

AKTZ INDUSTRIES LTD (*ALASKA-TANZANIA*)

Number of Placements: 2

Placement Site: Dar es Salaam, Tanzania

URL: <http://alaskatanzania.com/>

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.

The company is currently trading sunflower oil with a view of processing its own sunflower oil by next year. Through York University, Alaska-Tanzania hopes it can work with two interns who would help to develop a business plan for a specified product, analyse the market potential of selected locally produced product and financial projections for the project. Alaska-Tanzania would use the results of the analysis to contribute to its business plan and also use the results to choose how to move forward with the introduction of a sunflower processing plant.

By next year, the company will have six products in the market. The main focus for next year is to expand our distribution channel for our existing products to the existing market to gain a large percentage of the market share for our products. There will be a lot of promotional activities as well.

Specific tasks will include:

- Developing a business plan for Sunflower Oil Processing
- Assessing value chain logistics for the specified product
- Performing market analysis for Sunflower Oil
- Assessing specifically areas related to both introduction of new products and market expansion

- This project will include traveling to rural areas to collect data and meet farmers
- We already have a write up that could help gain most of the information about the project
- Participating in setting up and implanting a marketing plan for existing products
- Being part of the team that will work on expanding our distribution channel for existing products

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
- Self-driven and passionate about the task given
- A very good writer that can write proposals to be presented to investors and funding organizations
- Ability to work independently with little supervision
- Someone with marketing and product development ideas to bring to the table

Expected work hours: 9am to 5pm, Monday to Friday

Preferred start date: Mid-May

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 such as supermarkets and hotels.

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. The company has three products (Eggs, Rice and Sunflower Oil) in the market share. The company is looking to increase its product line by introducing new products such as Maize flour and Cassava flour before end of year 2016 and other products, like frozen French fries, tomato paste, tomato sauce and chilli sauce in the near future.