



Business Consulting Opportunities with UOB-SMU AEI

Project 459/FY17

Brief Company Profile

An IT solutions startup specializing in ERP systems, system integrations and IT consulting.

Objective of the consulting project

Since its inception in 2015, the company has been experiencing organic growth mostly via word of mouth referrals. It would like a team on board to help craft branding strategies to present a united message and bring out its brand essence to its clients.

Project work required (not restricted and not limited to)

- Conduct brand audit to evaluate brand perception
- Research on competitors' analysis and consumers' behaviour
- Evaluate and propose suitable digital channels for its services
- Recommend strategies to build brand awareness
- Propose suitable campaign to roll out the recommended strategies

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