

Jamil Malik
Managing Director
Faremine.com



Election Address

My name is Jamil Malik and I'm putting myself forward for a general position to provide a broad perspective of someone who has run an SME business, day in, day out for over 30 years, I believe my varied knowledge would be genuinely valuable.

I worked in a family business serving the B2B travel market, that means I know what it's like to be exposed to internal and external challenges, handling suppliers, managing client relationships, working with and managing teams and still finding time to think about where the business is heading. It's rewarding, challenging, often all on a day to day basis.

Through that journey, I built close relationships with travel agency owners and suppliers across the industry creating many contacts who have shared similar experiences, navigating client/supplier arrangements, making tough calls with limited resources, and trying to stay competitive without the support structures that larger organisations take for granted.

That breadth of real-world business experience is what I can bring to Institute of Travel & Tourism (ITT), not just a single specialism, but a rounded understanding of what it takes to run a business, serve clients well, and build lasting relationships in this industry.

I would welcome the opportunity to contribute to the ITT supporting decisions that benefit the members, whether they're a sole trader or a sizeable company and to make sure the practical realities of running a business are always part of the conversation.

I would be grateful for your support.

Biography

I joined the family business Gazelle Travel t/a Faremine.com in 1995 and being part of the company's journey has given me many insights into how travel businesses operate and how to work with a diverse range of owner managers, airlines and travel technology to run a successful business.

Family businesses expose you to all kinds of emotions as you manage internal challenges and external influences. I learnt from the ground up, starting out making cups of tea and moving on to manage the reservations team, transitioning into the accounts department and then heading up business development for the company.

Along the way I have developed a very good understanding of how other businesses operate, sharing ideas and advice with other owners and managers and getting to see how other organisations of different sizes work and where I can position our product to maximum effect. Creating Faremine.com was a move to diversify into a wider travel trade market, expanding a team and tapping into their expertise through collaboration and teamwork, thus empowering people to fulfil their potential and resulting in growth from £12million to over £55 million pre-pandemic, growing our customer base to over 400 active travel agents per annum.

On the back of an extremely successful year (2023) I decided it was time to sell the business, to continue its growth and provide long term job security for the employees.

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