

Thesis project for IKEA Food



*At **IKEA Food Services AB** we are passionate food lovers that from our Malmö office develop and provide food for the many people around the world. Every year 680 million visitors experience a taste of Sweden in the IKEA Restaurants, Swedish Food Markets and Bistros in our different markets. With Food at the heart of everyday life, we offer honest food for the many people and the planet.*

We are looking for you with an interest for food and that wants to support us with a project combined with writing your thesis or degree project.

Purpose:

To give suggestion/recommendation on how IKEA Food could implement consumer directed messages/communication on Nutrition and Health in its sales channels, to increase awareness and attractiveness of the healthy offer in the range.

Specific tasks and responsibilities:

1. Research the landscape of nutrition and health-communication in food companies.
2. Study legislation around communication of nutrition and health through products and create a suggestion for a guideline to be used by IKEA Foods.
3. Set up and execute an in store-test of nutrition and health-messages based on previous research.
4. Based on learnings from research and test, deliver suggestion on guidelines for direct marketing of healthy products in store.

Knowledge:

1. Basic knowledge in research methodology.
2. Basic nutritional knowledge to enable evaluation of competitor strategies and messages.
3. Project management skills to enable successful implementation of store test.

More Information

Sounds interesting? Please send us your application – CV and letter of motivation – in English, to Maria Wirén, maria.wiren@inter.ikea.com, and make sure you tell us why you would be a good fit. Please note that we will be interviewing continuously, which means that we may close the application process earlier than stated if we find the right candidates.