

# AKTZ INDUSTRIES LTD (ALASKA-TANZANIA)

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**Number of Placements:** 2

**Placement Site:** Dar es Salaam, Tanzania

**URL:** None available

## **Field/Subject Area:**

Open to all York students who meet the eligibility criteria

## **Position Description:**

Alaska-Tanzania would like to give opportunities to interns who are interested in agribusiness processing and value adding for Tanzania and the East African market. In exchange, the prospective interns would (the company expects) gain not only experience in our business undertakings, but also the experience of working in a developing country.

Through York University, Alaska-Tanzania hopes it can work with two (2) interns who would help to analyse the market potential of selected locally produced and imported foods. Alaska-Tanzania would use the results of the analysis to contribute to its business plan and also use the results to choose how to expand its product line.

## **Specific tasks will include:**

### ***Intern One***

- i) Assess value chain logistics for existing Alaska-Tanzania products and suggest areas of improvement or additional investment along the value chain.
- ii) Assess potential new products that Alaska-Tanzania can introduce to the Dar es Salaam market. This includes analysis of imported canned foods (i.e. beans, olives, mushrooms, fish) and frozen vegetables (i.e. peas, mixed vegetables, etc.), locally produced dry cereals, fresh fruits and vegetables.
- iii) Update business plan, specifically, in areas related to both introduction of new products and market expansion

### ***Intern Two***

Perform market analysis for frozen French fries and identify three brands which Alaska-Tanzania can import to compete with existing imported brands in the Dar es Salaam market. This task will involve speaking with the company's established markets (supermarkets, catering companies) as well as restaurants in three-to-five stars hotels and other restaurants.

**Complete all tasks assigned, which includes but is not limited to the responsibilities outlined above.**

### **Qualifications**

- Students pursuing Bachelor of Business Administration and Administrative Studies
- Background in business, especially business plan development, market analysis, marketing and strategy

### **Language requirements:**

English

### **Highlights of Organization/background information:**

Alaska-Tanzania started in March 2011 in partnership with a family from Alaska, USA. The company started with raising layer chickens, but challenges of chicken farming led to change of business strategy in January 2013. At this juncture, the company turned itself into a trading company, modelled to work with association of farmers (chicken growers and other types of crops) by buying their produce and packing, branding, and distributing it to the company's established market networks.

This model has already not only brought business success for Alaska-Tanzania but has also helped to create sustainable growth in the incomes of farmers that are now our suppliers for the marketing and distribution of foods. Today the company dominates the egg market in Dar es Salaam, and rice sales are growing impressively after four months in the market (we introduced rice in July 2014). The company is only trading eggs and rice in 2014, but it is looking to add other products, especially domestic French fries with the view of import substitution in the long-term, locally produced dry and fresh beans and vegetables, bottled honey, and imported canned foods.