



Business Consulting Opportunities with UOB-SMU AEI

Project 497/FY17 – Brand Audit & Strategies

Brief Company Profile

The company is in the bakery business.

Objective of the consulting project

The company started as a bakery in 2007. They now have bread and pastries shops islandwide focusing on mainly take-aways. This year, they expanded their business with the opening of a new concept shop which offers beverages and a variety of authentic Hong Kong style pastries (e.g. flaky egg tarts, wife biscuit, cupcake, century egg tart etc.). The company envisions itself to be like the “Toast Box” of its trade one day, where they can have pastry-cum-café concept shops. They also hope that their pastries will one day join the likes of bak-kwa, pandan cakes, etc to become one of the tourists’ favourite souvenirs. Currently, they feel that the outreach of its high quality products could be limited due to its locality. It would like a team onboard to conduct an audit review of its brand, and present recommendations on how it could work on the brand building to realise this vision.

Project Scope

- Conduct brand audit to evaluate brand perception
 - To find out perception of the brand, and whether it is aligned with its goals internally. Determine brand direction.
 - Research on competitors' analysis and consumers' behaviour
- Recommend strategies to build brand awareness
 - Identify awareness channels
- Methods to strengthen the brand and differentiate from others.

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