



Business Consulting Opportunities with UOB-SMU AEI

Project 511/FY17 – Marketing Strategies

Brief Company Profile

The company is in the business of retailing modern and contemporary furniture.

Objective of the consulting project

The company has been around for 10 years. Currently, the business extends to retail, commercial and projects (15%). They have 'retired' their print marketing activities and now solely focusing on Facebook and e-commerce site. For the purpose of this project, the selected team will help to devise marketing strategies for the company.

Project Scope

- Perform competitors' analysis
- Gather insights on consumers' behaviour; how do they find out about the products; how do they make purchasing decisions
- Evaluate and propose suitable online digital channels for its services and offline (if appropriate)
- Devise implementable marketing strategies/activities
- Formulate ways to engage their current and prospecting 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: 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