



UOB-SMU  
Asian Enterprise Institute

## Business Consulting Opportunities with UOB-SMU AEI



### **Project 551/FY18 – Brand Audit & Strategies**

#### **Brief Company Profile**

The company is a distributor and OEM supplier of beauty care, hair care and health care products.

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

Their beauty formula was created by a chemist in France and product was repackaged locally in Singapore. The company currently has a salon and an ecommerce site. Their aim is to drive more traffic to their online platforms (ie. website and apps) by creating a stronger brand visibility. It would like a team onboard to conduct a brand audit and provide recommendations on how it could work on building its brand.

#### **Project Scope**

- Conduct brand audit to evaluate brand perception
  - To find out perception of the brand, and whether it is aligned with its goals internally
  - Determine its brand Identity, brand positioning, value proposition, brand pillars (mission, purpose etc.)
  - Research on competitors' analysis and consumer behaviour (Who are their target segments in Spore? Eg. Millennials? What do they look for eg. product type, treatment areas, packaging designs, packaging size, price etc.)
- Recommend strategies to build brand awareness
  - Identify ways (direct channels) to create awareness to end consumers with the aim of increasing their members base
- Recommend ways to strengthen the brand and differentiate from others

#### **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: 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