & beverage retail-chain business. I have acquired a comprehensive understanding of the industry's trends, challenges, and opportunities, enabling me to make informed decisions and implement effective strategies that drive operational efficiency and customer satisfaction.

I am passionate about the food service industry and have consistently demonstrated my ability to lead teams, inspire individuals, and foster a positive work environment that encourages collaboration, creativity, and continuous improvement. I have pioneered and lead the HACCP, Halal, training and menu development team for more than 10 years throughout my career.

One of my core strengths is my resourcefulness, which has allowed me to navigate complex situations and deliver results even under challenging circumstances. In my day-to-day, I am consistently identifying innovative solutions, optimizing processes, and implementing cost-saving initiatives that enhance overall business performance. I pride myself on my ability to leverage available resources efficiently and effectively, enabling teams to achieve targets while maintaining high standards of quality.

I would be honoured to contribute to your business' continued growth and success by leveraging my extensive industry knowledge, leadership acumen and entrepreneurial spirit. I lead an active lifestyle and is physically fit to work in a demanding and fast moving environment.

I would welcome the opportunity to discuss in person the possibility of joining the team. Thank you in advance for considering my application. I have attached my resume for your review, and I look forward to hearing from you.

Yours sincerely,

Rashdan Othman



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## PERSONAL PARTICULARS

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Age : 50  
Date of Birth : 25 April 1975  
Marital Status : Married

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## EDUCATION

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**Rima College Kuala Lumpur**  
Diploma in Business Management, 1996

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## WORK EXPERIENCE

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**KOPITIAM ASIA PACIFIC SDN. BHD.**  
**Head of Operations**

*Dec 2024*

**STRATEGOS CENTRAL BAKEHOUSE SDN. BHD.**  
*Petite Maison – Maison Des Pains – Le Petit Hamburg*  
**Head of Operations**

*April 2024*

**THE SECOND CRACK VENTURES**  
**Owner - Operator**

*2021-2023*

**SAN FRANCISCO COFFEE SDN. BHD.**  
**Director of Operations**  
**Head of Operations**  
**Senior Manager, Marketing & Special Projects**  
**Area Manager**  
**Outlet Manager**  
**Outlet Supervisor**  
**Barista**

*2014-2020*  
*2010*  
*2006*  
*Mar 2004*  
*Dec 2000*  
*Aug 2000*  
*Nov 1999*

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## RESPONSIBILITIES

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**Primary Role & Key Responsibilities as Head of Operations at Kopitiam Asia Pacific Sdn. Bhd.**

Direct and develop operations for **Kopitiam Asia Pacific Sdn. Bhd. (KAPSB)** approximately 150 outlets (50 own outlets, 100 franchised outlets) and 800 staff, with direct reporting from 2 Senior Business Managers, 5 Franchise Operation Managers, 5 District Managers, Training Head and Operations Support Head. Collaborate closely with various departments for the development and implementation of organizational strategies, policies and practices.

Reported directly to the GM (highest rank at KAPSB), responsibilities include:

- Retail outlets.
- Business development
- Halal development and maintenance.
- Human resource development and retention.
- Site study and selection.
- Outlet openings and closures
- Training development and execution.
- Quality Assurance.
- Internal and external communication.
- Product research, development and roll out.
- Sale Performance, P&L and cost of goods.

### **Primary Role & Key Responsibilities as Head of Operations at Strategos Central**

#### **Bakehouse Sdn. Bhd.**

Manage operations for **Strategos Central Bakehouse Sdn. Bhd.** 16 outlets and approximately 200 staff. Collaborate with various departments for the development and implementation of organizational strategies, policies and practices. Real hands-on experience with a small and tightly knit team. Reported directly to the CEO, responsibilities include:

- Retail outlets.
- Halal development and maintenance.
- Human resource development and retention.
- Site study and selection.
- Outlet openings.
- Training development and execution.
- Wholesale/institutional sales.
- Quality Assurance.
- Internal and external communication.
- Product research, development and roll out.
- Sale Performance, P&L and cost of goods.

### **Primary Role & Key Responsibilities**

Directed operations for **San Francisco Coffee** production divisions, (approx.) 50 outlets and 500 staff. Collaborate with heads of departments for the development and implementation of organizational strategies, policies and practices. Real hands-on experience.

- Retail outlets.
- Central kitchen.
- Human resource development
- Site study and selection.
- Outlet openings.
- Coffee roasting department.
- Training development and execution
- Wholesale/institutional sales
- Quality Assurance
- Internal and external communication
- Halal certification
- HACCP certification
- Product research, development and roll out.
- Reports to the General Manager and Board of Directors.
- Sale Performance, P&L and cost of goods.

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## KEY INITIATIVES

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- Halal & HACCP
  - Food and beverage outlets halal & HACCP certification
  - Roasting plant, logistics and central kitchen halal program.
- New outlet openings
  - Site selection and feasibility study
  - Reduced turnaround time from 3-5 days to 1 day from handover by contractor to opening for business.
  - Multiple outlet openings within short period.
- Revenue and cost control
  - Consistent revenue growth year on year, even during economic downturns.
  - Continuous input costs and project costs evaluation.
- Gaining customer loyalty –
  - secret shopper initiative to outlets with top scoring outlet rewarded.
  - Focus on personalized service, remembering customers names and preferences.
  - Speed of service, recorded consistently better than benchmark speed at competitors.
- Performance-based incentives
  - EBITDA target incentive
  - Revenue target incentive
  - Inter-outlet competitions
  - Barista Championship
- Product development
  - New products and promotions launched monthly “Always something new”
  - Continuous improvements in products
- Training
  - Develop training classes and trainers
  - Continuous improvements in training contents and presentation methods
  - Increase training frequency
  - Collaborate with external training experts

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## GENERAL SKILLS

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- Proficient in Bahasa Malaysia and English, both verbal and written.
- Extensive network connections within the F&B industry
- Competent in Microsoft Office, cloud-based solutions, Adobe Photoshop, point-of-sale systems
- Personality: Able to work with people at all levels, independent, able to adapt to any environment, passionate, amicable and task oriented
- Physically fit, active lifestyle and 42.2km marathoner.

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## REFERENCES

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- Khalidah Haryani Binti Khalid, Human Resource Manager of San Francisco Coffee Sdn. Bhd.  
Tel : +6012 617 6681.
- Ms. Koo Sue San, Former General Manager of San Francisco Coffee Sdn. Bhd.  
Tel : +6012 318 8600
- Ms. Sarah Adnan, Associate Director, Strategos Capital Sdn. Bhd  
Tel : +6012 260 3918