

## PERSONAL INFORMATION

## Rebecca Paghi



 Via U. Giordano 4 Fucecchio (FI) Italy

 +39 0571242180  +39 3453242912

 [paghirebecca97@gmail.com](mailto:paghirebecca97@gmail.com)

## JOB APPLIED FOR

## Sales Manager

Sex Female | Date of birth 15 April 1997 | Nationality Italian

## WORK EXPERIENCE

July 2015 – August 2015

Hostess and Check-in Assistant

“G. Galilei Airport” Pisa

## EDUCATION AND TRAINING

2009 – 2011

Junior High School Diploma

Istituto Comprensivo “Montanelli Petrarca”, 50054, Fucecchio (FI)

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 organizational 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

## 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)
- ✦ "Truffle" (2013)
- ✦ "Mimosa soap" (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 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)

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December 2<sup>nd</sup>, 2015

The Personnel Director  
Thompson Work  
PO Box 245  
London NW2HD  
Great Britain

Dear Sir/Madam,

In response to your advert in "Il Sole 24 ore" of November 3<sup>rd</sup>, I would like to apply for the position of Sales Manager.

As you can see from my CV, I attend the fifth and final year of "I.T. Cattaneo" and I attend the International Relations for Marketing course.

My first position at "Galileo Galilei" Airport in Pisa enabled me to gain invaluable experience in dealing with customers and in the use of modern office technology.

I can speak English at a fluent level. I studied German and French at school and have visited the Netherlands and France on many occasions.

Please find enclosed my CV and copies of references from my previous employers.

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 an interview.

Yours faithfully,  
Rebecca Paghi

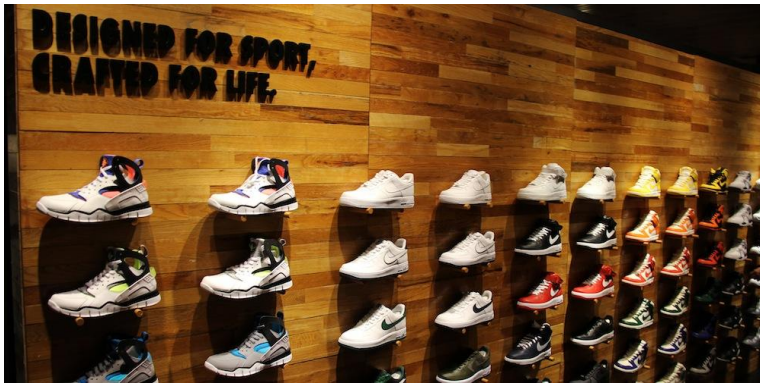


**Nike** is an American multinational corporation which is engaged in the design, development, manufacturing and worldwide marketing and sales of footwear, apparel, equipment, accessories and services. The company is headquartered near Beaverton, Oregon. It is one of the world's largest suppliers of athletic shoes and apparel and a major manufacturer of sports equipment.

The company was founded in 1964, as Blue Ribbon Sports, by Bill Bowerman and Phil Knight, and officially became Nike on May 30, 1971. In addition to manufacturing sportswear and equipment, the company operates retail stores under the Niketown name. Nike sponsors many high-profile athletes and sports teams around the world, with the highly recognized trademarks of "Just Do It" and the Swoosh logo.

## **PRODUCT**

The name **Nike** has no other meaning than the products it is associated with. This arbitrary meaning gives strength to the product as it can never be confused for something else. It is easy to pronounce, and it can be translated easily into other languages because there is no actual translation. The hard "k" sound in the name shows that these products can be "daring." The entire concept behind Nike is to "Just do it." This is attractive to customers because it suggests that you can become a better, more athletic person by purchasing these products. It is as if the products themselves will give you qualities that make you more attractive. The logo is easily recognizable and distinct. The Nike swoosh is one of the most universally recognized symbols on the planet. One advantage that Nike has over similar clothing companies like Reebok or Puma is that by creating such strong brand recognition they have set themselves up to extend their brand name into different categories. Nike makes anything from shoes to shorts to sports equipment. The reason they have been so successful is due to the trust they have created with their consumers through brand development.



## PLACE

Nike shoes are sold by multi-brand stores and the exclusive Nike stores across the globe. Nike sells its product to about 20,000 retail shops in the U.S.A and in almost 200 countries around the world. In the international markets, Nike sells its products through independent distributors, licensees and subsidiaries. The company has production facilities in Asia and customer service and other operational units worldwide.





## PRICE

Nike has become so well-known for its quality products that most people pay high prices for these products. This is the reason why Nike uses cost-based pricing. Many other companies which compete with Nike have lower prices but Nike has better quality products and wearing Nike says something about who you are. It is almost like a status symbol telling everyone you are financially capable of wearing expensive clothing.

## PROMOTION

This is one of Nike's strong points. Nike advertises its products on newspapers, magazine, posters, billboards and the Internet. Its advertisements on magazines and brochures are generally simple but send a powerful message. Nike always uses a popular athlete to promote its products.



# SWOT ANALYSIS

## ***STRENGTHS***

The most important strength is its significant amount of brand diversity. Nike is one of the most recognized brands in the world for its famous Swoosh slogan and the previously mentioned slogan “Just Do It!” and occupies the first place in the Top 50 ranking of brands appreciated by “millennials”, ahead of corporations such as Apple, Microsoft or Coca-Cola. The company has contracts with the most famous world athletes such as Cristiano Ronaldo, LeBron James and Tiger Woods. This only strengthens its image as a company which is professional, innovative and top quality. The brand has a strong impact on the current growth of the company. Nike currently employs more than 60,000 people around the world and its stock is now reaching the highest levels in its history.

## ***OPPORTUNITIES***

Consumers around the world are more and more focused on being healthy and fit. The pressure of better health, achieving goals and being trendy has become more popular than ever. This has forced Nike to evolve its strategy and invest in new solutions such as wearable devices or applications connected with modern smart watches.

## ***WEAKNESSES***

Even if this footwear company dominates the American market, the competition is growing fast. Nike still has to struggle with the image of being a greedy American corporation which exploits poor people in emerging markets. A series of scandals regarding poor labour conditions in Nike factories in Asia almost caused the American giant to collapse.

Nowadays Nike has become more transparent and socially responsible.

## ***THREATS***

The competition is still solid, and, therefore, one of the threats for Nike is that it can find itself in a massive price war where similar but cheaper brands can expand their share of the global market.



# nutella

Good Morning Ladies and Gentlemen.

Welcome to this meeting.

We are proud to show you our incredible product: **Nutella**. Nutella is our new sweet hazelnut cream. Its taste is simply unique !

Our secret is its special recipe, selected ingredients and careful preparation.

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

Nutella has an authentic taste of hazel nuts and cocoa and its flavour is intensified by its unique creaminess. The

selection and processing of the best raw materials create a delicious and incomparable product.

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

We can offer you a jar of Nutella at a promotional price of 2 pounds. If you buy it now you can get a free gadget.

We hope you enjoyed our presentation. Thank you very much for listening.

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



Giada Biotti, Anna Montanelli, Rebecca Paghi

# IPHONE 5

## DIMENSIONS



**Operating System:**

IOS 7.0.4

**Display:**

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

**Memory:**

Flash memory from 16.32 or 64 GB

**Touchscreen:**

Multi-touch





Rear

camera 8 MP back-side illuminated sensor

HD video (1080 p) at 30 frame/s

IR filter

5 lens

Facial recognition

Image stabilization

Front camera 1.2 MP

HD video (720 p)

# THE BEST PHONE IN THE WORLD

**CONTEMPORARY**

**STYLISH**

**SPECIAL**

**UNIQUE**

**INNOVATIVE**

**ACCURATE**

**MODERN**

**HIGH-TECH**

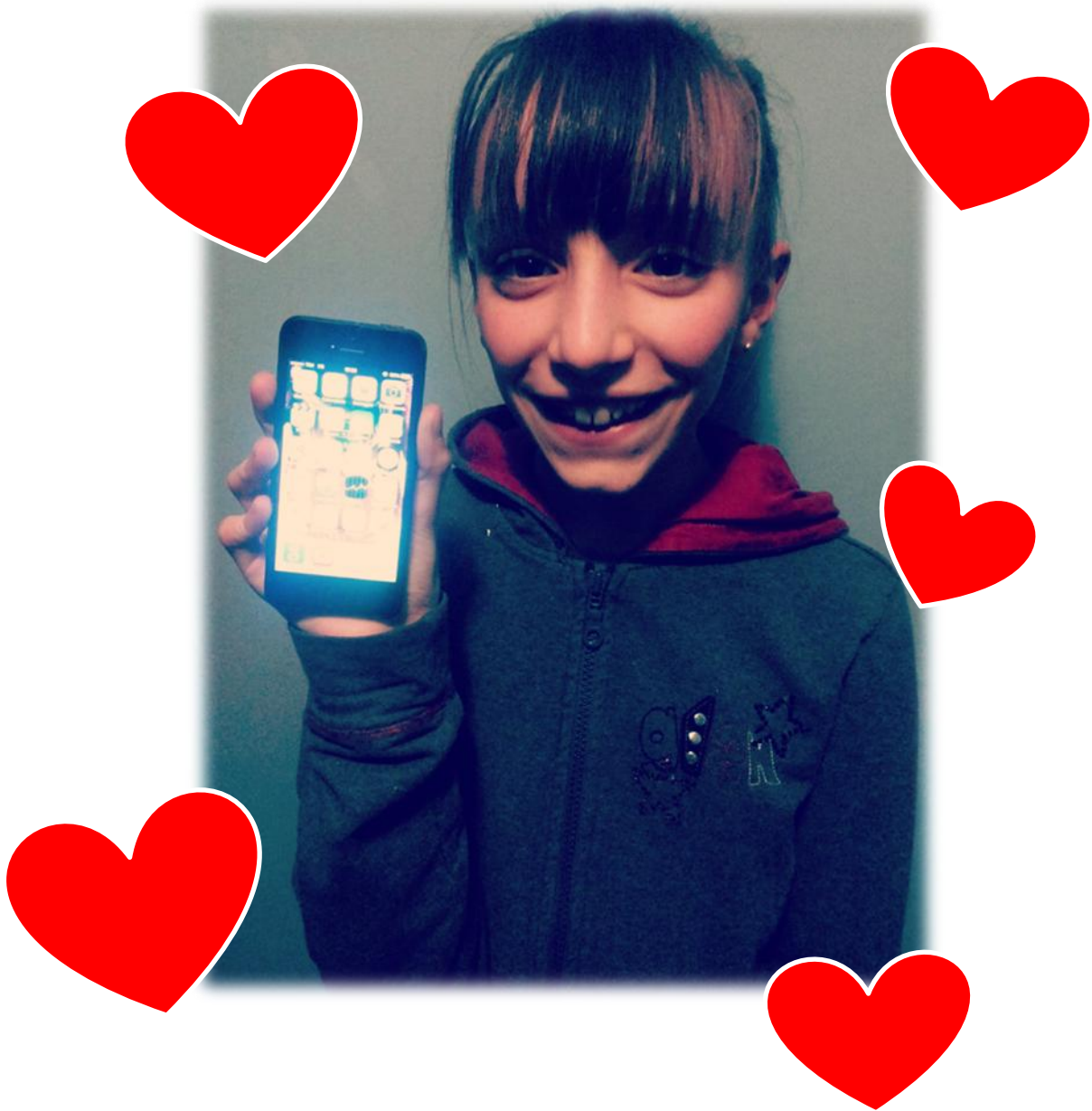
**HIGH-  
QUALITY**

**SUPERIOR**



**EXCLUSIVE**

# IPHONE IS FOR EVERYONE, AND EVERYONE LOVES IT !



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





## History

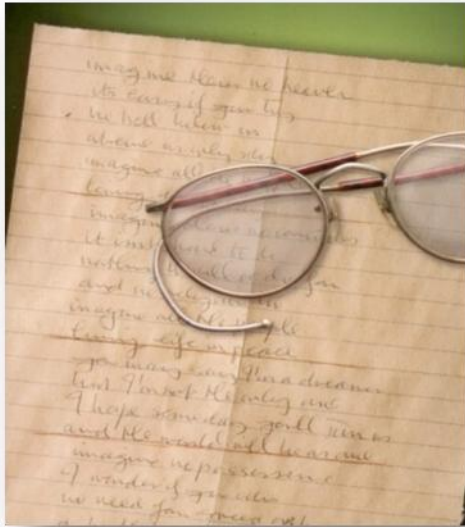
**Hard Rock Cafe International, Inc.** is a chain of restaurants founded in 1971 by Isaac Tigrett and Peter Morton in London. In the early seventies, the world was experiencing free love, drugs and some of the greatest rock and roll of all time. In that period HRC became famous because it provided a perfect rock 'n' roll atmosphere. In 2007, Hard Rock was sold to the **Seminole Tribe of Florida** and nowadays its headquarters are in Orlando, Florida. There are 191 Hard Rock locations in 59 countries including 157 cafes, 22 hotels and 11 casinos.

HRC is famous for its collection of rock and roll memorabilia including famous singers' guitars, costumes from world tours and photographs. The collection began in 1979 with a guitar from Eric Clapton, who was a regular customer of the first restaurant in London. Clapton wanted to hang his guitar over his favourite stool in order to lay claim to that spot. Pete Townshend of "The Who" decided to give one of his guitars, as well and added the note: "Mine's as good as his! Love, Pete." The collection includes about 1,000 pieces, valued at \$40 million and is the largest collection of Rock and Roll memorabilia in the world.



# Product

**Hard Rock Cafe** offers fresh, handmade, classic American food and drinks and high-quality branded products, which can be bought in the store inside the cafe. You can taste a large selection of starters, burgers with seasoned fries, smokehouse specialties, sandwiches and desserts.



The display of singers and bands' valuable rock and roll personal belongings is unique and its memorabilia collection provides the world's most complete "visual history" of rock 'n' roll. Here you can find guitars, posters, costumes, music and lyric sheets, albums, platinum and gold LPs and photos from J. Hendrix's Flying V guitar to John Lennon's handwritten lyrics of "Help".

Each **Hard Rock Cafe** has its own retail store called **The Rock Shop**. Rock Shops are specialty stores with rock 'n' roll-themed souvenirs including accessories, pins and glassware. Some of the most popular items are pins that are made in limited quantities and sold for a limited period of time. The classic white T- shirt with the Hard Rock logo has always been a big seller. The cafe location on the shirt adds an important feature and it is a important selling point.

HRC also runs **hotels** and **casinos**, which offer high-standard rooms, stores and a spa.

The reason for the success of this company has been its ability to keep customers interested. By following its own mission statement, "To spread the spirit of rock 'n' roll by creating experiences that rock ",the company understands who their target market is and how to keep them coming back. HRC provides its guests an authentic experience that "rocks" by events that meet a wide range of customers 'needs and expectations.

Its mottos are "Love all, serve all", "Take Time to be Kind", "All Is One" and "Save The Planet".



## **SWOT ANALYSIS**

### **Strengths**

This year HRC will celebrate its 45th anniversary. Its products are the life blood of the company. The company has a thousands of rock 'n' roll enthusiasts which purchase rock 'n' roll themed souvenirs and collect pins from each cafe they visit. The sale of these products is responsible for the global recognition of the brand all over the world. It offers a wide range of dishes, events and products. Besides HRC has an internationally recognized brand name and offers a unique atmosphere and experience .

### **Weaknesses**

HRC had to close several American cafes due to a decrease in sales and a slumping domestic market.

In April 2008 Hard Rock Park theme park was opened in South Carolina. In September 2008 the theme park filed for bankruptcy and closed. This event cost 400 million dollars and damaged the Hard Rock brand.

Its competitors are other companies which offer the same goods and services and operating hours. Besides the company sells very expensive products due to its differentiation strategy.

### **Opportunities**

HRC could offer a wider variety of dishes and add more customer-centric programmes to increase its customers' loyalty.

### **Threats**

Online media and online ordering services are forcing people to avoid outdoor restaurants. The opening of new similar restaurants might cause a decrease in the existing market share.

### **Market segmentation**

**Hard Rock International** produces different products for different population segments. The target market for cafes are tourists, families with and without children and upper and middle class people.

Souvenirs such as pins and glassware are marketed to collectors who are emotionally linked to the product and brand and ready to pay high prices for them. Pin enthusiasts have their own rewards program (The Pin Club), separate from HRI other frequent buyer program (The All Access Program). With the Pin Club Card, customers get 10% off every purchase and can purchase special pins before they arrive in stores.

**Hard Rock LIVE!** is another new product from HRI. Hard Rock LIVE are music venues where concerts are organized. The target market for this product changes depending on the artist or group playing at the venue.

# Price

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

For instance in Florence they use “Chianina” meat and rolls produced in a local bakery in order to offer top -quality hamburgers at competitive prices.

HRC invests money in the purchase of high-quality products, staff training and promotion.

Its products come from several suppliers. One of its largest suppliers is Sysco. Sysco produces goods for food companies such as meat, cleaning supplies, napkins, aluminium foil, straws and plastic cutlery. By offering a wide variety of products and services to restaurants, Sysco can offer discounts based on the quantity and frequency of orders.





## MISSION

To spread the spirit of rock 'n roll by creating authentic experiences that rock.

## MOTTOS

Love All - Serve All  
Take Time To Be Kind  
All Is One  
Save The Planet

## OPERATING VALUES

1. Practice honesty, integrity and professionalism.
2. Encourage everyone to maximize their potential.
3. Take personal accountability for getting results.
4. Create brand excitement through innovation.
5. Deliver kick-ass service!



# Promotion

Hard Rock Cafe uses different types of advertising media to promote its products and services. They use **billboards** located near highways so thousands of commuters can see them at least five days a week twice a day as they commute to and from work, **and banners at airports**.

They also use short **commercials on television and on the radio**, **adverts on magazines** and organize **promotional events, live concerts and meetings** in the cafes, hotels or casinos. They even organize **weddings and parties** in a Hard Rock theme. HRC has thousands of fans, who want to see all the Hard Rock Cafes all over the world and even go on a Hard Rock Cafe tour. HRC offers them an “All Access system”, which uses member cards. When members spend money at Hard Rock Cafe they get points, which can be used to get free products, drinks or food, a discount or a free gift.

**Brochures** are also used by local companies and hotels to inform tourists about HRC cafes, products and services.

They also have **a website** with information about the history and upcoming events and also websites for each store. HRC also markets its products on Instagram, Facebook and Twitter and they have recently created a Hard Rock Cafe App.

Besides the company markets its global brand by using products, such as guitar ornaments, mini guitars, and pick box holders.



The Hard Rock brand is one of the most famous in the world. Since 1971 a strategic key to the corporation's success and expansion has been its ability to have its logo displayed as a badge by consumers who proudly show the names of cities they have visited by wearing and giving as a gift items from the company's catalogue of branded products, including pins, hats, t-shirts, sweatshirts, top-quality leather jackets and many other fashion and music-related collectors' items.



# Place

In order to choose the best markets for distributing its products and the most appropriate distribution channels **Hard Rock Cafe** carries out an excellent market research.

The company distributes its products and services in its stores but also on the Internet. Its retail shops greatly influence the company profits and are carefully integrated into restaurants and cafes. The company also has a website [www.hardrock.com](http://www.hardrock.com), which receives over 100,000 hits a week and a weekly cable TV programme.

**Hard Rock Cafe** operates in more than 50 countries throughout the world and is located in Hawaii, North America, Mexico, the Caribbean, South America, Europe, the Middle East, Asia, Japan and Australia and has 191 Hard Rock locations in 59 countries including 157 cafes, 22 hotels and 11 casinos located close to airports, city centres, business centres, offices, tourist attractions, colleges and schools.

**Hard Rock Hotels** are located in famous cities such as Bali, Chicago, San Diego, Atlanta, Hollywood, Dubai, Las Vegas and Singapore. Its largest restaurant and one of the biggest restaurants in the world is located in Orlando, Florida.

Hard Rock Cafe has different features depending on the city where it is located. Sounds, screens, contemporary music and the layout of the café are designed to draw the customers' attention to its famous memorabilia and products.

Each Hard Rock Cafe has a store called **The Rock Shop** where you can buy T-shirts, hats, jewellery, key chains, glassware and souvenirs with the name of the city where the cafe is located. Retailers can charge a higher price for location labelled products because they cannot be found anywhere else and the target market is willing to pay for them.

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



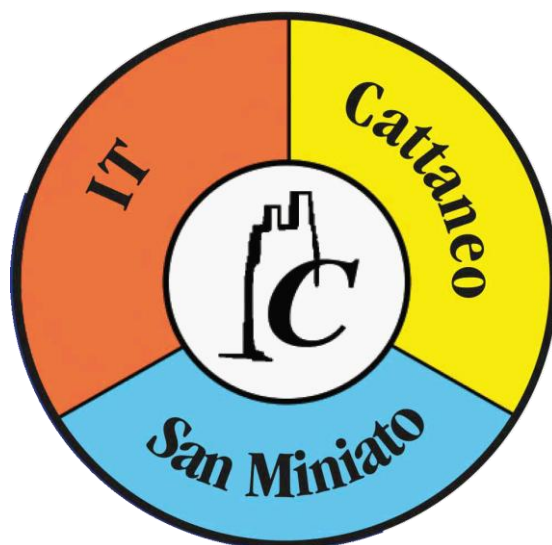


# People

HRC staff is selected carefully. People who work for this company are trained to stand for the concept and offer customers an unforgettable experience .They have to be friendly, patient, open minded and keen on music .

The company carefully trains the staff to excite customers and provide entertainment and makes employees feel important and part of a team .This is an important key to success.





**I.T. CATTANEO  
SAN MINIATO (PISA)  
ITALY**

**Rebecca Paghi**

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