



UOB-SMU  
Asian Enterprise Institute

## Business Consulting Opportunities with UOB-SMU AEI



### **Project 604FY18 – Implementation**

#### **Brief Company Profile**

The company is an interior design firm that has been in business since 2003.

#### **Objective of the consulting project**

During the many years in business, the business owner often adopts an enterprise perspective to help businesses overcome challenges through better and more adaptive use of spaces and workflow. The objective is to use good design to achieve enterprise/business efficiency. With this market approach, it earns him many opportunities through word of mouth recommendations and customer confidence. Throughout the years in business, it has accumulated more than enough projects to showcase to the target audience on its quality delivery of works and technology-centric mode of operation. From 2019, it would like a team on board to design a suite of online campaign for the main purpose of building huge brand awareness to attract both customer confidence and increase its manpower catch. To achieve greater brand visibility and eventually a trusted/preferred brand in its industry.

#### **Project Scope**

- Define and validate target segment through research; develop market insights
- Propose a roadmap for sustainable brand proliferation through online initiatives eg: stickiness with large property agencies in collaboration
- Develop and design overarching Digital Marketing Strategy to create brand awareness and following
- Design mini digital marketing campaign for implementation and the management of possible digital channels throughout the project duration - Analyse and iterate for improved outcomes

#### **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