**Mohamed Anis Ben Fraj**

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**FOOD & BEVERAGE EXECUTIVE**

***Experienced in All Aspects of Food & Beverage Management***

An accomplished Senior Food & Beverage Executive with provenability to drive results. Expert knowledge in operation management within hotel industry, franchise business, and homegrown chain. A strong expertise in planning, scheduling, delivering new projects on time and budget. In depth industry experience with ability to analyze an organization’s business requirements, identify deficiencies and potential opportunities, build exceptional teams, develop talent and increase customer service performance.

I’m a positive and optimistic professional who offers energy and enthusiasm along with outgoing personality. Enjoy contributing in community events and teamwork. I’m proactive and multilingual with experience in multi-cultural environments. I thrive in both autonomous and collaborative work situations.

**Core Competencies**

Concept Development 🞟 Kitchen planning 🞟 Recipe development 🞟 Training & Development 🞟 Cost accounting

Data Analytics 🞟 Capex Budget🞟 Revenue & Profit optimization 🞟 Problem solving 🞟 Strategy & Planning

Marketing & Branding Strategy 🞟 Project Management 🞟 Guest Experience Mapping

**Professional Experience**

**GM/Founder March 2016 – Present**

**Cooking pot F&B Consultancy, Oman / Bahrain**

Straight forward F&B consultancy providing effective solutions, support and mentoring entrepreneurs looking to launch their new concepts in the F & B fields in the Kingdom of Bahrain. I provide full day workshop that covers all the aspects an entrepreneur needs to know in order to launch and run a viable F & B concept. In details, it covers the ideation, Market and Competitor Analysis, Business Plans, Recruitment and Staffing, Stock and Suppliers, Legal Requirements, Property and the relevant Financial Percentages.

**Senior F&B Consultant August 2018 – August 2019**

**Culinaire & Beyond, Manama, Kingdom of Bahrain**

Boutique consultancy specialized in Food and Beverage, our services extent across concept ideation & creation, branding & rebranding, turnarounds operation, menu development, back of house and front of house learning development and training based on SOPs and manuals.

**General Manager Food and beverage Sep 2012 – Feb 2016**

**AL BALUSHI FOOD GROUP, Muscat, Oman**

Food group operates in food and beverage and retail business, the portfolio includes an upscale pastry and Bakery, luxury chocolate gifting, Party supplies retail center, indoor playground, fine dining and food shop Omani /Mediterranean restaurant.

Directed full P&L, company development, execution to principal satisfaction consistent with cost, schedule, procurement, production, marketing, sales and contractual requirement to maximise financial objectives.

**Key Achievements:**

* Reorganized the company structure. Expanded the business from 4 outlets to 14 outlets.
* Reduced and maintain the food cost from 50% to an average 23%
* Sourcing new locations and overseeing the opening of new business unit
* Standardized concept bakery brand to elevate service and meet market expectations.
* Designed the central bakery production infrastructure to comply with volume demand.
* Development of in house concepts in fine dining, party supplies, kids entertainment as growth planning
* Positioning company brands within Omani market, through quality consistency and brand positive reputation.
* Successfully Market brands through online tactics, social media, email marketing and CSR activities
* Increased customer retention through loyalty membership successfully improved repeat business frequency.
* Maintained positive working relationship trough tasks organization, training optimization KPI 92%
* Conducted operations reviews to coach, motivate, close the gap and realign the goals for a team of 20 managers
* Increased Company consolidated revenue annually by 20%
* Designed and developed ecommerce revenue stream for bakery brand with delivery logistic.

**Reporting:** board of directors

**Revenue:** 2.6 Million OMR

**Projects Manager Aug 2010 – January 2012**

**NEWREST, Muscat, Oman**

Coordinated and implemented restaurant project with multi service concept for financial institution with capabilities to cater 2000 customer daily. Successfully opened 2 QSR restaurants in mall environment, coordinated with the franchisor to implement the business model to franchisee satisfaction.

**Key Achievements:**

* Worked effectively with design team to develop outlet drawings, selection of the outfit materials. Followed up the construction site, leading weekly site meeting, reported weekly to both players.
* Nominated and implemented the POS system Micros Fidelio. Selected, ordered the kitchen and service equipment. Functioned on the creation of the uniform with local manufacture.
* Applied employee systems as employee handbook, job description, training manual. Creation of the safety and hygiene procedures and instructions for kitchen, steward and service.
* Interviewed and selected full operational team including managers. Drove with the chef of the food offer and present and create visual chart. Reported monthly on P&L progress, marketing exposure, PR news, HR development
* Achieved satisfactory revenue growth compared to budget as of 17% average monthly. Achieved breakeven point within 4 months operation.
* Administered both project making sure approved designs are being smoothly implemented. Produced and implemented front of house standards and procedures, accounts payable system and manpower forecasting-scheduling. Established the manning guide sourced associates with team spirit attitude.
* Skillfully implemented systems for the central kitchen as well as storing and procurement procedure. Actively trained the teams to the standards of both brands including ordering, menu knowledge, DSR reporting. Spearheaded the grand opening of both brands.
* Established financial reporting communication between the franchise and the franchisor
* Designed and planned combined sales activities through traditional media paper, publicity, sales calls and events.

**Reporting:**  Managing Director

**Investment cost:** 250K (2 projects)

**Food and Beverage Manager Sep 2009 - Jun 2010**

**SEALINE BEACH RESORT, Messaid, Qatar**

Executed daily operations, guaranteed all associates are up to date with the F&B offer to deliver excellent customer service, plan and manager all department orders as well as improve sales and revenue.

**Key Achievements:**

* Succeeded daily operations as per budget maintaining the best quality. Reviewed the menus with the executive chef liaise with the purchase of goods.
* Collaborated with executive chef to develop a new banquet sales kit considering food and beverage trends
* Delivered hands on training to the service team on event setup and organization with focus on quality consistency
* Worked in partnership with Marketing team to deliver customer expectations and close deals
* Actively trained the associates on quality attitude and control that improved customer service. Operated with the general manager to introduce new concept part of refurbishment plan.
* Announced a branch offer for the weekend increased customer flow and boosted weekend revenue by 35%.
* Improved the hygiene procedure by auditing associates and delivering refresh training.
* Continued motivated associates through open communication and cultivating ownership environment. Supervised floor operations thoroughly particularly during weekends to ensure accurate delivery.

**Reporting:** General manager

**Managed:** 300K Qatari rial monthly

**Food and Beverage Manager Jul 2007 - Aug 2009**

**RAMEE ROYAL HOTEL, Dubai, UAE**

City hotel featuring 192 beds, All day dining, Room service, Steak lounge, North Indian Restaurant and nightclub English pub, south Indian Restaurant and European night club.

Spearheaded daily operations majorly 70% nightlife, maintained a good level of service standard, supervised the restaurant managers working with supplier on the promotions was also requested to refresh the menus with the Executive chef.

**Key Achievements:**

* Expertly coordinated the handover of the project from suppliers and heavy equipment’s commissioning. Organized the dispatch & par level of operational equipment’s, furniture. Recruited, trained and arranged the work schedule of the nightclub's staff. Introduced and trained Associates on working with daily and monthly check List. Produced and executed the training program with support of the outlets managers.
* Controlled associates; made sure they followed club policies and also see that the customers behave well. Completed the menus pricing strategy in consideration of the concept offer and competition check
* Headed and reviewed processes related to stock control, cash handling, and inventory procedures in the bars. Implemented event and promotions calendar such us food festivals resulted in more guest flow.
* Administered celebrity program calendar and its smooth performance which resulted in 40% weekly revenue boost. Trained personnel in areas such as safety regulations and local regulation.
* supervised and empowered managers and team to reach and exceed targets by introducing incentive plan. Trained associates on procedures and etiquette requirements.
* Successfully increased annual consolidated revenue by 37%.

**Reporting:** General Manager

**Managed:** 15M AED annually

**Food and Beverage Manager Jan 2005 - Jun 2007**

**MAGIC LIFE AFRICANA (5\*), Hammamet, Tunisia**

Family resort with high quality All-inclusive concepts, part of TUI group, offering 700 bed, 12 international restaurant & bars. Organized the delivery of all food and beverage promise of the Hotel and all details relevant to the success of the outlets optimum service in keeping with the standards prescribed by the hotel management.

**Key Achievements:**

* Sustained appropriate food cost controlling the requisitions without drop in quality.
* Member of HACCP team and accountable of the execution of the system. Formed food menus with executive chef; wine and beverage lists.
* Trained & implemented 3 ISO norms ISO14001, 22000 and 9001 standards for F&B. Training of F&B Team through annual plan, achievement of 92% training rate.
* Introduced and delivered tailored services welcome by guest that enhanced brand strength
* Directed banquets operations and conference up to 600 clients.
* Prepared annual food and beverage budget in collaboration with the financial department

**Reporting:** General Manager

**Assistant Food & Beverage Manager March 2004 - Nov 2004**

**ROBINSON CLUB 5\* - Tabarka, Tunisia March 2003 - Nov 2003**

Private Family Resort 700 beds, Main restaurant Open Kitchen concept, Fine dining and 4 Bars.

**Key Achievements:**

* Increased the wine sales by 20% over 2-week period through implementation of wine bar. Improved service standards, and trained the F&B employees
* Executed F&B event around the Hotel such “culinary around the world” to guest satisfaction. Revolutionized and organized purchasing department with focus on high volumes.
* Achieved the targets for Robinson Service Quality (RSQ) and Robinson quality standard (RQS)

**Reporting:** F&B Manager

**Assistant Food & Beverage Manager Jan 2002 - Oct 2002**

**THE RESIDENCE TUNIS 5\* - Tunis, Tunisia**

Aided in the organization, management and administration of all operational aspects for the Food and Beverage Outlets.

**Key Achievements:**

* Successfully planned and conducted meetings for outlets on a monthly basis. Communicated with and that staff are consistently trained and well-motivated. Proactively attended interdepartmental meetings to ensure good cross communication between departments.
* Expertly managed reservation with the host staff, ensuring accuracy of all guest reservations. Supported Host staff with greeting and seating guests during peak times of operation. Monitored and maintained cleanliness of outlets.
* Communicated issues of safety manage maintenance/safety issues to completion. Facilitated in maintaining all Micros programming for food and beverage outlets

**Logistics Manager Nov 2000 - Nov 2001**

**CLUB MEDDITERANE- Djerba, Tunisia**

**Key Achievements:**

* Collected and distributed LPO from clubs, dispatch production to workshops. Oversaw stocks management (gross and treated) reconcile the stock through recipe mapping. Managing the semi-final product dispatching to units.
* Sustained order log and prepared billing summary to club units. Managed logistics accurately 3 times a day 7 days a week 4 isothermal track.

**Reporting:** Production Manager

**Education**

**Certificate in Hotel Management,** Glion Management Center Bulle, Switzerland, **Jul 1999 - Aug 2000**

**BTS, in Kitchen Management,** Institute of Tourism & Hospitality in Sidi Drhif, Tunis, Tunisia, **Sep 1997 - Jun 1999**

**Professional Diplomas in Kitchen and Food Production** Hospitality School Hammamet, Tunisia, **Sep 1995 - Jun 1997**

**Courses**

Creating Service Cultures « eCornell » **2015**

Improving Personal and Workgroup Productivity « eCornell » **2014**

Facilitating Group Decisions « eCornell » **2014**

Managing people more effectively « eCornell » **2014**

Understanding Team Dynamics « eCornell » **2014**

Management process ISO 22000 « Magic Life Africana » **2005**

Management process ISO 14001 « Magic Life Africana » **2006**

Train the Trainer, Training tools and psychology « The Residence Tunis » **2002**

**Technical Skills**

Windows 95 / NT / 98 / XP

MS Office

Materiel Control Oracle

Micros POS

Fidelio F&B

Fidelio Finance

**Language proficiency**

Arabic: Native

French: Fluent

English: Fluent

Italian: Fluent

German: Beginner