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PROFESSIONAL STRENGTHS

- Operational Management
- Planning & Organisational Skill
- Analytical Thinking
- Interpersonal Relationship Skill
- Project Management
- Problem Solving Skill
- Negotiation Skill
- Achievement Oriented

EXPERIENCES & ACCOMPLISHMENT

Acting Head of Department, Leasing for Hektar Property Services Sdn Bhd, Subang Parade (Oct 2013 – Current)

- Study, review and recommend leasing strategies, policies and procedures that will increase, improve, and maximize tenant occupancy of the mall as well as achieve the best tenancy mix.
- Develop Specialty Leasing budget, annual budget, casual leasing budget and business plan.
- Monitor the renewal, occupancy status and rental income to ensure targets are achieved.
- Responsible to screen fit out plans, comment and makes recommendation before relaying said plans to the Centre Manager.
- Review and submit monthly tenancy reports to Senior management.
- Attends weekly meetings with Senior Management.
- Study and evaluate monthly MRI report to check and monitor on category and tenant's sales performance.
- Chair Monthly Leasing Strategy Meeting for all 5 shopping malls.
- Manage a group of leasing team including Casual Leasing: Monitor the work status of Leasing Executives to ensure timely execution and proper follow up is done, performance appraisal twice a year and execute learning and development plan for executives.
- Collaborate with marketing, maintenance, security and other department for the improvement of tenant's performance as well as tenancy and leasing operations for the purpose of actualizing target rental income budget and planned occupancy levels; achieve tenant satisfaction within the limits and conditions.
- Research and report to Management on competitive Leasing and Specialty leasing trends in the industry and within the geographical and catchment areas of the mall.

- Source and seek out prospective tenants, maintain and update the mall potential clients list (Waiting List).
- Negotiate and budget leasing terms and conditions
- Review, analyze, propose and advise management and tenants on product/service mix concepts, construction requirements and compliance to contractual obligations
- Work with tenants to develop retail standards and ensure tenants fulfill their lease obligation
- Achieve specialty leasing income goals established.

Senior Executive, Leasing for Hektar Property Services Sdn Bhd, Subang Parade (Jan 2013 – Oct 2013)

- Support the leasing manager in planning and implementing the tenancy mix and budget rents in Subang Parade Shopping Centre.
- Plan, establish and maintain good landlord tenant relationships.
- Negotiate terms and conditions for leases/ tenancies between landlord and prospective tenants and attend to leases/ tenancy related matters.
- Liaise with solicitors on preparation of tenancy agreement
- Developing and maintaining a database of potential and existing tenants.
- To source for new prospects.
- Preparing fit-out manuals and advice on detail requirements of specific layout, design and concept of tenant's lot.
- To achieve highest possible occupancy rate with good yields.
- Take up the role of Duty Manager for the mall during Weekends & Public Holidays

Account Manager for NECAfone Sdn Bhd, PJ State (February 2009 – December 2012)

- To plan and strategize sales and marketing of PABX system, IP Telephony, Call Center & CRM related solution.
- Participate in tenders/ presentations/meetings with clients and consultants to ensure achievement of sales.
- Utilize CRM sales tool to track and better follow up on existing potential and update new leads.
- To forecast monthly and quarterly sales figure accurately and make adjustment to daily sales activities as required
- Recruited 10 units of mechanical & electrical partners that would broaden up customer database and contributed to at least 3 units of SV8100 system sales over 9 months.
- To execute lead generation exercises intended mainly to bring in new customers and expand networking opportunity.
- Review existing customer database for upgrade opportunity and immediately execute necessary campaign to generate sales.
- Comprehensive understanding of Maintenance Agreement and its related terms and conditions. Ability to explain on service level agreement as well as helpdesk escalation process.
- Self initiative to learn on product features and functionality in order to enhance sales pitch. Also required to pick up ability to advice customer on system enhancements that can be made via latest technology in communication systems.
- Prepare slide for presentation with ability to conduct demo session.

- Provide technical assistance in handling project implementation, after-sales servicing and maintenance services in PABX. Programming for NEC PABX systems.

Executive, Sales & Distribution for Domain Communication Sdn Bhd, USJ Taipan (Jan 2008 – Jan 2009)

- Reporting to Sales Manager on monthly sales.
- Recruiting and servicing mobile and IT dealers.
- Distribution in memory cards (Sandisk) and mobile operator (U mobile).
- Road show and fair arrangement for dealers.
- Provide training for dealers.

Branch Manager for Penang Malaysian Restaurant, New Jersey USA (Aug 2003- Nov 2007)

- Manages and supervises employees to operate the restaurant efficiently, effectively and profitably.
- Procurement of cooking materials/ingredients.
- Maintains and replenishes cooking materials/ingredients.
- Oversees kitchen and restaurant safety.
- Ensures hygienic and quality food for customers' satisfaction (from preparation to cooked food).
- Customers' service and follow up actions.
- Prepares records and maintains daily business transactions.
- Keeping track on weekly inventory for business needs.
- Recruiting and training of new staff/waiter.

Account Executive (PABX Client Service) for GW Networks Sdn Bhd, Glenmarie Shah Alam (Mar 2001 – April 2003)

- Sales and marketing for PABX (telecommunication system for offices).
- Solves customers needs in implementing voice and data communications.
- To built up good rapport and manage strong relationship with customers.
- Prepare proposal and presentation material on PABX System.
- Manage all works functions and strive to meet monthly sales targets.
- Manage customers by providing customer service such as follow-ups on customers' issues and other assistance related to PABX System.

EDUCATION

Bachelor of Science (Hons) Degree in Computing, Staffordshire University, UK, 2001

Higher Diploma in Computing and Information Technology, Asia Pacific Institute of IT, 2000

Diploma in Computing and Information Technology, Asia Pacific Institute of IT, 1999

Sijil Pelajaran Malaysia, SPM, Sekolah Menengah Kebangsaan Subang Utama, 1997

TRAINING & EXTRA CURRICULUM

2013/2014 – Vice President of Subang Parade Sports Club

2013 – Leasing Workshop, Shopping Center Management Learning Series by ICSC

2009 – Accredited Installation Engineer, Zeacom Communication Centre

2001 – Team Building, Personal Development Leadership Management Workshop

2001 – Motivation for Success Workshop

1997 – President of Tennis & Badminton Club, SMK Subang Utama

REFERRAL

Ms. Selisa Usat

Leasing Manager, MNH Global Assets Management Sdn Bhd

019-611 9535

Mr. Steven Tan

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