




PERSONAL INFORMATION



Virginia Milianti

 Via Melone, 114 S. Maria a Monte (PI) Italy
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 Virgimilos@hotmail.it

JOB APPLIED FOR **Market Research Assistant**

Sex Female | Date of birth 1 December 1997 | Nationality Italian

WORK EXPERIENCE

From 17th to 24th March

Travel Agent, Hostess and Check-in Assistant
 "G.Galilei" Airport, Pisa

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EDUCATION AND TRAINING

2009 – 2011 **Junior High School Diploma**
 Istituto Comprensivo "G.Galilei", Via Querce 356020, Santa Maria a Monte (PI)

2011 - 2016 **High School Diploma**

I.T. "Cattaneo" Via Catena 3, 56028 San Miniato (PI).

I attend the 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.

Driving licence B

- 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)
 - ✦ “Mimosa’s 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 Hennef, Germany (2013)
 - ✦ 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)
 - ✦
 - ✦

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)
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Annexes Copies of my diploma

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January 23rd, 2016

The Personal Director
Mr. L.Marshall
745 King Street
London
W3LWAI5
Great Britain

Dear Sir,

In the response to your advertisement, I would like to apply for the position of Market Research Assistant.

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

My work experience as a Travel Agent and Hostess at the Check-in Desk at Pisa Airport enabled me to gain invaluable experience in dealing with tourists and in the use of foreign languages.

I can speak English fluently. I can also speak German and French as I studied them at school.

I have visited Germany, Spain, England and the Netherlands and I have also hosted foreign students many times in order to improve my English.

I am interested in this post because I need to find a good job.

Please find enclosed my CV, copies of my diploma and references from my English teacher and Headmaster.

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

Yours faithfully,

Virginia Milianti

Encs 3



Burberry is a famous fashion house highlighting the British heritage. This public company deals with fashionable and luxurious items like accessories, clothing, sunglasses, fragrances and cosmetics. Burberry was founded by Thomas Burberry in Hampshire, England in 1856 and has its headquarters in London. The brand name of Burberry is associated with class and style and it has the distinction of being awarded “Royal Warrants” by the Queen Elizabeth II and Prince of Wales. It comes under the 100 most trusted brands of the world. Some of its competitors are:

- Gucci
- Dior
- Chanel
- Louis Vuitton
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Product in the Marketing mix of Burberry

Burberry specializes in fashionable clothes, which are appreciated worldwide because of its distinctive designs and exquisite materials. Its Tartan pattern is unique in its design and is associated with Burberry. The trench coat, which was designed by the founder himself, is still its best selling item. In 1880 the brand introduced “Gabardine”, which was a water resistant fabric. The quality and the durability of the product along with its designs is what makes Burberry the best products on international markets.

Burberry collections include Burberry London, Burberry, Burberry Golf, Timepieces, children’s wear and cosmetics. The fragrance collection includes Burberry, Burberry Touch, Burberry Weekend, Burberry London and Burberry Brit.





Nearly 20% of the sales and revenues depend on men's wear whereas about 80% is concentrated on women. Special attention has been given to fabrics and details. The accessories include leather goods like bags for women and wallets for men. Women wear is definitely their main section as half of the revenues are generated from it. The outerwear for children is equally popular among customers. The main factors for the success of product in the marketing mix is its style, design and quality which makes it a long term successful brand.

Place in the Marketing mix of Burberry

Burberry stores are located in at least five hundred locations spread around the world in fifty countries. The products are sold through global franchises and branded stores and through third party dealers. Their motto is "One Brand, One Company" and they have effectively used their brand assets by coordinating all their stores with efficient and latest available technology. The locations of the stores are very important and famous areas are chosen. Burberry products are also displayed in many stores and outlets. As there are few boutiques and outlets the company has ties with various online organizations. Some famous online shopping sites have the license to sell the products. Burberry has their own official websites where all the products are displayed and detailed information is provided about them. Interested customers can place their orders, which are dispatched immediately. The distribution channel is fast and efficient so that no mistakes are made.

Price in the Marketing mix of Burberry

As all the products are luxurious items with excellent craftsmanship and innovative designs, the pricing has to be premium because they cater to a high-class people who are only interested in the quality of products. The pricing policy of the brand depends on many factors. Burberry is both a luxury brand and a global company and hence its prices have to be consistent everywhere around the world because price discrimination will result in damaging its brand image. The global marketing team of Burberry is responsible for the pricing strategies after evaluation about the product demand, market research and competitor's prices.

Promotions in the Marketing mix of Burberry

Promotional activities have always been a core part of Burberry. In 1911 they outfitted Roald Amundsen, the first individual to reach South Pole and later they outfitted Ernest Shackleton and George Mallory. Since earlier times, special emphasis have been given on promotional activities. High-class magazines have been selected so that ads can be placed there and the visual media has been used to launch and highlight their products. In the newest campaign “Romeo Beckham’ has been chosen again for the Burberry campaign. This is a huge scoop for the company and sales have already started climbing up. A few years ago Romeo Beckham featured in the Burberry ads with British models Charlotte Wiggins, Edie Campbell, Alex Dunstan, Cara Delevinge and Max Rendell. The famous photographer ,Mario Testino, photographed the Spring/Summer Burberry collection. In the past some of the famous models for the Burberry promotions were Felicity Jones and Callum Turner, Jake Cooper and Jourdan Dunn.

Strengths in the SWOT analysis of Burberry

1. Iconic fashion Brand
2. Distinctively checkered pattern – Instantly recognizable
3. Focused branding created strong brand retention & brand recall
4. Global presence
5. Reinvented itself from a mere manufacturer to lifestyle brand
6. Received Royal warrant twice till now

Weaknesses in the SWOT analysis of Burberry

1. Premium price range
2. Limited product line
3. Asian Markets

Opportunities in the SWOT analysis of Burberry

1. Changing Lifestyle
2. Developing emerging markets
3. Expansion in product line
4. Increasing demand of premium products

Threats in the SWOT analysis of Burberry

1. Competition from the other players
2. Changing customer lifestyle
3. Threats from imitation/fake products



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

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

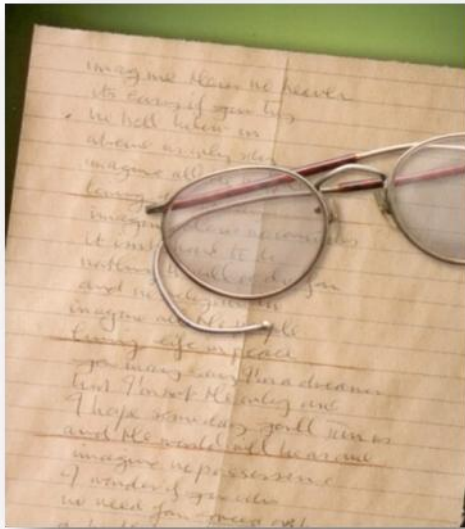
Hard Rock Cafe International, Inc. is a chain of restaurants founded in 1971 by Isaac Tigrett and Peter Morton in London. In the early seventies, the world was experiencing free love, drugs and some of the greatest rock and roll of all time. In that period HRC became famous because it provided a perfect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

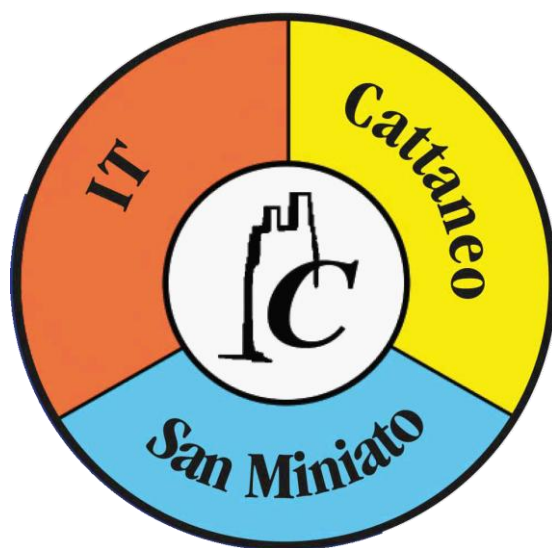
Online Rock Shops sell specific items before they are available in stores or products which can only be purchased on line.



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**

Virginia Milianti

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