

## PERSONAL INFORMATION

## Lisa Terreni



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✉ [Lisaterreni9@hotmail.it](mailto:Lisaterreni9@hotmail.it)

Sex Female | Date of birth 28 November 1997 | Nationality Italian

JOB APPLIED FOR Marketing Department Manager

## WORK EXPERIENCE

February 2015 **Administrative Secretary**  
“Canale & Petrucci Studio Commerciale”, San Romano (Italy)

## EDUCATION AND TRAINING

2009 – 2011 **Junior High School Diploma**  
Istituto Comprensivo “Sacchetti”, San Miniato Basso (Italy)

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**

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## ADDITIONAL INFORMATION

- 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<br>Principal<br>I.T “Cattaneo”<br>via Catena, 3 56028<br>San Miniato (PI) | Mrs Maria Beatrice Bianucci<br>English Teacher<br>I.T. “Cattaneo”<br>via Catena, 3 56028<br>San Miniato (PI) |
|---|--|
- ANNEXES** Copies of my diplomas

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November 2<sup>ND</sup>, 2015

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

Dear Sir,

In response to your advertisement in "Sole 24 ore" of November 1<sup>st</sup>, 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 I.T. "Carlo Cattaneo" in San Miniato in 2016.

My first position with "Canale & Petrucci Studio Commerciale" enabled me to gain invaluable experience in marketing and in the use of modern office technology.

I improved my computer skills as I created brochures, posters and power point presentation at school. I can speak English at a fluent level also thanks to the Cultural Exchange with the Netherlands I participated in. I can also speak German and French because I studied them at school.

I enclose my Curriculum Vitae 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,  
Lisa Terreni

Encs :2

# ZARA

**Zara** is a popular Spanish clothing store that uses a very clever marketing strategy to achieve its business goals. Consequently, **Zara** has become Spain's best-known fashion brand. Amancio Ortega Gaona started the company in 1963. A half a century later, it has become own of the world's fastest growing manufacture of affordable Spanish fashion clothing. Currently, there are over 2,000 stores in 77 countries including China, and the numbers are likely to double in the near future.



## Product in the marketing mix of Zara

**Zara** is very important in the fashion world. One of the major strengths of the company is that it is able to meet customers' needs very quickly. The company is fully in control of the products it produces. Its unique selling proposition is to imitate or create the latest trends. In most cases, new styles are normally available on the sales stores within two weeks.

**Zara** tries to reach out people by coming up with designs that integrate modernism with traditions.

## Pricing in the marketing mix of Zara

Because the concept of **Zara** is to provide its products at a reasonable price to its customers, it follows that customers find its prices quite affordable. **Zara** has a premium pricing strategy. The pricing is made possible by optimizing development and training costs.



### Promotion in the marketing mix of Zara

**Zara** has a unique marketing policy of “Zero investment in marketing”. Instead, the company uses the money it would have used to advertise in opening new stores. The striking thing about **Zara** is that it has found differences to differentiate itself from the rest of the competition. Its key marketing strategy is based on exclusivity, experience, differentiation and affordability.

### Place in the marketing mix of Zara

**Zara** is very unique and one of the things that make it stand out as a brand is the fact that it is a vertically integrated retailer. It designs, manufactures and distributes the products itself. This approach seems to be working because it has managed to establish itself as one of the leading Spanish fashion stores globally. **Zara** is present in over 30 different countries including India and its expansion is ongoing. Therefore, you will soon be seeing more **Zara** stores in more countries.

90% of **Zara** stores are owned by the company and the rest are joint ventures or franchises. This means that customers experience the same environment when entering one of the **Zara** stores in London, New York, Paris, Rio de Janeiro, or New Delhi. The stores are spacious, well-lit, modern and predominantly white and walled with mirrors.



## Swot Analysis

### **Strengths**

1. They have about 74 stores all over the world
2. Part of one of the most biggest Spanish retailers in the world
3. Have a well established brand name worldwide
4. Their supply chain management is extremely low cost as well as most of their processes like operations, manufacturing are all vertically integrated
5. Unlike other retailers they handle all their processes as well as follow “Just in Time system” (Value Chain Management)
6. Clothes are produced at a low cost with the most innovative and fashionable designs
7. Extremely trendy, well-designed and fast delivery of new products

### **Weaknesses**

1. They use an unusual strategy of no advertisements
2. Target segment is not extremely consumer loyal and might go for cheaper and newer collections

### **Opportunities**

1. There are more global markets which they can explore
2. They can also target at different segments and expand those areas
3. Online marketing and E-Retail is gaining importance

### **Threats**

1. The high-end fashion merchandisers can be a major threat to them
2. Economic downturn can also be a threat to their target segment
3. There is a large amount of consumer switching taking place



# 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 it 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 , in aluminium cans or in 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?

Valeria Brtini  
Lisa Terreni  
Greta Puccioni

# 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

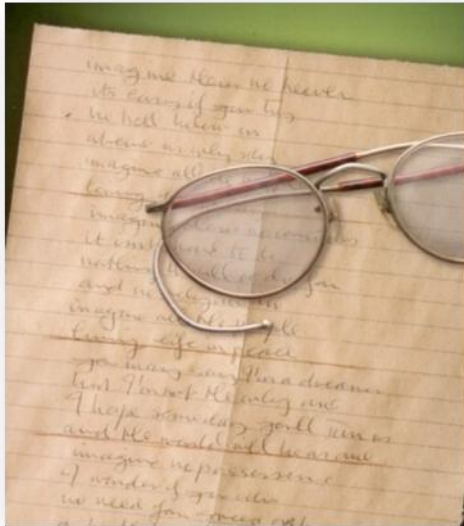
**Hard Rock Cafe International, Inc.** is a chain of restaurants founded in 1971 by Isaac Tigrett and Peter Morton in London. In the early seventies, the world was experiencing free love, drugs and some of the greatest rock and roll of all time. In that period HRC became famous because it provided a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





## 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.

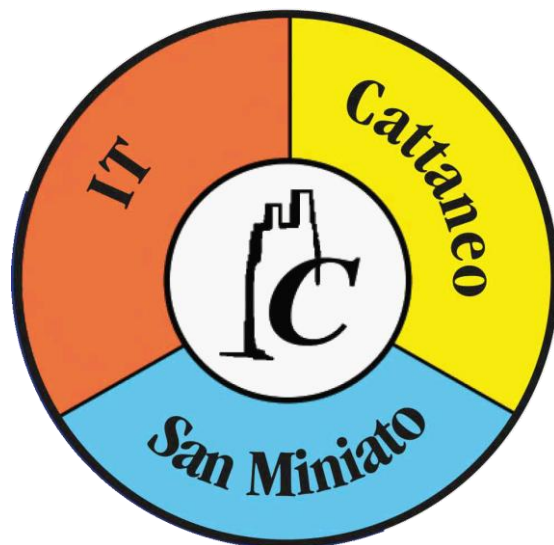
Online Rock Shops sell specific items before they are available in stores or products which can only be purchased on line.



# 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**

**Lisa Terreni**

**5 A RELAZIONI INTERNAZIONALI  
PER IL MARKETING**

**A.S. 2015-2016**