






Kraft Foods is number 2 in the food industry worldwide. Our Kraft products are sold in 160 countries and Kraft Foods offers employment to more than 140.000 employees. In Kraft Foods Benelux almost 3000 people are employed, divided over 4 factories and 2 headquarters. The Kraft Foods Belgium office is situated in Mechelen, between Antwerp and Brussels. Some of the biggest brands of Kraft Foods on the Benelux market are Côte d'Or, LU, Milka, Toblerone, Prince, TUC, Cracottes, Bastogne, Stimorol, Philadelphia, Ziz and Miracoli.

Taste a **delicious** Marketing Research Internship in Mechelen (B)

Fancy an interesting and challenging internship? At our company you can benefit from an open work climate, lots of variety and an authentic trainees-atmosphere with more than 20 international trainees every year. Your enthusiasm helps us innovating and turning challenges into opportunities; we do like bubbling ideas. But above all your input as a person is of essential significance because at Kraft Foods our people are our secret ingredient. A good and spontaneous relationship with colleagues, customers and consumers that is our common focus!











Your tasks will be:

1. Participating and providing assistance to the Confectionery and Biscuits Consumer Insights team in their actual day to day business. This means among other things:

-  *Help out with continuous research:*
 - Monthly Nielsen data upload and check of the data. Help in monthly update of NPD Launch Tracker and help in further developing the NPD Database building.
-  *Help out with ad-hoc research projects:*
 - Help in writing MRR, setting-up meetings with marketing and supplier in the different phases of the project, Organization of the research project, provide ideas for and check the research questionnaire and stimulus material.
-  *Help out with ad-hoc analysis:*
 - Help in doing ad-hoc analysis for the different marketing teams (launch analysis, duplication analysis, consumer profile analysis, trends analysis) according the business needs.

2. Getting involved in the strategic part of Marketing in FMCG and gain practical knowledge in FMCG within a multinational

We are looking for enthusiastic students who:

-  Have a passion for Marketing
-  Have a relevant educational background
-  Work action- and result oriented while following a concrete time schedule
-  Are team players and are also able to function autonomously
-  Know how to handle difficult issues in a logical and analytical way
-  Have good organization skills
-  Have good Office knowledge
-  Are quick in learning new strategies
-  Are fluent in French and English, or in Dutch and English
-  Are available for a period of 6 months as of November-December 2011.

Make it happen on www.kraftfoods.be!

