



UOB-SMU
Asian Enterprise Institute

A photograph showing a group of five 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 845FY21 – Implementation

Brief Company Profile

This is a personalised sustainable skincare brand. Although a new kid on the block, with its formulation done in a Singapore-based lab, led by a lead formulator with over 20+ years experience in Multi-National companies, and having the production done in Singapore, it has already gained quite a good number of followings.

Objective of the consulting project

Besides the effective formulation, the ingredients for the products are all sustainably sourced. Some testimonials collected from the users state that they can see effective results within the first few weeks' of usage.

The company would like to have a team of students to help with its digital marketing strategy as well as launch a bite-sized campaign to raise its awareness level amongst its target audience.

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 require 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