



UOB-SMU  
Asian Enterprise Institute

## Business Consulting Opportunities with UOB-SMU AEI



### **Project 818FY21 – Implementation**

#### **Brief Company Profile**

The company provides a suite of services to help organizations enhance their Corporate Wellness programme. Due to Covid-19 and the rise in remote working, there is growing focus by many companies to look into providing employees wellness programmes to help their employee enhance their mental resilience, improve productivity and maintain motivation using scientific organizational psychology based tools.

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

There are 2 Key Challenges that we seek the support of the Student Consultants:

- 1) In depth analysis of the current competitive landscape to help the company clearly Identify, Define and Differentiate its service offerings to ensure it stands out from the current competitors
- 2) Design and Implement a Digital Marketing Plan to drive awareness and promote its Services to its target Market

#### **Project Scope**

This project focuses on establishing Market Positioning and Services offering, 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 channel and expected to design digital marketing campaign for implementation and the management/documentation of possible digital channels throughout the project duration as well as to analyse and iterate for improved outcomes. Student team may also require 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