



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 915FY23 – Digital Marketing Strategies**

#### **Brief Company Profile**

The company specialises in providing tech software and solutions which enable innovation in product creation, design and digital manufacturing. Its clients are mostly from aerospace/defence as well as industrial equipment manufacturers.

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

Even though an SME, the company has been progressive in its client onboarding process; it has a comprehensive value engagement framework to provide ease for its clients.

It is looking for a student team to develop an effective suite of strategies to acquire clients. It would like to establish itself as a thought leader and is looking at outcomes that can be consumer-centric to create an impact.

#### **Project Scope**

- understanding the competitive landscape
- understand and analyse the buyers' consumption pattern
- identify suitable digital channels
- recommend and develop campaign calendar, types of contents (main categories)

#### **Student Requirements**

- **3-member** team well-versed in digital marketing strategies

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