

# Curriculum Vitae

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## Personal Details:

Name: **Asfour, Hicham**  
Telephone number: 06 - 81 330 410  
Email: hicham-asfour.as4@hotmail.com  
Date of Birth: 17.03.1989  
Gender: Male  
Nationality: Dutch  
Marital Statue: Single  
Driving License: B

## Education:

**Feb. 2009 – Present** HBO International Business and Management – Fontys of Applied Sciences  
Subjects Marketing, Law, Finance, Management, Statistics, and E-commerce etc...

**Sep. 2008 - Jan. 2009** HBO Electronical Engineering – Fontys of Applied Sciences  
Subjects Mathematics, Electronics, Physics, and C++.

**2005 - 2008** High School Experimental Science – Taha Hussin  
Subjects Math, Physics, Chemistry, Biology, philosophy, Translation, History, Geography, French, English, Arabic, Athletic Education, Islamic Education, National Education, and Technology.

## The Projects:

**Feb. 2010 - July 2010** Segway(project)

- ⇒ The Assignment: Provide a successful tactical plan for Segway's activity in business-to-business market  
The main points discussed during this project were:
- Choice of the segment
  - Choice of the market
  - Value proposition
  - Business model
  - Marketing Plan
  - Tactical Sales/Marketing Plan
  - Financial Plan

**Sep. 2009 – Jan 2010** Vifit (Project)

- ⇒ The Assignment: Write an Export Plan for Vifit by choosing one of the three countries (Malaysia, Thailand and South Korea). The main points discussed on this project were:

- Country Selection (Macro)
- Country Selection (Market Analysis)
- Entry Strategy
- Marketing Strategy

**Feb. 2009 - July 2009**      The beamer Builder Company(Project)

- ⇒ The Assignment: Write a business plan based on an innovative and successful business concept. The main points discussed on this whole plan were:
  - Research Plan
  - Strategic Plan
  - Marketing Plan
  - Operational Plan
  - Organizational Plan
  - Financial Plan

**Work Experience:**

**2008 – Present**

Nedalpac (Fruits and Vegetables Company)

- ⇒ Packing fruits and vegetables
- Guiding the new employees

**Summer 2007**

Hotel El-Menzeh (as a receptionist)

- ⇒ Dealing with reservations by phone, e-mail, letter, fax or face to face
- ⇒ Preparing bills and taking payments
- ⇒ Handling foreign exchange
- ⇒ Answering questions about facilities in the hotel and the surrounding area
- ⇒ Dealing with complaints or problems

**Languages: (Level in Speaking and Writing)**

<b>English</b>	High
<b>Dutch</b>	Average
<b>French</b>	Advanced
<b>Arabic</b>	High

**Programming and Computer:**

MS office, Re-installing Computers, SPSS, SAP Basic.

**Hobbies:**

Soccer, Fitness, Video Games, Internet, Driving and Traveling

**References:**

Trix Cuijpers (b.cuijpers@fontys.nl)

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## Application Letter

Internship, February 2010 - July 2010.

Dear Sir/Madam,

I am a third year business student studying International Business and Management at the Fontys University of Applied Sciences in Eindhoven (Netherlands). This is a 4-year course, graduating with a Bachelor degree in International Business and Management which is a very wide study, a problem-solving internship is therefore possible in the departments; marketing, management, logistics, Sales, production and finance.

As you can see from the enclosed CV, I have already gained Marketing experience through various projects.

I consider myself as being able to communicate and collaborate effectively with my colleagues and to build sustainable productive relationships. Due to the business framework of my studies I appreciate working in international teams and transforming the resulting creativity and innovativeness into productive work flows. Furthermore I possess the necessary analytical skills to learn business processes in a very short period of time which I consider as being essential in today's fast moving global marketplace.

I consider the possibility of having a marketing internship (or an internship on one of the terms you can see on my CV) as an excellent opportunity to develop my personnel skills. It would be a major aim for me to be part of that global endeavor and to contribute towards corporate success in future.

If you think I might fit to your organization in this capacity, I would very much look forward to hearing from you. Thank you in advance for your time and response.

Yours faithfully,

Hicham Asfour

Enclosed: Curriculum Vitae (English)

**Note:**

I would look forward to hearing from you if there are any other assignments.