



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 955FY24 - Digital Marketing (Implementation)**

#### **Brief Company Profile**

The company has been in the distribution of furniture hardware (e.g.: bolts, hinges) for close to four decades.

#### **Objective of the consulting project**

In recent years to compete more efficiently, it has shifted into manufacturing its own brands of products as well. In the beginning of this year, they completed a rebranding exercise as well. They are now ready to enter the next phase of transformation - developing and growing their digital channels with the aim of growing online presence, targeting at the end users

#### **Project Scope**

This project focuses on setting out a digital marketing strategy complete with timeline indication and bite-sized implementation. Student team is expected to be versed in various digital campaigns across the major social media channels, designing mini digital marketing campaigns for implementation and the management/documentation of possible digital channels throughout the project duration as well as to analyze, iterate for improved outcomes and to develop suitable content alongside the company during the project.

#### **Student Requirements**

- A **3-member** team well-versed in digital marketing strategies and implementation. would be advantageous.

The team will be mentored by a [Project Advisor](#).

## **More Information**

Start Date: ASAP

Duration of project: 20 working 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

\*Only applicable to undergraduates from the Lee Kong Chian School of Business, School of Economics and School of Social Sciences.