



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 843FY21 – Implementation

Brief Company Profile

The company started off as a System Integrator through buying and selling IT hardware and Software services but they have since invested more focus on the Managed IT solutions now.

Objective of the consulting project

They have been serving the Enterprise industries' digitization journey by providing a comprehensive range of ICT products, services and solutions that powers their customers' business. The company does this with pride and integrity to ensure that the products they offer are reliable and effective. Their mission is to make IT work.

As the company continues to innovate in order to stay relevant and grow with the markets they service, they would like a student consulting team to assist them in establishing their go-to-market strategies in the space of digital marketing.

Project Scope

- This project shall focus on conceptualising and developing B2B digital marketing strategies to productize the Managed IT Services Solutions to the right target segment.
- The student team is expected to set out a digital marketing strategy complete with suitable contents and timeline indication for the company's implementation. Out of the campaigns designed, the team will propose and pick 1-2 to implement within the project duration (i.e. bite-sized campaigns).
- The student team is expected to be versed in various B2B digital marketing across major social media channels and be able to analyse and iterate results for improved outcomes.

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