

MISTERCHRONO

— PARIS —

Marketing and Business Dev Internship - Singapore

MisterChrono is a French company that has been founded in 2009 in Paris by 3 partners and friends. The concept is to market manufactured and high-end quality products relating to watchmaking and luxury watches to a wide range of people.

MisterChrono mainly promotes goods issuing from small and middle companies. Our leitmotiv, our belief is : « offering beautiful and special things for everyone » ! That's why we work with manufactures and workshops all around the world in order to propose every day, very specific and sometime, unique goods and products.

MisterChrono's expertise already allowed us to open its first store in Paris, based in Paris-Vendôme next to Place Vendome, the heart of luxury goods (watches and jewelry). In July 2015, a new store in Hong Kong TST is opened and followed by Singapore in April 2016.

Missions:

Marketing Activation

- Establish the target profiles for Misterchrono by country: existing customers (prestashop file) and potential
- Proposal and activation of a global and local promotional marketing plan, online & in-store, consistent with the highlights of the different markets (Christmas, Father's Day, etc.)
- Integrated or not in this plan, creation of loyalty and recruitment offers
- Management of new product launches 360 ° (points of sale, e-commerce, media, digital ...)
- Development of associated communication media and local adaptations
- Competitive intelligence and new product opportunities
- Creation of a training book on products
- Analyze insights / consumer reviews
- Analyze e-commerce sales and points of sale: cross-selling, average basket, etc.

Image and communication

- Move upmarket and standardize the image of Mister Chrono: website, social networks, shops, communications -> creation of a charter
- Write a press book and press releases
- Create the presentation materials for canvassing suppliers & partners

Digital

- Continuous improvement of the website
 - work on the content and descriptions produced for a better SEO feedback
 - verification of translations / languages / spelling
 - working on categories for "customer friendly" navigation
 - analysis of results via google analytics
- Analyze the results of advertising campaigns SEM, Facebook ads, instagram
- Improve the visibility of social networking pages: # recommendations, IG accounts to follow, use of the network to enlarge the FB page, etc.

Business Development

- Working on the distribution web with the management and establish targets : countries and cities in APAC and Middle East
- Organise the development of franchises by files / drives and tables
- Helping the management to acquire new franchises by proposing ideas and brainstorming

Required qualities :

Autonomy

Proposal force, entrepreneurial profile

Analytical mind

Organization

Editorial Capabilities

Fluent English / French