



Business Consulting Opportunities with UOB-SMU AEI

Project 476/FY17

Brief Company Profile

The company is an integrated marketing communications solutions provider.

Objective of the consulting project

The company has developed a consumer utility app in a move to transform itself,. The app has been launched since Oct 2016 and has gathered a good number of downloads. It would like the students to assess and evaluate its potentials and how to further value-add to both users as well as brand owners.

Project work required (not restricted and not limited to)

- Conduct environmental analysis on the market trends, how the users perceive the app, how do they evaluate the usability, how do brand owners feel about such app, etc
- Upon data collected, identify where are the fall-short points and recommend suitable strategies for improvements

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: 12-14 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