

Volkswagen Group China (Strategy & Planning) in Beijing, China looking for a Chinese Intern

Starting as of 29th October 2014

www.volkswagen.com.cn

Founded in 2004 the Volkswagen Group China (VGC) combines the 19 production-, distribution- and financial services companies of the Volkswagen Group in China based in Beijing. Its business activities comprise the production and the distribution of vehicles, components, engines as well as services and financing.

On December 31st 2013 VGC had, including its both Joint Ventures SVW and FAW-VW, 83,455 employees in China. The Volkswagen Group China is strongly anchored in the world of business with a huge network of suppliers and VGC is in charge of the distribution of the group brands Volkswagen, AUDI and Škoda on the Chinese market.

Information about the Position

At Volkswagen Group China, the Product Marketing department is responsible for ensuring a customer oriented product portfolio that supports each brand positioning and maximizes group sales potential.

The region China is currently the most significant market of the Volkswagen group. For the tasks at Product Marketing, such as price strategies and competitor analysis, we are currently searching for an intern with profound knowledge and interest in automotive market, as well as strong analytical and strategic skills.

Your Tasks

- Marketing analysis (price index, price trend) and information feedback
- Analyzing market trends and competitors' strategies
- Analysis of competitor, features and technological/legal trends
- Real time equipment analysis (for each car projects in different milestone)
- Creating briefing documents on vehicle projects for the Board Meetings
- Support of daily business activities
- Desk research on various marketing mix related issues and strategic projects

Your Profile

- Major in Marketing/Business or industrial engineering with profound entrepreneurial skills
- Experience in automotive industry and/or knowledge of car production process would be beneficial
- Knowledge of the entire Microsoft Office package
- Fluent in spoken and written English.
- German language skills would be beneficial
- Chinese Citizen

Our Offer

- Diversified, independent tasks in a globally operating company
- Insight into the entire car development and emerging processes
- Working in a young, motivated and international team
- Experience working in a dynamic business environment
- Competitive salary

Location

Volkswagen Group China,
Beijing

Department

Strategy and Planning
/Product Marketing

Start of Internship

29th October

Duration

3-6 month

Contact

Send your complete application
in English directly to:

Strategy.Planning@volkswagen.com.cn

