

MARKET PLAN & COMPETITOR ANALYSIS

ABOUT XTEVENT

XTevent is a start-up, focusing on reducing the cost of administration for company and private events by providing effective tools for the planning and execution of meeting, seminars, conferences and parties. We are now looking for creative programmers that can help us plan and develop our web based solutions for event planning. We are a part of The Rynge Group that works with transforming good ideas into great companies.

Within the strategical planning process, we have developed a business plan for the years to come. When developing the marketing part of the plan, we have realized that we could need help and some fresh eyes to determine our target markets and the competition situation. We believe that a couple of students could be suitable for this assignment as we need an objective view on the external and internal environmental factors.

THE ASSIGNMENT

We are looking for one or a few driven students capable of analyzing and develop the different parts of a market plan, on both the corporate strategy level as well as on the operational level. You will work as a team together with the management of XTevent . The assignment includes interaction with potential customers and performing analysis to get an understanding of the market needs and the competition as well as developing operational plans to meet the overall goals.

You need to be able to take a large portion of responsibility for the planning and execution of the assignment.

Preliminary schedule is set for 20 weeks in 2007. However, duration and dates are flexible.

The project is an essential part of the success of XTevent and we value your inputs and thoughts regarding the work process as well as how the strategic plans of the company can be altered.

To apply, please send application and resume to: ola.rynge@liquidice.com