



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 704FY20 – Implementation

Brief Company Profile

For more than two decades, the company has been serving various industries, manufacturer (OEM & MRO), consumer and semi-conductor, construction, marine, oil & gas and offshore with its high quality sealing solutions (i.e. O-Rings, Oil-Seals, Vee-Packings, Hydraulic/Pneumatic Seals & All kinds of Cylinder Repair Kits).

Objective of the consulting project

To better serve its overseas customers and making things convenient for its current customers, it has also launched its eCommerce platform (via its own website) since 2019.

With its focus mainly on offline and direct sales, not much marketing efforts have been put in on growing its online presence. It would like a team onboard to conduct research (understanding the market and its needs), propose strategies and implement the proposed digital strategies to help them grow the awareness of their services through the right digital channels.

Project Scope

This is a digital marketing scope with implementation work expected. The team will:

1. Conduct primary market research to understand customers' perception about channels that they get information from.
2. Review and propose suitable marketing strategies for its digital touchpoints e.g. website, email marketing, third party platforms, etc. to bring greater awareness of its products/services.
3. Create contents for the digital platforms:
 - a. the team will select 1-2 most suitable initiatives to implement and roll out, and
 - b. deploy a 3-6-month online campaign plan (would be helpful to provide sample templates as a guide)

Student Requirements

- **3-member** team, prior hands-on digital marketing experience is a must

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

More Information

Start Date: ASAP

Duration of project: 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