



UOB-SMU
Asian Enterprise Institute

A photograph showing 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 844FY21 – Implementation

Brief Company Profile

The company is one of the top confinement services providers in Singapore. Over close to one decade in the business, the founder has worked hard in ensuring the needs of her customers are being fulfilled to the highest standards possible.

Objective of the consulting project

She is in the business of newborns and mothers who have just exhausted much to give birth to a new life. She has to ensure that the nanny that she provides for the confinement care upholds the right technique, skills as well as service standards. As such, she has started a training school in Malaysia to train the prospective nannies so as to ensure standardised quality services. In its pipeline, it has plans to start off a string of services that are in the entire value chain of mothers, babies and delivery aftercare.

With so much work done and the good accolades that it has received from its clients, it would like to have a team to put all these into feasible marketing strategies and execute via a bite-sized campaign.

Project Scope

(including and not limited to):

- Recommend best practices from industry
- Conduct competitors analysis
- Conduct consumer behaviour research
- Review and recommend suitable strategies to the various digital platforms
- Conceptualise and roll out a mini digital campaign to raise awareness amongst its target audience

Student Requirements

- **3-member** team

The team will be mentored by a [project advisor](#). Prior hands-on digital marketing experience is a must.

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