



Internship – Market Research / Market Analysis

Come join the Zesa Wellness Team!

Zesa is a corporate wellness start-up that provides mindfulness, mediation, and yoga programs for organizations. Zesa is looking for a bright and innovative intern to assist with our expansion strategy by creating a market analysis. This role will assist in determining the company's marketplace position by researching competitors and evaluating their marketing methods, sales, and pricing. If you would like to work with a company that's number one priority is helping people become happier and healthier then this may just be the internship for you.

Responsibilities

- Assisting in developing understanding of Zesa's competitive context
- Helping in research projects on growth opportunities in new markets to provide strategic guidance to the business
- Collect data on consumers, competitors and market place and consolidate information into actionable items, reports
- Perform valid and reliable market research SWOT analysis
- Interpret data, formulate reports and make recommendations from analyzed data
- Provide competitive analysis on various companies' market offerings, identify market trends, pricing/business models, sales and methods of operation
- Utilize your creativity!

Requirements & Qualifications:

- A passion for wellness/well-being and happiness
- Studying or recently graduated in Marketing/Marketing Research or Business Entrepreneurship
- Knowledge of Microsoft Excel, Word, and PowerPoint
- Search engines, web analytics and business research tools acumen
- Strong analytical, critical thinking, and organizational skills

Location: Remote

Hours: Flexible - 10 hours per week for 12 weeks (120 hours total)

3 credit hours

Deadline for Applications: January 2, 2021

www.ZesaWellness.com

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