



NURUL 'ATIQAH BINTI ALAFANI

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<https://atiqah-portfolio.dziya-tech.com/>

Professional Summary

Results-driven tourism and hospitality professional with experience in product development, itinerary planning, pricing, vendor negotiation, and client servicing. Proven ability to lead teams, develop innovative travel products, and support sales growth through strategic collaboration and market-oriented solutions.

Core Competencies

- Tour itinerary planning
- Product development
- Pricing & quotation preparation
- Vendor negotiation
- Client relationship management
- MICE coordination
- Sales support
- Team leadership
- Market research

Languages & Digital Skills

Languages: Bahasa Melayu (Fluent), English (Fluent), Arabic (Basic), Mandarin (Basic)
IT Skills: Microsoft Word (Advanced), Microsoft Excel (Intermediate), Microsoft PowerPoint (Intermediate), Adobe Photoshop (Basic), CapCut (Advanced), Canva (Advanced)

PROFESSIONAL EXPERIENCE

Head of Product Department | NIKI Global Tours Sdn. Bhd.

January 2025 - Present

- Lead and supervise the product development team to ensure timely completion of tasks and compliance with company standards.
- Review and approve tour itineraries, quotations, and pricing strategies tailored to client requirements.
- Work closely with the sales team to support deal closing and improve conversion opportunities.
- Build and maintain strong relationships with vendors and clients through meetings, negotiations, and strategic collaborations.
- Identify new business opportunities and introduce innovative travel products aligned with market demand.

Product Development Executive | NIKI Global Tours Sdn. Bhd.

August 2023 - December 2024

- Developed customized tour itineraries, quotations, and pricing proposals based on client requirements.
- Conducted market research and presented innovative travel product ideas to strengthen company offerings.
- Maintained and organized product and quotation databases for efficient internal reference.
- Liaised and negotiated with vendors to secure competitive rates and service arrangements.

Intern, Muslim Travel Department | Corporate Information Travel (CIT) Sdn. Bhd.

February 2023 - September 2023

- Developed travel packages and pricing structures for marketing and sales purposes.
- Supported sales activities during MATTA Fair and assisted in securing client deals.
- Coordinated promotional efforts through collaborations, including campaigns with Bank Islam.
- Updated website and social media platforms to ensure travel package information remained current and relevant.

EDUCATION

Bachelor of Tourism Management (Hons.)

International Islamic University Malaysia (IIUM)

Sept 2019 - Sept 2023 | CGPA: 3.85

SELECTED ACHIEVEMENTS

Product Development

- Developed and launched travel packages that generated strong client interest and repeat bookings.
- Enhanced itinerary quality, contributing to improved customer satisfaction and positive client feedback.
- Successfully handled MICE-related arrangements for notable clients such as Petronas, MBSB, Bank Islam, and MARA.

Vendor Management & Negotiation

- Negotiated improved vendor rates, contributing to better profit margins.
- Established strong working relationships with key vendors across multiple destinations.

Sales & Events

- Contributed to successful deal closures during MATTA Fair through direct client engagement and product pitching.
- Supported partnerships and sales opportunities involving agencies such as Andalusia Travel, Selamat Bercuti, and SUKA Travel.

ADDITIONAL INFORMATION

Driving License: B2 | **Own Transport:** Yes | **Willing to Travel:** Yes

REFERENCES

Mohd Hafizzul

Human Resource Executive, NIKI Global Tours Sdn. Bhd.

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Aimi Hamid

Muslim Department Supervisor, Corporate Information Travel (CIT) Sdn. Bhd.

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