Project 311/FY15

Brief Company Profile

The company is registered as an IT solutions and services provider

Objective of the consulting project

For business diversification purpose and a sense of demand in the market, the company branches out to the sale of drivers for LED lightings. It currently relies solely on cold calling thus hope for a student team to assist in developing an effective set of market penetration strategies.

Project work required (not restricted and not limited to)

- Conduct market research on market segmentation and competitor's analysis
- Assess current level of awareness of the company
- Review existing sales and marketing channels and strategies
- Propose marketing strategies for LED driver (for lightings)

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