



## **Hosting Organization description**

Los Manolitos is a Spanish company located in Seville, part of Alenta Group. Los Manolitos has developed a new product for fashion, wedding and event market. High quality product made and design in Spain using own technology. The product is a flexible shells for the heel of woman shoe, with a base that prevents them from sinking into soft surfaces or shoes getting trapped between irregular surfaces like grass, wood, stones, cobblestones, etc. Thanks to the flexibility of the material they are made of, they adapt easily to the different types of heel, besides avoiding slips, they cushion the noise and avoid scratches on wooden floors. Due to its innovative design the shell is very discreet, so it will go virtually unnoticed in your shoes. Reusable, it can be use as many times as clients wants. It can be use as gift of the wedding couple to their guests in outdoors wedding. Los Manolitos is well positioned in the Spanish market.

## **PIC Number:**

B90281775

## **Location(s) of work-placements**

Sevilla, c/ Rioja, n°5, 3° 2 C.P. 41001, Spain.

## **Field(s) of internship**

- Marketing
- Distribution
- Business Development

## **Detailed tasks of trainee**

- Marketing actions, as: Google AdWords, e-mail marketing, Social Media, videos, translations, research, follow-up.
- Distribution: packing, shipping, posting.
- Business Development: looking for new opportunities, analysis of Italian market.

## **Skills&Competences required**

- Creative entrepreneur interested in being part of an attractive project.
- Eager to create their own business, with ambitious and solid values.
- High level of commitment and responsibility.
- Positive attitude.



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- Team and individual work, fast learning skills.
- Valuable knowledge of wedding planners and event market.
- Good level of Spanish.

## **Learning Outcomes expected**

After completing the internship and the training in the head office in Seville, the Company is interested in continuing cooperation with students. As Los Manolitos is looking for students that will continue to work with the company in their country of origin.