



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 571/FY18 – Brand Strategies

Brief Company Profile

The company is in the business of manufacturing and distributing drip bag coffee.

Objective of the consulting project

The company used to operate a chain of cafes in Singapore and Malaysia before it was being acquired by another company. The founder has since relaunched a new business to market drip bag coffee. The company also manages a printing business and a plant in Malaysia which can handle the entire process of coffee grinding, printing, and packaging. Their drip bag coffee is currently distributed via various leading e-commerce sites such as Lazada, Amazon, Qoo10, and several cafes in Malaysia and Singapore.

Project Scope

- Devise branding or rebranding strategies to help establish the new brand and disassociate from the old brand. Areas to look into:
 - Brand story creation: brand positioning, brand pillars, value proposition, mission, purpose etc.
 - Brand audit & research: profiling of target audiences, perceptions of brand and products etc.
- Evaluate existing digital channels and propose recommendations to improve their social media presence and e-commerce site
- Research on competitors' analysis and consumers' behaviour
- Review packaging suggestions and propose ways to improve
- Recommend strategies to build brand awareness and propose suitable campaign to roll out the strategies

Student Requirements

- **3-member** team with at least one Year 3 / 4 student
- At least one student who knows web design is preferred.

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