



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 629FY19 – Implementation

Brief Company Profile

The company is an electronic parts manufacturer serving mostly the semiconductor industry, the company has also expanded its business into healthcare equipment distribution.

Objective of the consulting project

This part of the business is growing at an accelerating rate and the company would like to have a dedicated digital media presence to this part of its business. Through this project, it would like to tap on the student team's expertise to improve their online presence and to better align their online marketing strategies. This would help the company to grow their digital presence.

Project Scope

- Develop and Design overarching Digital Marketing Strategy to create awareness
- Design suitable digital marketing campaigns 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

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