

PERSONAL INFORMATION

Eleonora Bini



📍 Via A. Manzoni, 7 56029 Santa Croce sull' Arno (PI), Italy

☎ +39 0571 33564 📠 +39 340 45 74 878

✉ eleonorabini@hotmail.it

💬 WhatsApp +39 340 45 74 878

Sex F | Date of birth 1 March 1997 | Nationality Italian

JOB APPLIED FOR Marketing Manager

WORK EXPERIENCE

9-14 February 2015

Secretary

“Conceria Polaris & Co.”

Via XXV Luglio, 31 56029 Santa Croce sull' Arno (PI)

Responsible for the Import – Export Department

EDUCATION AND TRAINING

2008-2011

Junior High School Diploma

Istituto Comprensivo Statale “C. BANTI”, via Pisacane, 15 56029 Santa Croce sull'Arno (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” and I attend the International Relations for Marketing course.
- I study the following subjects:
 - Economics
 - Law
 - International Relations for Marketing
 - English
 - German
 - French
 - Italian
 - History
 - Maths.

PERSONAL SKILLS

Mother tongue Italian

Other languages

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

Communication skills

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

Organisational / managerial skills

I have excellent organisation skills, which I acquired thanks to the school projects I participated in. I organized the Cultural Exchange with the Netherlands and the Comenius meeting in San Miniato in 2015.

Computer skills

Excellent knowledge of Microsoft Office Applications (Power Point, Word, Excel and Publisher).

Other skills

I am good at dealing with people and customers, making decisions, working as a part of a team and sorting out problems.

Driving licence

- B

ADDITIONAL INFORMATION

| | | | | | |
|---|---|---|--|--|-----------------|
| Publications | Brochures: <ul style="list-style-type: none"> ^ “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) <p>Posters</p> | | | | |
| Presentations | Power Point Presentations and Videos: <ul style="list-style-type: none"> ^ “Vespa” (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 | <ul style="list-style-type: none"> ^ “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 | <ul style="list-style-type: none"> ^ 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 | <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> Mr Alessandro Frosini Principal “Cattaneo” via Catena, 3 56028 Miniato (PI) </td> <td style="width: 50%; vertical-align: top;"> Mrs Maria Beatrice Bianucci English Teacher I.T. “Cattaneo” via Catena, 3 56028 San Miniato (PI) </td> </tr> <tr> <td></td> <td style="text-align: right; vertical-align: top;"> I.T. San </td> </tr> </table> | Mr Alessandro Frosini Principal “Cattaneo” via Catena, 3 56028 Miniato (PI) | Mrs Maria Beatrice Bianucci English Teacher I.T. “Cattaneo” via Catena, 3 56028 San Miniato (PI) | | I.T. San |
| Mr Alessandro Frosini Principal “Cattaneo” via Catena, 3 56028 Miniato (PI) | Mrs Maria Beatrice Bianucci English Teacher I.T. “Cattaneo” via Catena, 3 56028 San Miniato (PI) | | | | |
| | I.T. San | | | | |
| Annexes | Copies of my diplomas | | | | |

Eleonora Bini
Via A. Manzoni, 7
56029 Santa Croce sull'Arno (PI), Italy
Tel.: +39 340 45 74 878
E-mail: eleonorabini@hotmail.it

27th November 2015

The Personnel Director
Thompson Import-Export Office
PO Box 264
London NW3 5HD
Great Britain

Dear Sirs,

In response to your online advertisement, I would like to apply for the position of Marketing Manager.

As you can see from the enclosed CV, I got a diploma from I.T. "Cattaneo" in San Miniato in 2016.

My first position with "Conceria Polaris & Co." enabled me to gain great experience in dealing with customers. During this period I worked as a secretary and I was responsible for the Import-Export Department.

I am good at dealing with people and customers, making decisions, working as a part of a team and sorting out problems.

I can speak English fluently thanks to the school projects I participated in and my work experience and I can also speak German and French.

I have an excellent knowledge of Microsoft Office Applications such as Power Point, Word, Excel and Publisher.

Please find enclosed two copies of my diplomas and references from my English teacher and Headmaster.

I am interested in this post because I am looking for a job which offers an opportunity to use my skills and experience.

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

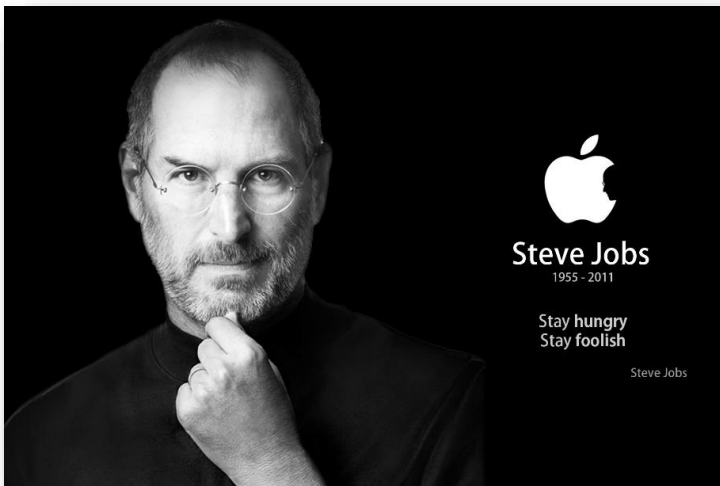
Yours faithfully,
Eleonora Bini

Encls:2

APPLE Inc.



HISTORY



Apple Inc. is an American multinational technology company whose headquarters are in Cupertino, California.

“Apple Computer” was founded by Steve Jobs and Steve Wozniak on 1st April 1976 and it was incorporated as **Apple Inc.** in 1977 thanks to Ronald Wayne.

The first product was “Apple I”, a personal computer kit composed of a keyboard, a monitor and a case.

In 1988 the company introduced a new all-in-one computer: iMac, with the promise to put the creative power of technology in everyone’s hands. It launched a generation of innovators who continue to change the world.

In 2001 **Apple** created iPod, a portable digital audio player and iTunes Store was introduced to download music.

In the following years, **Apple** also launched iPhone, iPad and many other products.

Today **Apple** designs, develops and sells electronics, computer software and online services.

Apple is the world’s largest information technology company for its revenue, the world’s largest technology company for its total assets and the world’s second-largest mobile phone manufacturer.

PRODUCT

The most famous **Apple** products are:

- iMac
- iPod
- iPhone
- iPad
- Apple Watch
- Apple TV



Apple's consumer software includes OS X and iOS, iTunes and Safari. Its online services include iTunes Store, iOS App Store, Mac App Store and iCloud.

Apple products have unique designs and features such as light weight, retina display and different storage unit sizes. Its computers are portable and its servers are simple and efficient. All products interconnect with each other.

App Store



PRICE

Apple does not attempt to compete in price because it mainly focuses on the quality of its products.

Its aim is to innovate and maintain its value in all of its products.

Its products are sometimes more expensive than similar products sold by its competitors but their quality is much better.

For this reason, during the last few years, **Apple** has reduced some of its prices after the initial launch of new products.



Who are the competitors?

All the companies that produce smart phones, computers and applications are potential competitors.

The main **Apple** competitors are:

- Samsung, LG, Huawei, Sony and Nokia as for smart phones;
- IBM, Toshiba, Acer, Dell, HP and Lenovo as for computers;
- Google, Microsoft, Amazon, Netflix and Spotify as for applications.



PROMOTION

Apple's most used promotion strategies are the word of mouth, social media, and an excellent customer service. It offers one year warranty for all its products.

Apple also offers special discounts on iMac and iPod.

The online Apple Store offers free shipping for orders over \$50 as well as iTunes gift cards. It also provides a \$100 discount when you purchase a Mac or specific printers from the online store, and special offers for students.

Apple has a strong presence on the social media through Twitter and its post of the "App of the Week", which encourages software creators with advertising videos.

Apple has packaged back-to-school offers, including some aimed at college students.



PLACE

Apple has 424 retail stores in 16 countries and an online store available in 39 countries, known as "Apple Store". Additionally, **Apple** offers service providers who are certified technicians. They complete regular **Apple** training and assessments and offer repair services and exclusive access to **Apple** parts.



SWOT ANALYSIS

Strengths:

- Branding
- Innovation
- Retail strategy
- High-quality.

Weaknesses:

- Technological innovation
- Less penetration.

Opportunities:

- Technological innovation
- Strategic alliances
- Fast growing industry.

Threats:

- Extensive competition
- Competitor products
- Technical advancement
- Economical downfall.

Who is the target?

Apple does not target markets, but it targets people. It focuses on users, and lets them decide how and where they will use its products. For this reasons, the target market of **Apple** is wide. Its products attract many different customers, from teenagers to big companies. Teenagers use iPods to socialize with friends, listen to music and go on social media, and play games. College and university students are another target. They find iPad and MAC computers attractive for their light weight and easy to carry around. On the other hand, iPhones are useful to adults for their everyday needs such as phone calls, map directions, internet connection, documents and cameras.

Apple also offers top-quality hardware and software to help businesses maintain their security and efficiency in all their activities.

Eleonora Bini

BARATTOLINO SAMMONTANA

Good morning, Ladies and Gentlemen,

On behalf of **Sammontana** we wish to welcome you to today's presentation of our new **Barattolino**'s flavours.

Barattolino Gianduia and **Barattolino Mascarpone** are our latest products.

Barattolino Gianduia, with its beloved "gianduia" flavour, is made with cocoa hazelnut ice cream, stuffed with hazelnut praline and variegated with chocolate and hazelnuts. To make it even tastier, it's covered with pieces of hazelnuts.



Barattolino Mascarpone is an explosion of pleasure, but at the same time it's pleasant for the palate. It is creamy, soft and rich in flavour. It will be loved from the first spoonful!

Barattolino Sammontana is a real myth for ice cream lovers of all ages.

It was a real revolution, as it was the first ice cream in family pack when the first refrigerators with freezer were used in Italian houses.

It was a great innovation to delight our consumers' palates!

It is cheaper than the ice cream produced by competitors because it can be offered at the promotional price of 2.50 euros!

Well, we hope you enjoyed our presentation.

On the desk, next to the door, you will find our brochures with all the ingredients and details of these two new products.

Thank you very much for listening.

Now, are there any questions?

Eleonora Bini
Valentina Santarsiero
Maria Pagliarulo
5 AR

SEMPPLICITY IN THIS WONDERFUL GPS SMARTPHONE

- ❖ Size: 109·59·19 mm
- ❖ Weight: 145 g with battery

- ❖ Simple, high-tech, compact, precise, modern and light design

- ❖ 2-M pixel camera with automatic focus and flashlight
- ❖ Satellite GPS system



- ❖ Talk time: 4-5 hours
- ❖ Standby time: 150-200 hours
- ❖ Price range: € 590-€ 650

- ❖ Windows Mobile 5.0 Pocket PC Phone Edition
- ❖ Target market: business professionals.





Eleonora Bini
Valentina Santarsiero
Maria Pagliarulo
5 AR



History

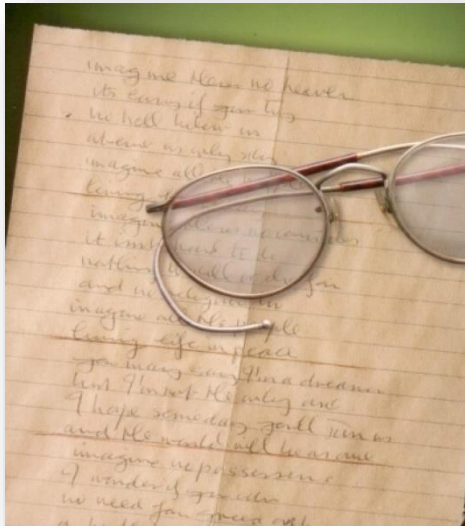
Hard Rock Cafe International, Inc. is a chain of restaurants founded in 1971 by Isaac Tigrett and Peter Morton in London. In the early seventies, the world was experiencing free love, drugs and some of the greatest rock and roll of all time. In that period HRC became famous because it provided a perfect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

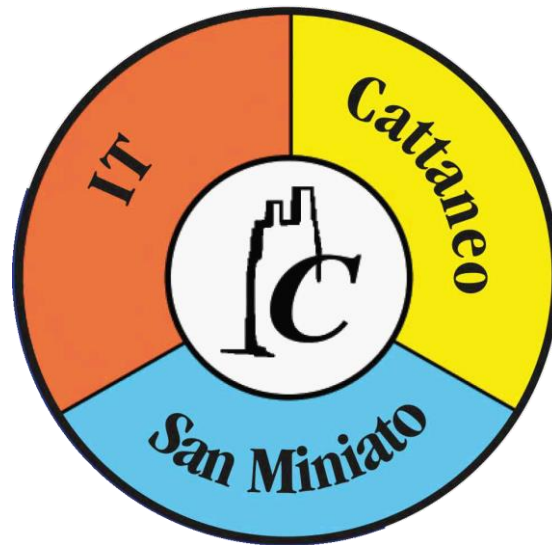


People

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**

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