Ahmed

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**WORK EXPERIENCE:**

**Masala group of restaurant Hafiz group [Jeddah, Saudi Arabia:](http://share.here.com/r/mylocation/e-eyJuYW1lIjoiTWFzYWxhIiwibGF0aXR1ZGUiOjIxLjUzMDkzNDgyNjg5OSwibG9uZ2l0dWRlIjozOS4xODUwNTY2ODY0MDEsInByb3ZpZGVyTmFtZSI6ImZhY2Vib29rIiwicHJvdmlkZXJJZCI6Mjg3NTU4OTI4MDc0MDE5fQ%3D%3D?ref=facebook" \t "_blank)**

**General Manager &established and opening of 3 branches at Jeddah: (2011 till 2015)**

**Responsible For:**

* assess staffing requirements and recruit staff when needed
* prepare and implement standard operating procedures
* manage staff performance in accordance with established standards and procedures
* ensure staff know and adhere to established codes of practice
* organize and monitor staff schedules
* monitor adherence to health, safety and hygiene standards in kitchen and restaurant
* keep records of health and safety practices
* ensure compliance with restaurant security procedures
* oversee preparation of food and beverage items
* ensure quality of food and beverage presentation
* observe size of food portions and preparation quantities to minimize waste
* interact with customers to ensure all inquiries and complaints are handled promptly
* plan and co-ordinate menus
* analyze food and beverage costs and assign menu prices
* total restaurant receipts and reconcile with sales
* ensure cash management procedures are completed accurately
* set and monitor budgets

**Hafiz group (Mini melts ice cream) [Jeddah, Saudi Arabia:](http://share.here.com/r/mylocation/e-eyJuYW1lIjoiTWFzYWxhIiwibGF0aXR1ZGUiOjIxLjUzMDkzNDgyNjg5OSwibG9uZ2l0dWRlIjozOS4xODUwNTY2ODY0MDEsInByb3ZpZGVyTmFtZSI6ImZhY2Vib29rIiwicHJvdmlkZXJJZCI6Mjg3NTU4OTI4MDc0MDE5fQ%3D%3D?ref=facebook" \t "_blank)**

**Marketing manager-executive: (2000 till 2005)**

**Responsible For:**

* manage and coordinate all marketing, advertising and promotional staff and activities
* analysis of customer research, current market conditions and competitor information
* develop and implement marketing plans and projects for new and existing products
* expand and develop marketing platforms
* monitor, review and report on all marketing activity and results
* determine and manage the marketing budget
* deliver marketing activity within agreed budget
* report on return on investment and key performance metrics
* collaborate with the sales function
* monitor industry best practices
* determine staffing requirements
* hire and train new staff
* supervise direct reporting staff according to overall company policy
* apply strategic planning to determine company, department or unit objectives
* set employee goals and objectives
* develop staff to maximize potential
* monitor staff performance including performance reviews

**Elsondos Hotel group**

**Marketing manager from: (1996 -1997)**

**Responsible For:**

* design and develop marketing materials including advertisements and brochures
* liaise and correspond with outside vendors and suppliers
* monitor production of marketing materials
* monitor and assess customer feedback
* track, coordinate and assemble data to measure outcomes of marketing programs
* communicate with sales and production regarding product and pricing changes

**(ELRAJHY GROUP) Elrajhy inter, food stuff co:**

**Sales manager: (1998 -1996)**

**Responsible For:**

* develop a sales strategy to achieve organizational sales goals and revenues
* set individual sales targets with sales team
* generate timely sales reports
* develop pricing schedules and rates
* formulate sales policies and procedures
* control expenses and monitor budgets
* conduct market research and competitor and customer analysis
* analyze data to identify sales opportunities
* develop promotional ideas and material
* attend trade meetings and industry conventions
* cultivate effective business relationships with executive decision makers in key accounts

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**Sales & marketing manager: (1995 -1997)**

**Responsible For:**

* generate and qualify leads
* source and develop client referrals
* prepare sales action plans and strategies
* schedule sales activity
* develop and maintain a customer database
* develop and maintain sales and promotional materials
* plan and conduct direct marketing activities
* make sales calls to new and existing clients
* perform quality checks on product and service delivery
* monitor and report on sales activities and follow up for management
* carry out market research and surveys
* participate in sales events
* monitor competitors, market conditions and product development

**Education & Qualification:**

**Education :** DIPLOMA OF COMMERCE 1979

**PROFESSIONAL TRAINING:**

**English skills:**

1. Fluent in English.

 **Computer skill:**

1. Full Awareness of internet service and Microsoft

**Personal Data**

**Date of Birth :** 01 / 11 / 1961

**Nationality :** Egyptian

**Marital Status :** Married