Project 347/FY15

Brief Company Profile

The company is a IT solutions provider.

Objective of the consulting project

The company has developed a new online portal to connect vendors and consumers directly. The portal allows users to post their jobs or work requests online, which will then be viewable by the relevant vendors, who will then bid for the job. Thereafter, consumer can pick the winning bid and liaise directly to confirm work details. The portal also allows consumers to leave feedback and ratings. The company hopes to have a consulting team to develop marketing strategies to create awareness amongst consumers.

Project work required (not restricted and not limited to)

- Understand consumers' behaviour and preference
- Examine current marketing efforts
- Recommend channels and/or campaigns to increase awareness

Student Requirements

- 3-member team with at least one senior student

The team will be mentored by a project advisor.

More Information

Start Date: ASAP
Duration of project: 10-12 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