

SMALL BUSINESS INTERNSHIP INITIATIVE OPPORTUNITY

Now Accepting Applications for:

An immediate opportunity with quick turn-around for internship placement:
General Intern for *The Fanciful Fox*, downtown Scranton, Pennsylvania

Deadline for Application: June 30, 2013

Internship Details:

A hands-on learning opportunity for a student interested in training within a specialty manufacturing, retail store in downtown Scranton. The student will have the unique opportunity to participate in many facets of business, bringing product to market. Primary hand-made product(s) are vegan and organic soaps and lotions, produced on-site.

Duration:

- 6-10 hours per week; Summer 2013 [end of June, all July, August], and/or Fall 2013
- Daytime and early evening hours, Monday through Saturday option

Pay: Unpaid

Field Location:

342 Adams Avenue, Scranton, PA 18503

Preferred Educational Background:

A preferred skill set to include:

- Business and marketing background helpful;
- Social media savvy, as related to business (Facebook, Twitter, LinkedIn, other);
- Retail experience helpful;
- Interest in either: sustainability, fair trade, organics, vegan or vegetarianism, or green environmentalism.

Expected Projects*:

You will have the opportunity to work closely and collaboratively with the owners to:

- Assist in the growth and promotion in this small and unique production and retail establishment, greeting and educating customers with developed education and pitch;
- Create buzz for support of this unique product line and business offering; deriving a manageable marketing plan for exposure to customer markets the owners feel they have not yet been able to reach (to include student and downtown business-to-business [B2B] markets);
- Strengthen current and future health food wholesale market for this business, by providing recommendations and enacting a strategy, needed lists, and creating paper infrastructure needed;
- Aid with the production of product(s), when needed.

**All projects subject to change.*

Learning Objectives:

- Gain valuable insight into a start-up, 4.5-year old, grass-roots entrepreneurial venture, to include a greater understanding of common hurdles and successes and Fanciful Fox's unique business philosophy;
- Learn and enact steps of a business marketing plan to reach key audiences with concepts of sustainability, vegan/vegetarianism lifestyle choice, green environmentalism, and/or fair trade;
- Apply marketing and social media savvy to the overall operational effectiveness of a small, mother-daughter-run production and retail establishment;
- Understand manufacturing process of soap and lotion-making.

Other Preferences:

- English language proficiency (required); computer skills (required), great communication skills (preferred), high personal hygiene (required), ability to work variety of EST days and hours (preferred).
- Key hand-eye coordination and ability to read measurements for production (required).

How to Apply:

Send your resume and a cover letter to internships@scrantonsbdc.com. Note "re: The Fanciful Fox" in the cover letter and also within the Subject Line of your email. Within your cover letter, please detail why you would be a good fit for this internship. Please note: It is requested that you do not contact The Fanciful Fox directly. In order to apply, you are required to follow the internship posting application process noted.

Posting Date: June 10, 2013