



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 988FY25 – Marketing Strategies

Brief Company Profile

The company specialises in the provision of watchmaking experiences & training, including servicing, restoration, and sales of timepieces. It is led by a horology-loving husband-and-wife duo who turned their passion for watches into a business.

Objective of the consulting project

The project shall focus on developing a set of marketing strategy to increase brand awareness, and improve customer engagement.

Project Scope

Expected deliverables from Student Consultants:

- Conduct secondary and primary research to understand who should the company be targeting, their requirements, needs, how to attract them to come onboard.
- Review and propose suitable marketing strategies for its digital touchpoints (not limiting to LinkedIn, Facebook, Instagram etc.) to bring greater awareness of its products and services.

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.