



UOB-SMU
Asian Enterprise Institute

A photograph of four students sitting on a grassy area outdoors, engaged in a discussion. One student is pointing at a laptop screen.

Business Consulting Opportunities with UOB-SMU AEI

Project 574/FY18 – Market Entry & Implementation

Brief Company Profile

The company is in the business of manufacturing and distribution of uniforms to corporations.

Objective of the consulting project

The company has recently done some research on inner lining of winter jackets that has a self heating function (able to withstand -10degrees environment). It believes in the great potentials of this new product. The selected student team is required to put together a set of market penetration strategies targeting at B2B segment. Implementation work is required for this project too.

Project Scope

- Research on competitor's analysis and consumer behaviour.
- Increase its brand awareness with a focus in the digital space.
- Review its current marketing efforts to identify any short-fall points and propose suitable online marketing strategies and/or campaigns.
- Implementation work (including but not limited to):
- Identifying suitable online channels and creation of suitable campaign messages/templates

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