



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 631FY19 – Brand Audit & Strategies

Brief Company Profile

The company deals in food manufacturing and delivering quality & safe food solutions to direct consumers and to the F&B industry.

Objective of the consulting project

Company has been established since 1993 and has always been operational and sales driven. During a recent round of internal discussion, the management thinks that it is necessary to have more solid strategy foundation and information in order to make more informed business and marketing strategy. For eg: the constant and regular new product launches can definitely hit the market better with a pre-market entry assessment on the target consumers' perspective.

It would like to take this opportunity to understand more about its brand/products positioning with its target market, how is it doing as compared to its competitors, what kind of marketing campaigns work for the company, etc.

With the above in mind, the owner would like a team on board to conduct an audit review of its brand, and present recommendations on how it could work on the brand building to realise its greater vision.

Project Scope

- Conduct brand audit to evaluate brand perception
 - To find out perception of the brand, and whether it is aligned with its goals internally. Determine brand direction
 - Research on competitors' analysis and consumers' behavior, including mapping of consumer purchase journey
- Recommend strategies to build brand awareness
 - Identify awareness channels
- Methods to strengthen the brand and differentiate from others

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