



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 544/FY18 – Online Marketing Strategies

#### Brief Company Profile

The company operates two mid-premium hair salons in the heart of Orchard Road.

#### Objective of the consulting project

Their core products are Aveda, a nature and eco-friendly innovation by Estee Lauder Group. The company hopes to have a team on board to recommend suitable digital channels and campaigns to roll out the recommended strategies.

#### Project Scope

- Research on competitor's analysis and consumer behaviour.
- Increase its brand awareness with a focus in the digital space.
- Review its current marketing efforts to identify any short-fall points and propose suitable online marketing strategies and/or campaigns.
- Target younger generation/millennials with the aim of reaching out to them and expanding current clients.
- Look into possibilities of differentiated pricing strategies for **two** of its outlets located in the heart of Orchard Road.

#### Student Requirements

- **3-member** team with at least one Year 3 / 4 student

The team will be mentored by a [project advisor](#).

#### More Information

Start Date: ASAP

Duration of project: 14-16 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