



UOB-SMU  
Asian Enterprise Institute

A photograph of four students sitting on a grassy area outdoors, engaged in a discussion. One student is pointing at a laptop screen.

## Business Consulting Opportunities with UOB-SMU AEI

### Project 952FY24 – Brand Audit & Strategies

#### Brief Company Profile

The company has over two decades of importing and trading food essentials - salt, flour, starch, MSG, etc. It has always imported these food products and repackaged to its own brand before distributing them to wholesalers and other B2B customers.

With the third generation joining the business, it would be timely to inject new elements and to revamp its brand to meet the new demands of today's world. As a traditional business, it has no brand strategies or stories crafted even though it has such a rich heritage.

#### Objective of the consulting project

The company would like a team on board to strategise and portray the authentic story of what the brand offer in a coherent and concerted manner.

#### Project Scope

This project primarily focuses on:

1. Research phase: performing primary and secondary research, and 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. Develop ideas, user interface blueprints for the development of a website, etc.

#### Student Requirements

- A **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 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.