



UOB-SMU
Asian Enterprise Institute

A photograph of four students sitting on a grassy area outdoors, engaged in a discussion. One student is pointing at a laptop screen.

Business Consulting Opportunities with UOB-SMU AEI

Project 831FY21 – Implementation

Brief Company Profile

The company is in the space of providing landscaping services (mostly indoor) to corporates who are looking to have some greenery within their concrete walls. For the past few years, it has invested in Google adwords and with those digital marketing efforts, it has landed contracts with a few big brand names.

Objective of the consulting project

Over these years, the company has also been working at becoming a social enterprise, providing training and employment opportunities to anyone who is interested in the job. Its office and nursery are also housed within a social innovation space.

With more and more offices allowing their employees to return to their work spaces, the company foresees a potential demand of its landscaping services. It would like to be there when potential customers do their online search for information.

Hence it would like a team to refresh and work out its digital marketing strategies and help with some form of implementation works to kick start things.

Project Scope

- 1) Competitors' analysis and target audience analysis
- 2) Craft digital marketing strategies
- 3) Create digital marketing campaigns schedule and relevant contents
- 4) Bite-size implementation works

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