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Investigating the lactose-free 'trend' in Hungary

Distributor Sales (DS) is an export sales unit within Arla Foods International department, focused on selling high-value branded products.

We mainly sell our products through distributors in 40+ countries.

I am an export manager responsible for sales in 12 countries in Central & Eastern Europe. Key products are Lurpak, Arla & Castello cheeses as well as milk and cream

The project we offer you

One of my markets, Hungary, sees tremendous growth in sales of lactose-free products, both from Arla and competitors.

It will be interesting to find out how big the 'trend' is, why it is taking place and where and how can Arla benefit from it.

The findings will be used to propose a range of products and ways to market them etc. to make sure Arla stays ahead of competition in this segment.

Key stakeholders will be myself as well as our Hungarian partner's marketing department.

Student qualifications

You study marketing or communication and based in Copenhagen area.

You're an experienced user of Microsoft Office.

Hungarian language skills are not necessary, but will be seen as an advantage.

You're an open-minded, quality-oriented and curious person who can handle several topics at the same time.

How can you apply?

To apply for this thesis topic please send a synopsis and your CV to thesis@arlafoods.com no later than October 26th 2016 with the subject name "Distributor Sales In Hungary" You will be notified whether your synopsis has been chosen by the thesis advisor for cooperation no later than November 11th 2016.

