

PERSONAL INFORMATION



Greta Puccioni

📍 Via Fogazzaro, 56028 San Miniato (Italy)

📞 0039 3463742199

✉ gretapuccioni@hotmail.it

JOB APPLIED FOR

Marketing Department Manager

WORK EXPERIENCE

9 Feb 2015–
14 Feb 2015

Administrative Secretary
"Carasco", Ponte a Egola (Italy)

EDUCATION AND TRAINING

2008–2011

Junior High School Diploma
Istituto Comprensivo "Sacchetti", San Miniato (Italy)

2011–Present

High School Diploma
I.T."C.Cattaneo"
Via Catena 3, 56028 San Miniato (Italy)

I attend the fifth and final year and I attend the International Relations for Marketing course.

I study the following subjects:

- Italian
- History
- English
- German
- French
- Maths
- Economics
- Law
- International Relations
- Physical Education
- Religious Education

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B1	B2	B2	B1	B1
French	A2	B1	B1	B1	B1
German	A2	B1	A2	B1	A2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: 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 personality and my work experience.

Organisational managerial skills

/ I have good organisational skills thanks to the school projects I participated in.

Other skills

I am good at dealing with customers and people and I can work in a team .

Driving licence

B

ADDITIONAL INFORMATION

Publications

Brochures:

- "Rights and responsibility 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 an European Citizens" (2015)

Posters

Presentations

Power point presentations and videos:

- "Shampoo Delicious" (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 Cafè- 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"
San Miniato (PI)

Mrs. Maria Beatrice Bianucci
English Teacher
I.T. "Cattaneo"
San Miniato (PI)

Annexes

copies of my diploma

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16 January 2016

The Personnel Director
Thompson Holidays
PO Box 264
London NW3 5HD
Great Britain

Dear Sir/Madam,

In response to your advertisement in “Il Tirreno” of December 2nd, I would like to apply for the position of Marketing Department Manager.

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

My first position with “Carasco” enabled me to gain invaluable experience in the use of modern technology.

I can speak English at a fluent level and I can also speak German and French, because I studied these three languages at school for many years. I also participated in the Exchange with the Netherlands and in the Comenius Project so I had the opportunity to speak English.

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,

Greta Puccioni

Enc:1

GUCCI



Gucci, one of the leading brand names dealing in luxury items, was established by Guccio Gucci in 1921. Today it is one of the best established as well as high profile names in the fashion industry. This multi-brand company has a strong international exposure and deals with its clients through a direct operating stores scheme. This strategy has enabled them to maintain an intimate contact with high-profile clients.

PRODUCT



Gucci has been synonymous with excellent services while supplying high-quality products. Its management has a keen sense of fashion and hence has been able to keep its grip firm on the market even in these changing times. In the beginning, the company dealt in luxurious leather goods but later drifted towards other products. The company has been designing clothes and other accessories and selling them successfully since decades.

The features and image of all its products is unique and the quality of these products is one of the main reasons for such high sales. The designs are innovative and the precise use of technology has made the finished products very attractive and sophisticated. The product portfolio of the company includes fashion wear for men and women which are elegant, fashionable and classy. **Gucci** serves all its exclusive products with the help of well-trained professional sales representatives.

PLACE

Gucci has set up outlets providing a relaxing atmosphere which creates a responsive attachment between the customer and the brand. The services provided by the employees are outstanding and their channel of distribution is very selective making the customers feel special. All its stores are located in expensive and exclusive high-profile street locations. The décor of every outlet is unique with classic tastes, the interiors are visually appealing and comfortable.

Gucci has started on a policy of active market penetration and under this scheme it has opened many retail outlets in various strategic locations in the world market. Although seventy percent of the sales are made in these outlets, the company also makes huge sales through its online marketing because it has an official website.

PRICE

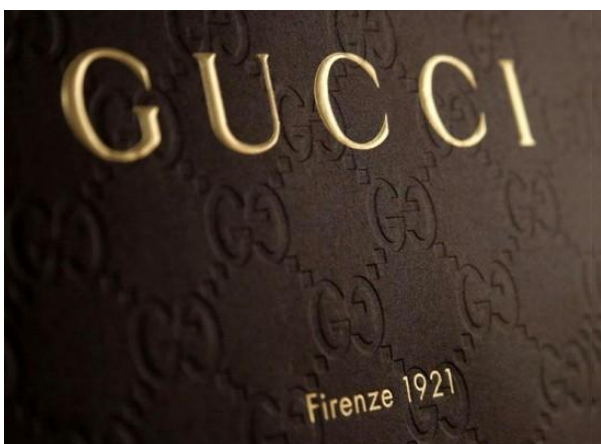
Gucci has a policy of premium pricing because its product quality is very superior. The brand name is associated with an image of high-quality and the prestigious pricing makes the product a status symbol. The company has tried to offer some discounts on selected items at selected times, especially on the internet. **Gucci** has followed the policy of diversifying the various products and brands and they have tried to keep a reasonable pricing policy as well as a premium policy of prices.

PROMOTION

Gucci usually makes for high investments in the advertising area. They have also adopted marketing strategies that are innovative and it has started the concept of experimental marketing.

The essence of this popular brand is that its exclusivity and its vibrant image is portrayed successfully through its various fashion shows. The advertisements for its various products are displayed in most of the expensive and leading fashion magazines in the world. The television and the Internet have also started playing an important role in the promotional activities of the company.

Gucci had a long list of a wealthy celebrities and international clients associated with it since its establishment.



The company does not compromise with the standards of quality and hence major cost cutting in their prices is not possible.

SWOT ANALYSIS

Strengths

- Strong Brand Name
- Strong presence on the international market
- Diversification strategy with a large portfolio of brands
- More control over distribution channels

Weaknesses

- Unstable management/interest conflict between family owners can raise
- Weak financial base

Opportunities

- Enter high potential growth markets in Asia, particularly India and China
- Consolidation of other brands build competitive advantage in different segments

Threats

- Takeover by Pinault-Printemps-Redoute (PPR) which owns 68% stake in the capital of GUCCI
- Threat of competition from medium brands which have potential to move towards premium brands in the future such as Zara and GAP.



FERRERO

Good Morning Ladies and Gentlemen,
Welcome to our presentation of **Estathe**.

This incredible product is an iced tea produced by the Italian company “Ferrero”, which is an Italian manufacturer of chocolate products and drinks and was founded by Pietro Ferrero in 1946.

Our product, which was created in 1972, contains the following ingredients: an infusion of tea (water and tea), sugar, dextrose, lemon juice and seasoning.

You can find **Estathe** in bricks, aluminium cans or plastic bottles. These containers come in different colours.

There are a lot of types of **Estathe** such as Lemon, Peach and Decaffeinated Estathe and they are greatly appreciated by everybody.



Last summer Ferrero created a limited edition of **Estathe** , introducing new kinds of Estathe on the market: Karkadè, Mint and Tropical Fruit.

It was a great success!



Let me sum up by saying that **Estathe** is ideal when you are with your friends and when it's so hot in summer. It is also suitable for children. It is cheaper and better than the other iced tea.

Well, I hope you enjoyed the presentation.

On the desk, next to the door you can find some brochures.

Thank you very much for listening.

Now are there any questions?

Greta Puccioni
Valeria Brtini
Lisa Terreni

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 Miilanti
Greta Puccioni
Lisa Terreni
Annalisa Buglioni
Valeria Bertini



History

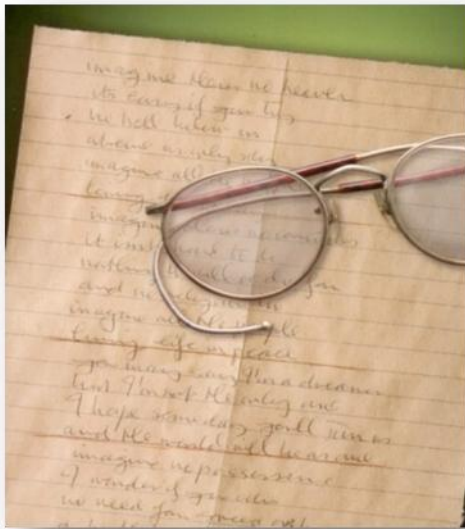
Hard Rock Cafe International, Inc. is a chain of restaurants founded in 1971 by Isaac Tigrett and Peter Morton in London. In the early seventies, the world was experiencing free love, drugs and some of the greatest rock and roll of all time. In that period HRC became famous because it provided a perfect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





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.

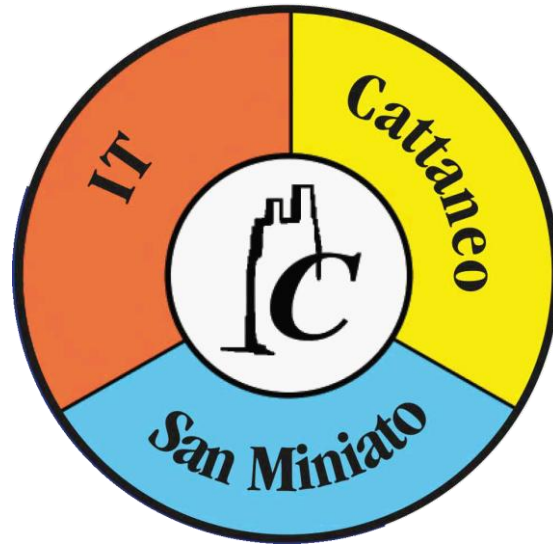
Online Rock Shops sell specific items before they are available in stores or products which can only be purchased on line.



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**

Greta Puccioni

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