



## **Examples of Business Student Internships Buenos Aires, Argentina**

### **Marketing / Branding**

#### **Software Development Company.**

The student's project was to develop a new branding message for the software development company. The company was traditionally working with in Argentina. Now they have grown and now had clients in South America as well as the United States. The intern worked closely with management to understand the goals of this new expanded company. Student made new logo, helped design their new website, and created new brochures designs for the company with their new message and identity.

#### **Health Club /Day Spa**

Student's project was to help brand and market the Health Club/Day Spa to tourist both Spanish and English speaking. The successful Day Spa located in Palermo Hollywood is known by locals as the place where Argentina's models and movie stars often frequented. The company wanted to try to reach a new clientele of the tourist or short term visitor to Palermo. Student helped with design of brochures and messaging. Student also looked into social media and how to promote this service to visitors.

### **Sales**

#### **Manufacturer**

Student internship was to be part of the sales team. As part of the sales team, the students researched the expansion of sales into new countries, located potential distributors in these countries, and contacted them to set up a possible business relationship. They organized templates and created a new process to for these new connections to be stored/reviewed and develop into new clients.

## **Business Process Improvement**

Student intern project was to work with Manufacturing, Sales and Administration groups to make suggestions of process improvement to streamline JIT manufacturing process while looking at potential bottlenecks which could be lessened or eliminated.

## **International Business**

The Student's main tasks were doing market research, distributor management, campaign development, and working on a presentation to be utilized in the campaigns. The market research entailed researching and organizing information about current and potential international aesthetic equipment distributors as well as noting observations on advertising strategies of the competition. The distribution management entailed finding potential distributors in new countries, communicating with said distributors, and closing distributor agreements. Students' commented they really enjoyed dealing with the campaigns where they helped to organize expectations of what the distributors should be doing and provide discounts on our products based on specific guidelines

## **Business Consulting**

The student intern's project was working with an analyst from a software development company. Student went on site to businesses which were developing software for process improvement. The student worked with the analyst to understand the business workflow and how with software development these processes could be improved.

## **Accounting**

Student internship in accounting was to help understand the regulations required to open office in the United States. This was to review regulations to open and maintain a business and the minimum investment which would be required for this project.

### **Import/Exporter**

Student worked closely with an accounting team of an import/exporter. They were also requested to research accounting regulations which may apply to them in new countries and what effect this may have on accounting principles of doing business in that country.

## **Entrepreneurial Experience**

### **Fashion House**

Internship with a small international fashion house student was exposed to the full process of business. With a small international fashion house you must follow all the regulations of the “Big Companies” but must figure out how to “wear many hats” to accomplish this. From Sales, design, import/export, marketing, communications, manufacturing, inventory.

### **Finance/Banking**

Internships within banking organizations. The student internship was within the credit department. Working with the team to assure Argentina regulations were being maintained.

### **Alternative Energy**

An internship with an NGO organization for research on alternative energy. The research information will be used by lobbyist to present to the government to promote the use of alternative energy in Argentina.