STUKENT

Certificate of Completion

This Certificate is presented to

Laura McLaren



Intro to Business Simternship®

Completed on: **May 22, 2026**

This certificate signifies experience:

- Select recruitment strategies and candidates to develop a workforce
- Allocate inventory among retailers
- Choose on-brand retailers to generate profit
- Recommend buyer personas and marketing concepts to achieve marketing goals
- Forecast operating income
- Select employee benefits to improve employee satisfaction
- Replace product components to decrease production costs
- Execute and review sales communications that resonate with retailers
- Create positioning statements and allocate ad spend to target buyer personas
- Calculate breakevens for and select ideal investments and promotions