



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 817FY21 – Implementation**

#### **Brief Company Profile**

The company is the Asia Pacific's regional centre for a well-known leading international brand for high-quality and value-for-money aftermarket diesel parts. It has served the customers in this region for over 15 years.

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

With digitalisation being the buzz word for every business, the company is looking to further enhance its current digital platforms to better reach out to its potential customers throughout the region.

Through its own efforts, the company is maintaining a comprehensive website. It also has an IG and FB account, as well as regular newsletters being distributed through email marketing.

With this project, the company hopes to have a team onboard to better carve out its digital marketing strategies as well as to help kick-start a campaign.

#### **Project Scope**

This project focuses mainly on setting out a digital marketing strategy (B2B) complete with timeline indication and implementation. Student team should perform the necessary market research as well as review the existing digital marketing strategy of company for areas of improvement. Student team is expected to be versed in various digital campaigns across the major social media channels and to design mini digital marketing campaign for implementation with proper management/documentation of possible digital channels throughout the project duration as well as analysing and iterating for improved outcomes. Student team may also be required to develop suitable content alongside the company during the course of the project.

#### **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