



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 583FY18 – Brand Audit & Strategies

Brief Company Profile



Daikin Airconditioning (Singapore) Pte Ltd is a well-established air-conditioning brand in Singapore. Unlike other white goods brands, Daikin focuses solely on providing air solutions for residential, commercial and industrial usages. Popular Daikin residential air-conditioning product includes the SMILE Series.

Objective of the consulting project

This project has the following objectives:

- To better understand local consumers' perception of Daikin, in comparison to other players in the market.
- To evaluate the effectiveness of their recent advertising efforts.
- To learn what are the features aircon users look for in a device.

All the above will help Daikin better strategise future marketing efforts and product R&D.

Project Scope

1. To design, plan, and conduct
 - Online Surveys and Street Intercept Surveys (combined sampling size of 300-400)
 - Focus Group Survey with these target segments comprising of (i) New BTO owners or owners-to-be, (ii) current Daikin users, and (iii) users of other brands
2. Provide insights and analysis in a Final Report with recommendations

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