



Job description internship Marketing and branding food products

Education: Agriculture, Marketing, Fair trade management, Agri / Food business

Location: San Jose, Antique, Philippines

Time frame: 3 - 5 months

In order to support our projects in the Philippines financially, we want to set up income generating projects. We want to research if it's possible and profitable for Let's Care to sell local products both to the local and international market. Besides, we would like to do more research on the products that we could sell and how we could market and brand these products.

ACTIVITIES

You will conduct research on the agricultural products that are available and how we could market this to the local and international market. You will come up with an inventory report with conclusions and recommendations.

REQUIREMENTS

- You have a relevant educational background
- You are flexible, patient and proactive

Are you interested in this internship?

Send us your resume and motivation!

workstudytravel@letscare.net



Job description internship

Marketing and branding food products in San Jose, Philippines

Background Let's Care Foundation

Let's Care Foundation is committed to creating a more beautiful world by carrying out social projects in the Philippines. We run a rehabilitation program for abused girls, an educational project for street boys, and an eco farm. To make this happen, we work closely with various local authorities and organizations. We are working towards financial independence in order to secure the sustainability and future for our various projects.

Internship in San Jose

We would like to research if it's possible and profitable for Let's Care to sell local products both to the local and international market by setting up a cooperative in San Jose. We would like to know which products are suitable for selling at the local market and for export. For example the moringa oleifera leaves, banana chips, cassava chips, sweet potato crisps, moscovado sugar, rice wine, coconut vinegar and coconut jam.

Activities and research

This is a major study that involves research inventory and can be done by more than one student. You can address the following research questions during your internship:

- Which raw materials are produced/growing locally that can be sold profitable for the local market, and which products are suitable for export?
- Who can be identified as buyers for export and local markets?
- How can we market the different products?
- How can we brand the different products?
- What is the risk for Let's Care and how can we make this profitable?

Supervision

You will report to the manager of the local cooperative or association for local products, and to the manager of Let's Care who will supervise you during your internship.

Who are we looking for?

We are looking for one or two students with a relevant background who will come up with an assessment report including recommendations that could be implemented.

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