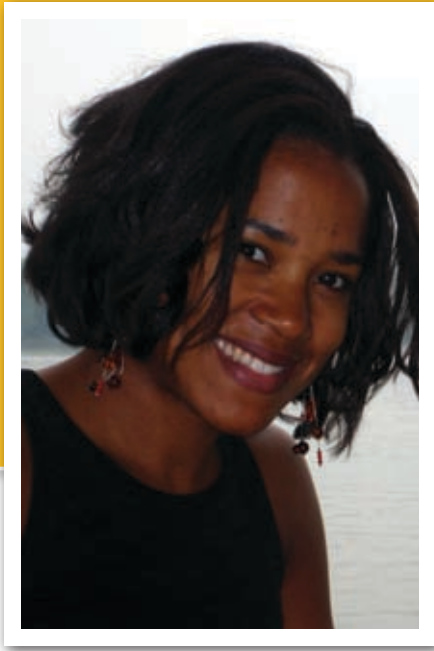


Knowledge
Transfer
Partnerships

Graduate Case Study

Agriculture/
Biology/
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Computing/
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Ecommerce/
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Food/
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Materials/
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Associate Profile: Sophie Phanor

Name: Sophie Phanor
Qualifications: Masters in Food Safety and Control
Current Role: Technical and New Product Development Controller
Location: London

“I am well aware of how KTP has boosted my career through opportunities I would not have had otherwise.”

IN MY KTP I...

My KTP was with Snacks Unlimited and London South Bank University. The aim of my project was to identify, develop and launch a range of new products with the objective of increasing sales and market share for the company. Eight successful new low-fat Weight Watchers products were developed and four new own brand products were launched.

HIGHLIGHTS OF THE PROJECT...

The products have been very successful and have accounted for 80% of sales, doubling market share. Being able to develop a product from start to finish and launch it in the marketplace has been a fantastic experience. The highlight is being able to see how my work has contributed to the business.

THE BEST THING ABOUT BEING A KTP ASSOCIATE IS...

The best thing about being a KTP Associate is the support infrastructure. It is great having support from both the University and the business and having their resources at your disposal. I was able to use all the University labs and equipment which helped me throughout my project. The other great thing about being a KTP Associate is you get to meet all the other KTP Associates on the Diploma in Management training modules, as well as learning from each other; this is a great networking opportunity.

FROM KTP I HAVE LEARNT...

I learnt a lot about retailers, brand names, credibility and business in general. I got to work with suppliers all throughout Europe which meant I got the opportunity to understand how other countries work from a legal, quality and standards point of view. I have learnt many general business and management skills from leadership and finance, to specific skills and training for my project such as understanding food additives and auditing skills.

LIFE AFTER KTP IS...

Completing my KTP project was a wonderful experience. I was working in a great company on a great project with the right people. I now work for Snacks Unlimited as a Technical and New Product Development Controller. I am well aware of how KTP has boosted my career through opportunities I would not have had otherwise.

I WILL RECOMMEND KTP BECAUSE...

I would recommend KTP because it is so much more than an ordinary job. You have one foot in business and another in academia so you get the best of both worlds.

To turn your career options into great career options visit

www.ktponline.org.uk or email graduates@ktponline.org.uk