

PERSONAL INFORMATION

**Anna Montanelli**



 Via Usciana 6, Santa Maria a Monte (PISA) Italy

 +39 3299628943

 [nynny@hotmail.it](mailto:nynny@hotmail.it)

Sex Female | Date of birth 1/1/1997 | Nationality Italian

JOB APPLIED FOR

Media Manager

WORK EXPERIENCE  
9-14 February 2015

Reporter Assistant  
"La Nazione" Pontedera (PISA)

EDUCATION AND TRAINING

2009-2011 Junior High School Diploma.  
Istituto Comprensivo "Galileo Galilei", Santa Maria a Monte (Pisa)

2011-2016 High School Diploma.  
I.T. "Cattaneo" Via Catena 3, 56028 San Miniato (Pisa)

I attend the final year of I.T. "Cattaneo" and I attend the International Relations for Marketing course.

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

PERSONAL SKILLS

Mother tongue(s)

Italian

Other language(s)

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

eels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user  
Common European Framework of Reference for Languages

Communication skills

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

Organisational / managerial skills

I have excellent organisational skills which I acquired thanks to the school projects I participated in. I organised the Cultural Exchange with the Netherlands and the Comenius Meeting in San Miniato in 2015.

Computer skills

Excellent knowledge of Microsoft Office programmes such as Word, Excel, and Power Point thanks to my studies.

Driving licence

Category B  
Category A1

ADDITIONAL INFORMATION

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## 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)
- “Mimosa Soup” (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 Hennef, Germany (2013)
- 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)

## References

Mr Alessandro Frosini  
Principal  
I.T. "Cattaneo"  
Via Catena, 3 56028  
San Miniato (PI)

Mrs Maria Beatrice Bianucci  
English Teacher  
I.T. "Cattaneo"  
Via Catena, 3 56028  
San Miniato (PI)

## Annexes

Copies of my diplomas

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January 2nd 2016

The Personnel Director  
Smith & Bennet Ltd  
Regent Street  
London  
Great Britain

Dear Sir/Madam

I am writing to apply for the position of Media Manager you advertised in “La Nazione” on December 3rd.

As you can see from the enclosed CV, I got a diploma from Istituto Tecnico “ Cattaneo” in San Miniato in 2016.

My work-experience as a Travel Agent and Check-in Assistant at Pisa Airport enabled me to gain invaluable experience in dealing with tourists and in the use of foreign languages .

I can speak English at a fluent level. I can also speak German as I studied it at school for five years and I can speak French as I studied it at school for three years.

I have visited Germany, Spain, England and the Netherlands and I also hosted foreign students to improve my English last year.

Please find enclosed a copy of my CV.

I am interested in this position 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 to an interview.

Yours faithfully  
Anna Montanelli

Encl:1



## THE BRAND

**Amazon** is one of the world's biggest online retailers, selling a vast range of goods such as books, music, games, clothes and movies. **Amazon** employs about 120,000 members of staff, and has a global net revenue of 74.45 billion US dollars. Since 1995 **Amazon** has outgrown several competitors in its field and has gone on to become a market leader. It has around 240 million customer accounts worldwide. **Amazon** has used careful investment and acquisition of other smaller companies to enable itself to stay ahead in its field, and continues to expand its product range, while offering competitive prices to customers, and faster deliveries to those who choose to sign up for its various account packages.



# MARKETING MIX

## PRODUCT

**Amazon** is an international e-commerce company using connections to the Internet from various gadgets such as phones and tablets to allow its customers to browse and purchase products immediately. These products are then delivered to the customer using delivery service companies.

**Amazon** has built up a huge product base and sells almost everything including:

- Kindle
- Books
- DVDs
- Mobile phones/tablets
- Gaming consoles and games
- Clothes for men/women and children
- Jewellery
- Gardening equipment



**Amazon** initially started only with books so it was known as the highest book seller in the world. Due to the success of Kindle, **Amazon** also introduced Kindly fire – its own tablet PC.





If you type a specific product in a search entry into a search engine, **Amazon** will stock what you need, and will be on the search list. As **Amazon** continues to grow, more and more products are added to its inventory. In 2014 it entered the smart phone market, releasing its very own *Fire Phone*. The phone followed the release a month earlier than Amazon set top box system – **Amazon Fire TV**, which allows streaming from various channels as well as supporting speech commands when searching.

## PRICE

**Amazon** is competitive with its prices and has ways of staying ahead of its market contemporaries. For example, if you are looking to buy a book, **Amazon** offers you a new copy or a used copy with prices and conditions. Another initiative is to pay to have a premium account ensuring faster deliveries. **Amazon** can also keep their prices competitive due to its use of well- trained staff.

## PLACE

**Amazon** has customer service bases in many of the countries where it has an online presence, with most bases being located in the different states of the USA. **Amazon** employees are friendly and relaxed.

## PROMOTION

**Amazon** has broadcast television commercials above all in the American market. It uses mainly web based advertising, billboards and other methods of advertising. **Amazon** also uses advertising networks online so that whenever you check something on **Amazon**, you will see an ad for the same thing somewhere else on some other websites. Search engine marketing and getting the company name high up the search engine results is also a smart promotional strategy by **Amazon**. The founder of **Amazon** had this in mind when creating the company, deciding that it should start with an 'a'.





# SWOT ANALYSIS

## **STRENGTHS**

- **Strong background and deep pockets**
- **Customer centric**
- **Cost leadership**
- **Efficient delivery network**
- **GLOCAL (“Go global & act local”) strategy**
- **Acquisitions** (like Zappos.com, Jungle.com, IMBD.com)

## **WEAKNESSES**

- **Shrinking margins**
- **Tax Avoidance**
- **High Debt**

# OPPORTUNITIES

- **Backward Integration.**
- **Global Expansion**
- **Acquisitions**
- **Opening physical stores**

# THREATS

- **Low entry barriers of the industry**
- **Government regulations**
- **Local competition**



# nutella

Good Morning Ladies and Gentlemen.

Welcome to this meeting.

We are proud to show you our incredible product: **Nutella**.

Nutella is our new sweet hazelnut cream. Its taste is simply unique !  
Our secret is its special recipe, selected ingredients and careful preparation.

Nutella is created by mixing ingredients such as: sugar , palm oil, hazelnuts, cocoa, milk, lecithin and vanillin.

Nutella has an authentic taste of hazel nuts and cocoa and its flavour is intensified by its unique creaminess. The selection and processing of the best raw materials create a delicious and incomparable product.

Nutella can be used when you want to make a cake, crêpes, toast or pancakes. It is ideal when you are very greedy and you want to have a break.

We can offer you a jar of Nutella at a promotional price of 2 pounds.

If you buy it now you can get a free gadget.

We hope you enjoyed our presentation.

Thank you very much for listening.

Have a nice day, we hope you will appreciate Nutella!!



Giada Biotti, Anna Montanelli, Rebecca Paghi

# IPHONE 5

## DIMENSIONS



**Operating System:**

IOS 7.0.4

**Display:**

4 inches (100 mm) diagonal  
(16:9 aspect ratio), multi-touch display

**Memory:**

Flash memory from 16.32 or 64 GB

**Touchscreen:**

Multi-touch



Rear camera 8 MP back-side illuminated sensor  
HD video (1080 p) at 30 frame/s  
IR filter  
5 lens  
Facial recognition  
Image stabilization  
Front camera 1.2 MP  
HD video (720 p)

# THE BEST PHONE IN THE WORLD

**CONTEMPORARY**

**SPECIAL**

**UNIQUE**

**INNOVATIVE**

**ACCURATE**

**MODERN**

**HIGH-TECH**

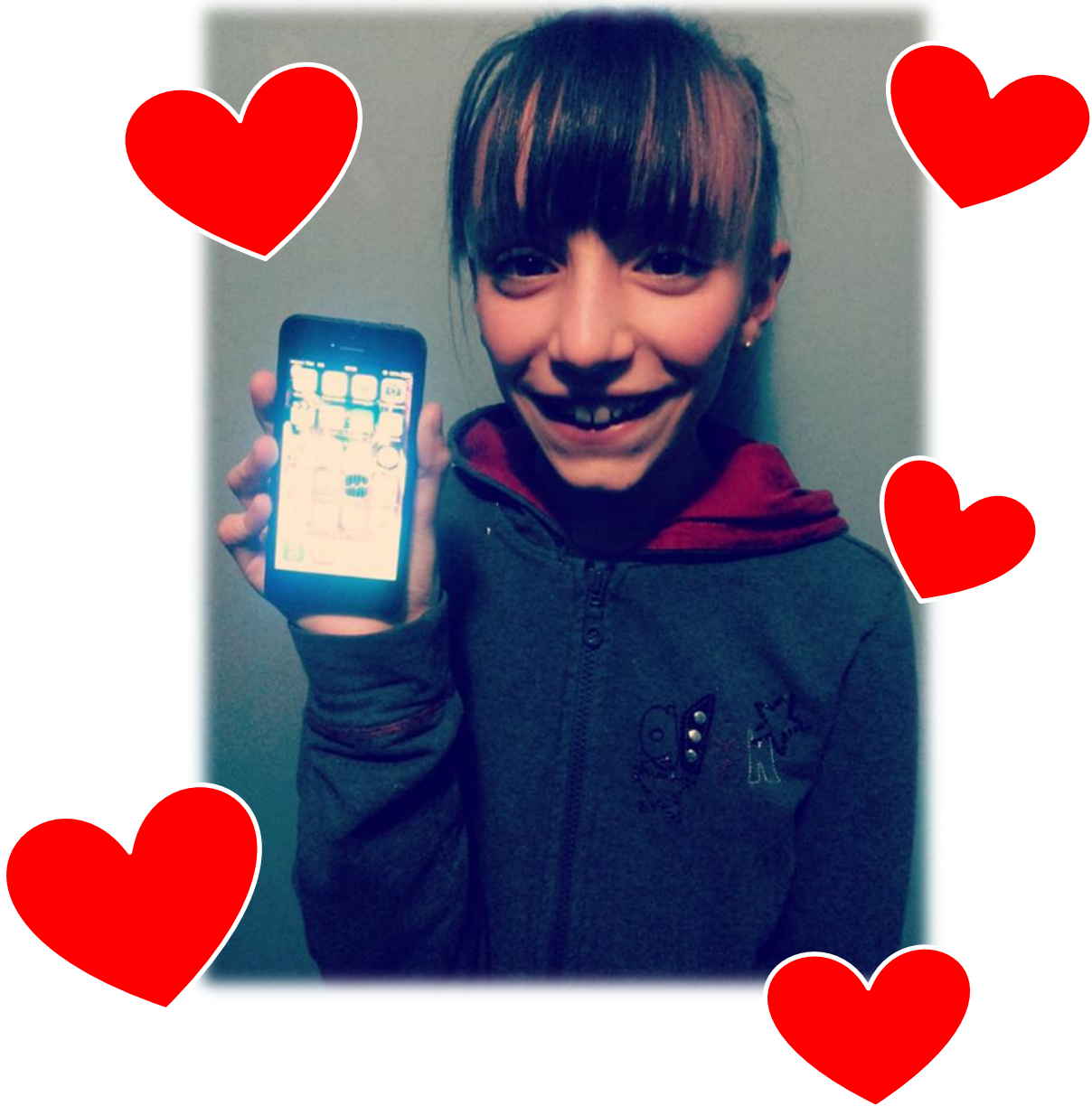
**SUPERIOR**

**HIGH-QUALITY**

**EXCLUSIVE**



IPHONE IS FOR EVERYONE,  
AND EVERYONE LOVES IT !



Montanelli,  
Giada Biotti,  
Rebecca Paghi,  
Francesca Ricci  
5AR



## History

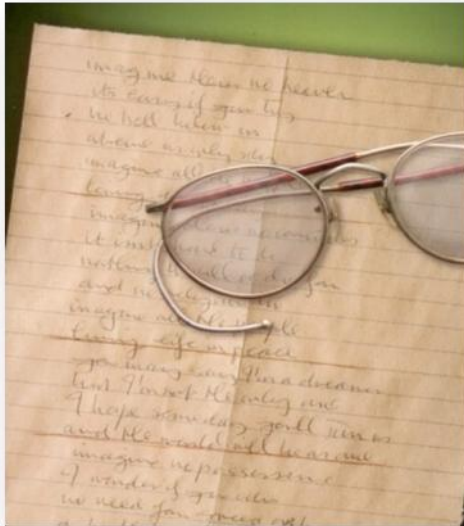
**Hard Rock Cafe International, Inc.** is a chain of restaurants founded in 1971 by Isaac Tigrett and Peter Morton in London. In the early seventies, the world was experiencing free love, drugs and some of the greatest rock and roll of all time. In that period HRC became famous because it provided a 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**, **adverts 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](http://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.

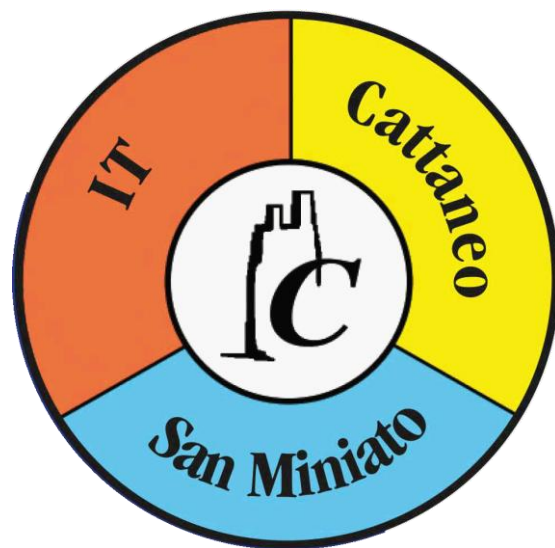


# People

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**

**Anna Montanelli**

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