



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 939FY23 – Brand Audit & Strategies**

#### **Brief Company Profile**

The company has been providing catering services for over four decades. It has always been serving its loyal customers with its delectable and quality food. Its customers are mainly the corporates.

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

In the catering industry, competition is getting stiffer. Other than the big players, there are more and more upcoming boutique caterers, selling not just food but a full suite of service experience.

Other than its current marketing efforts via the various digital channels, the company would like to embark on a brand revamp journey to rejuvenate this long-standing brand.

It is looking at welcoming a student team to kick-start the momentum by going through a round of brand audit and the onset strategies to get started.

#### **Project Scope**

Research Phase:

- Perform primary and secondary research, competitors' analysis, on active outreach channels.

Analysis Phase:

- Analyse research findings to build on the brand narrative
- Deciphering brand persona
- Bring out its its brand story

Formulation Phase:

- Formulate recommendations and initiatives encompassing brand narrative, consumer persona and implementation ideas

#### **Student Requirements**

- **3-member** team well-versed in brand strategy framework would be advantageous.

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\*

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