

Deepak Singh

Strategic Leader offering multi-cultural experience & an unmatched track record of **18 years** in driving organizational growth with a key focus on top & bottom-line profitability, targeting leadership roles in all aspects of **F&B Operations, Sales Operations, Facility Management and P&L Management** with an esteemed organization.

Location Preference: **Flexible for any location**



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PROFILE SUMMARY

- ❖ **Strategic Leader offering experience** in streamlining & overcoming complex business challenges, participating in high level operational initiatives including turnaround management and reorganization while delivering results in growth, revenue, and operational performance.
- ❖ **Notable success in designing operating controls, SOPs, policies, procedures, service standards & KPIs;** expertise in spearheading the entire gamut of operations pertaining to **food budgets** with an eye on cost and stock control; ensured **F&B sales** targets are effectively met against the pre-set standards
- ❖ Possess rich experience in **Food & Beverage Operations** encompassing strategy planning, food production, project execution, procurement, revenue management, logistics and service operations across prestigious QSRs; Resourceful in streamlining operations with key focus on performance, cost control & uninterrupted flow of services
- ❖ Leveraged capabilities in spearheading a wide range of functions including menu and function planning, hygiene, health & safety, and training & development of the staff by establishing, following & enforcing sanitation standards/ procedures in compliance with legal regulations
- ❖ Skilled in enhancing & influencing overall guest experience while maintaining compliance with company practice, cost projections and mission statements
- ❖ Insightful knowledge in managing all aspects of service management including monitoring aesthetic presentation of Food & Beverages; ensuring maximum guest satisfaction by closely interacting with guests to understand their requirements & concerns and customizing products & services to their needs to ensure repeat business
- ❖ Showcased excellence in effectively defining continuous improvement processes, formulated short- & long-range tactical planning, and improved operational processes to reduce shrink and achieve optimal profitability
- ❖ Experienced in monitoring, mentoring & motivating the workforce to enhance their efficiencies with excellent communication and people management skills for leading personnel towards accomplishment of



Common goals

CORE COMPETENCIES

F&B Operations

Customer Service Excellence

Guest Management

Resource Planning & Optimization

Team Building & Leadership

Quality Compliance Management

Staff Planning/Allocation/ Recruitment

Business & Operational Excellence

Quality Audit (Internal and External)

Pricing & Cost Optimization

Sales Strategy Planning

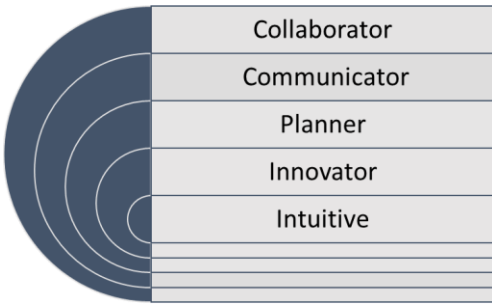
Facility & Inventory Management

Health, Safety & Security

New Store Opening

Profitability Management

SOFT SKILLS



EDUCATION

- ❖ **Matrix** in Year 2000 from CBSE board New Delhi
- ❖ **Senior Secondary** in Year 2009 from NIOS NewDelhi
- ❖ **Bachelor's in Arts** in year 2014 from SIDO Jharkhand.

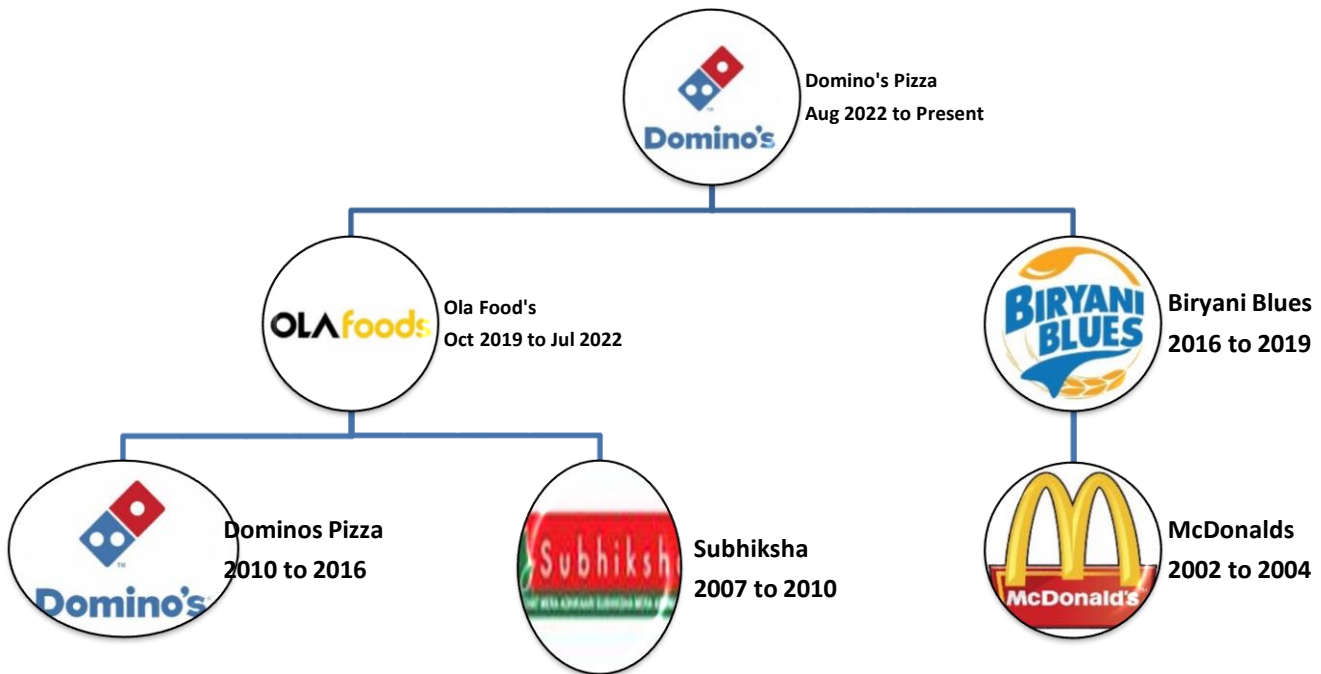


Awards & Rewards

- ❖ **Best Service Award** from Dominos.
- ❖ **Best Manager Awards for Highest Sales and Profit** in – Biryani Blues
- ❖ **Best Manager for Continuously FS Audit Achieved In Highest Score** in – Ola Foods



CAREER TIMELINE



WORK EXPERIENCE

Aug'2022 to Present: Domino's Pizza | Deputy District Manager.

Highlights:

- ❖ Managed 6 Restaurant Managers in Delhi/NCR
- ❖ Monthly Inventory & PNL
- ❖ Utility Reports and Food Cost as per target.
- ❖ Visiting to the branch to ensure the food quality, HR Policies, Legal Requirement.

Oct'2019 to July'2022: OLA Food's and OLA Dash | Cluster Manager.

Growth Path:

Oct'21 to July'22: Cluster Manager

Oct'20 to Oct'21: Quality Manager

Oct'19 to Sep'20: DK Manager

Highlights:

- ❖ Managed 12 Restaurant Managers in Delhi/NCR
- ❖ Setting up weekly, monthly, quarterly procurement plan.

- ❖ Calculating daily utility reports as per the consumption.
- ❖ Successfully made regular visits to branches to ensure high levels of in-store standards, monitor stock control, security, people development and store performance

2016 to 2019: Biryani Blues, Delhi /

Growth Path:

2017 to 2018: Restaurant General Manager

2016 To 2017: Restaurant Manager

2010 to 2016: Domino's Pizza (Jubilant Food Ltd.), Delhi

Growth Path:

2010 to 2012: Assistant Manager

2012 to 2016: Senior Assistant Manager

2007 to 2010: Subhikhsha | Delhi

Growth Path:

2008 to 2009: Assistant Manager

2007 to 2008: F&V Supervisor

2002 to 2004: McDonald's | Delhi

Growth Path:

2003 to 2004: Crew Chief

2002 to 2003: Crew Member

Roles Across the Career:

- ❖ Directing the entire gamut of operations for the QSRs, reorganizing & controlling food / beverages cost control, financial budgeting, forecasting, inventory control and MIS of the department
 - ❖ Augmenting profitability of hospitality through benchmarking / best practices and ensuring internal controls and accounting standards are in place as per company policy & procedures to safeguard assets and return for the owners.
 - ❖ Spearheading customer service operations for rendering and achieving quality services; providing first line customer support by answering queries & resolving their issues.
 - ❖ Managing and anticipating stock and maintaining all material/ supplies, ensuring their timely availability
 - ❖ Monitoring staff, conducting pre-service briefings and post-briefings, and assigning staff to assist other venues if necessary.
 - ❖ Developing and implementing procedures, control systems for maintaining health, safety, hygiene, and quality standards; leading efforts for streamlining processes and generating cost savings in operations.
 - ❖ Analysing and planning restaurant sales and organizing marketing events / promotional plans accordingly
 - ❖ Maintaining high visibility in the venues during service times, high occupancy periods to ensure smooth running of operations, promoting public relations; taking corrective actions and handling customers' complaints to ensure their satisfaction.
 - ❖ Delivering a consistent branded guest experience through the full implementation of brand standards
 - ❖ Receiving the feedback from the customers to improve the services and work in line with the set standards; gathering information and using informational resources available such as Customer Satisfaction Measurement to identify opportunities and threats to build a business plan to optimize market potential.
- ❖ **Ensuring:**
- Restaurant delivers high quality food, drink, and customer service
 - Food and beverage quality, presentation, and sanitation to meet set standards.
 - Maintenance of budget and employee records, preparation of payroll and pay bills.
 - Cleanliness, hospitality, accuracy, maintenance, product quality, speed of service is maintained at optimum level to satisfy customers; implementing strategies to minimize absenteeism and manage occupational

health and safety issues.

- Heading the business development activities to ensure completion of definite revenues & profitability targets.
- Forecasting and formulating budgets and instituting internal checks to ensure expenses are within budgets.
- ❖ Creating an environment that fosters development opportunities & motivates performance amongst team members; providing leadership focused on value delivery, system reliability, efficiency/cost control, training, budget/annual plan preparation and resource management.
- ❖ Setting security parameters and ensuring for 100% safety for manpower; taking disciplinary actions against employees such as show cause notice, warning letter, final warning & termination.
- ❖ Conceptualizing, strategizing & administering the housekeeping activities in the organization with new initiatives for restructuring of cleanliness/health facilities; implementing housekeeping policies & processes while ensuring efficient operations.

Personal Details

Date of Birth: 11th Oct 1983

Marital Status: Married

Languages Known: Hindi and English

Address: E-225 Krishan Vihar Rohini Delhi 110086.

