



UOB-SMU  
Asian Enterprise Institute



## Business Consulting Opportunities with UOB-SMU AEI

### **Project 549/FY18 – Market Research & Strategies (Talent Attraction)**

#### **Brief Company Profile**

The company is a creative agency.

#### **Objective of the consulting project**

The company is actively searching for talents to join its growing business. Through this project, it hopes to have a consulting team onboard to find out what exactly does it take to attract the new millenials to join a SME? With today's shift towards gig economy, how can a SME transform itself to meet this change in employment patter? What can SMEs do to make themselves a better proposition over the bigger companies?

#### **Project Scope**

- Analysis of suitable frameworks; environment scanning
- Internal audit on employees' experience
- Define the company unique value proposition to potential job applicants so as to attract the right candidates
- Recommendations of suitable strategies (plans, steps to adopt and branding message) to adopt

#### **Student Requirements**

- **3-member** team with at least one Year 3 / 4 student
- At least one member specializing in Human Resource Management

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