Project 297/FY14

Brief Company Profile

The company is in the distribution of automotive and marine hardware and parts.

Objective of the consulting project

The company has developed its own brand of cabin filter. The company would like to have a team to derive at a set of marketing strategies to assist them to better reach out to other potential consumers, to understand the product’s current standing in the market and possibly, a breakthrough from their current status.

Project work required (not restricted and not limited to)

- Understand customers’ and non-customers’ perception of the brand and its offering
  - Pricing
  - Sustainable loyalty
  - Perception of the brand
- Competitors analysis to determine
  - How are direct competitors affecting the business?
- Marketing strategies to bring the business forward
  - Drawing out its value proposition
  - Ways to engage customers

Student Requirements

- 3-member team with at least one senior student

The team will be mentored by a project advisor.

More Information

Start Date: ASAP
Duration of project: 10-12 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 (conditions apply)