

STUDENTS ASSISTING BUSINESS

Internship Opportunity

Market Research and Planning internship *(SAB 2021-7)*

Company: Campfire Coffee

Timeframe: Start Immediately

Stipend: \$20/hour, maximum 50 hours

Available to: juniors and seniors in the Milgard School of Business

Priority application date: Monday, July 15 at 5 pm

Interested? Email your resume and a letter of interest to semert@uw.edu; tkuljam@uw.edu



ABOUT CAMPFIRE COFFEE

We roast coffee over a campfire, the way people did it for hundreds maybe thousands of years before industrial roasters became a thing. This lost art of fire roasting is difficult to get down but the taste is so worth it. *Just imagine a cozy coffee roast, sitting around the fire pit sharing laughs and memories.* That's Campfire Coffee.

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<https://www.welovecampfire.com/>

MARKET RESEARCH AND PLANNING

Job Overview: This position will help Campfire Coffee determine its marketing position, planning and customer identification.

Reports to: Quincy Henry, President

JOB RESPONSIBILITIES

- Creating a current customer and prospective customer identification
- Cross identification of customers (similarities with competition)
- Facility use potential
- Make recommendations based on research of above
- Based on that information, help develop a marketing plan including a combination of web, print and social media to ensure proper messaging to the proper target market.

DESIRED SKILLS AND EXPERIENCE

- Excellent research skills.
- Excellent organizational skills.
- Efficient with Microsoft Word and Excel.
- Excellent communication skills. Both verbally and written
- Self-starter, comfortable working independently.
- Ability to work remotely.
- Ability to meet deadlines.
- Ability to own a project while accepting guidance and direction.

TO APPLY

All work will be done on a project basis upon hire for a total of 50 hours per quarter at \$20/hour (stipend). Priority will be given to applications received by July 15, 2021 at 5:00 PM. To apply, email your resume and a letter of interest to semert@uw.edu and/or tkuljam@uw.edu

ABOUT STUDENTS ASSISTING BUSINESS (SAB)

SAB is a program of the Milgard School of Business (MSB) designed to help area businesses restart, recover and re-energize. Under the supervision of Milgard instructors Rachel Vaughn, Thomas Kuljam and Stan Emert, upper level business students will use their skills in Accounting, Analytics, Finance, Management, Marketing, and Corporate Social Responsibility in post COVID-19 recovery.

Specific problems expected to be encountered are:

1. Understanding consumer patterns and trends
2. E-commerce and social media
3. Business plan writing
4. How to enhance your digital marketing and increase sales
5. How to save costs and make your operations more efficient
6. Human resource management issues
7. Funding and finance challenges