



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 548/FY18 – Strategic Marketing

Brief Company Profile

The company has been in the business of retailing bespoke jewellery for more than 2 decades.

Objective of the consulting project

Business growth has been mostly dependent on current customer base and referrals. In view of business continuity and future growth, it would like the team to identify a new and right pool of target audience as well as understanding their considerations prior to making a purchase with an eventual goal of creating a viable marketing plan to achieve customer satisfaction and improve company's performance.

Project Scope

- Develop consumer insights
- Competitors' analysis
- Develop marketing plan and positioning:
 - crafting of main marketing message
 - developing innovative market penetration strategies and communication plans; designing of marketing process

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