



UOB-SMU
Asian Enterprise Institute

A photograph showing four students sitting on the grass outdoors, engaged in a discussion. One student is pointing at a laptop screen.

Business Consulting Opportunities with UOB-SMU AEI

Project 546/FY18 – Online Marketing Strategies

Brief Company Profile

The company operates a retail chain which offers a range of novelties from stationeries, accessories, home decorations, to other inspiring lifestyle indulgences.

Objective of the consulting project

The company has 4 retail outlets which are doing well in Singapore. However, it recognises the need to level up on their digital and e-commerce space to boost their online sales which currently only constitutes a meagre percentage of their total sales.

Project Scope

The team will propose a set of actionable omni channel marketing strategies by:

- Understanding their current product and business strategy.
- Conducting and analysing surveys and interviews to collect information about its target customers and their purchasing behaviour.
- Identifying effective channels of communications and important considerations in messaging and marketing delivery to align its online and offline strategies.
- Increasing brand awareness with a focus in the digital space.
- Reviewing its current marketing efforts to identify any short-fall points and propose suitable online marketing strategies and/or campaigns.
- Researching on its competitors and the younger generation/millennials with the aim of reaching out to them and expanding current clients.

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: 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