



Dear Sir/Madam,

We are **Jabong.com** and are among the **fastest growing ecommerce companies** in India. We are one of the top **online retailers of fashion & lifestyle products** and are a part of the global group which is operating successful ecommerce ventures across **14 countries** in the world. Our management team is led by an enviable bunch of experienced candidates from **McKinsey, BCG, Bain, AT Kearney, Goldman Sachs** etc.

We are currently looking for talented and enthusiastic students from your esteemed institute for our **Campus Ambassador Program**. Under this program we will be jointly working with the best student minds from your institute on a fast paced, highly entrepreneurial and intensive project. With this initiative we wish to partner with the most creative and focused minds and give them a flavor of the extremely competitive corporate environment.

#### **Objective of the Campus Ambassador Program**

1. To give the participants a firsthand experience of the **ecommerce industry** in India
2. To prepare a **marketing strategy** for **Jabong.com** to succeed in the competitive Indian retail market
3. Give them a free hand to design & partially implement a **strategic promotional activity** for Jabong.com in a defined universe

#### **About Campus Ambassador Program**

It will be a **one week highly intensive program** from **30<sup>th</sup> January till 4<sup>th</sup> February** where students will work as **Entrepreneur/Marketing consultant** for Jabong. As a part of the project the selected students will work directly with the **international marketing team from Jabong**.

During the program the students will be mentored and supported by some of the leading **Online strategists, SEO experts and Category heads** to help them come up with the best strategies.

#### **Incentives for the students**

1. The **top 3 projects** will get a paid Internship at Jabong in their New Delhi office
2. Opportunity to Interact with the core **Strategy & Marketing Team** at Jabong
3. Stipend worth **Rs. 5000** in the form of cash or vouchers as desired
4. Complete support for any resource required to **implement the marketing plan**
5. **Certificates for the live projects** completed from Jabong.com

#### **Student profiles required**

We are looking to hire **1-2 participants** from the pool of applicants, who are,

1. Highly knowledgeable/interested in developing marketing strategies
2. Highly Dynamic and creative individuals interested in online retail
3. Energetic, competitive & go-getter with a great attitude and risk taking ability

Please send us the **resumes of interested participants** by **26<sup>th</sup> January 2012**. Please visit [www.jabong.com](http://www.jabong.com) to know more about us and our business.