



GREATLINES

PFE BOOK

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GREATLINES



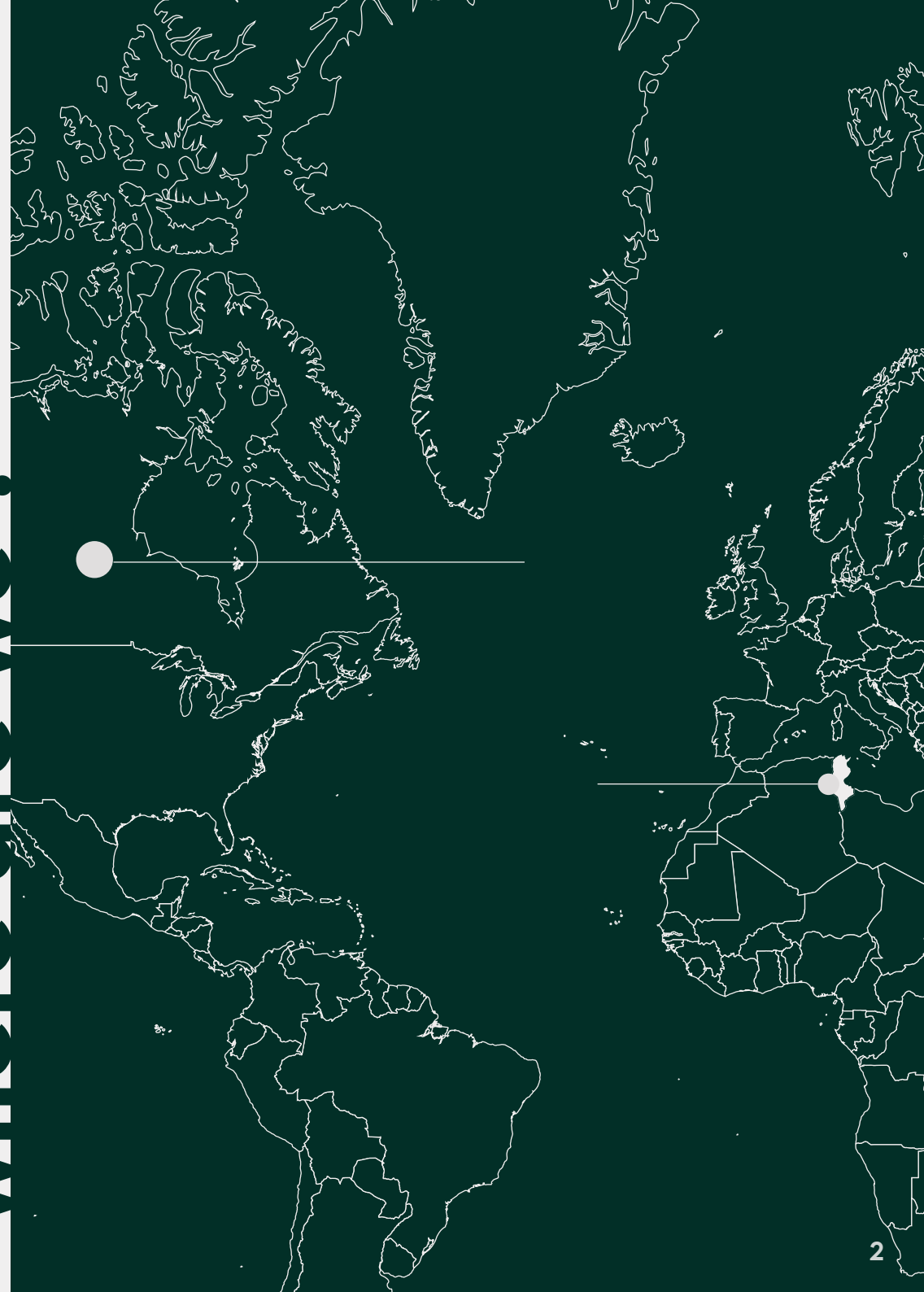
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Operating between the **US** and **Tunisia**, our international team is united by curiosity, passion, and a forward-looking approach to innovation.

where are we?



About Us

The background of the slide is a faded photograph of a modern, light-colored building. On the building's facade, there is a circular logo containing a stylized olive tree. To the left of the logo, a person is standing near some potted plants. The overall scene is bright and professional.

GREATLINES is a family-owned olive oil producer based in Jammel, Monastir, Tunisia, operating across the entire value chain from olive harvesting to bottling and export. With a strong focus on international markets, the company combines local expertise with global quality standards, offering a professional environment where young talent can gain real-world exposure to export-driven operations.

Our Mission

To deliver high-quality olive oil that meets international standards while developing sustainable practices and empowering the next generation of professionals through hands-on, real business experience.



Our Values



People & Growth



Sustainability & Responsibility



Operational Discipline



Quality & Excellence

What We Offer to Interns & Future Employees

GREATLINES provides exposure to **export-oriented operations, international quality standards,** and **end-to-end production processes,** offering interns the opportunity to develop practical skills, understand global markets, and grow within a structured yet dynamic professional environment.

Why Choose Our Internship Program

Our internship program offers students the opportunity to work on **international projects**, engage with **diverse products**, and gain hands-on experience within a **fast-paced, performance-driven professional environment**.

International project exposure: Work on export-driven initiatives aligned with global standards, international markets, and cross-border business practices.

Diverse product and functional experience: Contribute across multiple products and teams, gaining broad, real-world operational insight.

Paid, performance-driven internship: A compensated program that treats interns as accountable contributors, not observers.

Fast-paced professional environment: Build practical skills, adaptability, and decision-making ability within a high-performance setting.

This internship offers a strong foundation for students seeking international exposure, accelerated learning, and a clear pathway to professional growth.



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PROJECTS

Marketing (Hybrid)



**Pre-employment
internship** ✓



**Paid
internship** ✓



**Number
of interns:** 3



Duration:
6 months

Subject¹ E-Commerce Performance & Growth Strategy

Objective

REF: E-commerce

This subject explores how e-commerce performance is built and optimized across owned and marketplace channels. The intern will analyze traffic, conversion, and content performance, including Amazon listing structure and optimization, to identify growth levers and support data-driven improvement decisions.

Key Focus Areas

- ✓ E-commerce performance analysis: Traffic, visibility, conversion, and trust signals across website and Amazon.
- ✓ Content & listing optimization logic: Website content structure and Amazon listing optimization as growth drivers.
- ✓ Measurement & strategic insights: Translating performance data into prioritized optimization recommendations.
- ✓ Measurement & strategic insights: Translating performance data into prioritized optimization recommendations.

Profile We Are Looking For

- ✓ Interest in e-commerce, marketplaces, and digital strategy
- ✓ Comfort with data analysis and structured thinking
- ✓ Curiosity about how content, platforms, and consumer behavior interact

Learning Outcomes

Understanding how website and Amazon performance levers differ and connect

Experience analyzing and optimizing listings and digital content

Development of prospecting, negotiation, and commercial analysis skills

Ability to turn performance data into strategic recommendations

Subject² The Role of In-Store Merchandising Systems in Retail Onboarding and Early Sales Performance

Objective

REF:Retail

This research topic examines how structured in-store merchandising systems influence retail onboarding, shopper behavior, and early sales velocity. The focus is on understanding the strategic role of physical assets—such as shelf communication, displays, and in-store activation in improving product discoverability, education, and sell-through during early stages of retail presence. The research emphasizes system design, consistency, and scalability rather than isolated in-store actions.

Key Focus Areas

- ✓ In-store merchandising as a component of retail onboarding strategy
- ✓ Impact of physical shelf communication on shopper attention and understanding
- ✓ Role of in-store activation (e.g. demos, sampling) in early performance and learning
- ✓ Design of reusable merchandising systems versus one-off executions

Profile We Are Looking For

- ✓ In-store merchandising as a component of retail onboarding strategy
- ✓ Impact of physical shelf communication on shopper attention and understanding
- ✓ Role of in-store activation (e.g. demos, sampling) in early performance and learning
- ✓ Design of reusable merchandising systems versus one-off executions

Learning Outcomes

Ability to analyze physical retail environments through a strategic lens

Understanding how in-store merchandising influences consumer behavior

Exposure to research methods applied to retail and shopper marketing

Development of structured insights linking physical assets to performance outcomes

Subject³ SEO Strategy & Organic Growth Infrastructure

Objective

REF:SEO Growth

This subject focuses on how SEO is designed, structured, and stabilized as part of a broader e-commerce growth strategy. The intern will analyze organic performance, site structure, and content foundations to identify sustainable growth levers and support data-driven optimization decisions. Rather than continuous redesign, the emphasis is on building a stable SEO foundation that supports execution, learning, and long-term visibility.

Key Focus Areas

- ✓ **Organic performance & visibility analysis**
Analyze traffic, rankings, and search demand to identify growth opportunities.
- ✓ **SEO structure & content foundations**
Evaluate site architecture, content hierarchy, and internal linking logic.
- ✓ **Technical SEO readiness**
Identify key technical factors affecting crawlability, speed, and mobile performance.
- ✓ **Measurement & learning**
Translate SEO data into insights that inform prioritization and optimization choices.

Profile We Are Looking For

- ✓ Strong interest in SEO, digital strategy, and organic growth
- ✓ Comfort working with data, analysis, and structured frameworks
- ✓ Curiosity about how content, UX, and technical decisions interact

Learning Outcomes

How SEO performance is built as a system, not a checklist

How to diagnose and prioritize SEO growth levers

How to connect SEO strategy with content and UX decisions

How to turn analysis into clear, strategic recommendations



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PROJECTS

Sales (Hybrid)



**Pre-employment
internship** ✓



**Paid
internship** ✓



**Number
of interns:** 4



Duration:
6 months

Subject¹ Sales & Business Development Internship

Objective

REF:Sales

As part of the expansion of our international commercial activities, we are offering a PFE Sales Internship within our Sales Department. We are looking for 4 motivated final-year students to support our international business development efforts,

Key Focus Areas

- ✓ Categorizing leads based on similarities and campaign priority.
- ✓ Market and competitor analysis for assigned regions.
- ✓ Customized outreach to leads and key decision makers. Funnel management through and optimization and prioritization in order to meet KPIs in and create healthy accounts.
- ✓ Support in account management (client follow-ups, opportunity tracking, basic reporting).
- ✓ Sales operations support (CRM updates, pipeline structuring, performance tracking).
- ✓ Retailer research, including outreach preparation and pitch customization.

Profile We Are Looking For

- ✓ Final-year student in Marketing, Management, or any equivalent specialization
- ✓ Strong research, analytical, and synthesis skills
- ✓ Proactive, resilient, **HARDWORKING** and results-driven mindset
- ✓ Excellent organization and time-management skills
- ✓ Strong professional communication and relationship-building abilities
- ✓ Fluent or professional-level English is a must (please do not apply if you can't speak English)

Learning Outcomes

Practical exposure to international sales and business development

Hands-on experience with real markets, distributors, and retailers

Development of prospecting, negotiation, and commercial analysis skills

Experience working with CRM tools and sales performance tracking

Strong potential for employment based on performance



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PROJECTS

Qualité et production (on site)



Pre-employment
internship ✓



Paid
internship ✓



Number
of interns: 11



Duration:
6 months

Subject¹

Analyse et réduction des non-conformités .
produits en cours de production

Objectif

REF:QS01

Identifier les principales non-conformités en production, analyser leurs causes racines et mettre en place des actions correctives durables afin d'améliorer la conformité des produits.

Département: Qualité / Production

Outils: Pareto, Ishikawa, 5 Pourquoi, AMDEC process, plans d'actions

Nombre de stagiaires : 1

Niveau académique : Bac+3

Spécialité : Génie industriel, Qualité, Agroalimentaire

Durée du stage : 6 mois

Subject²

Amélioration du contrôle qualité
en production par les outils SPC

Objectif

REF:QS02

Mettre en place un système de maîtrise statistique des procédés afin de détecter les dérives, stabiliser les processus et réduire les variations de production.

Département: Qualité

Outils: SPC, cartes de contrôle, capabilité (Cp, Cpk), Excel/Minitab

Nombre de stagiaires : 1

Niveau académique : Bac+3

Spécialité : Génie industriel, Qualité, Agroalimentaire

Durée du stage : 6 mois

Subject³

Mise en place d'une démarche
« zéro défaut » sur les lignes de conditionnement

Objectif

REF:QS03

Déployer une approche préventive visant à éliminer les défauts dès la source et à renforcer la fiabilité des lignes de conditionnement.

Département: Qualité / Production

Outils: Poka-Yoke, standards de travail, audits terrain, indicateurs qualité

Nombre de stagiaires : 1

Niveau académique : Bac+3

Spécialité : Génie industriel, Management de la qualité

Durée du stage : 6 mois

Subject⁴

Analyse des causes des réclamations clients
et plan d'amélioration

Objectif

REF:QS04

Étudier les réclamations clients, identifier leurs origines internes et définir un plan d'amélioration pour renforcer la satisfaction client.

Département: Qualité

Outils: Analyse de données, 8D, Ishikawa, indicateurs satisfaction client

Nombre de stagiaires : 1

Niveau académique : Bac+3

Spécialité : Qualité, Management industriel

Durée du stage : 6 mois

Subject⁵

Augmentation de la productivité des lignes par l'analyse des temps et méthodes

Objectif

REF:ProdS05

Optimiser les opérations de production en analysant les temps de travail et en proposant des améliorations organisationnelles.

Département: Production

Outils: Chronométrage, VSM, diagramme spaghetti, méthodes MTM

Nombre de stagiaires : 1

Niveau académique : Bac+3

Spécialité : Génie industriel

Durée du stage : 6 mois

Subject⁶

Réduction des pertes de production et amélioration du rendement matière

Objectif

REF:ProdS06

Identifier les sources de pertes matières et mettre en œuvre des solutions techniques et organisationnelles pour améliorer le rendement global.

Département: Production

Outils: Analyse des pertes, indicateurs de rendement, Lean Manufacturing

Nombre de stagiaires : 1

Niveau académique : Bac+5

Spécialité : Génie des procédés, Génie industriel

Durée du stage : 6 mois

Subject⁷

Mise en place et suivi des indicateurs de performance industrielle (TRS)

Objectif

REF:ProdS07

Déployer un système de mesure de la performance des équipements afin d'identifier les leviers d'amélioration de l'efficacité industrielle.

Département: Production / Méthodes

Outils: TRS, KPI, tableaux de bord, Excel/Power BI

Nombre de stagiaires : 1

Niveau académique : Bac+3

Spécialité : Génie industriel

Durée du stage : 6 mois

Subject⁸

Démarche « zéro perte d'huile » en production

Objectif

REF:ProdS08

Analyser les pertes d'huile sur l'ensemble du processus et mettre en place une démarche structurée pour les réduire significativement.

Département: Production / Qualité

Outils: : Analyse de flux, Lean, indicateurs de pertes, audits terrain

Nombre de stagiaires : 1

Niveau académique : Bac+3

Spécialité : Génie des procédés, Agroalimentaire

Durée du stage : 6 mois

Subject 9

Mise en place d'un plan de maintenance préventive et suivi de la fiabilité

Objectif

REF:MaintS09

Structurer la maintenance préventive afin de réduire les pannes, améliorer la disponibilité des machines et optimiser les coûts.

Département: Maintenance

Outils: GMAO, MTBF, MTTR, plans de maintenance

Nombre de stagiaires : 1

Niveau académique : Bac+3

Spécialité : Génie mécanique, Maintenance industrielle

Durée du stage : 6 mois

Subject 10

Analyse énergétique et environnementale des processus de production

Objectif

REF:ProdS10

Évaluer la consommation énergétique et l'impact environnemental des activités industrielles et proposer des actions d'optimisation durables.

Département: Environnement / Production

Outils: Bilan énergétique, indicateurs environnementaux, ISO 14001

Nombre de stagiaires : 1

Niveau académique : Bac+3

Spécialité : Génie environnement, Génie industriel

Durée du stage : 6 mois

Subject 11

Digitalisation du suivi de production
et des indicateurs de performance

Objectif

REF:ProdS11

Mettre en place un système digital de suivi de la production permettant une meilleure visibilité et une prise de décision rapide.

Département: Production / Amélioration continue

Outils: Excel avancé, Power BI, ERP, tableaux de bord digitaux

Nombre de stagiaires : 1

Niveau académique : Bac+3

Spécialité : Génie industriel, Systèmes d'information industriels

Durée du stage : 6 mois



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PROJECTS

Design (Hybrid)



**Pre-employment
internship** ✓



**Paid
internship** ✓



**Number
of interns:** 1



Duration:
6 months

Subject¹ Developing a Cohesive Brand Experience Across Touchpoints

Objective

REF:Design

The objective of this project is to strengthen brand consistency and clarity by designing a unified visual system that connects packaging, website graphic design, and digital brand assets. The intern will work on translating brand values, quality, authenticity, and modern elegance into a coherent design language that performs consistently across physical and digital touchpoints.

Key Focus Areas

- ✓ Brand Identity: Strengthen and consistently apply the brand's visual identity across all touchpoints.
- ✓ Packaging Design: Improve label clarity and visual differentiation across product ranges.
- ✓ Website Graphic Design: Design key website pages with strong visual alignment to the brand identity.
- ✓ Digital Brand Assets: Develop consistent visual templates and lifestyle content for digital platforms.

Profile We Are Looking For

- ✓ Student or recent graduate in Graphic Design, Visual Communication, or Branding
- ✓ Strong interest in branding and packaging design.
- ✓ Basic understanding of web and digital design principles
- ✓ Proficiency in Adobe Creative Suite (Illustrator, Photoshop) Figma
- ✓ Sensitivity to detail, composition, and visual coherence
- ✓ Interest in premium, lifestyle, or food brands

Learning Outcomes

Understand how to build and apply a brand system across multiple touchpoints

Gain experience in real-world packaging and branding projects

Learn how to design for consistency between physical and digital products

Develop strategic thinking alongside visual execution



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How to apply ?

To apply for one of our final-year projects, simply send an email to info@great-lines.com and follow the instructions below:

1. Indicate the reference of the chosen topic in the subject line of your email
2. Attach your CV (PDF format recommended).



info@great-lines.com



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