

Commerce, Strategic Marketing, Technico-commercial, ...

From GDTech or abroad, in a targeted country!

❖ GDTech description:

GDTech is an engineering office whose headquarter is based in Alleur, Liège, Belgium. GDTech counts 200 people, mainly calculation engineers providing services to customers willing to get solutions for technical problems. GDTech is specialized in some fields such as aeronautic, crashworthiness, defence, ...



❖ Topic for commercial, strategic marketing:

The final goal of the student's work would be to analyse one or many possible markets in order to detect growth opportunities for GDTech. GDTech has some capacities to invest in knowledge building and GDTech has, through a positioning analysis (marketing), to decide in which fields of expertise. SWOT & other marketing analyses will have to be made for identifying the most interesting niche segments. The student will have to analyse competition, market environments, ... and will have to contact customers to get data for his analysis. The work would be done from GDTech Liège, Belgium (or Valenciennes, France).

❖ Possibility to go abroad (possibly using "[Explort](#)" program or other):

If agreed between the company, the student and the school (University, High School, ...), GDTech could propose an internship or a thesis including the need for the student to go and analyse a particular geographical zone (country, ...). The student will have to be firstly trained in GDTech and make a desk analysis (minimum one month) followed by a field analysis involving meetings mainly with prospects and customers (maximum 2 months).

❖ Other information:

- Dates & duration: all along the year, no restriction & ideally 3 months minimum
- Language: French or English, any other language is a plus to prospect particular zone

❖ Interested? Please, contact us!

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