

Every summer Wharton MBA students make meaningful contributions at retail and eCommerce companies through project work in a variety of disciplines.

**Retailers who recently hired Wharton interns include:**



What can **Wharton MBA students** do for the summer? Some real-life examples have included:

## MARKETING

- Collaborated with designers and marketing team to build awareness and engagement by developing a content marketing strategy, with the goal of translating brand identity into a visual narrative across eCommerce and social media platforms
- Developed a 360-degree cosmetics marketing plan targeting women-of-color, a \$10M sales opportunity. Strategy included recommendations for in-store merchandising and events, education, sampling, and advertising
- Analyzed French market and developed recommendations for brand launch, including strategic marketing and PR, optimizing retail and digital outreach, and leveraging trends to maximize product value proposition

## MERCHANDISING

- Led consumer insights research, including five focus groups, for Greater China women's business with +200% projected growth; recommended marketing campaign, product development, and assortment strategies
- Analyzed sales-to-space allocations, customer attachment rates, and affinity data to identify opportunities for existing store space optimization to drive sales
- Recommended merchandising strategies for luxury fashion brand to increase sell-through in new international markets
- Analyzed 2M SKU assortment to develop merchandising strategy for new dot com global store

## BUSINESS DEVELOPMENT/RETAIL STRATEGY

- Supported strategy team conducting market research and in-store testing, which translated into initiatives such as store layout improvements to increase revenues
- Performed research, financial modeling, competitive analysis, valuation, diligence, documentation, and integration preparation for acquisition targets consistent with retailer's brand portfolio and long-term strategy
- Developed a framework to identify sources of revenue growth, taking into account the 2020 growth strategy. Designed a framework to evaluate and execute the company's global capital deployment strategy

## FINANCE

- Developed a long-term revenue and gross margin financial model for company's \$5 billion business segment across six geographic regions

Contact us to learn more about **MBA internships** and how to engage with **students interested in retail**.

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