



# Case Study

## Employer Case Study 2007

<b>Name of company, size and industry sector</b>	<b>Abracardabra Limited</b> Size: Micro Business (Less than 10 employees) Type: Personalised Giftware Manufacturer	<b>Location</b>	Warwickshire	<b>Date of placement and duration</b>	June 2007 – September 2007 Three month contract over the summer vacation
<b>Student or graduate name</b>	<b>Areti Antonakopoulou</b>	<b>University of study</b>	University of Warwick	<b>Degree Subject</b>	BSc (Hons.) Management Sciences

### Project description

Abracardabra is a personalised gift retailer based in Kenilworth, who need to market effectively to various business audiences on a minimal budget. The company saw an opportunity to grow both their online and traditional business through contacting customers via the internet. To access target consumer and business audiences they needed technical and marketing development of their web presence and decided to offer this to a student as a placement project.

'Web advancement for us has been greatly helped along but also the sheer presence of young keen intelligence is a great energy provider for the rest of the organisation.' **Krys Boone Office Manager**



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## Placement activity

Initial and technical development of Abracardabra website for consumer and business markets in order to grow the online business which provided business returns as identified in Abracardabra business plans.

## Outcomes and impact in the business

As Areti's abilities were quickly identified it proved highly productive in allowing the scope of the original project to develop organically. Krys Boone, Office Manager reports, 'During a short period of time Areti has impacted on the business on a multitude of levels all within a small marketing budget. With the support of Abracardabra she has utilised her natural talent and academic ability to help move the business forward commercially.' For example, Areti developed new and cost-saving marketing campaigns and assisted in product development including saving £800 by utilising new technology, which alleviated the marketing budget and achieved a higher return on investment.

Phill Pennant, Managing Director, is keen to share their business journey and the benefits to be gained from utilising the skills of undergraduates, "All of the students we have employed through Graduate Advantage have been of benefit to the company and contributed in their own way. They have all been IT proficient, thus web advancement for us has been greatly helped along but also the sheer presence of young keen intelligence is a great energy provider for the rest of the organisation. I would like to think the process has been reciprocal and that they have likewise gained from their time with us.

Phill said the organisation had "undoubtedly" benefited from its use of undergraduates for project work, and confirmed that his expectations of placement students had also changed, "We expect the best and seem to get it!"

