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Seeking a Top-Level Managerial Assignment in Operations & Brand Management

(Preferred Sector: Hospitality / Food and Beverage)

About Me: *Inspirational, Leader, Entrepreneurial and Analytical Individual. Get thrills by innovating in strategies, products, services and operations.*

Functional Expertise: *28 years of significant experience in Brand Nurturing, Product Management, Cost & Quality Control, Customer Service, Budget & Crisis Management, Brand launching in the Middle East, fluency in P&Ls, Brand Auditing, Brand marketing, building of start-ups Brands and Franchising.*

BELIEVES IN...

- ⇒ Delivering innovative insight which fuels break-through products and services.
- ⇒ Shaping the essence of an organization and helping it realize its future potential.

KEY STRENGTHS:

Operations & Marketing ~ Handling Customer Accounts, Products Launch, Brand awareness, Promotional Activities ~ Budget Management ~ P & L ~ Customer service ~ Market Execution ~ Cost & Quality Control ~ Auditing ~ Food & Beverage handling ~ Team Management ~ Stock Allocation ~ Inventory Management, Start-up Project ~ People management ~ Time management ~ New Brand Creation

SNAPSHOT:

- ⇒ A dedicated Brand-Operation Professional as well as leader experienced in spearheading business operations for top-notch companies with international footprint to enhanced growth and profitability.
- ⇒ Proficient in developing marketing activities, employing innovative promotional strategies & ensuring the brands appropriately represented & portrayed in the market.
- ⇒ Champion a strong focus on customer satisfaction and loyalty.
- ⇒ Utilize keen analysis, insights and team approach to drive organizational improvements.
- ⇒ Multitasking, highly motivated, innovative, commercially focused brand- operation professional with strong business analysis, planning & problem-solving skills.
- ⇒ History of succeeding in dynamic environment by empowering & leading others to achieve organizational goal & customer satisfaction.
- ⇒ Background in developing & delivering highly effective training program & operational plans.
- ⇒ Track record of generating business growth & engineering red - to - black profit turnarounds.
- ⇒ Presently associated with Butcher Baker Goodtime Makers (Bahrain) as a Brand - Operation Manager.

PROFESSIONAL EXPERIENCE

GnJ Group – Bahrain

Group Head (Operations) Bahrain -Sep 2020 – May 2021

RESPONSIBILITY:

- ⇒ To over-see daily operations for all its brands within Bahrain, Qatar and KSA
- ⇒ Over-seeing the following departments (Marketing, IT, RnM, Transport, Purchase, Cost Controller, Main Kitchen, Call Center, Finance and Operations)
- ⇒ Draw weekly marketing plan for all region for all brands
- ⇒ Monitor Food cost and packaging cost and to find alternate ways to reduce food cost
- ⇒ Budgeting for all brands and cross checking PnLs to ensure that variable cost is within its approved budget
- ⇒ Finalizing staff strength and approving HR hiring plan for the brand
- ⇒ Helping the culinary chefs to come up with new menus, new product and enhance existing recipes
- ⇒ Conducting restaurant Audits every month to ensure that restaurant is running as per set SOP
- ⇒ Preparing and conducting monthly board meeting for the Directors and Regional Partners
- ⇒ Working closely with the Director of the company for new brands, its feasibility, its financials and launching

Falcon Hospitality – Bahrain

General Manager (Vresto Online Delivery and Catering) Bahrain 1st Cloud Kitchen Concept (June 2019 – June 2020)

Over all company operations and day to day activities, working towards increasing revenue at all division,

INITIATIVES:

- ⇒ Day to day management of the Bahrain's first cloud kitchen concept and its 6 division (cloud kitchen, Incubator, Retailing, Catering and Catering contracts, Training Studio and Consultation)
- ⇒ Managing Tarboush Xpress and Jokers as a brand within the central kitchen
- ⇒ Developed new brands such as “Biryani Nation, Soul Bowl, Let's Pao, Curry on, Naan Stop Fresh” within the cloud kitchen
- ⇒ Managing and closing deals for institutional catering and events.
- ⇒ Managing company cash flow
- ⇒ Preparing feasibility and business plan for company board meeting
- ⇒ Involved in budgeting, costing, auditing and quality control & preparing income – expenditure statement.
- ⇒ Identified the requirement of opening of new brand concepts.
- ⇒ Evaluating new potential site and conducting a feasibility report
- ⇒ Reviewing profit and loss statements for the brands and preparing action plan for the months ahead.

SELECTED ACHIEVEMENTS:

- ⇒ Since taking over, bought the company from negative red to positive green on its PnL
- ⇒ Tie up with corporate companies for its headquarters canteen operations (Banks, Institution and Factories)
- ⇒ Served for the charity organization to establish the company name and to elevate its partners name within the catering/hospitality segment

Butcher Baker Goodtime Makers – Bahrain

Brand Operations Manager (Fuddruckers, Pizza Works and Meat Central) Bahrain – Jun 2013 – May 2019

INITIATIVES:

- ⇒ Running of the day-to-day operation of 3 brands concepts, stand alone units and in mall restaurants in Bahrain.
- ⇒ Managing the commissary kitchen that produces fresh ground beef chucks and bakes fresh buns, desserts on a daily base.
- ⇒ Managing and leading outdoor catering events and exhibitions.
- ⇒ Guide & motivate 200+ employees, mid/top Managers, including the food delivery section.
- ⇒ Imparted training to the new and the existing staff.
- ⇒ Involved in budgeting, costing, auditing and quality control & preparing income – expenditure statement.
- ⇒ Set daily targets for individual outlets and monitoring its growth
- ⇒ Controlled entire inventory management system, shipping products from US to Bahrain monthly
- ⇒ Launching Limited time offer from time to time across all units.
- ⇒ Identified the requirement of opening of new brand concepts.
- ⇒ Evaluating new potential site and conducting a feasibility report
- ⇒ Reviewing profit and loss statements for the brands and preparing action plan for the months ahead.
- ⇒ New Menu implementation, roll out, marketing initiatives, local store activities, customer complain handling

SELECTED ACHIEVEMENTS:

- ⇒ Reducing fit out cost for new site by 15% thru tactic negotiation
- ⇒ Reducing controllable expense by 10% thereby increasing its bottom line
- ⇒ Introducing new suppliers/consolidators for USA who deliver better products at appreciated price. This in turn reduces food cost up to 6%

Gourmet Gulf llc- Dubai

Brand Operations Manager (Gourmet Burger Kitchen and Morelli's Gelato) Middle East – Jun 2008 – May 2013

INITIATIVES:

- ⇒ Instrumental in running the day-to-day operations & new menu execution of the two brands operated within the middle east
- ⇒ Opening of the two brands in new market (Bahrain, Saudi, Kuwait)
- ⇒ Involved in preparing layout of new sites, the annual budget and chalking out yearly work schedule.
- ⇒ Overseeing the entire recruitment process like hiring new staffs, managers, chefs, telephone operators, providing training to them, evaluating staff performance time to time etc.
- ⇒ Reviewing profit and loss statements for the brands & maintaining profit level by fulfilling preset target.
- ⇒ Responsible for controlling food cost for the brands and implementing necessary safety measures to keep cost under control.
- ⇒ Effectively functioning towards EBITDA and controlling the controllable profits of own units.
- ⇒ Searching new vendors with better price and quality of food and service to prevail a smooth operation cycle.
- ⇒ Playing a vital role with supporting department to troubleshoot repair and maintenance related issues in the units as well as other problem/additional works on new site.
- ⇒ Organizing conference with overseas RM's, UAE RM's and Chef on weekly basis to keep them in line with UAE operations.
- ⇒ Working and creating annual marketing and branding activity for the brands.

SELECTED ACHIEVEMENTS:

- ⇒ Pivotal in reducing opening cost of new site cost by 20% as well as reducing waste from 5% to .05%
- ⇒ Discovered alternative machine to achieve better quality production, formed user friendly working area for the new site
- ⇒ Finalized long term contract to get healthy income throughout the year

Central Perk - Dubai, UAE**Brand Operation Manager** (June 2006 - May 2008)**INITIATIVES:**

- ⇒ Identified the requirement of opening of new sites from fit-out to operations.
- ⇒ Identified new vendors and suppliers to maintain better quality of services and pricing.
- ⇒ Involved in working budgets for the new and old sites as well as preparing the p & l statements for each store.
- ⇒ Initiated various strategies & promotional activities for improving customer service and store efficiency.
- ⇒ Recruited new staffs at all levels and provided adequate training to the team and motivated them to achieve the organizational goal.
- ⇒ Confirmed that all employees were following and abiding by the SOPs and operational manual all the time.
- ⇒ Escalated, attended to serious customer complains personally and resolving the same.
- ⇒ Responsible for conducting quality checks and surprise store audits.
- ⇒ Oversaw various store related issues like daily store operation, customers and staff etc.
- ⇒ Implemented different techniques to increase daily and monthly returns at each store.
- ⇒ Evaluating new potential site and conducting a feasibility report
- ⇒ Coordinated & negotiated with various builders and agents to get perfect locations at best affordable prices.
- ⇒ Instrumental in writing initial contract and MOU for suppliers and service providers.

SELECTED ACHIEVEMENT:

- ⇒ Successfully controlled cost by switching from old to new supplier.

Emirate leisure Retail- Costa Coffee & Seasons - Dubai, UAE**Brand Area Manager** (Sep 2005 - May 2006)**INITIATIVES:**

- ⇒ Handled day to day operations of each store & supervised store as well as staffs' performance.
- ⇒ Responsible for controlling cost and maintaining good margins.
- ⇒ Involved in organizing brand audits to make sure that the brand policy is met at all times.
- ⇒ Controlled entire inventory management like store orders, wastages & stock replenishment etc.
- ⇒ Introduced few new policies & marketing promotions to fit the brand in the market.
- ⇒ Responsible for delivering training, motivating staff and creating a healthy work environment.
- ⇒ Instrumental in handling customer complaints and staff issues as well as property and legal issue.
- ⇒ Kept a close watch on competitors' performance and the present market condition.
- ⇒ Responsible for new product launch across the estate, the re-branding of Seasons & preparing impression reports on store performance.
- ⇒ Pivotal in introducing the new menu for Seasons and working its pricing and costing

Barista Coffee Company – Mumbai, India
Territory Manager Western Region (Jan 2001 – March 2004)

INITIATIVES:

- ⇒ Opened & completely responsible for the operations of 8 stand-alone stores of Barista (coffee retailing) in South Mumbai.
- ⇒ Guided & motivated about 80 employees in the team.
- ⇒ Imparted training to the new and the existing staff.
- ⇒ Organize staff welfare programs
- ⇒ Involved in budgeting, costing, auditing and quality control & preparing income – expenditure statement.
- ⇒ Set daily targets for individual outlets and achieved the same.
- ⇒ Coordinated between the owners and the management.

PREVIOUS ASSIGNMENTS

- ⇒ **Costa Cruise –Italy**
Asst. Food & Beverage Manager (May 2000 – Nov 2000)
- ⇒ **Taj Mahal – Mumbai**
Duty Manager (April 1999 – April 2000)
Sr. Butler (Feb 1994 – Sep 1997)
N.B. [Joined Company as Sr. Butler in Feb'1994 & rejoined as Duty Manager in Apr 1999]
- ⇒ **Pizza Hut – Mumbai**
Floor Supervisor (Sept 1997 – Mar 1999)

PROFESSIONAL DEVELOPMENT

Training taken on:

- ⇒ Food Handling
- ⇒ Customer Care & Service
- ⇒ Crisis Management
- ⇒ Crowd Management
- ⇒ Time Management
- ⇒ Rescue operations/Crisis Management

EDUCATIONAL QUALIFICATION

- ⇒ **Bachelor's in psychology** – Mumbai University (1999)
- ⇒ **Diploma in Photography** – Xavier's College (2004)