**Givaudan Fragrance Europe Trainee Topic**

**How to build a fragrance database taking into consideration product base effect ?**

**Project Context**

In order to anticipate customer requests and needs, Givaudan would like to develop ranges of fragrances that would delight consumers tomorrow. Those fragrances should provide specific insight to our evaluation and perfumers team so they are easier to understand from a consumer performance point of view as well as easy to retrieve whenever needed

**Objectives**

The student will help Givaudan looking into different ways of evaluating the fragrances in order to be able to understand their fit to specific categories (base, context of evaluation, specific questions…). He will also look into all the insight that is key for perfumers and evaluators in order to understand consumers specific perception of the products (colors, images, sounds, words, ….). Final outcome would be the proposal of a specific protocol as well as a database format to facilitate fragrances searches to drive better product selection through the development process.

The student will have to

1. Conduct literature research to review the existing knowledge as well as look into the current Givaudan ways of working

2. Define, scope and run Consumer evaluations

3. Develop new methodology looking into different ways of presenting products, asking questions, rating answers (… and all other parameters of interest)

4. Identify and Coordinate external collaboration as needed with scientific consultant

5. Communicate findings to the whole team

The student will work together with the other members of the Consumer Market Insight team as well as Evaluators, Perfumers & Marketing as needed.

**Candidate Profile**

Technical skills: Knowledge in consumer research & methodologies. Good knowledge in statistical tools (theory and software). Fluency in English is a plus.

Personal skills: autonomy, initiative, enthusiastic, meticulous, team working attitude, good communication skills.

**Contact Details**

Email adresses: christel.adam@givaudan.com

Location: 55 rue de la voie des Bans - 93100 Argenteuil - France

Phone Number: 0139981515

Length: 6 months