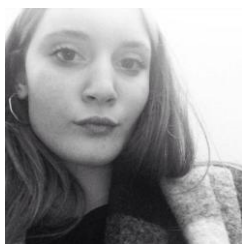


PERSONAL INFORMATION

Francesca Ricci



📍 Piazza Guido Rossa, Ponte a Egola(PI)
 📞 +39 0571 498823 📠 +39 3488559627
 ✉️ francescaluciaricci@hotmail.com

Sex Female | Date of birth 13 December 1997 | Nationality Italian

JOB APPLIED FOR

Sales Promotion Manager

WORK EXPERIENCE

July-August 2015 Bank Clerk

CARISMI
 Via IV Novembre ,45 San Miniato(PI)

February 2015 Accountant

Studio Commerciale “Bacchi-Zanoboni”, Piazza G.Rossa ,Ponte a Egola(PI)

EDUCATION AND TRAINING

2009-2011 Junior High School Diploma
 Istituto Comprensivo” M.Buonarroti”,Piazza Spalletti Stellato, Ponte a Egola (PI)

2011-2016 I.T. “Cattaneo”, Via Catena 356028 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: Law, International Relations for Marketing, Economics, French, English and German.

Mother tongue Italian

Other language(s)

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

Communication skills

I have good communication skills I acquired thanks to the school projects I participated in and my personality.

Organisational/ managerial skills

I have excellent organisational skills, which I acquired thanks to the school projects I participated in.

I organised the Cultural Exchange with the Netherlands and the Comenius Meeting in San Miniato in 2015.

Computer skills

I have a very good knowledge of the main software applications such as: Windows, Word, Excel and Publisher.

Other skills

I am good at taking photos and dealing with customers.

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

Power Point Presentations and Videos:

Presentations

- ▲ "German Cuisine" (2013)
- ▲ "Mimosa Soap" (2013)
- ▲ "San Miniato Truffle" (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)
- ▲ 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 diplomas

Francesca Ricci
Piazza G.Rossa 9
56024 Ponte a Egola (Pisa)
Tel: +39 0571 498823
E-mail: FrancescaLuciaRicci@hotmail.com

December 2nd ,2015

The Personnel Director
LCN Company
67 Mespil Road
Dublin 4, Dublin

Dear Sir,

In response to your advertisement in il Tirreno of November 27th , I would like to apply for the position of Sales Promotion 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 Studio Commerciale Bacchi-Zanoboni enabled me to gain experience in dealing with customers and in the use of modern office technology.

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

I have good communication and organisational skills and I can speak English very well because I participated in the Cultural Exchange with the Netherlands and in the Comenius Project in 2015. I can also speak German and Spanish fluently.

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

I am confident that I have the necessary qualifications for this post and welcome the opportunity for an interview.

Yours faithfully,
Francesca Ricci

Encls: 2

PRIMARK

Founded in Ireland as 'Penneys' in June 1969, this retail brand has become one of the European leading fashion retailers in Europe.

The company employs over 48,000 people and provides consumers with trendy products.

Primark's successful business model, which provides the 'latest looks without breaking the bank', has enabled the company to continue expanding rapidly. Now it has over 275 stores in nine countries in Europe. The company has its franchise stores in countries like Spain, Portugal, the Netherlands, Germany, the United Kingdom and now it is also expanding in Belgium.

This fashion retailer is successful because it offers trendy products at reasonable prices.

Primark's Mission

After the launch of its website, **Primark** is currently focusing on the growth of its international retail presence. This will start with the launch of seven stores in Northern America, which will be opened over the next two years.

The company aims to give ordinary people a chance to buy the same things which rich people buy at a cheap and affordable price. Its objective is to be the first choice for consumers and it also provides its employees training about its international standards.

Primark USP

The Company provides customers with high-quality, fashionable designs at reasonable prices and offers a wide range of products, from clothes for babies, kids, women and men to accessories and beauty products.

Primark sells a variety of products such as trousers, jeans, T-shirts, sweaters, pyjamas, hats, shoes but also socks, bags, earrings, bracelets...

Who is the target?

Primark attracts a large variety of consumers and sells clothes for young people but also for adults.

Primark targets at customers under the age group of 35 which are fashion-conscious. It does not like to sell its products to every random segment, its target segment includes the age group of 18-30.

Who are the competitors?

Primark's competitors are fashion companies such as:

- Topshop
- H&M
- New Look
- River Island
- Zara
- Gap
- Bershka

These brands are very famous and attract customers with celebrity collaborations, impressive visual merchandising and a multichannel offering.

Product

It is very important for the company to differentiate its products from its competitors so that customers prefer buying products from **PRIMARK** rather than from its competitors. This can only be possible offering customers an attractive packaging for valuable and timely services, warranties and services after sale.

Place of distribution

Customers will now be able to purchase products online by using Smart phones, laptops, tablets or computers. The new website will target at the consumers inclined to make an unplanned purchase while browsing the Internet.

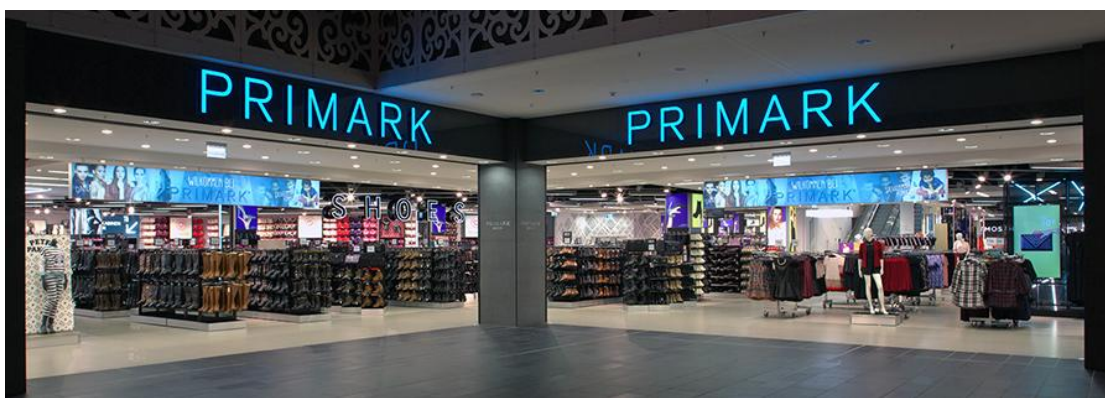
We can find **Primark**'s stores in the USA, Spain, the UK and Germany.

Promotional strategy

Due to the high costs of promotional methods such as the TV, the radio, celebrity endorsement and print advertising, **Primark** is compelled to rely on the use of popular networks to promote its brand and reach a large audience.

Price

PRIMARK follows a "competitive pricing strategy". This strategy is used by the company when the company sells its products at a lower price than its competitors. This strategy is also used when the company operates on a similar market. The most important aspect of this strategy is to obtain high volume and lower costs. **PRIMARK** sells its products at an affordable price that is at a price which is lower than its competitors.



SWOT Analysis

Strengths

- Provide fashionable products at reasonable prices
- Offer a wide range of products including women, man and children's clothing, accessories, confectionary, hosiery and home accessories.
- Be Active on social media (Facebook, Instagram, Twitter, Google+ and Pinterest).
- **Primark** supports a large number of charities including Betterware, New Life, Ethical trading initiative, Solidaridad in order to be as ethically and environmentally friendly as possible.
- The company also has diversified its product.

Weaknesses

- Certain products appear poor in quality.
- Not a particularly relaxing atmosphere in its stores, long queues, often untidy stores and sometimes a little chaotic stores. Stores may be too large and perhaps overwhelming for some potential customers.

Opportunities

- Develop and improve websites (in terms of design, product offering, increase/improve available features, start selling online).
- Give customers the option to order products in the store or online.

Threats

- Brands offering higher-quality products at similar or lower prices.
- Supermarket brands- offering cheaper products.
- Has a lower presence on the UK high street than competitors such as New Look.





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

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

Touch screen:

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

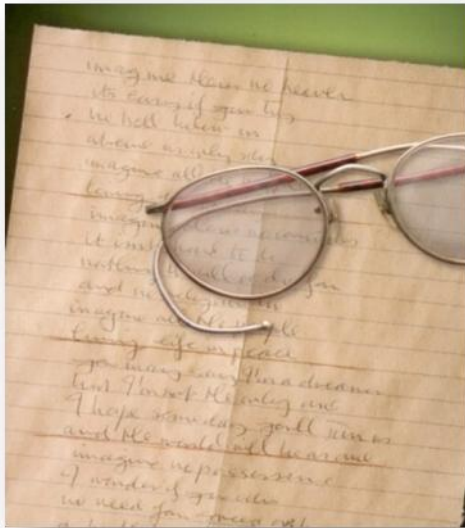
Hard Rock Cafe International, Inc. is a chain of restaurants founded in 1971 by Isaac Tigrett and Peter Morton in London. In the early seventies, the world was experiencing free love, drugs and some of the greatest rock and roll of all time. In that period HRC became famous because it provided a perfect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

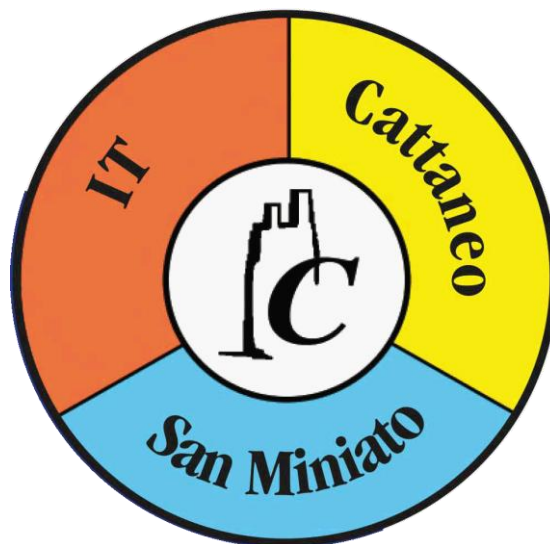
Online Rock Shops sell specific items before they are available in stores or products which can only be purchased on line.



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**

Francesca Ricci

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