



## Appendix A: Internship Project Outline

### Example

#### *Internship dates*

#### *General Company Info*

<b>Company Name</b>	Barkan Winery
<b>Company Website</b>	www. israel.com
<b>Company location</b>	245 Israel street Tel Aviv
<b>Number of Employees</b>	150

#### *Supervisor info*

<b>Supervisor name</b>	Israel Israeli
<b>Supervisor title</b>	Export Manager
<b>Email</b>	<a href="mailto:israel@gmail.com">israel@gmail.com</a>
<b>Phone number</b>	050-0000000

**Project Info**

<b>Project/role Title</b>	Brand analysis & US Market research
<b>Short Description of project/role</b>	The intern will assist the Export Dept. in US Market research & Brand analysis within wine & beer categories.
<b>Desired outcomes/ success factors</b>	<ul style="list-style-type: none"> <li>- Preparing plans and good communication</li> <li>- Increasing social media (FB and Instagram), presence by 15-30% (likes/ shares, comments etc.)</li> <li>- Creating a list of beer influencers</li> <li>- Recommending on the optimal online platform for selling Israeli beer</li> </ul>
<b>Main responsibilities and tasks</b>	<ul style="list-style-type: none"> <li>- Market research for wine &amp; beer (Trends, Covid, wine/ beer best practice examples)</li> <li>- Social media plan</li> <li>- L3F plan</li> <li>- Outreach to beer influencers</li> <li>- Checking online platforms for selling beer inside the US</li> </ul>
<b>Project Timeline</b>	<p>June 21<sup>st</sup>- July 13<sup>th</sup> market research + social media plan</p> <p>July 13<sup>th</sup>- August 6<sup>th</sup> Outreach and checking online platforms</p>
<b>Additional tasks and responsibilities</b>	



633 Third Avenue | New York | 10017  
 14 Hillel | Jerusalem | 91000

**Intern Qualifications**

<b>Degree/Major</b>	Marketing/ communication
<b>Skills</b>	Independent, responsible, organized, research passionate, Excel friendly and an analyst mind.
<b>Relevant Experience</b>	Online search, Excel, data analyst, Familiarity with various social media platforms
<b>Other</b>	

Check in Schedule

<b>Meeting</b>	<b>Date</b>	<b>Contact</b>
Opening Call	June 22	Israel
Weekly	June 29	Israel
Weekly	July 6	Israel+ marketing team rep
Mid internship	July 13	Israel + Internship coordinator
Weekly	July 20	Israel
Weekly	July 27	Israel
Closing	August 5	Israel