



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 989FY25 – Marketing Strategies

Brief Company Profile

This company is one of the largest hair care products distributors in Singapore. They recently engaged a professional team of brand consultants in Paris to guide them through a major brand overhaul, including a refreshed visual identity, monogram, typography, and brand story. With the official mood board now finalised, they are looking to translate these concepts into reality and fully integrate them into their brand.

Objective of the consulting project

This project shall focus on devising a set of marketing strategies that align with their rebranding efforts.

Project Scope

Expected deliverables from Student Consultants:

- The project shall focus on developing a set of marketing strategies to increase brand awareness.
- Conduct secondary and primary research to understand who should the company be targeting in the B2C market segment, their requirements, needs, and how to attract them.
- Review the company's website and suggest practical areas for improvement, such as missing or recommended content, clarity of information, as well as overall layout and structure.
- Review and propose suitable marketing strategies for its digital touchpoints (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.