****ARIF HABIB

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**GENERAL MANAGEMENT- HOSPITALITY**

***Optimizing resources and improving bottom line through expert leadership in quality service, staff development, cost control and visionary P&L management***

Senior Operations and general management executive leveraging more than 17 years of top level profit and loss responsibility for national and international hotels worldwide. Building strong team and efficient systems to create a positive impact on service delivery and improvising bottom-line. Systematic set up for new hotel operations(pre openings), turnaround of underperforming properties, effectively manage and motivate culturally diversified staff, maximizes productivity

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| **Hotel Operations Management** | **Budgeting & Forecasting** | **Sales focused** | **Pre-opening and post opening** |
| **First Class Guest Service** | **Strong Analytical Skills** | **Food and Beverage** | **Hotel Marketing** |
| **Profitability Improvement** | **Yield Management & e-commerce** | **Computer proficient** | **Safety, Hygiene Inspection and Government compliances** |
| **Strategic Planning & Tactical Execution** | **Cost Control Techniques** | **Rooms Division** | **Employee Goal setting & Incentive Planning** |
| **Revenue and P&L Management** | **Comprehensive Financial Analysis** | **Team Building, Training & Leadership** | **Banqueting & Conferences Management** |

**CORE SKILLS AND EXPERTISE**

**CAREER HISTORY**

**HOTEL MANAGER (Nov 2014 till Apr 2016)**

**SAFEER HOTELS,** Muscat, Oman

A division of Golden group of companies is the largest hotel group and is the leading and fast growing entity in the Sultanate of Oman. Preferred hotels by the ministries and major corporate.

Managed all hotel activities, with reviewing of P&L statements, rooms division operation, Food & Beverage, budgeting and forecasting revenues and expenses, sales strategies and yield management, staffing levels, security-related matters, and all other property issues.

• Successfully increased revenues by 20% over previous years.

• Increased guest satisfaction Index by 14%.

• Bagged the award for high and consistent Score of 8.3 for Guest Satisfaction.

• Controlled and reduced the Housekeeping and maintenance expenses by 30% and enhanced quality with the introduction of proper inventory programs.

• Successfully designed and implemented maintenance work order system resulted in better response time, better product and better guest experience.

• Successfully implemented staff incentive program and recognition, resulting in increased efficiencies and enhanced revenues.  
• Redesigned Food & Beverages menu resulting in guests’ appreciation and reduced cost.  
• Propelled and directed online strategies and yield management resulting in 15% increase in revenue.

**GENERAL MANAGER (Oct 2012 to Nov 2014)**

**MAHARAJAS’ EXPRESS,** India- *5 star luxury hotel on wheels*

An extremely prestigious, world-class luxury with finest royal retreat that would befit Maharaja of old, with enough modern amenities to please today’s top tycoons.

Most luxurious The Maharajas' Express is a five star luxury train. Two exclusively designed restaurants, two Bars and two lounges.

* **World's leading luxury train 2012/2013.**
* **Winner of Seven Star Luxury Awards**

• Proudly hosted top class national and international delegates, with necessary protocol.

• Increased guest satisfaction Index by 20%.

• Increased productivity by stabilizing staffing levels and implementing training procedures.

• Played a primary role in maintaining and scoring the award of **World’s leading Luxury Train.**

**GENERAL MANAGER (Jul 2010 - Sep 2012)**

**THE FERN,** Gurgaon, India- **Ecotel Hotel-** A Concept Hospitality

An award winning chain of hotels, India’s leading environmentally sensitive hotel and a fastest growing brand. It is a collection upscale hotels and resorts. This is a full-service experience with premium accommodation and services.

* Successfully led the Pre opening operations, through the projects. Aggressive follow up with the projects team and ensured the handover on time.
* Developed a team and coached department heads for a successful opening.
* Coordinated the opening teams. Assisted in establishing the operation system for international standards for hotel.
* Successfully incorporated ECOTEL standards with certification.
* Played key role in hotel categorization
* First year of operations exceeded room revenues by 20% over the budget.
* Led in all aspects of business planning
* Complying with Concept Hospitality Brand Service Standards.

**FRONT OFFICE MANAGER**

**GENERAL MANAGER (Jul 2008 – May 2010)**

**CLARKS AMER,** Jaipur, India

*Hotel* Clarks Amer Jaipur *is India's first ISO 9001:2000 accredited hotel by QSI, USA. Hotel has also attained ISO 14001:2004. Featuring 211 rooms, 3 restaurant, bar, large indoor and outdoor banqueting and convention centre.*

* Additional responsibility of overseeing multiple hotels at corporate level.
* Appointed as General Manager for new property acquisition.
* Successfully catered Top dignitaries and celebrities.
* Initiated, designed and successfully implemented operations reports, resulting saving of 4 to 5 man hour process to half an hour.
* Initiated, designed and successfully implemented staff incentive program, resulting in 25% increase in Revenue.
* Streamlined operations procedures, resulting in better controls and reduced cost.

**FRONT OFFICE MANAGER (Apr 2006 - Jun 2008)**

**HILTON** (*Woldorf Astoria Collection*)**-The Beach House at Manafaru,** Maldives

Unparallel luxury resort white dust sands. Offering 83 most exclusive villas and suites with a private pool, complete privacy and a personal butler to pre-empt and exceed expectations. 4 international restaurants and 2 bars and cellar, offer World-class cuisine from all corners of the world combined with countless on- and off-shore recreational facilities round up the truly supreme character.

* Successfully coordinated with multi-national team (Russian, Japanese, Italian, Indian, French, Maldivian, Thai etc.)

**FRONT OFFICE SUPERVISOR/Asst. MANAGER (Aug 2002 - Jan 2006)**

**RITZ CARLTON,** Rose Hall, Montego Bay, Jamaica **(AAA – Five Diamond Award)**

A 5 star luxury on the pristine white sand beach of the Caribbean sea offering 427 rooms with 4 world class restaurants and 2 bars and 18 holes golf course and a wide range of activities and sports.

Accolade with AAA – Five Diamond award, World travel awards

**FRONT OFFICE EXECUTIVE (‎May 2000 - May 2002)**

**HILTON Corniche,** Abu Dhabi

A spectacular hotel offering 187 rooms, outdoor pool and a golf course

**FRONT OFFICE SUPERVISOR/FRONT OFFICE TRAINEE**

**HOLIDAY INN,** Surat, India  **(Oct 1998 - May 2000)**

*Sophisticated Elegance in the diamond city of Surat. Set on the bank of river Tapti, First 5 star luxury hotel, offers 132 rooms, 2 restaurants and lounge.*

**EDUCATION and CERTIFICATE**

**Degree Bachelor of Commerce-**Special Subject as Auditing and Advanced Accounting.

**Diploma in Information & System Management** Through Aptech, 1998 with **distinction**

**Fire and Safety**

**First Aider**

**PERSONAL DETAILS**

*Marital Status: Married (two sons)*

*Date of birth: March 1, 1978*

*Languages Known: English, Arabic, Hindi and French*