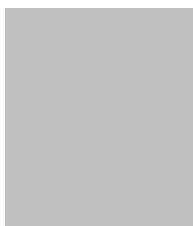




## PERSONAL INFORMATION

## Chiara Biagioni



 Via Vincenzo Padula 14 (PI) Italy

 +39 0571485229  +39 3475741621

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

## JOB APPLIED FOR

## Market Research Assistant

Sex Female | Date of birth 2 September 1997 | Nationality Italian

## WORK EXPERIENCE

July 2015 – August 2015

## Bank Clerk

CRSM San Miniato (PI) ([www.bancadinamica.it](http://www.bancadinamica.it))

▪ Marketing Assistant

## EDUCATION AND TRAINING

2009 – 2011

## Junior High School Diploma

Istituto Comprensivo “Michelangelo Buonarroti”, P.zza Spalletti Stellato, 56024, Ponte a Egola (PI)

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

Communication skills I have very 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.

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 Delicuos” (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)
  - ▲ Comenius Meeting in New Milton, England (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 diploma

Chiara Biagioni  
Via Vincenzo Padula 14  
56024 Ponte a Egola (PI)  
E-mail: [chiarabiagioni@hotmail.it](mailto:chiarabiagioni@hotmail.it)

2 December 2015

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

Dear Sir/Madam

I would like to apply for the position of Marketing Research Assistant advertised today on your website.

As you can see from the enclosed CV, I attend the fifth and final year of I.T “Cattaneo” in San Miniato and I attend the International Relations for Marketing course.

My first position was with CARISMI, San Miniato local bank, where I worked as a Marketing Assistant.

I worked with CARISMI for a month. In this post I acquired experience in the use of modern technology.

I can speak English very well because I had the opportunity to speak English during the Comenius meetings and the Cultural Exchange with the Netherlands. I can also speak German as I studied it at school for 8 years and I can speak French as I studied it at school for 3 years.

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

Please find enclosed copies of my diploma and references from my teacher and headmaster.

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

Yours faithfully  
Chiara Biagioni

Encs: 2



# eBay

## HISTORY

**eBay** was founded by Pierre Omidyar in San Jose in 1995 and it was originally called “Auctionweb”.

In 1997 the company was renamed “eBay” and received \$6.7 million. In March 1998 eBay had 20 employees, half a million users and a revenue of \$7.4 million in the USA.

By early 2008 the company had hundred million of registered users and a revenue of \$7.7 billion.

## STRUCTURE OF THE COMPANY

**eBay** is a consumer-to-consumer company, in which consumers facilitate transactions and sell things to other consumers. It is a decentralized network where users are able to join or leave at any time they want to.

**eBay**'s mission is to provide a global business website where anyone can trade anything.

## PARTNERS

**eBay** collaborates with Paypal. This allows them to give users an easier way to pay for the products that they purchase on the website and help to protect their costumers' information when making purchases.

**eBay** acquired Paypal in 2002 and has integrated it throughout its website as a payment option of auctions. **eBay** has also acquired companies such as: Craigslist and Skype.

## COMPETITORS

**eBay**'s direct competitors are: Amazon, Google and Overstock.com.

## TARGET

- Target key: product categories for special users.
- Continue developing community tools.
- Enhance the community for women and senior citizens.
- Stress on adding services and features to make trade easier.
- Expand value added services
- Major focus on trust and safety programmes.

## PRODUCT IN THE MARKETING MIX OF eBay

**eBay** is a prominent online player because of the vast range of products that are offered on its online portal. From the very beginning the study and research of **eBay** has been focused on the needs of those people who were busy and preferred to save their time by buying online. However, soon this attitude of buyers changed, and now convenience and price are some of the reasons why consumers buy online.

**eBay's** analysis revolved around the fact most people have a very limited time to go to market places, thus it started selling electronics, home appliances and fitness equipments online. eBay became to be known the online portal for all electronic equipment. Where Amazon differentiated itself with books, **eBay** differentiated itself with Electronics. Soon, it received good reviews and high response from the market in general. Within a couple of years the product portfolio increased in size, and the portal grew for shopping of any kind, and now offers all types of products.

## PRICE IN THE MARKETING MIX OF eBay

Price is undoubtedly considered one of the most important factors. The complete E-commerce industry operates on competitive pricing because customer switching is very high and purchases can happen in minutes.

The advantage that **eBay** has is that it gives a detailed analysis of a particular product, availability in markets, and the best price on its portal. It is understood that customers who buy online have access to other online retailers who also make prices and specifications available and are easily accessed. Thus, the prices have to be kept in a rational range, and **eBay** has been doing the same till now.

A low price means the customer stays with you, a high price means that the customer might move on to another portal. Thus, **eBay** has had to keep a sharp eye on price at all times. However, the advantage of online portals is that due to the nature of business, expenses and overheads are generally less than returns on investment. Thus, online retailers are often seen to drop prices and attract customers. **eBay** has sales promotions and trade promotions as well as offers to attract and retain customers.



## PLACE IN THE MARKETING MIX OF eBay

One of the advantages of Online portals is the cost. **eBay** is practically present on any computer which has an internet connection. Thus, the distribution of products is good. Customers can use the site to compare products, specifications, prices of products. Thus, customers get everything that can be obtained in a retail showroom.

Another part of distribution where online retailers are really competing in the market is delivery time. **eBay** has distribution centres located strategically and it can distribute within 2-3 working days anywhere. **eBay** even offers single day delivery at some extra cost. Most importantly, just by entering your pin code, it will give you the precise time when you can expect your delivery.

They even offer replacement guarantees so that the customer is happy at all time. Thus, the distribution is a strong point for **eBay** marketing mix.

## PROMOTION IN THE MARKETING MIX OF eBay

**eBay** does not take much part in line promotions, but it is important to remain in customers' mind. Thus, promotions via ads, on websites, blogs, and even social networks are done commonly to attract customers' attention. Apart from this, Search Engine Optimization techniques, commonly known as SEO, are also used so that when a customer searches for a product online, the search engine first throws the name of **eBay** above everyone else.

Another form of promotion is self-promotion where most of the money is spent by **eBay**. By dropping margins and giving discounts to customers and sellers, **eBay** is known to penetrate the market better and faster and thereby leave less margin for competition to survive. **eBay** has a lot of buying and holding power due to which it is able to outperform other online E-commerce portals. At the same time, as it is dealing in very high quantities with companies, it gets the best rates out of them.

## SWOT ANALYSIS

### STRENGTHS

- **eBay** is the leading global brand for online auctions. The company is a giant marketplace used by more than 100 million people to buy and sell a large range of products. Pierre Omidyar, a French entrepreneur, was just 28 when he sat down over a long holiday weekend to write the original computer code for what eventually became an Internet megabrand. The brand has grown greatly since its conception.

### OPPORTUNITIES

- Acquisitions provide new business strategy opportunities. **eBay** has agreed to buy online telephone company Skype Technologies in a deal reported to be worth \$2.6 billion. Skype's software lets PC users talk to each other for free and make cut-price calls to mobiles and landlines. eBay has been buying up firms – including payment system PayPal – in an effort to increase the number of services it offers to consumers and keep its profits growing.
- New and emerging markets provide opportunities. Countries include China and India. There, consumers are becoming richer and have more leisure time than previous generations. Potential customers are a growing segment in many developing nations.
- There are also still opportunities in current markets. Western Europe and the USA still have many potential consumers that have yet to discover the benefits of online auctions.

### THREATS

- Success usually attracts competition. International competitors competing on their domestic markets may have the cultural experience that could give them a competitive advantage over **eBay**. **eBay** has found that it has met with other USA-based Internet companies when trading overseas. For example, Yahoo! dominates the Japanese market.
- Attacks by illegal practices is a threat. The brand is attacked by unscrupulous individuals. For example e-mails are sent to unsuspecting eBayers pretending to come from **eBay** Logos and the design of the pages look authentic. However they are designed so that you input private information that the thieves can use to take passwords and identifications.

- Some costs cannot be controlled by **Ebay**. If a credit card company such as Visa or Mastercard imposed a charge for online transaction, the total cost of the same items would increase with similar consequences.

**eBay** was founded in September 1995, is The World's Online Marketplace for the sale of goods and services by a diverse community of individuals and small businesses. Today, the **eBay** community includes more than a hundred million registered members from around the world. People spend more time on **eBay** than any other online site, making it the most popular shopping website on the Internet.

The term '**eBay**' has become a generic term for online auctions. Today it is common to hear that someone is 'ebaying' or is an 'eBayer,' or that someone is going 'to eBay.'

## **WEAKNESSES**

- The organizations works hard to overcome fraud. However, the **eBay** model leaves itself open to a number of fraudulent activities. The company often deals with such activities very quickly. Fraud includes counterfeit goods being marketed to unsuspecting eBayers. Other forms of theft could include the redistribution of stolen goods.





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 **refina** display.

Virginia Miilanti  
Greta Puccioni  
Lisa Terreni  
Annalisa Buglioni  
Valeria Bertini



## History

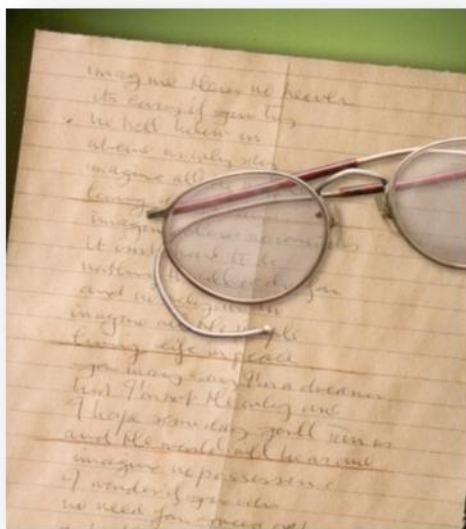
**Hard Rock Cafe International, Inc.** is a chain of restaurants founded in 1971 by Isaac Tigrett and Peter Morton in London. In the early seventies, the world was experiencing free love, drugs and some of the greatest rock and roll of all time. In that period HRC became famous because it provided a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

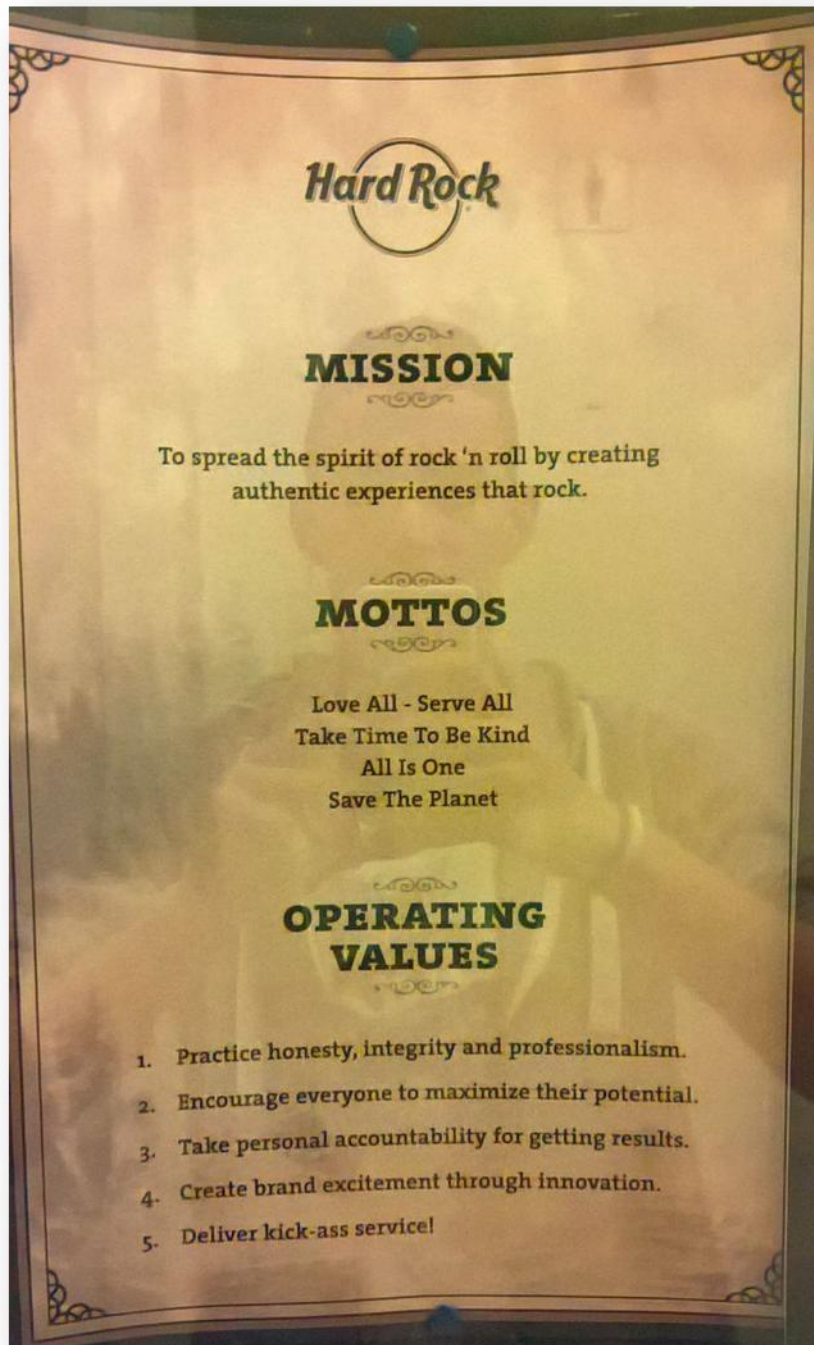
Hard Rock Cafe mainly focuses on the quality of its products and uses differentiation strategies to be competitive on the market. Its products are sometimes more expensive than similar products sold by its competitors but their quality is much better. Therefore customers develop loyalty to brand and 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.







## 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](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.

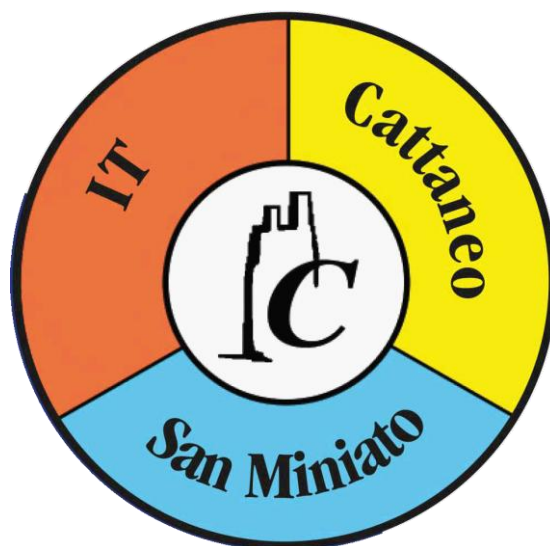
Online Rock Shops sell specific items before they are available in stores or products which can only be purchased on line.



# 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**

**Chiara Biagioni**

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