

# AKTZ INDUSTRIES LTD (ALASKA-TANZANIA)

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**Number of Placements:** 1

**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 and rice with a view of processing its own sunflower oil and rice by 2018. Through York University, Alaska-Tanzania hopes it can work with an intern who would help to develop a business plan for specified products, analyse the market potential of selected locally produced products 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 sunflower and rice processing plants.

By next year, the company will have more than five products in the market. The main focus for next year is to expand our distribution networks for our existing products (rice, sunflower oil, maize flour and eggs) to the existing market to gain a large percentage of the market share for our products. There will be a lot of marketing promotional activities for brand awareness.

## **Specific tasks will include:**

- Developing a business plan for sunflower oil processing and rice processing machine
- Assessing value chain logistics for the specified products

- Performing market analysis for sunflower oil and rice
- 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
- Participating in setting up and implementing a marketing plan for existing products
- Being part of the team that will work on expanding our distribution networks through marketing and direct sale
- Developing a comprehensive marketing plan

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

### **Qualifications**

- Background in business, especially business plan development, market analysis, marketing and strategy
- Self-driven and passionate about the task given
- Ability to work independently with little supervision
- Someone with marketing and product development ideas to bring to the table
- Excellent written and oral communication skills
- Knowledge of Microsoft Office and basic computer applications
- Managerial Accounting skills

**Expected work hours:** 8am to 5pm, Monday to Friday

**Preferred start date:** May 14

### **Language requirements:**

English

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

AKTZ Industries Ltd Tanzania is an Agri-business company that sources, process, package, distributes and markets multi product lines across Tanzania. The company has in four years grown from a value adding business to an agriculture producer with a mission to make agriculture production a sustainable, profitable business in Tanzania through empowering smallholder farmers by improving access to information around best practices in farming management, increasing access to high-quality inputs, and

creating market linkages that reach end to end consumers. The company is currently trading five products under Alaska Tanzania brand. Products are sold to buyers in the market that cater to Retail, HORECA and Wholesale Segments. AKTZ was founded on the principles of a deep understanding of the local business content, experience in product supply-chain management, hard work and dedication to support local farmers in Tanzania. In the last 4 years, AKTZ has grown substantially, working with more than 20 farmers (and communities) in 8 regions. The company has grown to become a reputable brand in the Tanzanian food industry where it received recognition as one of the recipients of the Top 50 Tanzanian Brands Awards in 2016 by Tanzania Private Sector Foundation (TPSF) and Tanzania Bureau of Standards (TBS). Alaska Tanzania products are TBS and TFDA Certified and Compliant.

## **Accommodation**

Accommodation and meals are provided.