

PERSONAL
INFORMATION



Annalisa Buglioni

📍 Via Rivolta 26/e, Santa Croce sull' Arno (PI) Italy

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✉ annalisabuglioni@hotmail.it

JOB APPLIED FOR Marketing Manager

Sex Female | Date of birth 21 February 1997 | Nationality Italian

WORK EXPERIENCE

March 2015 – Secretary
"Moreno Sani SRL " Via Carducci, 50054 Fucecchio (FI)

EDUCATION AND
TRAINING

2009 – 2011 **Junior High School Diploma**
 Istituto Comprensivo “Giuseppe Montanelli”, 50054Fucecchio (FI)

2011 - 2016 **High School Diploma**
 I.T. “Cattaneo” Via Catena 3, 56028, San Miniato (PI).

I attend the fifth and final year of I.T. “Cattaneo”. I attend the International Relations for Marketing course.

I study the following subjects: Economics, Law, International Relations, English, German, French, Italian, Maths and History.

PERSONAL SKILLS

Mother tongue

Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B1	B1	B1	B1	B1
German	A2	A2	A2	A2	A2
French	A2	A2	A2	A2	A2

Organisational/managerial skills

I have excellent organisational skills thanks to the school projects I participated in, my work experience and my personality.

Computer skills

I have a good knowledge of the main software applications such as: Word, Power Point and Publisher

Other skills

I have excellent experience at dealing with people and customers.

Driving licence

B

- Publications** Brochures:
- △ “Rights and Responsibilities of European Citizens” (2013)
 - △ “Welcome to Versilia” (2014)
 - △ “Take me Anywhere: Beyond European Borders” (2015)
 - △ “San Miniato & its Legends” (2015)
 - △ “San Miniato & its Corteo Storico” (2015)
 - △ “Advantages and Disadvantages of Being European Citizens” (2015)

Posters

- Presentations** Power Point Presentations and Videos:
- △ “German Cuisine” (2013)
 - △ “Shampoo Delicuios” (2013)
 - △ “Cantuccini di Federigo” (2013)
 - △ “Rights and Responsibilities of European Citizens” (2013)
 - △ “Welcome to Versilia” (2014)
 - △ “Take me Anywhere: Beyond European Borders” (2015)
 - △ “San Miniato & its Legends” (2015)
 - △ “San Miniato & its Corteo Storico” (2015)
 - △ “Advantages and Disadvantages of Being European Citizens” (2015)
 - △ “San Miniato” (2015)”

Projects

- △ “The Picture of Dorian Gray”, Oscar Wilde, Palketto Stage ,Viareggio (Lucca) (2013)
- △ Multilateral Comenius Project: “Citizens of Europe: Past, Present and Future” (2013-2015)
- △ Comenius Meeting in Italy (2015)
- △ Festa dei Diplomi (Staff Hostess) (2015)
- △ “Tour guide in San Miniato, Florence, Pisa, Viareggio, Pietrasanta and Lucca” (2015)
- △ “Expo 2015” (2015)
- △ Cultural Exchange with The Netherlands (2014-2015)
- △ “Pride and Prejudice”, Jane Austen, Palketto Stage, Viareggio (Lucca) (2016)
- △ Hard Rock Café-Food Management (2016)
- △ Festa dei Diplomi (Staff Hostess) (2016)

- Conferences**
- △ Lubec – Lucca (2013)
 - △ Conference about Tourism - I.T. “Cattaneo” San Miniato (2015)
 - △ Conference- Fondazione Cassa di Risparmio di San Miniato (2015)
 - △ Conference- CARISMI -Cassa di Risparmio di San Miniato (2016)
 - △
 - △

Annexes Copies of my diplomas

Annalisa Buglioni

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+39 3477359195

December 2 ,2015

The Personnel Director

Thompson Holidays

3, Oxford Street

London NW3 5HD

Dear Sir/Madam,

In response to your advertisement in yesterday "Il Sole 24-Ore" , I would like to apply for the post of marketing Manager.

As you can see from the enclosed CV, I got a diploma from Istituto Tecnico "Cattaneo" in San Miniato.

My first position with "Moreno Sani SRL" enabled me to gain great experience in dealing with customers and in the use of modern technology.

I speak English fluently. I studied it at school for 13 years and I participated in the Cultural Exchange with the Netherlands and I participated in a Comenius Project. I can also speak German and French. Please find enclosed my CV and copies of references from my teacher and headmaster.

I am interested in this post because I am looking for a job which offers good career prospects.

I hope my application will be considered favourably and I look forward to being invited to an interview.

Yours faithfully,

Annalisa Buglioni.

Levi's

Levi's is a privately owned American brand, which deals in the manufacture and selling of Denim Jeans and was launched in 1873. The brand has been successful in capturing the imagination and attention of the consumers throughout the world. The brand has been successful in capturing the imagination and attention of the consumers throughout the world. The brand has become synonymous of qualitative products. The brand **Levi's** has more than 55,000 retail outlets in 110 countries.



MARKETING MIX OF LEVI'S

Product

Levi's Jeans are authentic and original in terms of quality, colour and designs. The best quality materials are used so that the customer finds satisfaction in the products. The reason for the success of **Levi's** jeans is mainly the satisfied consumers. Products have double-stitched inner seams with five different sized pockets. The label in leather is one of its distinctive features and the small red coloured tab is a mark of authentic **Levi's** jeans.

Levi's Jeans can be purchased in any size and colour and are divided into sub-brands like **Levi's Strauss Signature**, **Dockers** and **Levi's**. The brand also deals in dress pants, jeans-related pants, jackets and accessories like wallets, sunglasses, belts, ladies' bags and shoes. The products are available for men, women and children.



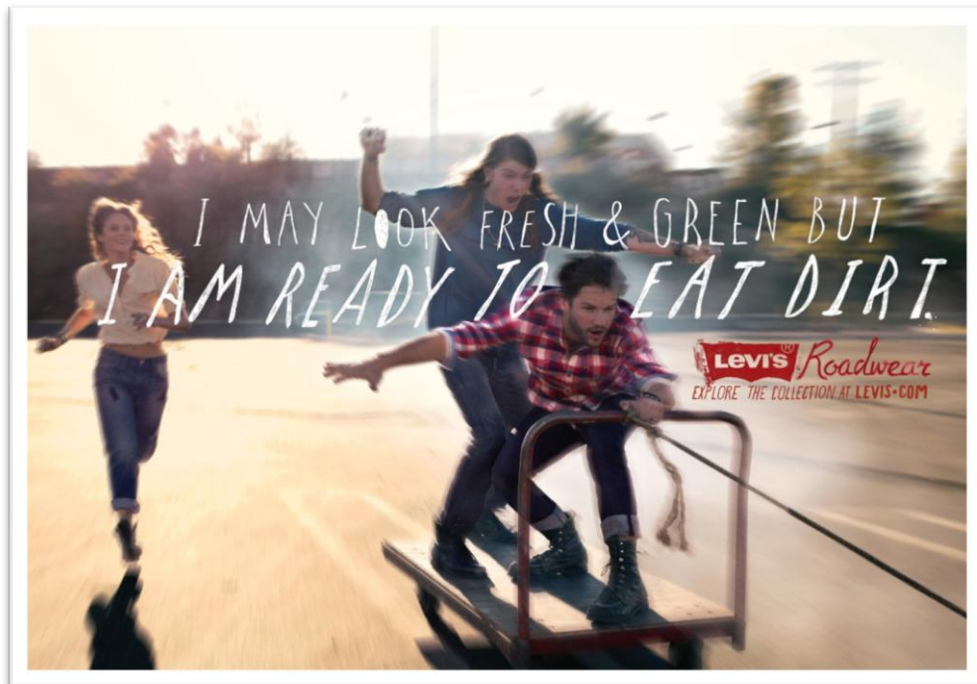
Place

Levi's is a global entity, which is divided geographically into three divisions **Levi-Strauss America**, **Levi-Strauss Africa, Middle East and Europe**, **Levi's-Strauss Asia-Pacific**. The company started its business from the city of San Francisco and then later moved to various other parts like Australia, China, India, Japan, Singapore and Sri Lanka. In order to make its products visible and easily accessible, the brand organized a well-controlled and systematized distribution channel. Its market strategy includes exclusive distribution policy. In order to cover a huge market it decided to give its franchisee to dealers who were interested in becoming a part of this outfit. The Internet has become one of the major selling options for the company. It has an official website where purchasing the product is an easy process as consumers can go through the various colours and designs at their own convenience. The home delivery option through this medium is also easy for busy consumers.

Price

The pricing strategy of every company is very important as customers want the best goods at the lowest possible prices. The selling price varies in each country because of its costs in the area and because of various political and social influences. As **Levi's** is an established brand name, the company has kept the prices fixed for every area. The company does not allow flexibility in its prices to maintain its image of exclusivity. Therefore, the products are sold at the listed price that has already been fixed by the head office.

Their pricing policy is influenced not by the competitors but by various other factors like costs, market affordability and demand for the product. The company does not compromise with the quality or with the prices of its products because it is confident of its loyal consumers.



Promotion

Levi's has adopted a cool and trendy promotional strategy for marketing their products. In order to increase the visibility of its products the company has taken the help of active advertisement. Its commercials are shown in various television channels, in newspapers, billboards and fashion magazines. The company has been introducing new products at regular intervals. **Levi's** has a comprehensive and effective strategy that includes the participation of major celebrities. Nowadays the brand has been looking for innovative ideas which will leave an impact and an everlasting impression on customers.

SWOT ANALYSIS

STRENGTHS

- High brand equity: everybody knows **Levi's**
- Great reputation
- Unique and famous products
- Innovation
- Wide range of products (not only jeans but also sunglasses and t-shirts)
- High quality standards

WEAKNESSES

- Their productions are expensive
- No discounts, only fixed prices

OPPORTUNITIES

- The brand should focus more on the women 's market
- The kids' market is a great opportunity
- Advertising should be more regular

THREATS

- Entry of many new competitors
- Rising sales of substitute products
- Slower market growth compared to 30 years before
- **Levi's** needs to follow the trends and not always challenge it



Good Morning Ladies and Gentlemen,

Welcome to this presentation of a new Barilla product.

Barilla produces several kinds of pasta and it is the world's leading pasta maker with 40-45% of the Italian market and 25% of the US market.

Barilla has a lot of competitors. Some competitors are: Buitoni, Bertolli, Knorr, De Cecco and Star.

Our company is proud to show you our new product. The product, which we have just created, is "Tagliatelle".

As you know "Tagliatelle" was inspired by Lucrezia Borgia's hair, and was dedicated to her by a romantic chef on the occasion of her wedding to Alfonso d'Este: no other pasta can claim a more romantic origin.

Barilla offers you its delicious Tagliatelle, prepared with a duly rolled dough, which is rough and porous enough to enhance all kinds of sauce.

They are slim strips of flat sheets of "pasta" dough, and they are about 5mm wide.

They are similar to "Fettuccine" even if they are slightly smaller, their rough and porous surface makes them particularly versatile. They are perfect with meat sauce, "ragu", and with seafood and vegetable sauce.

This product is ideal if you want to have a very tasty meal or if you want to taste a nice dinner with your family eating a delicious dish.



“Tagliatelle” can be cooked with Barilla sauce, which is the result of the skills and creativity of our chefs, who have combined simple and natural ingredients to recreate the most famous and delicious Italian flavours.

They are made from traditional recipes and they contain 100% Italian tomatoes and the freshest ingredients, with no preservatives added, to give your pasta the most natural and authentic Italian flavour.

If you buy it now, you will get a free gadget and we can allow you a special discount of 5%.

Let us sum up saying that this new type of pasta is easy to find in every supermarket and you can also find a lot of stands, which present you with our company and all our products.

Barilla believes in the Italian food style that combines top-quality ingredients and simple recipes, offering unique experiences to the five senses.

Well, we hope you enjoyed our presentation.

On the desk, next to the door you will find brochures with details. Now are there any questions?

Thank you very much for listening!

Chiara Biagioni

Francesca Ricci

Virginia Milianti

Annalisa Buglioni

iPad Air

« Before thinking about doing it, we thought about what we could do together! »



Product information

- Simple, light and comfortable to carry around
- 5-M-pixel camera with automatic focus and flashlight satellite GPS system
- IOS 7.1
- Size: 24cm x 19.9 cm
- Weight: 469 g
- Price range: 479- 869
- Target market : business professionals

What is it?!

It's a tablet, with an **unibody** structure.

It's very light, slight and comfortable to carry around.

It has an **high signed** camera, wi-fi and **retina** display.

Virginia Miilianti

Greta Puccioni

Lisa Terreni

Annalisa Buglioni

Valeria Bertini



History

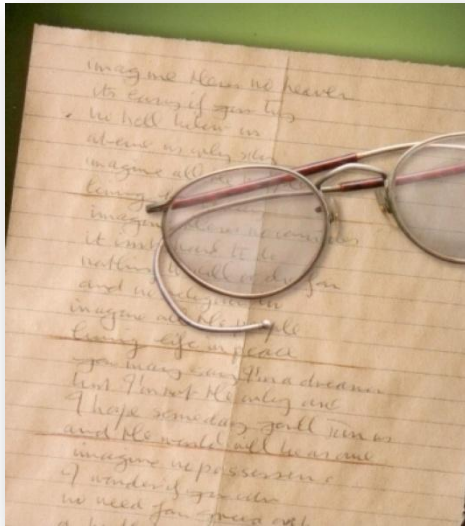
Hard Rock Cafe International, Inc. is a chain of restaurants founded in 1971 by Isaac Tigrett and Peter Morton in London. In the early seventies, the world was experiencing free love, drugs and some of the greatest rock and roll of all time. In that period HRC became famous because it provided a perfect rock 'n' roll atmosphere. In 2007, Hard Rock was sold to the **Seminole Tribe of Florida** and nowadays its headquarters are in Orlando, Florida. There are 191 Hard Rock locations in 59 countries including 157 cafes, 22 hotels and 11 casinos.

HRC is famous for its collection of rock and roll memorabilia including famous singers' guitars, costumes from world tours and photographs. The collection began in 1979 with a guitar from Eric Clapton, who was a regular customer of the first restaurant in London. Clapton wanted to hang his guitar over his favourite stool in order to lay claim to that spot. Pete Townshend of "The Who" decided to give one of his guitars, as well and added the note: "Mine's as good as his! Love, Pete." The collection includes about 1,000 pieces, valued at \$40 million and is the largest collection of Rock and Roll memorabilia in the world.



Product

Hard Rock Cafe offers fresh, handmade, classic American food and drinks and high-quality branded products, which can be bought in the store inside the cafe. You can taste a large selection of starters, burgers with seasoned fries, smokehouse specialties, sandwiches and desserts.



The display of singers and bands' valuable rock and roll personal belongings is unique and its memorabilia collection provides the world's most complete "visual history" of rock 'n' roll. Here you can find guitars, posters, costumes, music and lyric sheets, albums, platinum and gold LPs and photos from J. Hendrix's Flying V guitar to John Lennon's handwritten lyrics of "Help".

Each **Hard Rock Cafe** has its own retail store called **The Rock Shop**. Rock Shops are specialty stores with rock 'n' roll-themed souvenirs including accessories, pins and glassware. Some of the most popular items are pins that are made in limited quantities and sold for a limited period of time. The classic white T- shirt with the Hard Rock logo has always been a big seller. The cafe location on the shirt adds an important feature and it is a important selling point.

HRC also runs **hotels** and **casinos**, which offer high-standard rooms, stores and a spa.

The reason for the success of this company has been its ability to keep customers interested. By following its own mission statement, "To spread the spirit of rock 'n' roll by creating experiences that rock ", the company understands who their target market is and how to keep them coming back. HRC provides its guests an authentic experience that "rocks" by events that meet a wide range of customers' needs and expectations.

Its mottos are "Love all, serve all", "Take Time to be Kind", "All Is One" and "Save The Planet".

SWOT ANALYSIS

Strengths

This year HRC will celebrate its 45th anniversary. Its products are the life blood of the company. The company has a thousands of rock 'n' roll enthusiasts which purchase rock 'n' roll themed souvenirs and collect pins from each cafe they visit. The sale of these products is responsible for the global recognition of the brand all over the world. It offers a wide range of dishes, events and products. Besides HRC has an internationally recognized brand name and offers a unique atmosphere and experience .

Weaknesses

HRC had to close several American cafes due to a decrease in sales and a slumping domestic market.

In April 2008 Hard Rock Park theme park was opened in South Carolina. In September 2008 the theme park filed for bankruptcy and closed. This event cost 400 million dollars and damaged the Hard Rock brand.

Its competitors are other companies which offer the same goods and services and operating hours. Besides the company sells very expensive products due to its differentiation strategy.

Opportunities

HRC could offer a wider variety of dishes and add more customer-centric programmes to increase its customers' loyalty.

Threats

Online media and online ordering services are forcing people to avoid outdoor restaurants. The opening of new similar restaurants might cause a decrease in the existing market share.

Market segmentation

Hard Rock International produces different products for different population segments. The target market for cafes are tourists, families with and without children and upper and middle class people.

Souvenirs such as pins and glassware are marketed to collectors who are emotionally linked to the product and brand and ready to pay high prices for them. Pin enthusiasts have their own rewards program (The Pin Club), separate from HRI other frequent buyer program (The All Access Program). With the Pin Club Card, customers get 10% off every purchase and can purchase special pins before they arrive in stores.

Hard Rock LIVE! is another new product from HRI. Hard Rock LIVE are music venues where concerts are organized. The target market for this product changes depending on the artist or group playing at the venue.

Price

Hard Rock Cafe mainly focuses on the quality of its products and uses differentiation strategies to be competitive on the market. Its products are sometimes more expensive than similar products sold by its competitors but their quality is much better. Therefore customers develop loyalty to brand and this helps to beat competitors in the marketplace. For instance in Florence they use “Chianina” meat and rolls produced in a local bakery in order to offer top -quality hamburgers at competitive prices.

HRC invests money in the purchase of high-quality products, staff training and promotion. Its products come from several suppliers. One of its largest suppliers is Sysco. Sysco produces goods for food companies such as meat, cleaning supplies, napkins, aluminium foil, straws and plastic cutlery. By offering a wide variety of products and services to restaurants, Sysco can offer discounts based on the quantity and frequency of orders.





MISSION

To spread the spirit of rock 'n roll by creating authentic experiences that rock.

MOTTOS

Love All - Serve All
Take Time To Be Kind
All Is One
Save The Planet

OPERATING VALUES

1. Practice honesty, integrity and professionalism.
2. Encourage everyone to maximize their potential.
3. Take personal accountability for getting results.
4. Create brand excitement through innovation.
5. Deliver kick-ass service!

Promotion

Hard Rock Cafe uses different types of advertising media to promote its products and services. They use **billboards** located near highways so thousands of commuters can see them at least five days a week twice a day as they commute to and from work, **and banners at airports**.

They also use short **commercials on television and on the radio**, **advertises on magazines** and organize **promotional events, live concerts and meetings** in the cafes, hotels or casinos. They even organize **weddings and parties** in a Hard Rock theme. HRC has thousands of fans, who want to see all the Hard Rock Cafes all over the world and even go on a Hard Rock Cafe tour. HRC offers them an “All Access system”, which uses member cards. When members spend money at Hard Rock Cafe they get points, which can be used to get free products, drinks or food, a discount or a free gift.

Brochures are also used by local companies and hotels to inform tourists about HRC cafes, products and services.

They also have a **website** with information about the history and upcoming events and also websites for each store. HRC also markets its products on Instagram, Facebook and Twitter and they have recently created a Hard Rock Cafe App.

Besides the company markets its global brand by using products, such as guitar ornaments, mini guitars, and pick box holders.



The Hard Rock brand is one of the most famous in the world. Since 1971 a strategic key to the corporation's success and expansion has been its ability to have its logo displayed as a badge by consumers who proudly show the names of cities they have visited by wearing and giving as a gift items from the company's catalogue of branded products, including pins, hats, t-shirts, sweatshirts, top-quality leather jackets and many other fashion and music-related collectors' items.



Place

In order to choose the best markets for distributing its products and the most appropriate distribution channels **Hard Rock Cafe** carries out an excellent market research.

The company distributes its products and services in its stores but also on the Internet. Its retail shops greatly influence the company profits and are carefully integrated into restaurants and cafes. The company also has a website www.hardrock.com, which receives over 100,000 hits a week and a weekly cable TV programme.

Hard Rock Cafe operates in more than 50 countries throughout the world and is located in Hawaii, North America, Mexico, the Caribbean, South America, Europe, the Middle East, Asia, Japan and Australia and has 191 Hard Rock locations in 59 countries including 157 cafes, 22 hotels and 11 casinos located close to airports, city centres, business centres, offices, tourist attractions, colleges and schools.

Hard Rock Hotels are located in famous cities such as Bali, Chicago, San Diego, Atlanta, Hollywood, Dubai, Las Vegas and Singapore. Its largest restaurant and one of the biggest restaurants in the world is located in Orlando, Florida.

Hard Rock Cafe has different features depending on the city where it is located. Sounds, screens, contemporary music and the layout of the café are designed to draw the customers' attention to its famous memorabilia and products.

Each Hard Rock Cafe has a store called **The Rock Shop** where you can buy T-shirts, hats, jewellery, key chains, glassware and souvenirs with the name of the city where the cafe is located. Retailers can charge a higher price for location labelled products because they cannot be found anywhere else and the target market is willing to pay for them.

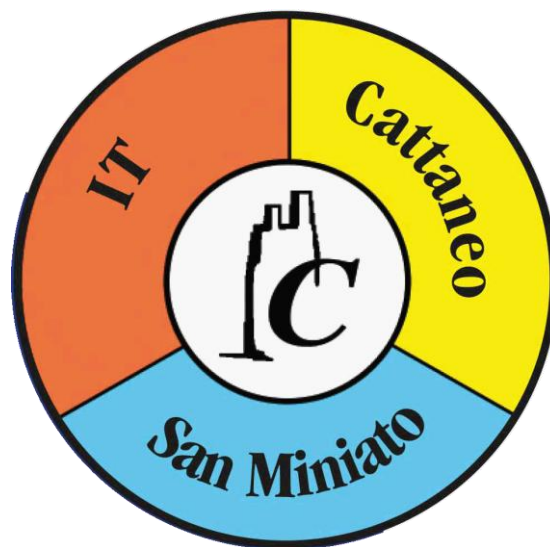
Online Rock Shops sell specific items before they are available in stores or products which can only be purchased on line.



People

HRC staff is selected carefully. People who work for this company are trained to stand for the concept and offer customers an unforgettable experience .They have to be friendly, patient, open minded and keen on music .
The company carefully trains the staff to excite customers and provide entertainment and makes employees feel important and part of a team .This is an important key to success.





**I.T. CATTANEO
SAN MINIATO (PISA)
ITALY**

Annalisa Buglioni

**5 A RELAZIONI INTERNAZIONALI
PER IL MARKETING
A.S. 2015-2016**