

Effective marketing and branding is now within the SME's reach

Propelling a company's growth

“The well-researched report contained spot-on analysis which confirmed our convictions and reinforced our confidence in executing some of the business plans.”

Mr Andrew Tan,
Managing Director, d'Doubles Pte. Ltd.



Founded in 2010 by Mr Andrew Tan and Ms Choo Lu Yun, d'Doubles Private Limited specialises in office system furniture. They sought help in implementing a marketing and branding strategy. The team of project advisor and students impressed the company with clear processes, on-schedule delivery and professional conduct.

After 11 weeks, the team presented a report which detailed the findings, analysed the competition and listed practical recommendations that would help d'Doubles stand out from their rivals. It prompted d'Doubles to initiate new promotional activities, including creating a portfolio of products, acquiring a truck that served as a mobile billboard and transforming their showroom to an experiential furniture place showcasing the products in use.

Andrew also found that despite being students, the team members were very professional and brought insights and energy to the project. “We would definitely recommend this to SMEs,” concluded Andrew.

Marketing and branding is crucial to all businesses, including Small and Medium Enterprises (SMEs). Without this, businesses will lack focus and proper planning, and may have a hard time standing out. Yet it may be overshadowed by operational needs and the misconception that professional marketing and branding advice is costly.

Partnering UOB-SMU AEI, SPRING Singapore is making marketing and branding assistance more readily available via the SME Consulting Programme, in which project advisors and student teams provide high-quality marketing and branding advice to SMEs.

About the UOB-SMU Asian Enterprise Institute

The UOB-SMU Asian Enterprise Institute is a partnership between UOB, SMU and other local enterprises. The Institute promotes learning and discovery amongst local enterprises and students. To find out more, please visit <http://usaei.smu.edu.sg>.

The UOB-SMU Asian Enterprise Institute and SPRING Singapore are proud to bring you this special branding seminar that will transform your business into a stronger, more competitive brand.

Discovering new revelations

“The research findings and practical recommendations from the project were worth much more than the money we invested.”

Mr Andy Oh,
Marketing Manager, Unifood



Mr Andy Oh, Marketing Manager of Unifood, which markets the Unifood line of powdered soya milk products, wanted to expand his market share. The company excelled in the seniors market, but was not seeing as much success in the young adults segment. The company was hesitant about seeking costly professional help. When Andy learnt about the SME Consulting Programme, he decided to tap into this alternative.

Guided by an experienced advisor, the three-student team conducted a thorough brand-audit backed by strong research. The result was a comprehensive report complete with recommendations.

It unearthed a crucial insight: working adults had a very strong preference for ready-made soya milk, while students were actually more receptive to powdered soya milk. The revelation prompted the company to explore this initially neglected market segment and was the basis of Andy's new three-year plan for his brand. Andy gave this programme his strongest recommendation. He added that “Typically, SME bosses think it's time consuming, or they would have to divulge confidential data. In this case, they don't have to.”

A branding seminar for SMEs

BRANDING IS NOT ROCKET SCIENCE

Date : Thursday, 15 Nov 2012
Time : 3 - 5 pm
Venue : Level 2, Seminar Room 2.2
Lee Kong Chian School of Business
Singapore Management University
50 Stamford Road Singapore 178899

For registration and enquiries, please email to UOB-SMUAEI@smu.edu.sg or call 6828 0954/0623.