

<b>POST:</b>	Market Research Analyst
<b>APPRENTICESHIP:</b>	Traineeship (6 weeks)
<b>START DATE:</b>	ASAP
<b>LOCATION:</b>	Paddington, London
<b>WORKING HOURS:</b>	Flexible working hours, averaging 12 hours / week
<b>SALARY:</b>	Unpaid

## The Company

Recently launched alcoholic beverage company, looking to create a range of premium “English Orchard” fruit liqueurs. The company is in a unique position because it is a spinoff from an established drinks company that owns brands such as Big Tom, Beet It, and James White fruit juices. This gives it an established supply chain for fruit, manufacturing capacity with 0 capex, and established sales channels, as well as a premium brand to piggyback off.

## The Role

Work flexible hours from home as part of a team of 4 to conduct market research into the alcoholic beverages industry and present a report making recommendations.

Key questions include:

- 1) Which fruit should we start with
- 2) Who are the main distributors for alcoholic drinks & what are their payment terms
- 3) What would our cashflow look like once we achieve revenue of >£100k
- 4) What fruit liqueurs are already in the British market, who owns them, how are they priced
- 5) What cocktails contain a fruit liqueur (or equivalent)

## Desired Skills

- Independent thinking
- Writing reports
- Presentation skills
- Fluent English

## Desired Personal Skills

- Interest in nightlife / alcoholic drinks / luxury products
- Entrepreneurial spirit

## **Future Prospects**

Candidates who perform well will be given priority for an apprenticeship commencing in September 2022, when sales will commence.

The apprenticeship role will involve selling the drink direct to bars, pubs, nightclubs, as well as innovative solutions such as luxury chocolate makers.