



## **Project 975FY24 – Marketing Strategies**

### **Brief Company Profile**

The company was established in 1994. In these past decades, it has always been in the forefront of developing and manufacturing spring parts that play a crucial roles in many machines, across many industries.

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

Under the leadership of its second-generation leader, the company is now focused on riding the sustainability wave, through R&D and innovations, develop new products using recycled materials. It is also looking at focusing more on internationalisation works.

Through this project, it is looking for a team to develop a suite of implementable marketing strategies for this niche B2B business.

### **Project Scope**

Expected deliverables from Student Consultants:

Determine market potential through secondary research and in-depth interviews.

Industry Overview:

- Define various business models
- Assess market size and potential locally and internationally
- Identify key demand drivers
- Analyze demographics

Competitive Landscape:

- Identify dominant players
- Examine their business model, positioning, and unique selling points
- Pricing and promotional strategies
- Review marketing strategies (including any corporate/individual collaborations if any)
- Explore how the company can market their products to the targeted industry, identify the market entry strategies and marketing strategies
- Recommended Strategies

### **Student Requirements**

- A **3-member** team with at least one student from the Marketing major would be advantageous.
- The team will be mentored by a [Project Advisor](#).

### **More Information**

Start Date: ASAP

Duration of project: 16 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.