



Business Consulting Opportunities with UOB-SMU AEI

Project 460/FY17

Brief Company Profile

A collectibles museum set in the heart of the city.

Objective of the consulting project

The museum is, thus far, the one and only of its kind (purpose built for the collectibles) in the world. Its vision is to become a world-class museum catered to its target audience. To ensure that the museum is kept vibrant with activities and exhibits to entice museum-goers, there are monthly exhibits featuring different theme. The museum also organises workshops over the weekend to bring together and promote family bonding. It is also working with schools to provide guided tours for the students. It is now looking for student team to explore other ways for betterment.

Project work required (not restricted and not limited to)

- Environmental analysis on the market trends, how museum goers/public perceive the museum and its vision, competitive scanning, etc
- Upon data collected, identify where are the fall-short points
- Recommend suitable strategies (suggestions only):
 - Brand story creation
 - Review current market positioning
 - Explore various marketing channel
 - Review of current featured events, the way how guided tours should be marketed. etc

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