



## ABOUT ME

Successful professional qualified by more than seventeen years of visible achievement in the food service, customer service, hospitality industry, retails, amusement, entertainment, and leisure offering a trading performance excellence reversing distressed operations, enhancing visibility in the marketplace, and generating high profit. Strongly focused with the ability to complete tasks accurately in a fast-paced environment with conflicting deadlines. Driven team player with keen apt for confront and advising individuals through difficult situation. Well-versed in emergency dispatching procedures and requirements.

## LINKS

Linkedin:  
<http://linkedin.com/in/mohamed-abdin-867190108>

## LANGUAGES

- ARABIC
- ENGLISH

## DRIVING LICENSE

Driving license category  
UAE-Light Vehicle License

## PERSONAL DETAILS

Date of birth  
30/09/1982

Nationality  
Egyptian

Visa status  
Employment Visa

Marital status  
Married

# MOHAMED ABDIN RASHWAN

FEC MANAGER MULTI STORE OPERATIONS

- United Arab Emirates, Dubai
- +971528442428
- mohamedabdinrashwan@gmail.com

## WORK EXPERIENCE

LANDMARK GROUP-  
LANDMARK  
LEISURE-TRIDOM  
"INDOOR THEME  
PARK"  
UAE- RAK  
Feb 2020 - Present

### FEC Manager- Multi Store Operations

- Operation management.
- Maximising sales and yield management business strategy.
- Financial analysis.
- Customer feedback analysis and action.
- Stock and inventory management.
- Asset and facilities management.
- Cost efficiency.
- KPI achievements analysis and effective action plan.
- Budgeting assessment.
- Operational/ SOP/ Financial Audits and action plan.
- People management.
- People training, coaching and development.
- Developing pricing, promos and periodic analysis.
- Analysis and feedback on marketing promos and assets buying.
- Projects and openings.

LANDMARK GROUP-  
LANDMARK  
LEISURE- FUN CITY  
AJM, SHJ, DXB, AD  
Aug 2013 - Jan 2020

### FEC Manager- Multi Store Operations

- Provide leadership and management of the stores and Maximizing sales, revenue, and efficiencies.
- Achieve company managerial targets to increase sales and support its growth.
- Training and implementation of standards operating procedures (technical or behavioral) for beer control and evaluation.
- Staff engagement, motivation, and retention. Evaluation Mystery Shopper scores, comments, and creating an action plan.
- Local store marketing (School Trip, In & Outdoor parties achievements and events).
- Monthly business review and action plan. Quarterly operational audit and action plan. Weekly customer feedback review, monitoring, follow up calls, action and use data for understanding trends.
- Coordinating with all support departments for smooth operations.
- Conduct market research, competitors, and customer analysis.
- Brainstorm new promotional ideas, implementation, and profitability by researching, identifying, analyzing, and capitalizing on market opportunities.
- Provides information by collecting, analyzing, and summarizing data and trends.
- Delegate tasks to the team in support of achieving targets and catering.
- Maintain the high standards of customer's satisfaction, cash sales receipt, and employment process.
- Inventory control, preventive maintenance, professional delimit &quality coaching, standard operating procedures, hygiene, and client satisfaction.
- Budget assessment, financial statement, forecasted analysis, operation/labour cost, management/ marketing/ development, management in hospitality and catering.

KUWAIT FOOD  
COMPANY-  
AMERICANA, PIZZA  
HUT  
Dubai& SHJ  
Dec 2009 - Jul 2013

### Restaurant General Manager

- Coordinate daily Front of the House and Back of the House restaurant operations.
- Deliver superior service and maximize customer satisfaction.
- Respond efficiently and accurately to customer complaints.
- Regularly review product quality and research new vendors.
- Organize and supervise shifts.
- Appraise staff performance and provide feedback to improve productivity.
- Estimate future needs for goods, kitchen utensils, and cleaning products.
- Ensure compliance with sanitation and safety regulations.
- Manage restaurant's good image and suggest ways to improve it.
- Control operational costs and identify measures to cut waste.
- Create detailed reports on weekly, monthly, and annual revenues and expenses.
- Promote the brand in the local community through word-of-mouth and restaurant events.
- Recommend ways to reach a broader audience (e.g. discounts and social media ads).
- Train new and current employees on proper customer service process.
- Implement policies and protocols that will maintain future restaurant operations.

KUWAIT FOOD  
COMPANY-  
AMERICANA, PIZZA  
HUT  
Dubai  
Feb 2005 - Nov 2009

### Assistant Restaurant Manager

- Give the needed assistance to the restaurant manager to implement all operations tasks.
- Distribute the work assignments to all teamwork.
- Helps the general manager perform the dues required to keep the restaurant running smoothly.
- Organize the restaurant team: their tasks, schedules, and information meetings.
- Monitor customer service levels.
- Ensure the quality of service and service provision.
- Take full responsibility for the Restaurant during allocated.

RADISSON SAS  
HOTEL TABA & NILE  
CITY CRUISE  
Egypt, Cairo, Taba  
Jun 2004 - Jan 2005

### Senior Operation Supervisor

- Coordinated with restaurant manager and performed all service as per requirement.
- Assisted all restaurant managers and organized various events to keep up the morale.
- Evaluate the wine list and provided consultation in pairing to all clients.
- Maintain a neat and clean restaurant area at all times.
- Ensure compliance with all fire regulations and hygiene level required in the restaurant.
- Provided training to junior staff.

## EDUCATION

AIN SHAMS  
UNIVERSITY  
Egypt, Cairo  
2004

### Bachelor of Arts

Bachelor Degree of Arts& Languages, Faculty of Arts.

## SKILLS

COORDINATING TRAINING	CUSTOMER SERVICE
TEAM BUILDING	EXPENSE CONTROL
MS OFFICE PROFICIENT	INVENTORY CONTROL PROCEDURES
BUDGETING	TIME MANAGEMENT SKILLS
CREATIVE PROBLEM SOLVING	REPORTS GENERATION AND ANALYSIS
EXCELLENT COMMUNICATION	BUSINESS OPERATIONS
CUSTOMER SATISFACTION	LEADING BY EXAMPLE

## HOBBIES

SWIMMING, SOCIAL MEDIA

## COURSES

EUROLINK SAFETY-  
DCAS (DUBAI  
AMBULANCE) AND  
DUBAI MUNICIPALITY  
Nov 2021 - Nov 2023

### Fire Fighting, Fire Marshal& Preventive Methods

EUROLINK SAFETY-  
DCAS (DUBAI  
AMBULANCE) AND  
DUBAI MUNICIPALITY  
Nov 2021 - Nov 2024

### First Aid Emergency First Aid with Defibrillation and incident maintenance course

LANDMARK LEISURE-  
FUN CITY  
Mar 2022 - Present

### Manager Training Module & Train The Trainer, Training objectives, Caching, Performance feedback, Delivering lecture and Leading discussion

DUBAI MUNICIPALITY  
Jan 2013

### PIC & Food Safety & Hygiene

AMERICANA  
&LANDMARK LEISURE  
Mar 2022 - Present

### P& L: (Profit & loss) / MIS: (Monthly Income Statement)& EBITDA(Earnings before Interest, Tax, Depreciation, and Amortization)

AMERICANA  
Jan 2013

### High Impact Coaching, Align and engage others around a clear agenda, Build other leaders, Strategically influence the broader business and Enhance their critical-thinking and decision-making skills

AMERICANA  
Jan 2013

### Beat Year Ago, Techniques of having the high impact on sales, people, profits and achieving targets by using the last year's results of the business