



Business Consulting Opportunities with UOB-SMU AEI

Project 468/FY17

Brief Company Profile

The company specialises in sale of personalised wine.

Objective of the consulting project

The company has a good relationship with an extensive network of Australian wineries. Its services include helping corporate customers design their own brand of wines. The company is now exploring KEG format packaging which is more eco-friendly and provides greater cost efficiency. This method, similar to 'Beer on Tap' concept, is largely popular in the States and Europe. However, it has yet to amass popularity in Singapore and the region. Hence, the company would like a team onboard to understand the receptiveness of consumers and F&B outlets on such 'House Wine on Tap' concept and eventually, devise strategies to raise awareness.

Project work required (not restricted and not limited to)

- Environmental analysis on the market trends, how house wine drinkers perceive the notion of having 'house wine on tap', how F&B outlets view such a new concept and how these outlets can possibly benefit from such a new concept (eg: solving storage issues, reducing wine wastage)
 - Upon data collected, identify where are the fall-short points
 - Recommend suitable strategies (suggestions only):
- Create Brand story
 - Review current market positioning
 - Explore various marketing and awareness campaign/channels
 - Review of current sales efforts

Student Requirements

- **3-member** team with at least one Year 3 / 4 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