



Business Consulting Opportunities with UOB-SMU AEI

Project 479/FY17 – Marketing Strategies

Brief Company Profile

The company specialises in system components for industrial use.

Objective of the consulting project

The company is in the business of supplying critical components for the oil & gas, semi-conductors industry and many more. It is the authorised distributor for a renowned brand. Over the years in business, the company has been relying mostly on referrals and networking for growth. Last year, its sales has surpassed the rest of the competitors and it hopes to maintain its position. As such, it has set up a new marketing team to better establish its relationship between customers and its offerings to the market. It hopes to have a more coordinated and well-thought marketing strategies/plans to align this.

Project Scope

- Understand customers' and non-customers' perception of its offering
 - Pricing
 - Sustainable loyalty
 - Perception
- Competitors analysis to determine
 - How are direct competitors affecting the business?
- Marketing strategies to bring the business forward
 - Drawing out its value proposition
 - Ways to engage customers

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