Project 427/FY16

**Brief Company Profile**

A watch manufacturer cum retailer.

**Objective of the consulting project**

The company has been in the manufacturing and retailing of watches since the 1960s. Recently, they noticed that their customer base is getting younger (21-30 years old) and hence they would like to have a team onboard to research on market trends and develop marketing strategies to cater for this younger spending group.

**Project work required (not restricted and not limited to)**

- Conduct competitor’s analysis
  - evaluation of the brand as compared to the rest
- Conduct primary research on target consumers’ preference, buying pattern, ways of receiving/researching information prior to purchase
  - What type of style of watches do consumers like (Simple minimal, chronograph, skeleton automatic)
  - Sapphire glass - important or not?
  - their perception on the country of origin
  - evaluation of current products, what they feel about the watches (Divide into 2 segments, male and female watches) as style is completely different
- Number 6 is the most important key question in this research.
- Recommend strategies
  - what are the best channels to reach this young audience or these real influencers in this age group now?

**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