



# SME Consulting Programme

## Project 4 – Marketing Strategy

### Brief Company Profile

This company is a Singapore-based education provider that specializes in H1 and H2 Economics tuition for Junior College students. The company adopts a highly practice-centric teaching approach focused on improving students' confidence and academic performance through intensive practice, personalized feedback, and structured guidance.

Founded by a former commercial banker with experience working alongside financial institutions and policymakers, the company integrates real-world economic insights into its teaching methodology. The organisation differentiates itself through its strong emphasis on close student support, consistent practice, and practical application of economics concepts. To date, the company has supported hundreds of students and has received media recognition for its student-focused educational initiatives.

### Objective of the Consulting Project

To review the company's current marketing efforts and develop recommendations to strengthen its digital presence, improve brand awareness, and propose more effective lead generation methods to attract prospective students and parents.

### Project Scope

#### ***Expected deliverables from Student Consultants:***

#### **1. Marketing Audit & Lead Generation Review**

- Review the company's existing marketing efforts, digital presence, and current lead acquisition channels
- Assess current platforms such as websites, Google search presence, SEO, and social media channels
- Identify key gaps and areas for improvement in brand visibility
- Analyze the current customer journey and provide recommendations to improve awareness and lead generation

## 2. Marketing & Content Recommendations

- Identify suitable marketing channels for the business
- Recommend suitable content themes and content formats relevant to students and parents
- Suggest ideas for social media content and simple campaign concepts to improve engagement and visibility
- Provide high-level recommendations on marketing direction to support brand awareness and outreach

## 3. Personal Branding & Website Benchmarking

- Assess whether founder-led marketing positioning may strengthen credibility and audience engagement
- Review the current website and suggest potential improvements
- Research and compare selected website vendor options based on publicly available information

### 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:	Minimally 20 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.*