



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 585FY18 – Implementation

Brief Company Profile

The company is an F&B business that specialises in Thai cuisine.

Objective of the consulting project

The F&B business has 2 outlets currently with brisk business during dinner and over the weekends. It has plans for further expansions. Prior to doing so, it would like to build up a concrete 'fan base' to have the solid foundation. It is now looking for a team to gather market insights and to develop suitable targeted marketing strategies to bring about greater awareness to its brand.

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 possible digital channels throughout the project duration
- Develop website framework
- Analyse and iterate for improved outcomes

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 weeks to 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