



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 828FY21 – Implementation

Brief Company Profile

The company is a One-Stop Service provider in Singapore, covering all moving, storage and relocation services for their clients. Over the decade in business, the company has built up a good reputation amongst its clients (individuals as well as corporates) to help them with their relocation needs, regardless of inbound or outbound.

Objective of the consulting project

With travelling restrictions being eased and economies opening up, the company is expecting that its services will likely to be in demand very soon.

It would like a team to help craft its digital marketing strategies to better target and reach out to its audience. The team will also be tasked to execute part of the recommendations.

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 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