



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 using a laptop.

Business Consulting Opportunities with UOB-SMU AEI

Project 854FY22 – Market Research & Strategies

Brief Company Profile

The company is supporting one of the biggest agencies in the financial services industry in its social media management. This includes the agency's positioning to its prospective Millennial advisors and also, mass-affluent buyers.

Objective of the consulting project

The agency has always been proactive in growing its pool of advisors and they are very keen in recruiting fresh graduates to join the industry. As such, it would like to hear directly from the horses' mouth as to how such talent attraction messaging are being consumed, which channels are the most appropriate in putting out such messaging and down to what kind of contents would resonate with the target audience.

These are the central questions:

How to cook up a strategy to best engage youths in Singapore to be receptive and attracted to the prospect of a financial advisory career? And, how the mass market audience can be more receptive towards financial planning?

That's where you, as a Student Consultant, are key to this project.

Project Scope

(including but not limited to)

- Competitors' analysis (best practices, been there and not useful techniques, etc)
- Landscape study by understanding social media, unravelling how the young graduates consume talent recruitment information and their perspective to joining the industry, finding out what are the methods to engage the target audience
- Develop strategies in terms of new ways of enabling recruitment for a life insurance agency - to include concepts, executionable plans to boost recruitment via social media platforms.

Student Requirements

- **3-member** team

The team will be mentored by a [project advisor](#).

More Information

Start Date: ASAP

Duration of project: 16 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