



UOB-SMU  
Asian Enterprise Institute

A photograph of 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 829FY21 – Implementation**

#### **Brief Company Profile**

The company has devoted five years to research and develop a unique proprietary treatment technique that leverages traditional Chinese medicine (TCM) theory – opening up the meridian (each of a set of pathways in the body along which vital energy is said to flow) – to achieve aesthetics goals.

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

This unique massage technique is said to be able to activate the deepest layer of one's skin (the basal layer) and hence the lasting effects. According to the testimonials, many individuals have since managed to achieve many of their aesthetics goals such as wrinkles reduction, face firming, fixing of uneven face shape, etc. As this technique has its origins from TCM, it is often mixed up with the normal bojin or accupoint massage which is just fixing the most superficial level of the skin issues.

It would like to have a student team onboard to devise digital marketing strategies that could clearly differentiate its services from the others and raise the awareness amongst its target 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.** For ease of communications with the SME, the team needs to be proficient in conversational mandarin.

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