



DETOUR BAR
Direct Paid Internship
Sales and Marketing Analyst Intern
Marketing/Information Systems
Graduate Students Only
\$15.00 p/hr – 15-20 hrs/wk

Company Background

Detour Bar is owned and manufactured by Forward Foods LLC, which produces and markets high protein energy and snack bars. Detour was launched in October, 2002 with the goal of revolutionizing the world of high-protein snack bars. We've done it by packaging the amazing nutritional advantages of whey protein with the universal taste appeal of a candy bar. Today Detour is a \$50MM retail brand and is leading the high protein market in health and fitness stores nationwide.

Project Overview

Working under the direct supervision of the Director of IT & Planning the Sales and Marketing Analyst Intern will provide analytical sales support at the item, account, and channel levels. Focused on sales controllables (retail price, promotion, distribution and weekly velocity), produce reports and presentations to drive and monitor business trends and revenue results. Primary focus will be on reporting and analyzing shipment, Retail Point of Sale data (POS), inventory and other syndicated data to support selling strategies key customers and growth opportunities.

Specific Tasks will include:

- Extract and model syndicated and customer specific data
- Perform analysis, interpretation and conclusions that lead to insight business management recommendations
- Provide regular reports and communication to the business team. Be prepared to influence the business team on customer-specific and product level actions that can improve company performance
- Provide sales team with customer recommendations and identify business opportunities as they relate to sales controllables
- Produce sales presentation exhibits for specific sales calls
- Prioritize analysis based project scope, potential ROI and account urgencies
- Provide timely and accurate data analysis for promotion evaluation, execution, planning, and development of customer sales

Skills and Requirements

- Mathematics or Applied Mathematics major with Business, Economics or Accounting minor
- Knowledge of pricing and price promotion dynamics, preferably in a CPG, multi-tier pricing environment, and the ability to understand the long-term impact of pricing and promotion decisions

- Excellent spreadsheet skills (functions/pivot reports) and good relational database management skills (e.g., SQL Server, Access, FoxPro ...)
- Experience and/or understanding of utilizing/interpreting syndicated volumetric and pricing data (e.g., ACNielsen, IRI) a plus
- Strong ability to express quantitative results clearly, concisely and effectively; ability to summarize & effectively explain complex information

To apply send your resume to Karin Enbom at kenbom@detourbar.com