



Business Consulting Opportunities with UOB-SMU AEI

Project 447/FY16

Brief Company Profile

The company is one of the leading IT retailer and wholesaler.

Objective of the consulting project

The company started off as a retailer of IT products, targeting mostly at the mass consumers. Over the years, it has expanded into providing IT-related services targeting at B2B customers. However, it still faces the lack of awareness of its more-than-retailing-of-IT products and accessories status to its corporate clientele, especially the new prospects. It would like the student team to find out how well its customers connect to its brand, explore what are the various strategies it could undertake to attract the new prospects. It is determined to uncover what can be done to re-align its brand so it could carve a unique niche for itself in this competitive market.

Project work required (not restricted and not limited to)

- Audit the brand to gather a better understanding of the brand's position and explore how best to engage its customers
- Identify future potential customers that will relate with the brand and formulate brand strategies to attract them
- Formulate strategies to engage customers who are familiar with its retail business; convince them that the company is more than that
- Propose type of communication campaigns that can effectively reach out to its customers

Student Requirements

- **3-member** team with at least one senior student

The team will be mentored by a [project advisor](#).

More Information

Start Date: ASAP

Duration of project: 10-12 weeks

Stipend: \$3000 per team (excluding incidental expenses incurred during the course of the project)

Working hours: Flexible working hours

Internship filing: Up to 10 weeks