## ASSETS Internship Program

## Market Research Intern

Commitment: 32 hours per week

Dates: TBD

Reports to: Director of Programs

#### Primary Projects

#### Market Research for Clients

* Work with ASSETS clients to conduct market research, providing insights on customers, competition, expansion opportunities, etc.

#### B Corp Analysis

* Become an expert on the B Impact Assessment
* Analyze assessment results of ASSETS clients and prepare an improvement plan
* Meet with ASSETS clients to provide an overview of the improvement plan

#### Business Mapping Follow-up

* Update information from the 2014 Business Mapping project (<http://www.assetslancaster.org/programs/south-lancaster-city-development/>)