



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 584/FY18 - Implementation

Brief Company Profile

The company is operating a resort in the Indonesian islands for the past 3 decades.

Objective of the consulting project

Recently, the company has gone through a round of renovation and refurbishments. With the brand new look, the resort is also looking at providing specific programme to woo various resort goers.

One of such programme is to introduce a detox retreat with a full suite of health and wellness programme (activities, food, etc) planned out during the stay.

Through this project, it would like to tap on the student team's expertise to develop suitable targeted marketing strategies to bring about greater awareness.

Project Scope

- Define and validate target segment through research; develop market insights
- Develop and design overarching Digital Marketing Strategy to create brand awareness
- Design mini digital marketing campaign for implementation and the management of the various digital channels throughout the project duration
- Analyse and iterate for improved outcomes
- Review and recommend suitable improvements/changes to current digital channels to better align with the master strategy

Student Requirements

- **3-member** team
- Preferably with previous hands-on experience in social media management in Instagram, Facebook etc
- The team will be mentored by a [project advisor](#).

More Information

Start Date: ASAP

Duration of project: 16 - 20 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