

Graduation Internship: International Strategy & Market Analysis

Are you a highly analytical student with a passion for international strategy and market analysis? Do you want to contribute to strategic decision-making in a global organization? Then this graduation internship is for you!

The Assignment

Royal Reesink collaborates closely with various OEMs (Original Equipment Manufacturers) in our industry. To strengthen our strategic position and partnerships, we are looking for a proactive student to develop a structured approach for OEM analysis and competitive benchmarking.

Your mission:

Design a reusable framework to analyze OEMs and their competitors, delivering insights that support strategic decisions on partnerships, positioning, and collaboration.

What You'll Do

- Develop a scan and analysis framework for OEMs
- Conduct in-depth analyses of selected OEMs
- Benchmark OEM strategies against competitors
- Formulate strategic recommendations for senior management

Deliverables

- A structured OEM analysis framework
- A report with key findings and strategic insights
- A final presentation to the management team

Who We're Looking For

- Bachelor's or Master's student in International Business, Business Administration, or a related field
- Strong analytical and research skills
- Interest in strategy, market analysis, and international collaboration
- Independent, proactive, and communicative

What We Offer

- Hands-on experience in strategic market analysis
- Direct impact on strategic decision-making
- Guidance from experienced professionals
- A dynamic international working environment

About Royal Reesink

Royal Reesink is a leading international distributor and service provider in agriculture, earthmoving, logistics, and industry. We represent top brands like CLAAS, Kuhn, Linde, and JCB, making cutting-edge technologies accessible across Europe and beyond.

With over 40 subsidiaries across four continents and more than 2,500 employees, we are one of the largest players in our sector. In 2022, our revenue exceeded €1.2 billion

Interested?

Apply directly via our website.

For questions, feel free to contact **Emmy Schippers** at emmy.schippers@royalreesink.com