

department: STORE DEVELOPMENT position: MARKET RESEARCH/GIS
INTERNSHIP

QUALIFICATIONS

Do it Best Corp. is seeking students with leadership skills and experience, who are self-motivated, energetic, and organized. The applicant must be well versed in Microsoft Excel spreadsheets with knowledge and experience of GIS software and applications (see below computer/software skills and educational requirements). Also, the applicant should possess excellent writing and verbal skills.

COMPUTER/SOFTWARE SKILLS SET

- ▶ Geographic Information Systems (GIS) such as ESRI ArcGIS, MapInfo
- ▶ Microsoft Excel (very proficient)
- ▶ Microsoft Access (not required, but preferred)
- ▶ Microsoft Internet Explorer (very proficient)
- ▶ Microsoft Word (typing at 60 WPM)
- ▶ Information Management Systems experience (spreadsheets & database knowledge)

EDUCATION

Marketing or Business major preferred – others with experience/knowledge of GIS will be considered – see computer/software skills.)

SPECIFIC PROJECTS

- ▶ Utilize GIS research technology to complete Market & Site Analysis Report sections.
- ▶ Analyze current member locations to establish market criteria for forecasting/identifying other similar markets.
- ▶ Identifying markets with high expenditure potential growth – (based on Do it Best Corp. criteria).
- ▶ Finding competitor locations.
- ▶ Helping locate primary trade areas.
- ▶ Plotting on map of prospective sites.
- ▶ Locating favorable retail destinations.
- ▶ Production of maps:
 - Regional
 - States
 - Metros
 - Suburban Markets
 - Rural/Small Markets
 - Other Criteria
- ▶ Compile reports and analysis for the following:
 - Percentile Growth
 - Numerical Growth
 - Other Variables

CONTACT INFORMATION

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