
bcprakash@gmail.com / +97334647704

**B.CHANDRA PRAKASH**

**In pursuit of senior level assignments in the field of Operations, Franchising, Business Development and Client Relationship Management with a leading organization**

 **PROFESSIONAL SNAPSHOT**

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Result-oriented management professional with more than 20 years of diverse experience in **Operations, Franchising, Pre-Opening, Business Development, Sales, Branding, Hospitality, Recruitment, Training, Sourcing, Pre-opening, Implementations, Operations Management, Process Management, Project Management, Client Management LEAN/Process Improvement and Retailing**

Skilled in leading teams of diverse backgrounds with a focus on short and long term business needs to achieve organizational goals

Self-starter with an ability to conceptualize various operations and process strategies for enhancing operating procedures and to optimize resource utilization and client satisfaction

* **Presently working as OPERATIONS MANAGER – F & B Division EKMAL ALKHALEEJIAH MANAGEMENT WLL – CAF, UPDATE & EXPRESS KITCHEN**
* Overseeing Daily Business Operations
* Updating SOPs, Franchising Manuals, FDDs, Franchising Kits etc..
* Developing and Implementing Growth Strategies
* Training low-level Manager and Staff
* Creating and Managing Budgets
* Improving Revenue
* Hiring employees
* Evaluating Performance and productivity
* Analyzing Accounting and Financial Data
* Research and Identifying growth Opportunities
* Generating reports
* Create Presentations
* Ability to analyze and conduct basic feasibility studies/PNL, Financial Acumen
* Work on KAIZEN Continuous Improvement) methodologies for a better work environment
* Motivating and supporting restaurant managers with specific issues, such as staffing and business management and make sure they are performing their duties efficiently
* Implementing company’s business development strategies within the outlets in the area
* Acting as a link between head office and restaurant managers
* Reporting to head office on a regular basis on business developments and challenges in the operation
* Contributing to the marketing plan and identifying promotions
* Spearhead Sales calls and actively promote Sales through intensive campaigns
* Analyzing and planning restaurant sales levels and profitability
* Schedule Marketing Calendar, organizing marketing activities, such as promotional events and discount schemes
* Preparing reports at the end of the week, including staff control, food control, sales and wastage
* Creating and executing plans for staff development
* Setting budgets and/or agreeing them with senior management
* Constantly involve in Cost cutting measures to enhance profitability
* Coordinating the entire operation of the restaurant during scheduled shifts
* Managing staff and providing them with feedback
* Responding to customer complaints elevated beyond outlet managers
* Ensuring that all employees adhere to the company’s uniform standards
* Recruiting, training and motivating staff
* Conducting Performance Reviews of Outlet Managers, ensure CDP (Career Development Plans) are in place for staff
* Maintaining high standards of quality control, hygiene, and health and safety
* Checking stock levels and ordering supplies
* Coordinate and organize the smooth functioning of Central Kitchen
* Working closely with purchasing manager to ensure competitive pricing
* Analyzing group PNL Reports
* Ensuring Financial Targets are achieved
* Ensuring and checking for security, theft and potential gaps in cash handling systems including voids and micros reports
* Ability to step in on any role of any restaurant with the food knowledge needed
* **Worked as Asst. General Manager – RESTAURANT/MALL – OPERATIONS, SENOR PACO’s Restaurants (BAHRAIN) from Nov 2018 to November 2109**
* **Coordinating Daily Restaurant Management Operations**
* **Delivering superior Food and Beverage Service and Maximizing customer satisfaction**
* **Responding efficiently and accurately to restaurant customer complaints**
* **Coordinate daily Front of the House and Back of the House Restaurant Operations**
* **Organize and supervise shifts**
* **Appraise Staff performance and provide feedback to improve productivity**
* **Estimate needs of kitchen and cleaning products**
* **Ensure compliance with sanitation and safety regulations**
* **Control operational costs and identify measures to cut waste**
* **Create Reports for Management**
* **Identify newer Marketing strategies to improve Sales**
* **Train new and current employees on proper customer service practices**
* **HEAD – OPERATIONS AND FRANCHISING – BOX IT and MEXWAY Restaurants (BAHRAIN)**
* Overseeing the opening of new restaurants
* Ability to analyze and conduct basic feasibility studies/PNL, Financial Acumen
* Updating SOPs, Franchising Manuals, FDDs, Franchising Kits etc.
* Work on KAIZEN Continuous Improvement) methodologies for a better work environment
* Motivating and supporting restaurant managers with specific issues, such as staffing and business management and make sure they are performing their duties efficiently
* Implementing company’s business development strategies within the outlets in the area
* Acting as a link between head office and restaurant managers
* Standardizing systems and policies within outlets to meet the company’s overall style or image
* Reporting to head office on a regular basis on business developments and challenges in the operation
* Rotating on a consistent basis between each outlet as required
* Contributing to the marketing plan and identifying promotions
* Spearhead Sales calls and actively promote Sales through intensive campaigns
* Analyzing and planning restaurant sales levels and profitability
* Schedule Marketing Calendar, organizing marketing activities, such as promotional events and discount schemes
* Preparing reports at the end of the week, including staff control, food control, sales and wastage
* Creating and executing plans for staff development
* Setting budgets and/or agreeing them with senior management
* Constantly involve in Cost cutting measures to enhance profitability
* Coordinating the entire operation of the restaurant during scheduled shifts
* Managing staff and providing them with feedback
* Responding to customer complaints elevated beyond outlet managers
* Ensuring that all employees adhere to the company’s uniform standards
* Recruiting, training and motivating staff
* Conducting Performance Reviews of Outlet Managers, ensure CDP (Career Development Plans) are in place for staff
* Maintaining high standards of quality control, hygiene, and health and safety
* Checking stock levels and ordering supplies
* Coordinate and organize the smooth functioning of Central Kitchen
* Working closely with purchasing manager to ensure competitive pricing
* Analyzing group PNL Reports
* Ensuring Financial Targets are achieved
* Ensuring and checking for security, theft and potential gaps in cash handling systems including voids and micros reports
* Ability to step in on any role of any restaurant with the food knowledge needed
* Helping in any area of the restaurant when circumstances dictate
* Coordinate with the Marketing, engineering, HR, Training and the Operations teams to set up new outlets and ensure continuous support post “ GO LiVE”

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* **Worked as HEAD – FRANCHISING& SALES- XTREME SPORTS BAR, HEART CUP COFFEE and SIMPLY SOUTHfrom April 2016 to May 2018**
* Responsible for generating leads through various channels viz. Cold calls, Google Adwords, SEO, Franchise Exhibitions, toe-ups with Franchise companies
* Project Handling Specialist involved in Pre-opening formalities of Projects across Pan India
* Handling Operations and providing adequate support to the Operations Team in terms of Marketing, Branding and Sales
* Involved in all the formalities involving the Pre-Opening of Restaurants and Bars
* Work as a bridge between Franchisees and the Company
* Produce the legal framework and draft documentation for international franchising including the Franchise Agreement and Operating Principles
* Devise methodologies for PAN INDIA expansion
* Liaise with Real Estate agents/Brokers and identify locations for Franchisees
* Sales calling - Visit Client, brief Franchise Model and ensure closure of deals
* Financial planning – Outline Investment, Fee Structure, ROI, Revenue Sharing, Royalty and P&L working of projects
* Liaise with the IT Team to work on Google Adwords, SEO and SCM initiatives
* Negotiate the terms and conditions of each Franchise Legal Agreement
* Set up professional franchise division creating a business plan and proposition of the brand
* Identify and research potential markets and advise CEO/Board of new opportunities
* Responsible for central communication and assets to franchise partners to ensure all retail principles, store layouts, the recruitment/training of team members and the overall brand proposition
* Responsible for all market sales, Key Performance Indicators, trade and marketing calendar that underpin the annual territory business plan
* Drive the franchise and business plan growth
* Set merchandising and pricing strategies in line with local marketplace
* Ensure protection of the brand through compliance with the legal agreement and Trading Terms
* Coordinate with the Marketing, engineering, HR, Training and the Operations teams to set up new outlets and ensure continuous support post “ GO LiVE”
* Part of the Pre-Opening team ensuring Vendor, Marketing, Staffing, Branding, Government related activities, IT related and civil work finalization
* Work out of the Client’s location for a specified timeline, ensure smooth Handover of the project to the Client’s representative

**CAREER CHRONOLOGY**



**Operations Account Manager July “11 - Oct “15**



Span of Control: 178 No. of teams: 3

* Monitoring overall functioning of processes, identifying improvement areas and implementing adequate measures to maximize customer satisfaction level
* Setting quality standards for various operational areas, ensuring a high-quality customer experience, while adhering to the SLAs and work processes
* Accountable for management of 3 Associate Operations Account Managers, 9 Client Managers & up to 166 Associates/SMEs and Quality Controllers
* Monitor the overall functioning of processes, identifying improvement areas and implementing appropriate measures to maximize customer satisfaction level
* Map client’s requirements and coordinating in developing, implementing and transitioning processes in line with the guidelines specified by the client
* Determine process gaps and designing & conducting training programs to enhance operational efficiency and retain talent by providing optimum opportunities for personal and professional growth
* Prepare project plans based on the findings of analysis, recommended changes for process enhancement & performance improvement in compliance with SLA’s agreed with the clients
* Oversee training pipeline requirement; assess need and recruit based on the process complexity & skill availability/threat
* Ensure highest standard of customer satisfaction and quality service; developing new policies and procedures to improve based on customer feedback & resolving customer queries via correspondence& email
* Compile reports & reviewing project performance with Team Manager on weekly and monthly basis
* Delegate work to the team members, allocating targets, monitoring team performance through feedback, thereby, ensuring overall team productivity and quality
* Create CDSPs(Career Development and Succession Planning) for subordinates
* Widen and deepen the relationship with the client in terms of new business opportunities
* Provide accurate data to finance for timely invoice generation

**Notable Career Highlights:**

* Collaborating with the Software Development Team, played a pivotal role in the implementation of Metrics, an automated workflow tool through Requirements gathering, Brainstorming, Project Initiation, Quality Assurance, UAT testing and Implementation which resulted in reduced cycle time, improved TAT, reduction in escalations, improved capacity, better Queue Management, real time decision making and robust reporting
* Post completion of Lean Training, was instrumental in re-engineering Financial Process workflow from 123 to 76 steps thereby, reducing cycle time and increased capacity
* July’11 - Was deputed to Financial Print Division, Sri Lanka for a period of five months
	+ Transitioned two key processes from Chennai
	+ Was responsible to set up a 160 member team wherein I was actively involved with the following functions
		- Recruitment
		- Process Training
		- Cell structure set up
		- Process transition
		- Procurement
		- Stake holders communication
* November ’11 – Was deputed to New Delhi for a period of three weeks to set up a back-up site
	+ - Transitioned two key processes from Chennai
* Awards:
	+ Notable Letters of appreciation from Managing Partners, Clients, Senior Leaders, Stake Holders etc.
	+ Best Employee Awards for the following periods
		- Second Quarter -2006
		- Second Quarter 2007
		- First Quarter 2009
		- First Quarter 2010
* Office bearer of RR Donnelley’s Toastmasters’ club
* Won the CHAMPS award for 11 consecutive months during my stint at Pizza Hut
* Increased SALES by 42% percent at Pizza Hut
* Achieved the highest CSAT(RSTS and GSTS) scores at the TAJ for two consecutive years(2002 and 2003)

**Career Contour:-**



**Apr ’16 – May ‘18 SURYARAY ELIXIRS PVT LTD., HEAD – Franchising & Sales**

 **XTREME SPORTS BAR**

 **HEART CUP COFFEE**

 **SIMPLY SOUTH**



**May ’05 – Oct ‘15 RR Donnelley India Outsource Private Ltd.**

**July 2011 –July 2015 - Operations Account Manager**

 **July 2008 - June 2011 - Associate Operations Account Manager May 2005 – June 2008 –Client Manager**



**Apr ’04 – Apr ’05 Pizza Hut, Chennai**

 **(Restaurant General Manager)**

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**Feb ’98 – Feb ’04 Taj Residency, Hyderabad**

 **(Asst. Manager / Restaurant Manager)**



**Jun’95 - Jan’98 Ramada Hotel, Hyderabad**

 **(Management Trainee/Asst. Manager)**

**ACADEMIC CREDENTIALS**



* Diploma in Hotel Management and Catering Technology, 1995
* B.B.A from University of Madras, 1998
* Pre-Diplome in French from Alliance Française, Chennai, 1997
* Certified LEAN Professional by Productive, USA
* Certified Program in General Management from, LIBA, 2010

**SPECIALIZED TRAINING PROGRAMMES ATTENDED**

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* SIP (Sales Improvement Process) – Conducted by Holiday Inn Worldwide in 1999.
* ‘Train the Trainer ‘– Conducted by the Taj Group of Hotels in 2000 and 2001
* Certified Facilitator for Quality Improvement – Conducted by Qimpro Consultant for the Taj Group in 2001.
* Sharing Best Practices - Cross Exposure Training at The TAJ MAHAL, MUMBAI, for a period of Two weeks
* Certification on BEST HIRING PRACTICES
* LEAN Training by Productive, USA
* Attended a 3-day training Programme on Emotional Intelligence by Prof. Swaminathan

**STRENGHTS**

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* Project Management
* Franchising Expert
* PRE-OPENING Specialist
* Implementation Specialist
* Robust Reporting
* Business Development and flair for Sales Calls
* Operations Expert
* People Management Skills
* LEAN & Process Improvement
* Knowledge in Quality Concepts CAPA, RCA, Y-Y, DMAIC and LEAN
* Leading CROSS Functional Teams
* Experienced in handling Transitions
* Leading Organizational Initiatives
* Multi lingual - can speak English, French, Hindi, Telugu and Tamil

 **PERSONAL DOSSIER**



Present Address : Manama, Bahrain

Bahrain Driving License : 740945939

Permanent Address : Plot no.14, Vetrivel Nagar, 1st street, Kolathur, Chennai - 600099

Date of Birth : 10th September 1974

Marital Status : Married

**(B. Chandra Prakash)**