Most companies usually entrust their top executives to develop strategic initiatives.

But one company here has no qualms about getting people way down the hierarchy to do the job.

Fact Software International has done the unconventional by engaging 19 undergraduates from the Singapore Management University to spearhead its regional marketing campaign.

Fact Software International is the sales and marketing arm of India-based Vedika Software.

Vedika develops an accounting programme that integrates all of a company's financial information and inventory into a single package.

This is the first time Fact Software has assigned interns to take on a major project.

The 19 students are working directly with the chief executive to come up with ways to improve strategic alliances, business development and customer care.

Just three weeks into the job, they've already got the thumbs-up from CEO Arvind Agarwalla.

"The students kind of bring in a new level of energy. They're constantly coming up with ideas. They're always eager to go, give them a job to do and they actually think of many different ways of executing the job. They're very very productive in some areas. They actually think out of the box. We have been in business for 17 years. But that doesn't mean that we do everything so right, especially when you have young people come in. They bring in ideas that you've never thought of doing before."

Two of the interns have been appointed project managers for the campaign.

One of them, Shashank Nigam, is in charge of customer care.

"For the customer care team, we are planning frequent usage meet, where users come to our office, mingle around with our staff and we'll train them up and show them lately features and how they can increase their productivity, optimize their businesses. We are also thinking of sending them anniversary cakes building brand loyalty and there are lots of exciting ideas we are working on."

Fact Software plans to roll out the campaign in Malaysia and India by the end of the month.

It expects the project to boost its revenue and profit by as much as 70 percent within four months.

The interns, who are in their first and second year at SMU, will get a 35 percent cut from the company's earnings.

Fact Software will hire 10 more staff to follow up on the project by mid-August after the interns return to school.

The company now has 15 employees.