



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 will be 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, Philadelphia, Ziz and Miracoli.

## Taste a **delicious** Marketing internship in Mechelen

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 in the actual day to day business. This means among other things:
  - ✿ You perform productivity analyses of past actions and formalise concrete recommendations for the future
  - ✿ You interpret results using analyses in figures and translate these into concrete promotion learnings
  - ✿ You look for trends and development opportunities to optimise promotions
  - ✿ You plan the promotions by clearly mapping the promo learnings
  - ✿ You produce analyses in figures and translate these into concrete models
  - ✿ You gain practical experience in the second biggest multinational in food industry
2. Getting involved in the strategic part of Trade Marketing in FMCG

### We are looking for an enthusiastic student who:

- ✿ Has a related educational background
- ✿ Works result oriented while following a concrete time schedule
- ✿ Is very strong in analyzing figures and data
- ✿ Is able to work independent and to take responsibility
- ✿ Has a good Office knowledge (mainly Excel)
- ✿ Is quick in learning new strategies
- ✿ Is a team player
- ✿ Is fluent in French and English, or Dutch and English
- ✿ Is reliable & is ownership focused
- ✿ Is available for a period of 6 months as of mid January 2012

**Type of internship:** Work experience internship

**Make it happen on [www.kraftfoods.be](http://www.kraftfoods.be)!**

