



## Business Consulting Opportunities with USEA@SMU

### Project 79/FY12

#### Brief Company Profile

With its self-branded products established in 1930s, the company has evolved from a traditional Chinese medicine hall to one which has involvements in the areas of research and development, and marketing and distribution of top quality herbal products and health supplements.

#### Objective of the consulting project

The company wishes to rejuvenate its product brands to appeal to a new demographic, primarily the young executives, who are mostly health conscious, sophisticated, educated and web savvy. To do so effectively, it would like to hear from the ground on what they have to say with regard to its brand currently. With this better understanding, the company can then revamp some of its product designs, create a new packaging, etc, that will reflect a trusted name (decades old Traditional Chinese Medicine herbal remedies) in health supplements which is relevant to lifestyle needs.

#### Project work required (not restricted and not limited to)

- Evaluate current brand perceptions, prospective customers' needs and customer satisfaction level of internal and external stakeholders through various surveying methods:
  - Customer satisfaction survey and/or
  - Focus group discussion and/or
  - Tele-survey
- Competitive analysis of the industry players
- Recommend branding strategies if possible

#### Student Requirements

Current Year 3/Year 4 students majoring in **MARKETING**. **You are required to form your own team of 3 members** for each project. The project will be mentored by a project advisor.

#### More Information

Start Date: ASAP

Duration of project: 10-12 weeks

Stipend: \$1500 per team (excluding the incidental expenses incurred during the course of project)

Working hours: Flexible working hours

Internship filing: Up to 5 weeks