

Marketing, Merchandising, and Special Events Internship

The goal of this position is to re-evaluate the current “brick and mortar” component of Dande Company’s sales and marketing approach and make recommendations for changes or improvements. Tasks to be performed include (but may not be limited to) those listed below:

- Conduct a survey of current business customers to determine overall customer satisfaction, shopping preferences (internet/electronic vs. traditional), and awareness of company products and update contact, account, and business information
- Conduct a survey of walk-in customers with the primary goal to add them to our internet marketing pipeline and secondary goal to determine overall customer satisfaction, shopping preferences (internet/electronic vs. traditional), and awareness of company products
- Research merchandising theory as it pertains to small business retail stores and make recommendations as they pertain to the Dande Company’s products and available retail space and display areas. Research to be conducted through online and literature sources, provided information pertaining to trophy and award retailers, data collected from current and walk-in customers, and field observations of local small business retailers. Upon review and approval of owner/general manager, initiate the implementation of recommended approach(es).
- Investigate non-internet-based advertising opportunities to determine their affordability and viability as an effective marketing tool. Sources to evaluate include newspapers (regional, targeted), magazines, radio and TV (regional, local), billboard, public transportation, direct mail, etc., with relation to their reach and target audience as it pertains to Dande Company’s products and services.
- Assist in the marketing of, and preparation for, in-store “special” events, to include sale events, workshops, and other promotional opportunities. Suggest and, upon owner/general manager approval, develop new monthly events, keeping in line with store’s products and services and seasonal needs.
- Investigate the viability of adding “event management” to the core services provided by the Dande Company. To do this, research other local event management providers and the markets they serve to determine if there is “room” in the current marketplace for an added provider.
- While conducting these tasks within the store, assist with general internal sales and marketing tasks, including but not limited to, answering incoming calls, greeting customers, and assisting with internet marketing efforts.

Dande Company is a small business retail store, specializing in custom awards and gifts, located in Tacoma, WA. This internship is a non-paid, position, to consist of 125-175 working hours spread consistently over an educational term. A minimum of 80% of total work time to be spent onsite at store’s Tacoma location, anytime between the hours of 10 a.m. to 6 p.m., Monday thru Friday (schedule to be set based on student’s class schedule). Remaining 20% of time may be conducted at the store’s location or student’s choice of location, as long as suitable off-site progress is demonstrated on a regular basis. Any dedicated student, regardless of major or current course of study, is encouraged to apply. Adjustments to length of service and specific tasks may be considered to comply with student’s school requirements, but a substantial portion of the tasks described herein should directly relate to student’s course of study and/or future career goal.

Apply by email to jobs@dandeco.com with resume or description of educational and/or work experience and a written description of how this position will enhance your educational objectives and future career goals.