



UOB-SMU  
Asian Enterprise Institute

A photograph showing four students sitting on the grass outdoors, engaged in a discussion. One student is pointing at a laptop screen.

## Business Consulting Opportunities with UOB-SMU AEI

### **Project 610FY18 – Brand Audit & Strategies**

#### **Brief Company Profile**

The company has been in the business of distribution and wholesale of spare parts since 1989.

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

It is reputed as one of the few who is very insistent on the quality of its products. The rubber seals under its distribution are mostly sourced from Europe and Japan. After 30 years in business, the company is looking at rejuvenating its brand with long term sustainability in mind. Moving with times, it has also introduced eCommerce as a channel to better serve its clients. It is a traditional trading company looking at crafting a brand story and hoping to emulate the 'Eu Yan Seng' brand story in the spare parts trade/industry.

#### **Project Scope**

- Conduct brand audit to evaluate brand perception
- Research and analyze market trends and its competitors
- Recommend strategies to build brand awareness and to better align its online/offline sales channels

#### **Student Requirements**

- **3-member** team

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