

Public Summary

In September 2014 I applied for an internship at Unilever at the customer development department. I found the vacancy by coincidence at the LinkedIn website. The vacancy was for a position in category management of the Savoury team. I already had affection with Fast Moving Consumer Goods, as I had worked at Jumbo Supermarkets. During my Chemistry master I was trained to point out and solve problems, reduce a great offer of information and to create a short and concise, but meaningful conclusion. The combination of experience in Jumbo Supermarkets and Chemistry master was a good fit with the vacancy in the category management team.

Unilever offers a dynamic working environment where people with energy, creativity and passion work together to achieve ambitious aims. As an intern you are fully part of the department and you get a lot of responsibility, thus giving you good insight into the organization and you will develop yourself quickly. Unilever offers an educational internship in which you can develop yourself as well as category management and commercial skills.

Category management at Unilever involves a dynamic function between marketing and sales. Marketing creates, category management develops the story with fair arguments and sales sells to retailers. In category management you get to combine strong analytical skills with intensive contact between many different departments and people.

Category management at Unilever consists of many proceedings. For example you evaluate the promotion strategy of several brands at different retailers and create an advice to retailers for future promotions. Space management of not only Unilever brands, but the whole category, is a large share of your work as category manager. These advices are non-binding, so this is where the challenge lies. Advices should be reliable and unbiased. The advice should persuade the retailer while taking into account the retailers vision, the vision of Unilever and market developments. Last but not least it has to create monetary value for both Unilever and the retailer.

During my internship I created several analysis reports, of which some to be used as standard reports each month. I participated in the category management team as a team member. From day one I was assigned challenging tasks and I felt that I got a great responsibility, which challenged me to deliver high performance answers to questions and problems.

My goals and objectives were accomplished at a satisfactory level. I enjoyed working at a commercial company.