



You're not just getting
a new **opportunity**.
You're giving David one.



Develop the future price model for our Premium Lactose

Arla Foods Ingredients is a global leader in value added whey proteins and lactose. We are growing fast, and invest significantly in building our position.

The project we offer you

Propose a pricing strategy for our Premium Infant Formula Lactose range.

AFI has invested heavily in expanding the supply of lactose to infant formula (IF) producers, and we have clear focus on the high end market. The issues we face are;

- Lactose used to be a homogenous commodity with even pricing for all products.
- New and more demanding segments in IF require much more attention to quality and lead to higher cost to produce.
- Therefore, we must secure premium pricing to protect our margin and so far, this has been pursued by a mark-up of standard product pricing.
- However, standard markets are very volatile, and this leads to unacceptable pricing levels for our premium products.

We are asking you to consider alternative ways to price our premium lactose products based on:

- Review of theoretical alternatives for commodity price models.
- Analysis of how other industries have approached similar challenges.
- Propose solution and argue for why it is superior to others.
- Understand the impact of alternative models on our customer relations and how we could implement such models.

Student qualifications

We are looking for a candidate with the following qualifications:

- Commercial mindset
- Interested in the food industry
- Analytically driven with flair for making it work in "real life"

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 "Premium Lactose". You will be notified whether your synopsis has been chosen by the thesis advisor for cooperation no later than November 11th 2016.