



UOB-SMU
Asian Enterprise Institute

A photograph of 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 791FY21 – Brand Audit & Strategies

Brief Company Profile

The company has been in the property and estate management field of work for close to three decades. Quality of their services and works are validated through the constant contracts renewal as well as new businesses streaming in via word of mouth.

Objective of the consulting project

The founders' calling is to build a purpose driven company, instilling in the belief of having safe homes for everyone. This is very much built upon the founders' knowledge in construction industry and the goodwill accumulated throughout the years in business.

They have at present no marketing department. Everyone in the company is driven operationally and is committed to better serve their clients through dedication and knowledge as builders as well as property management agents.

Ever since it started tracking its website traffic data, it has found out that the most used keywords is actually the company name itself. This speaks volume of the trust and confidence in the company's work. It is also a clear reflection of the founders' call to remain true to its craft and dedication in service.

It has a wealth of information and experience in ensuring smooth running of the entire life cycle of property management (eg: claimings of original defects from developer to the clockworks of a MCST office). Its services and works are on par, if not better than the bigger players (eg: Savills, Knight Frank).

It would now like to prepare the company for the next stage of growth. Be it for overseas expansion or increase in local market share, it would like to start by having the right brand strategy to communicate its business philosophy, corporate values and how these are aligned with the unique proposition it brings forth to its customers.

Project Scope

Research Phase:

- Perform primary and secondary research, competitors' analysis, on active outreach channels in the cloud global space.

Analysis Phase:

- Analyse research findings to build on the brand narrative
- Deciphering brand persona
- Bring out its its brand story

Formulation Phase:

- Formulate recommendations and initiatives encompassing brand narrative, consumer persona and implementation ideas to better foster strata living in Singapore

Student Requirements

- **3-member** team, marketing major is preferred

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