



Business Consulting Opportunities with UOB-SMU AEI

Project 488/FY17 – Market Positioning Strategies

Brief Company Profile

The company is in the business of providing 3D scanning and printing services that are revolutionised towards collectible memorabilia.

Objective of the consulting project

The company has developed an inhouse 3D scanner that can convert reality into human avatar illustration and/or 3D model figurines. The initial strategy was to target solely at the mass consumers. However, in the recent years, the company sees the gap in providing service to corporations, large and small alike. As it is a rather new way of using 3D technology, the company is trying to explore ways to differentiate and distinguish itself from just any other 3D printers, hoping to set itself apart from the crowd and influence the way their target audience perceives them. Hence, it would like a team to propose positioning strategies to reach out to the B2B market. They hope to have a more structured approach and the focus will be on local SMEs.

Project Scope

- Conduct primary research to understand B2B consumers' behavior and acceptance of such offerings; how do they find out about the products; how do they make purchasing decisions, ways to engage etc.
- USP positioning and SWOT
- Perception of the brand/product
- Ways to create awareness
- Identify limitations or difficulties in purchase decisions
- Recommend suitable marketing channels and evaluate effectiveness
- Devise marketing strategies to position and scale the business portfolio

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