



## Business Consulting Opportunities with UOB-SMU AEI

### **Project 470/FY17 - Market Research & Strategies**

#### **Brief Company Profile**

The company operates an online boat chartering platform that connects boat owners with potential clients.

#### **Objective of the consulting project**

The company's online platform is able to perform the full function of services (including catering to the needs of business partners). Currently, the online presence is low due to low organic traffic and limited paid traffic. It would like a team on board to devise a set of marketing strategies to raise awareness and usage of the platform. And, explore various channels to create awareness for their platform.

#### **Project work required (not restricted and not limited to)**

- Conduct market research on to understand customers' and non-customers' perception of the business and its offering:
  - Pricing
  - Sustainable loyalty
  - Perception
- Develop marketing strategies to bring the business forward by
  - Drawing out its value proposition
  - Ways to engage customers (eg: how to entice customers to contribute content, which may come in the form of blog, photos and videos, as well as reviews?)

#### **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: 14-16 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