

**EMPLOYMENT**

**September 2014 –May 2017**

**Manager at Dream-café – Casablanca, Morocco**

**Responsibilities**

* 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

**Achievements**

* Improving staff efficiency
* Promoting coffee making techniques resulting in better coffee drinks
* Reducing wastages through proper ordering
* Controlling costs and achieving contribution

**March 2013 – June 2014**

**Coffee section Manager at Cooma Pies Café – Cooma NSW, Australia**

**Responsibilities**

* Preparing and serving drinks as per the outlet standard
* Maintaining coffee machine and all related equipment
* General Stock ordering
* Performing section inventory

**Achievements**

* Improving coffee quality and service speed
* Increase coffee sales
* Serving all customer in peak hours without losing any and without risking drinks quality

**March 2010 to June 2012**

**Outlet Manager - Café Nero – *www.caffenero.com* -**

**Abu Dhabi - UNITED ARAB EMIRATES**

**Responsibilities**

* 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

**Achievements**

* 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

**May 2006 to June 2009**

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

**Abu Dhabi - UNITED ARAB EMIRATES**

**Responsibilities**

* Training staff on coffee preparation and leading by example
* Perfecting team arrangement as per performance and level of business
* Updating the team on latest emails and changes either in products or service
* Focusing on succession planning and staff development
* Decreasing transaction voids through efficient upselling skills and menu knowledge
* Working on coffee and food margins and minimizing wastage
* Ensuring all customers are satisfied with service and product
* Ensuring Costa standard is followed and mistakes minimal in peak hours
* Ensuring mystery shopper results were mostly positive and reflecting the good experience offered to customers

**Achievements**

* Working on effective succession planning and people development resulting in promotion of three supervisors from lead Barista position
* Increasing the 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

**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
* Manage customer complaints

**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

**TRAINING & DEVELOPMENT**

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

**EDUCATION**

* **1994** Baccalaureate in Modern Languages and Literature Ibnou Hazm Secondary School. Casablanca, Morocco
* **2001** Bachelor of Arts in English Literature and Linguistics
* Hassan ll University. Casablanca, Morocco.

**LANGUAGES**

* Arabic
* English
* French

**Visa Status: visit visa till the 9th of September 2017**