EXPECTATIONS (GAIDAS)

I wish to:

* get to know an international company,
* gain job-oriented skills,
* take part in the growth plan of the company,
* gain new learning opportunities,
* use my communication skills,
* develop my interpersonal skills,
* carry out activities in an international environment,
* connect education and work,
* do remote tasks,
* use my creative skills (computing skills, management skills, organisational and planning skills, research skills, team working skills, problem solving skills etc.),
* use my social media knowledge and skills

FOR STUDENTS OF SECONDARY SCHOOL OF CRAFTS:

I would like to do the following tasks (please choose some of them):

* to research the culinary habits of local customers,
* to draw up a report on the types of customers and their culinary habits,
* to carry out price surveys of food products sold in supermarkets,
* to write a report on customers’ preferences and food purchasing habits,
* to identify the main competitors and their food products,
* to produce a survey on competing products,
* to analyse the main competitors,
* to carry out market surveys: prices and local culinary preferences,
* to collect contact info and create a list of potential retailers and resellers,
* to deliver product knowledge to customers in Latvia

FOR STUDENTS OF LLU:

* to find a niche for the products of your company,
* to review labels of food products and update them,
* to monitor social media conversations,
* to manage the company website,
* to develop content for social media platforms: to write texts in English, collect or produce images/ short videos etc.
* to translate marketing materials,
* to take part in the modification of the existing products,
* to identify food products for selling in Latvia,
* to take part in building relationships with customers,
* to participate in the developing of market strategies in the target country,
* to expand the descriptions of products /services,
* to participate in working out recommendations for maintaining competiveness,
* to take part in digital marketing,
* to research new market opportunities and make contacts with retailers,
* to execute online surveys and conduct interviews with local consumers of food products,
* to analyse data obtained through surveys of consumers’ eating habits,
* to take part in the development of the database of potential customers,
* to identify sales opportunities in Latvia
* to produce content for the company webpage, etc.