



Business Consulting Opportunities with UOB-SMU AEI

Project 481/FY17 – Online Marketing Strategies

Brief Company Profile

The company is in the beauty industry.

Objective of the consulting project

The company has established itself as a brand owner and trademark holder for a wide range of products. Currently, apart from offering beauty services from its salon, the company also markets and distributes products to 10 other countries via exclusive distributors. Through this project, it would like to tap on the student team's expertise to improve their online presence and to better align their online marketing strategies. This would help the company to grow their B2C online sales as well as to support their distributors more effectively and efficiently.

Project Scope

- Recommend best practices from industry
- Conduct competitors' analysis
- Review and recommend suitable improvements to current website
- Evaluate and propose suitable digital channels for its services
- Propose suitable initiatives/campaign to roll out the recommended strategies

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