

July 2009

Bienvenue à Kindertons! French Students Arrive at Head Office

Kindertons have agreed to a French Work Placement programme offered by Manchester Metropolitan University, offering two French students the chance to work for a large successful service orientated English organisation.

Romain Poiret and Alice Aubrée are both students in the Higher Education Department of the Lycée Carcado-Saisseval, Paris, attending a two-year technical course in International Trade Relations and will be at Kindertons Head Office, Crewe, Cheshire, for roughly 9 weeks, finishing at the start of July, the students are both staying at the MMU Campus in Crewe along with a number of other students who are also working for other companies in England.

Mathew Scott, Marketing Executive commented "Both Romain and Alice have been a fantastic temporary acquisition for myself and Kindertons as a whole, their enthusiastic willingness to learn and impress has been well received and they have tried their hand at a whole host of different tasks in the office."

As marketing can be a large and diverse area to work in, Romain and Alice have both been working on as many different areas as possible for the department, featuring in market and competitor research and analysis projects, exploring avenues of new advertising techniques including viral marketing and also website maximisation.

Alice Aubrée went on to mention "Romain and I are both delighted to be working for Kindertons and we are learning a lot. As well as working for Mathew in the Marketing Department we are also enjoying learning about how an organisation runs in general."

The Work Placement will finish at the start of July, concluding with a presentation by Alice and Romain at MMU, Crewe, detailing their nine-week placement experience, skills learnt and tasks completed with a representative of Kindertons attending.

