Project 306/FY15

**Brief Company Profile**

The company is a General Insurance Agency with over 15 years of history. The sale of motor insurance forms the main bulk of its business.

**Objective of the consulting project**

The company relies mainly on word-of-mouth and tied-in partnerships with car dealers to acquire new businesses. It hopes to raise its presence and awareness as a reliable, trusted and all-encompassing (not just motor insurance alone) general insurance agency to the public and corporations.

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

- Conduct Market research including:
  - Brand audit
  - Competitors’ analysis
- Develop strategies to raise awareness and marketing ideas (eg: the use of e-commerce platform and mobile apps 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