**Youssef**

Date&place of birth : 1/7/1974 Casablanca Email: [Youssef.370746@2freemail.com](mailto:Youssef.370746@2freemail.com)

Visa Status : Visit visa

**EMPLOYMENT**



**September 2014 – 2017**

**Manager - Dream-café**

**Casablanca, Morocco**

**Responsibilities** **Achievements**

Make sure operation is smooth.

Provide trainings for waiters in coffee making and customer service techniques.

Managing wastage and cost

Managing inventory and all related tasks

Improving staff efficiency

Promoting coffee making techniques resulting in better coffee drinks

Reducing wastages through proper ordering Controlling costs and achieving conytribution

**March 2013 – June 2014**

**Coffee section Manager - Cuma Pies Café**

**Cooma NSW, Australia**

**Responsibilities** **Achievements**

Preparing and serving drinks as per the outlet standard

Maintaining coffee machine and all related equipment

General Stock ordering

Performing section inventory

Improving coffee quality and service speed Increase coffee sales

Serving all customer in peak hours without losing any and without risking drinks quality

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**March 2010 to June 2012**

**Outlet Manager - Café Nero – *www.caffenero.com* - Abu Dhabi - UNITED ARAB EMIRATES**

**Responsibilities** **Achievements**

Ensuring outlet operations and brand guidelines are adhered to as required by the company and franchise standards

Overseeing system transactions and controlling voiding system, opening and cash out procedure, system reconciliation and daily banking procedure

Prepare monthly sales reports, weekly profit and loss statements and provide relevant feedback and suggestions to the Area Manager to maximize operational efficiency

Seek new opportunities to drive and create additional sales

Perfect management of stock levels to ensure smooth running of operations to cater to customer demands

Maintain hygiene standards and monitor regular quality checks for the outlet

Organize staffing requirements to ensure the right caliber and mixture of staff is selected to meet company objectives. Also manage staff schedules to ensure optimum staffing at all times

Communicate effectively with the team, passing on all relevant information at the appropriate time

Guide, instruct, develop and motivate staff to achieve their objectives, work to their optimum potential and ensure effective performance

Minimizing transaction voids and maintaining safe cash management

Superior customer service with the flow on effect of maintaining and increasing and number of regular customers

Outlet quarterly awards in cost control and waste management

Follow up on local surroundings and increase sales opportunities by creating office deliveries

Reducing inventory gaps through comprehensive understanding of materials control system

First store in second cupping sales

Increased store sales by 20% based on like-for-like sales

Good follow up on succession planning and staff development, resulting in a promotion of 2 Baristas to Shift Leaders, and 2 Shift Leaders to Assistant Manager positions

Passing Café Nero Brand Audit in Health and Safety, Financial and coffee standards

Passing Coffee Maestro test as per Café Nero Standard

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**May 2006 to June 2009**

**Outlet Manager - Costa Coffee- *www.costacoffee.ae***

**Abu Dhabi - UNITED ARAB EMIRATES**

**Responsibilities** **Achievements**

Leading the team to accomplish the brand vision

Training staff on coffee preparation and leading by example

Team arrangement as per performance and level of business

Team update on latest emails and changes either in products or service

Focus on succession planning and staff development

Decrease transaction voids through efficient upselling skills and menu knowledge

Control coffee,food margins and wastage

Ensure all customers are satisfied with service and product

Costa standard to be followed without fail all the time including peak hours

Ensure mystery shopper results are always positive and reflecting the good experience offered to customers

Effective succession planning and people development resulting in promotion of three supervisors from lead Barista position

Increase in team awareness about sales opportunities and customer satisfaction which increased sales by 50% and advancing the outlet type from medium to high volume store

Good analysis of profit and loss sheets resulting in elevated bottom line

Building international Costa Café standard to a higher level by passing Costa health and safety and financial audits

Achieving good mystery shopper results

Attaining external catering opportunities – Etisalat Abu Dhabi Catering

Perfect control of finished product wastage through good inventory management

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**August 2003 to April 2005**

**Waiter - Sofitel City Centre Hotel & Residence - *www.accorhotels.com***

**Dubai - UNITED ARAB EMIRATES**

**Responsibilities**

Providing excellent customer service to hotel guests

Upholding the hotel brand standard

Full knowledge of the food and beverage menu

Phone order taking

Set up and delivery of orders to guest rooms in an efficient and professional manner

**Achievements**

Positive feedback from guests about service quality and assistance

Promotion to a solo shift waiter in the VIP executive lounge

Exceeding the job role and providing assistance to other outlets – either bars or restaurants

Providing assistance to inside and outside catering

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| **T** | **RAINING** | | **&** | **D** | **EVELOPMENT** |  | **April 2004: Training in telephone skills. Sofitel** |  |
|  |  |  |  |  |  |  |  |
|  | **Health** | | **& Safety Training - Al Tayer Head Office,** | | | |  |
|  |  | **Dubai** | | | | | **City Centre, Dubai.** |  |
|  | **Materials Control and Inventory Training course,** | | | | | | **April 2004: Training in fire fighting skills. Ministry** |  |
|  |  | **Al Tayer Head Office, Dubai** | | | | | **of Defence, Dubai.** |  |
|  | **Team Appraisal Training Course, Al Tayer Head** | | | | | | **10th October-26th December 2004: Cross** |  |
|  |  | **Office, Dubai** | | | | | **Training as reservation agent in the Sales and** |  |
|  |  | **Coffee machine monitoring and maintenance,** | | | | | **Marketing Department. Sofitel Hotel. Dubai** |  |
|  |  | **Bon Café, Dubai.** | | | | | **March 2004: Food and Hygiene certificate.** |  |
|  |  | **2006: coffee excellence; store management;** | | | | | **Chartered Institute of Environmental Health,** |  |
|  |  | **upselling; food and hygiene; merchandizing MMI,** | | | | | **Sofitel Hotel, Dubai** |  |
|  |  | **Dubai.** | | | | | **February 2004: First Aid Training Course,** |  |
|  | **2005: training as agent in Media Plaza,** | | | | | | **Government of Dubai** |  |
|  |  | **Casablanca.** | | | | | **1st September 2001- 1st January 2002: Word,** |  |
|  |  |  |  |  |  |  | **Windows and Excel training; Al Bir Association,** |  |
|  |  |  |  |  |  |  | **Casablanca.** |  |

**EDUCATION**



**1994** Baccalaureate in Modern Languages Ibn hazm Secondary School. Casa Morocco **2001** B.A in English Literature and Linguistics Hassan ll University. Casa Morocco.

**LANGUAGES**



Arabic(Mother tongue) English

French



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