



## Business Consulting Opportunities with UOB-SMU AEI

### Project 514/FY17 – Business Strategies

#### Brief Company Profile

The company is an eyewear retailer and distributor.

#### Objective of the consulting project

The company has over 30 years of history in Singapore. In recent years, it faces strong competition from newer entrants with fancy designs and cheaper price range. In addition, the favourable exchange rates has lured Singaporeans to shop across the borders. It is concerned that the brand is losing appeal among consumers. As such, the company would like to engage a consulting team to conduct marketing survey to enhance our overall strategies in engaging customers, as well as to evaluate the viability of our new omni channel marketing strategy.

#### Project Scope

- Understand current product and business strategy, conduct and analyze surveys and interviews to collect information from the public (21-35 years old PMETs, parents 35 years old & above with young kids & 45 years old & above) and our current customer base what triggers them to purchase from a particular eyewear retailer, their purchasing behaviour.
- During the survey with our existing client base, curate testimonials to understand what we have been doing great as a form of marketing tool.
- Outcome of the consulting activity should help us:
  - Determine the external and internal environment of the eyewear retail industry in Singapore and Nanyang Optical,
  - Rank the important purchasing considerations for our target audience groups,
  - Perception and expectations towards Nanyang and its competitors,
  - Identify important messaging and marketing delivery considerations,
  - Identify effective channels of communications,
  - Evaluate the viability of omni channel marketing in the Singapore market for eyewear product.

#### 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