



SME Consulting Programme

Project 1 – Marketing Plan

Brief Company Profile

An established precision engineering firm that provides specialized manufacturing services to original equipment manufacturers (OEMs) across the healthcare, aerospace, oil & gas, and electromechanical sectors.

The company has completed a **Phase I (Market Research & Strategies)** project with our Institute, to assess the commercial viability of their CGM wearable device – a non-invasive continuous glucose and lactate monitoring wearable, developed in partnership with A*STAR. They are now ready to progress to **Phase II: Marketing Plan**.

(Note: The selected student team will have access to the Phase I report and presentation deck to guide their development.)

Objective of the Consulting Project

To develop a structured roadmap outlining the marketing objectives, strategies, and tactics required to reach the target audience and achieve key business goals. This includes defining the positioning, proposing the budget allocation, and recommending key performance metrics.

Project Scope

Expected deliverables from Student Consultants:

1. Marketing Strategy & Positioning

- Develop a comprehensive marketing plan, including core messaging and value propositions.
- Recommend optimal marketing channels and tactical engagement approaches.

2. Go-To-Market (GTM) Plan

- Create a phased launch roadmap with a clear timeline, key milestones, and specific deliverables.

(Note: Phase II project does not include actual implementation work.)

Student Requirements

- A **3-member** team with at least two students majoring in Marketing would be advantageous.
- The team will be mentored by a [Project Advisor](#).

More Information

Start Date:	ASAP
Duration of project:	16 working 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

**Only applicable to undergraduates from the Lee Kong Chian School of Business, School of Economics and School of Social Sciences.*