



UOB-SMU  
Asian Enterprise Institute

## Business Consulting Opportunities with UOB-SMU AEI



### Project 946FY23 – Brand Audit & Strategies

#### Brief Company Profile

When the company first started, it was one of the companies that was supplying the community with its reusable masks during the COVID tough times. It has since pivoted into apparel manufacturing. Its proprietary fabric technology promises close to 100% of anti-bacterial and anti-odour feature in all its products. With these features, the company is doing its part in reducing textile wastage and hence creating an impact to environmental sustainability.

#### Objective of the consulting project

The company is now gearing up to go global. It is now looking into getting a team to help align its brand strategies to show a more concerted commitment to its clients.

#### Project Scope

This project primarily focuses on:

1. Research phase: performing primary and secondary research, competitors' analysis, on active outreach channels.
2. Analysis phase: analyze research findings to build on the brand narrative - Deciphering brand persona.
3. Formulation phase: Formulate recommendations and initiatives encompassing brand narrative, consumer persona and implementation ideas.

#### Student Requirements

- **3-member** team well-versed in market research methodologies and brand strategies 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.