



Business Consulting Opportunities with UOB-SMU AEI

Project 477/FY17 - Brand Strategies

Brief Company Profile

The company is a distributor of laundry machinery and laundry supplies.

Objective of the consulting project

The company has recently gotten the distribution rights of an USA brand of laundry machines for the region. Singapore will be the HQ for all matters. Its rights are for Thailand, Myanmar, Malaysia and Cambodia. Besides distributing the machines, it is also looking at setting up its own laundromats in these countries. Prior to the setting up, it would need a team to advise on its branding matters. It only has a company name to start with. It hopes to get a route map in establishing the right identity for itself before further expansion.

Project work required (not restricted and not limited to)

- Develop a set of communication methods that help to distinguish a company or products from competitors that aims to create a lasting impression in the minds of customers.
- Propose brand positioning / differentiation strategies
- Propose Awareness channels

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