



Charles Sturt  
University

## Work Placement Position

### Handen

#### Market Research Intern

Handen is Software Development Group working towards a Business Made Easy application for wide range of businesses that include Retail, Wholesale, Time Billing and Rentals.

The Application Core has been designed with End Users at the forefront in providing a powerful yet simple and intuitive application combining the right mix of Business Management functionality with CRM capabilities common with high-end applications.

Handen strategy is to deliver application at an affordable price to compete with XERO, MYOB and Quick Books.

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<b>Subject:</b>	<b>Session 1 (30):</b> BUS220 (70hrs), BUS370 (120hrs) <b>Session 2 (60):</b> BUS110 (35hrs), BUS370 <b>Session 3 (90):</b> BUS110, BUS220
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<b>Specialisation:</b>	Market Research
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<b>Location:</b>	Bathurst
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<b>Availability:</b>	1 position (Flexible days/week)
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An amazing opportunity will allow you to expand your knowledge of Market Research for a Tech Start Up. Research what the important considerations are for a Tech Start Up entering a competitive marketplace.

What competitors are doing well and not so well when it comes to user and customer experiences?

#### Further information:

- Research Barriers to Entry
- Competitor Analysis
- Size of Market
- Reseller Network (Advantages/Disadvantages)

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<b>How to apply:</b>	Email cover letter, résumé, academic transcript and <a href="#">Authority to Disclose Information</a> to Manager, Workplace Learning, Faculty of Business, Justice & Behavioural Sciences <a href="mailto:business-wpl@csu.edu.au">business-wpl@csu.edu.au</a> .
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<b>Closing date:</b>	<a href="#">Closing Date</a>
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