



UOB-SMU  
Asian Enterprise Institute

A photograph showing a group of five students sitting on a grassy area outdoors, engaged in a discussion. One student is using a laptop.

## Business Consulting Opportunities with UOB-SMU AEI

### **Project 813FY21 – Implementation**

#### **Brief Company Profile**

The founder is always on the lookout for the finest thing to pamper his wife and family; something that is long-lasting as well. With this intention, it then inspired him to launch this range of ladies active wear which emphasizes on comfort and yet not compromising on its performance and functionality.

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

In tune with the current landscape of new brand/product introduction, the range of active wear is available online via its website. To reach out to its targeted audience, it would now like to engage a student team to kick-start its social media campaigns to gain mindshare amidst the competition.

#### **Project Scope**

This project focuses mainly on setting out a digital marketing strategy complete with timeline indication and implementation. Student team is expected to be versed in various digital campaigns across the major social media channels and expected to carry out the following:

- Design mini digital marketing campaigns for implementation and the management/documentation of possible digital channels throughout the project duration.
- Analyze and iterate for improved outcomes.
- Develop suitable content alongside the company during the course of the project.

#### **Student Requirements**

- **3-member** team

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