



World Natural Care

Organisational Profile

World Natural Care (WNC) is an environmentally conscious Belgian company which specializes in plant extracts for cosmetics as well as for the nutraceutical and phytotherapeutic industries.

Today we are making significant progress in „custom-made“ extractions of various quantities which replace ingredients derived from petroleum in food supplements, cosmetics & SPA products. All WNC productions are Petroleum & Parabene-free. We only produce customized products to suit the needs of each customer under his own brand name.

WNC employs a “Value-Based” marketing and pricing system, and as such we are committed to demonstrating the uniqueness of our products and describing how they can add “value” to the consumer. Business, communication, and marketing majors may be particularly interested in learning more about “Customer-Value.”

Internship Profile

The intern will be learning about and deal with Marketing & Sales. The intern will assist WNC in the company's daily operations and could be responsible for any of the following:

- compilation and analysis of relevant data for the Marketing & Sales dept.
- update of the various tools and databases
- ad hoc support for short-term specific projects
- the promotion of the company products/services through the update or creation of leaflets
- support material for the sales agents
- research of prospects

She/he will also assist & learn on Value-based quotations & pricing. The intern may be given the opportunity to get a hands-on experience with selling on Customer-Value. The intern may also have opportunities to participate in relevant meetings with prospects/customers, on an ad-hoc basis, following the negotiations.

Intern Profile

The ideal candidate has several of the following qualities:

- preferred Communication / Business student with some knowledge of marketing and sales
- interest in Natural/Organic products issues & Environment friendly industries
- good research, communication and networking skills
- good organizational and interpersonal skills and friendly disposition
- good knowledge of English; knowledge of other languages is a plus
- strong team spirit & self confident
- ability to multi-task and prioritize responsibilities: the intern will organize his/her own daily work
- adaptable, creative, methodical, motivated individual