



creating better environments

The Flooring Systems division offers a broad and attractive range of environmentally friendly natural linoleum, high-quality vinyl floors, entrance matting systems for cleaning and drying shoes, carpet tiles, needle felt, and Flotex, the washable high-tech textile flooring. Thanks to their excellent technical properties and attractive design, these flooring products are invariably the first choice for public buildings, department stores, hospitals, and other healthcare facilities, schools, libraries, commercial and office spaces, leisure centers, shops, hotels, restaurants, and cafeterias as well as for applications in the residential market. With a market share of about 70 percent, Forbo is the world leader in linoleum.

Flooring Systems also provides ready-made adhesives for floor covering installations, parquet flooring, and ceramic tiles, leveling compounds for the construction industry as well as liquid floors under the trade name Eurocol.

Business development and marketing

The international business development and marketing department of Forbo Flooring Systems is the overarching department where functions like brand management, sustainability, marketing, business intelligence, product and e-media communication and design all come together. Within this department we aim to support our international sales and marketing offices with data, knowledge, strategy, marketing material, and guidelines to help them to develop the promotion of the Forbo brand and product portfolio in the local market in the most effective way.

Business development and marketing internship/stage

Project

Within the ever changing market place, we as Flooring Systems would like to investigate the global market place. We see the world around us changing rapidly and as governments, corporations and individuals are using new tools and new business approaches. However, the world of a large part of our buying customers is still considered traditional or could it be that we only think this is the case? We work in many markets from Asia to the USA and from Europe to South America where we would like to investigate the above.

The project is to get answers for the following questions:

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- Where do we stand in the global market place and in particular in the world of building and construction and interior finishes in relation to branding (brand promise), innovation, design and ease of doing business?
- Which (marketing) tools in our business are used to get a potential customer acquainted with the offer and to close a successful deal?
- What are (potential) customers looking for in the various markets (countries) to help them make a choice to do business with a company that sells flooring.

Outcome

This investigation will end in a broad best practice bench mark and an advice on the steps to improve the customer experience. This report will contain experiences from markets worldwide so we can also compare markets with each other. With this outcome Forbo Flooring Systems can strategically work to further develop best in class tools and services that match the needs of our customers in local markets.

You (!) with help from the Global Business Development and Marketing team and the Region Marketing Managers.

Intern responsibilities

The intern will interact with all members of the project team. The key role of the intern is to collect as much as data as possible by doing desk research with the help of the local marketing or country manager. After analyzing the data, conclusions need to be drawn and discussed with the project team. The end report will contain recommendations how to deal with the conclusions.

Qualifications

- HBO or University: for example Marketing, Sales or International Business.
- Fluent in Dutch and English

Job application

For more information, please contact Erik van Dokkum, VP Business Development & Marketing FFS at phone number 075 - 647 7615 or by LinkedIn or e-mail: erik.van.dokkum@forbo.com.
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