Brief Company Profile

The firm provides personal financial education for adults through training workshops.

Objective of the consulting project

The company’s flagship investing programme is rather highly regarded and receives a celebrity endorsement. It hopes to have a review of its strategies. Is celebrity endorsement the way to go for its brand? It would like to have deeper insight from its customers, to understand more about the trend moving forward and have the team to suggest ways to differentiate itself in this highly competitive industry.

Project work required (not restricted and not limited to)

- Research on consumers' behaviour (does celebrity endorsement mean anything? Conduct competitors' analysis
- Propose strategies to differentiate from other players

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