



UOB-SMU
Asian Enterprise Institute

A photograph showing 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 815FY21 – Marketing Strategies

Brief Company Profile

With the vision of becoming the top leading organic and natural solution for beauty, wellness and lifestyle needs in Asia, the company provides a unique professional range of natural and healthy products, including treatments targeting the growing scalp concerns of people today. The company's hair salons are also one of first in Singapore to introduce organic specialized services.

Objective of the consulting project

To meet the raising demands for express, competitive and sustainable services in the market, the company will be launching their 'Organic Express Hair Colour Lab' services in November and December 2021 respectively, which is the first and express colour lab in the market.

To be better prepared in its marketing campaigns, it would like a student team to help them better understand their target audience and build its marketing strategies for outreach purposes. It includes proposing ideas for future marketing campaigns, creating moodboards etc.

Project Scope

- Define and understand target audience
- Study of consumer perceptions and behaviour
- Competitor Analysis
- Formulate effective marketing strategies to better reach out to its target audience

Student Requirements

- **3-member** team

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