

INTERNSHIP PROJECT



General Information

- Department: Sales & Marketing
- Tutor: Mandalian Dan
- Type of the project: Summer Camp
 Project work

Project title

Geomarketing data base & Benchmark competitors

Activities

- Identifying market conditions with sales team and customers: best practices, competitors general conditions (delivery, payments term, competitive advantages), sell out support, retail/distribution differences, etc.
- Map the customers in the Geomarketing tool

Learning Objectives

- Transformation of “data” to “information”
 - Creation of commercial data base
 - Geo-marketing approach
- Cross functional work approach
- Creating commercial value through business intelligence

Knowledge needed

- University degree in B.A. / Marketing
- Computer literature (Excel, Power point)
- English

Expected outputs

- The student will learn:
 - how to collect and manage data in order to analyze them and to create commercial value for the company.
 - To work in a cross functional way combining marketing and sales information
- The output of the project will be a clear database and geo-marketing mapping to support the sales results and to be used in 2015.



Geo-marketing / Mapping of customer database

