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Internship Bureau Case Study

Marketing Internship - Ambiente Tapas, Summer 2016

Ambiente Tapas is an independent Mediterranean tapas restaurant and sherry bar that operates three restaurants; two in the centre of York and one in Leeds. Ambiente has been operating since 2008.

Following their recommendation on Top Choice, Ambiente has taken note of its growing Chinese customers and the menu choices that they were making. Following the continued growth of the Great China Welcome campaign, Ambiente wishes to be at the forefront in making its restaurant accessible to Chinese tourists and students, providing them with a unique dining experience. To help with this aim they created a project for three interns to help boost their accessibility to Chinese customers.

Shu Wei - Third Year, Interactive Media

Shu's main responsibility during her internship was to create a Chinese translation menu and creative copywriting for promotional purpose. She also designed handouts to give Chinese tourists a better understanding of Spanish food culture.

Junyi Zhu – Graduate, History

Junyi was responsible for conducting market research, interviewing members of the public and researching the Chinese student market in both York and Leeds to analyse how Ambiente could increase customer awareness among these customers.

Sirong Zhu - Graduate, Women's studies

Sirong's work on the project focussed on social media engagement. Her aim was to grow Ambiente's presence on social media websites such as WeChat and Weibo and target relevant audiences with targeted marketing campaigns.

Overall the intern's project resulted in a success with number of Chinese customers dining at Ambiente significantly increasing.

“The impact that Shu, Junyi & Sirong have made to our business has been fantastic.

Their work on Social Media, as well as the high quality Chinese menus that they produced for us has seen a positive increase on the number of Chinese visitors dining at our restaurant.”

**Sophie Thorpe –
Marketing Co-ordinator,
Ambiente**

ABOUT SIB RECRUITMENT

All employers are given the opportunity to interview a shortlist of applicants, ensuring that the right intern is selected by the business itself.

In their applications students are asked to outline what makes them a suitable candidate for the internship, and why they are interested in working for the company. To find out more visit www.york.ac.uk/careers (for students) or www.york.ac.uk/employers (for employers).

