

• Customer **Lecturer at the DHBW (dual university Baden-Württemberg)**

Theory and practice are leading to success

The dual study concept of the DHBW with the combination of theoretical and practical phases is unique in Germany. The students are learning during their three-year study alternately for three months at their DHBW location or in their dual partner unit. Thereby they obtain theoretical and practical content.

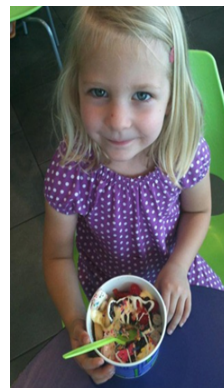
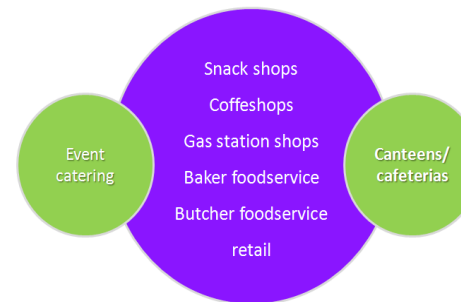
The university communicates scientific and theoretical knowledge as well as key skills. In addition to professors and university lecturers qualified operators teach and deliver insights into their special subjects.

• Project **Lecturer at the Cooperative State University Baden-Württemberg/ Stuttgart**

• As of spring 2011 Annette Mützel - foodservice solutions - Wiesbaden is lecturer at the Cooperative State University in Stuttgart. She is teaching "Food"/ "food industry" in the bachelor degree program "BWL craft".

• The focus by Annette Mützel is the out-of-home market. Current data and insights into market segmentation is the foundation content. The major differences between the bakery, retail and catering will be discussed. The next step are the key success factors in the foodservice industry: Specialization, brand building, brand management, quality assurance and sales steering. Top-data market insights promises the lesson about consumer trends. Here, the students deal with nutrition research, as well as product trends. Successful concept- examples are shown, current demand and how trends are implemented profitably. How do I move my business forward? Answer to this question contains the lecture unit "Strategically business development". Central key concepts in this context: sales growth, positioning and customer segmentation and the opening of new business. Based on her own experience in food service, brands and brand management Annette Mützel shows the possibilities of multi-unit, market penetration and market expansion in a nowadays world.

Main snack provider



Successful concepts

1. Fast Casual
2. Coffee Shops
3. Bakery Cafés
4. Convenience Shops
5. Snack Shops
6. Modern Technology
7. Social Media