



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 602FY18 - Implementation

Brief Company Profile

The company provides the latest breakthrough technology in quality, custom-made non-surgical hair replacement services to Asia and worldwide customers. They also offer treatments for thinning and damaged hair. Their hair replacement products are manufactured mainly in China and Indonesia.

Objective of the consulting project

Current marketing efforts comprise of Google Adwords, Facebook postings, and website (with an online store). They are looking to the student consulting team to recommend improvements to their existing marketing strategies, with a focus on the digital space, to bring the company to the next level.

Project Scope

- Conduct primary research to understand general consumer perception about hair replacement services and the services offered by the company
- Conduct competitor's analysis
- With the insights gathered, to
 - Review and recommend suitable improvements to current website/webstore (eg. Layout, contents, call-to-action)
 - Evaluate and propose suitable digital channels/campaigns for its services
- The team is required to select 1 – 2 suitable initiatives to implement and roll out

Student Requirements

- **3-member** team

The team will be mentored by a [project advisor](#).

More Information

Start Date: ASAP

Duration of project: 16 weeks (16 to 20 weeks for implementation)

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