**Project 308/FY15**

**Brief Company Profile**

The company is a manufacturer and supplier of building materials.

**Objective of the consulting project**

The company manufactures and supplies Hollow-Core precast wall panels which are made using recycled concrete aggregates. The company aims to use this technology to revolutionize the building industry landscape. It would like a team to study its current branding and marketing materials and then recommend suitable and positive changes.

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

- Understand perception of the product and its offering
  - Brand positioning
  - Value proposition
- Understand marketing strategies adopted by company
  - Effective in reaching targeting segments?
  - Propose ways to track effectiveness
- Propose communication materials
  - Review existing channels and materials
  - Research on best practices
  - Recommend changes and actions

**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