

Job advertisement



Production Manager

We are an environmentally friendly company and we sell organic olive oil. To tell you our story in a few words, OleaCare is a family business founded in 1869. Quickly, our olive oil has been recognized throughout Spain and our company has been able to expand. First located in Santander, the company moved to Galicia to have more clement climate for the olive trees. Afterwards, OleaCare is specialized in organic-olive oil production, good for the planet and health. Recently, we have expanded our activities with an original method. We purpose to adopt an organic olive tree. Customers can choose their favourite tree with pictures and details about it, and then customers will receive the olive oil produced by these trees. This original method allows to sell all the stockpiles of the company. Our business is fruitful and continues to grow day by day. The turnover of our company is about 2 592 000 € each year.

OleaCare is looking for a talented person to complete its team. Indeed, our company needs a trusted person for a high position. Candidates will have to demonstrate aim, skills, excellent work quality, entrepreneurial spirit and willpower to bring new idea to the company.

Position: Production Manager

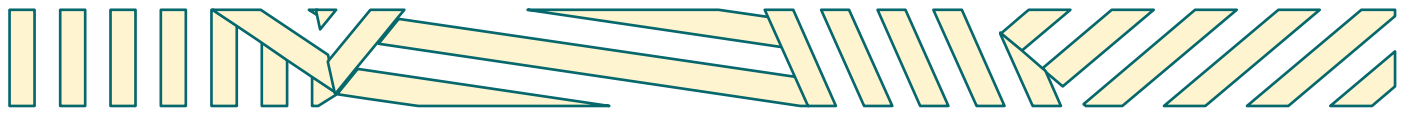
Assignment:

The main assignment of the production supervisor is to establish all the necessary means to allow the team to ensure that sales targets are achieved.

Due to its original method, the business strategy of OleaCare's will be mainly do on its web page. The future production manager will have to organize, schedule and deal with others company's departments to achieve the business' objectives. The job includes the development of online tools to escort customers in their choices.

Job's tasks:

- Develop communication strategy with advertising department
- Plan the production with shop floor team leaders and with operation and farm department
- Manage production staff and insured recruitments
- Insure the communication with others departments (digital, advertising, operation and farm)
- Know olive trees species and olive oil
- Follow the daily production
- Devise bill of specifications and budget



- Improve OleaCare's web page and its online tools with digital department
- Purpose solutions to continuously improve productivity, reactivity and production quality
- Supervise the shop floor team leaders, their team and technicians
- Master different web site algorithm such as Panda and Python

Job's skills and required quality:

Young and dynamics candidate with good knowledge of website, marketing and communication thanks an experiment of 1 or 2 years' experience in another food company. A first experiment in a food start-up and an expertise in the field of financing could be work in your favour. Candidate would be fluent in English, entrepreneurial spirit, independent, good organization, olive oil connoisseur, teamwork, perseverance and adaptation to the problems.

Localisation and salary:

In Spain in the city of Galicia 15082, 23 rue d'Ecuador. Remuneration is to be negotiated according to the seniority of the candidate. Job's availability in first Junes 2020. If you have any questions, do not hesitate to contact us by email oleacare_business@gmail.com or by phone 5555-8891.

Letter of motivation

Director Salina Aguilar
23 rue d'Ecuador
Galicia 15082
555-2423
salina.aguilar@gmail.com
28th February 2020,

Hannah Cray
12 rue Saint-Phillipe
Nice 6100
555-9868
hannah.cray@gmail.com

Dears Ms Aguilar,

I discovered the February 21th in newspaper "El Pais" a section about your OleaCare company and your description for the job posting Production Manager. I am enthusiastic by the opportunity to work in modern company, concerned about the environment and our planet.

Every end summer for the last 3 years, I have been doing a seasonal work in olive harvest. I have knowledge about olive trees' species and how they are cultivated.

I studied at the University of Barcelona and I will soon be graduating in the Marketing's Degree entitled "Business Scholl" at the end of May. My degree allowed me to acquire skills in strategic marketing, implement creative changes in company, use social media effectively and attract target audiences.

The last year, I did an internship at a small start-up. I am doing the shelving, checking stock control, going to meeting about development of communication strategies and helping customers.

I am also a member of the Association for WCP (World of computing and programming), I develop my knowledge of professional network and software through conferences and mutual aid courses.

My studies, my seasonal job and my internship have brought me all the skills required for this job position.

My enclosed my resume and Marketing's Degree. OleaCare company is an opportunity for me to progress toward a job close to my values. I would welcome the opportunity to interview with you. I remain at your disposal to answer any questions you may have. Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

Hannah Cray

Hannah CRAY

24 years old

12 rue Saint-Philippe

Nice, 06000

555-9868

hannah.cray@gmail.com

Curriculum vitae for the post Production Manager

TRAINING

June 2020 Certificate Master of Management
Business school in Barcelona

June 2018 Certificate Degree of Marketing
Business school in Barcelona

English
(TOEIC
2019)
Spanish

EXPERIENCE

2019 **Six month's internship** in INALVE in Nice
Doing the shelving, checking stock control, going to meeting, helping customers

Since 2017 **Two month's seasonal work** every summer, in olive grove from Uldecona
Harvest olives, take care of olive's trees, practice farming techniques own to olive's trees

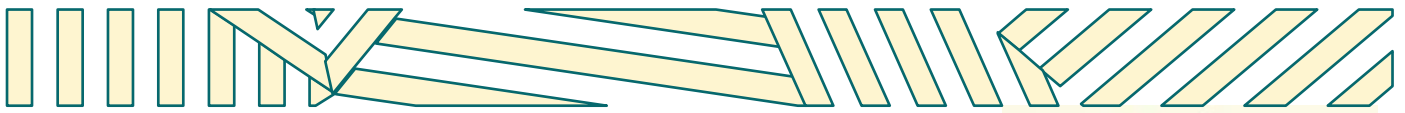
Since 2015 **Active member of the association World of Computing and Programming (WCP)** in Business School in Barcelona,
Knowledge in professional network and software, be a part of conferences and mutual aid courses

PROFICIENCY

- Know marketing's strategies
- Manage the stocks
- Use professional's networks
- Help/guide clients
- Advertise for a business
- Attract a target audience
- Be acquainted the different olive's species

HOBBIES

Master different web site algorithm such as Panda and Python, develop web page.
Gentle gym such as running, hiking, step.



Information about the business

Subject: Job Description
Of: Salina Aguilar salina.aguilar@gmail.com
Date: 3th March 2020 11h23
To: Hannah Cray hannah.cray@gmail.com



Dear Ms Cray,

After receiving your CV and cover letter for the position of production manager in our company OleaCare. We are interested about your application, if you agree we could arrange a meeting at the Career fair which it will take place in Barcelona on 20th March 2020.

The Career fair will take place near Barcelona's City Hall, it will split into 6 lounges, we will be in marketing's lounges. I will be with Ms Lezama who is managed the operation and farm department. You could come in our stand between 2.00 pm and 3.00 pm for an interview. We could discuss about the job, the tasks that you will perform in our company and the employee performance review.

If you will need it, we could offer you a corporate apartment, the conditions of which will discussed during our interview.

For the position, you will supervise 3 team leaders and in each team composed of 10 production's staffs. You will also collaborate with others departments such as advertising digital and operation's departments.

You will be work 36 hours a week allowing for exceptions where you could work until 42 hours a week.

I am also sending you a brochure of our company as an attachment to have more details about our business.

Hooping to see you at Career Fair,

Sincerely,

Salina Aguilar
Director's OleaCare

OleaCare's brochure

History:

Oleacare is managed by the director Mrs Salina Aguilar. This company has a long family history. Indeed, OleaCare was founded by Mrs Salina Aguilar's great-grandfather in 1869. Initially located in Santander, the business moved to Galicia in Spain.



Organization:

The company is divided into 4 departments:

- The digital department is headed by Thomas Gonzalo
- The production department (the company is looking for someone for this position)
- The operation and farm department is headed by Inès Lezama
 - The advertising department

OleaCare company has 323 employees. The company has been very successful! Today, the business continues to expand and regularly hires new people.

The size of the company's olive farm is 360 000 hectares. The company cultivates more than 5 different species of olive tree. OleaCare is an environmentally friendly company, it only makes organic products.

An original method:

OleaCare is not an ordinary olive farm! It purposes to adopt an olive tree on its farms like a pet. The client receives an adoption certificate as well as the olive oil produced by this tree for a determined period of time. This ingenious idea allowed the company to become known throughout the world and to make a big profit.

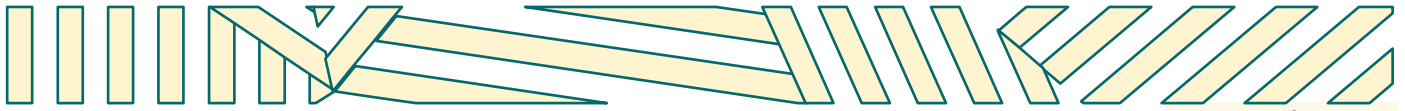
Evolution:

OleaCare is the first olive oil sales company in Spain. Due to its popularity, the company will expand to the south of France and all over Italy in the coming years.

In addition to olive oil, OleaCare will soon offer a brand new range of organic cosmetics based on olive oil. Moreover, the company is in partnership with many eco-responsible organizations.

OleaCare is a great company and we advise you to come and visit it!





Employee Performance Review



Employee name: Hannah Cray
 Position: Production manager

Date: 16/05/2020
 Department: Galicia

Employees must complete all four objectives for 5 consecutive years to be promoted.
 Every year, the director Ms Aguilar sees each employee to estimate their progress.

Weighting	Goal	Performance Evaluated	Strong/Weak Points
50%	<u>Objective 1</u>	<ul style="list-style-type: none"> - Rate customer's satisfaction more than 80% - Respect deadline and budgets - Keep up to date the web page company - Ability to leadership 	<ul style="list-style-type: none"> - Ok, continue the efforts - Perfect - To improve - Keep it that way
30%	<u>Objective 2</u>	<ul style="list-style-type: none"> - Find new amelioration of communication to attract new customers - Upgrade web page - Quality of job 	<ul style="list-style-type: none"> - To improve - To review - Perfect
15%	<u>Objective 3</u>	<ul style="list-style-type: none"> - Regularity - Organisation - Be available 	<ul style="list-style-type: none"> - Keep it that way - Continue the efforts - To improve
5%	<u>Objective 4</u>	<ul style="list-style-type: none"> - Attitude (collaboration, involvement, innovation) 	<ul style="list-style-type: none"> - Perfect

Director's commentary: Excellent work provided during this month, good collaboration with other departments, keep this way. However, you should improve your skills about our web page and web site (upgrade and keep up to date).

Guards	Production Manager
Wages	2 300,50 dollars
Possibility of evolution	Vice-president

Completed by:
 Salina Aguilar
 Employee signature

Signature

Date: 16/05/2020

Transcript of the individual interview

Transcript of Hannah Cray (Elisa Pastier):

Hello, nice to meet you. I am Hannah CRAY and I am a member of company « OleaCare ». I am here to introduce you to our company and convince you to join us as soon as possible. Our business is divided into 4 departments. The operation department is managed by Inès Lezama. The digital department is headed by Thomas Gonzalo with Salina Aguilar. I am at the head of the production department: I see to bottling, sales and deliveries. The advertising department is also managed by me, I take care of advertising, logo and attracting customers.

Then, I am going to talk about OleaCare. OleaCare is a family business founded in 1869. It sold only olive oil. The olive oil has been known throughout Spain and our company has been able to expand. First located in Santander, the company moved to Galicia to have more clement climate for the olive trees. Afterwards, OleaCare is specialized in organic-olive oil production, good for the planet and health.

It was the brief history of OleaCare. Today, OleaCare proposes to adopt an olive tree. I am sure you are wondering questions such as “How did the company come to sell olive oil to get a tree adopted?”. I am here to explain this. We have decided to have our olive trees adopted by private individuals. Customers have several choices. Either they buy olive oil directly or choose their favorite organic tree, then they will receive the olive oil produced by this tree each year. They can adopt a tree for one year, five years or for life and as many trees as they want. This original method allows to sell all the stockpiles of the company. It is wonderful, is not it?

So, like I have told you, I am the production and publicity manager. To get to the heart of the matter, I am going to speak about the production. A tree produces between 5 to 7 liter of oil. Knowing that a bottle of oil contains 1,5 liters and is worth 65€, a tree will produce between 3 to 4 bottles. So adopting a tree for one year, counting all the oil and the tree’s maintenance, the fixed price is 320€. For 5 years, the price is 1 300€ and for life is 14 000€. OleaCare respects the environment thanks to adapted production technique: no chemical products, no uses of machines only humans ... Products are top quality and good for your health.

The company is knoww in Spain and it is going to expand and is now gaining popularity. In future, we will expand our activities in Italy and is South of France. To make us known, I developed a lot of publicity. Let me explain. First of all, I targeted the audience. I wonder: who wants olive oil? I answer: everybody to cook etc. Who wants high quality olive oil and wants to pay for it? I would like to thank: the professionals (restorers, chefs, etc) and individuals: kitchen lovers. Who wants olive oil of superior quality, willing to put the price

tag on it, and good for health and for environment? A large part of the population. So I am targeting professionals and individuals involved in native production and environment's protection. After finding an audience, I looked for ways to advertise. In internet, Mister Gonzalo made a website www.oleacare.fr. There is a catalog where customers can discover our company. I have advertised on website relating to olive, sure, olive tree, in other words everything related olive and olive oil. And in websites related to nature, ecology, sustainable development, etc. Then, I found partnerships to sell our products and make advertise which explain who is OleaCare. Sellers inform the customers about our business. There are also some posters to explain to the audience in the markets partner. I am looking to develop advertising with my team every day.

To finish, the company has a future and we need people to develop it with us. When it will be in France or in Italy, company will need employees. Today, we only produce oil but we can develop our activities in the field of cosmetics such as cream, shampoo, hair masks, soaps or lip balms. So, it will create new departments. To conclude my presentation, I tell you that, our future depends on us, our company's future depends on you.

Thanks for your attention.

Transcript of Inès Lezama (Jennyfer Hermouet):

Hi, my name is Inès Lezama, I am twenty-one years old and I have been working in Oleacare's company for three years. OleaCare was a family business, founded in one thousand eight hundred and sixty-nine. First located in Santander, the company moved to Galicia to have more clement climate for the olive trees. OleaCare is specialized in organic-olive oil production, good for the planet and health we only sell that of olive oil for the moment, but we hope to develop new olive products. The company is divided into four departments which are: the production department, the advertising department and the digital department. Finally, there is the operation and farm department which is headed by myself. Our concept is that customers have several choices, either they to buy olive oil directly or they can to adopt an olive tree for one year, five years or for life. To give you an example, adopting an olive tree for one year, costs three hundred and twenty euros, and customers can enjoy the oil produced by their olive tree all year. If they do not wish to adopt an olive tree, they can simply buy bottles of organic oils produced by the company. The price of the bottle of a litter and a half is sixty-five euros. Finally, we also offer guided tours of the farm where customer can choose the olive tree they wish to adopt. Most of the time during our visit the customer adopts an olive tree for five years, moreover we notice that the customers prefer the Aglandau species it is the variety of olive that has the best yield in oil about twenty percent. Customers who cannot or do not wish to move can use our online catalog available on our site: www.oleacare.fr. The catalog is a novelty installed for two years now with the help of the director of the digital department mister Thomas GONZALO and myself, we update it very regularly with new photos of new olive trees available for sale. In addition to photos, customers have access to a very detailed description of the olive tree in question: its size, its weight, its age, its oil yield because it varies a little depending on the species. As far as the production of olive trees, we have been applying the same method since the company was founded. we cultivate our olive trees from A to Z in our fields, we use the cutting's method in

order to develop our species in greater quantities for to satisfy our customers who are more and more numerous, I thank them for their confidence. We try through our laboratory to develop new species of olive tree with better yields and better-quality oil, usually we create three species per year. Ten years ago we acquired the organic label which allows us to confirm the quality of our olive trees which are raised in the concept of a sustainable environment. Our products thanks to this method of cultivation are recognized as high quality and healthy products. The organic label has allowed us to be recognized worldwide and especially in Spain as an environmentally friendly company. Thanks to this recognition our company continues to grow up and gain in popularity and soon in a few years, in one or two years I hope we will extend our activities to Italy and the south of France which are places for olive growing.

Transcript of Salina Aguilar (Marie-Emilie Deschez-Zitoun):

Hello everyone, I'm glad to see you! I'm Mrs Salina Aguilar the director of Oleacare's company and I'm 53 years old. I have been the head the company for 29 years. I would like to introduce you the history of our company.

In the beginning, OleaCare was a small family business, founded by my great-grandfather in 1869 in Santander in Spain. We sold olive oil through our small olive farm. Bit by bit, our business has been recognized throughout Spain! In 1903, my grand-father took over our business. Thanks to the money earned by our olive oil business, my grandfather decided in 1912 to move our company in Galicia to have more clement climate for the olive trees. In 1947, my father took over our business. Our company has grown very quickly and we have been able to expand our activity. In this way, my father decided in 1977 to specialize our company in the production of organic-olive oil, good for the planet and health.

I took over the company in 1991 after my father. Afterwards, I decided in 2010 to develop a new original method for our company. We purpose to our private individuals to adopt an olive tree. In fact, our customers can choose their favourite organic tree though our web page or directly by coming to see the olive trees in our farm. Then they will receive the olive oil produced by these trees for one years, five years or for life depending on the length of time the customers have adopted the tree. This original method allows to sell all the company's stockpiles and to raise awareness people.

Next, I would like to introduce to you our company's organization. Our business is divided into 4 departments. The production department is headed by Hannah Cray who sees to bottling, sales and deliveries. The advertising department is also managed by Hannah Cray, who takes care of advertising, logo and attracting customers. The operation department is managed by Inès Lezama, who takes charge of our olive farm, olive harvesting, olive tree visits and on site adoption. And the digital department is headed by Thomas Gonzalo with my help, we take responsibility of the company's web page, the adoption online of olive trees and answer questions from our customers.

Thanks to our new advertising campaign and this original method, we are making a big profit! Indeed, sales of 2019 increase sharply at 2 162 units. Sales of January at 211 units and increased slightly to 238 units in February. Sales generally remains steady between each month. The turnover of our business is about 2 592 000 € each year. Our company is composed of 323 employees and I think in the coming years I'm going to hire about one hundred more employees. Recently, we had a new idea to expand our activities! Thanks to our olives trees' exploitation, we are going to propose new organic products. In addition to selling olive oil, we will purpose olive oil based cosmetics such as balms, creams, shampoo, hair masks and soaps!

After, I would like to introduce to you the digital department which is managed by Mr Gonzalo and myself. With the development of technologies in the 2000s, our company has also followed the developments. We have developed our own web page, where you can find the history of our company, the techniques of exploitation of our olive trees, our organic labels, the details of the bottling as well as all our products and the adoption of olive trees online. On the adoption's web page, you can find several pictures and a detailed description of each of our trees for adoption. However, if the customer wishes, they can come and see the trees on the site. If customers have any questions about our company or the adoptions, we answer them immediately. In addition, our site is updated weekly.

Thank you for your attention, I suggest you come, taste our olive oil and see our beautiful olive trees!