

ULIP End-Presentation

Customer Development Intern

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Unilever

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Brief Introduction

Who I am, What I wanted to achieve, and Overview of responsibilities



Jamie Kohchet-Chua

- Marketing & Strategy in SMU
- Filipino in SG
- First-time experience in FMCG
- Enjoys relationship building with customers and clients

CD Intern in UI Diaspora

Spearheaded research efforts, managed key accounts, and consulted customers on what brands to bring to various global markets.



Developed Ice Cream & Personal Care Brands in Seychelles



Offline and Online Marketing Activations for Indian Brands in MYSG



Research Business Development Opportunities for Hareh Enterprises

Ad-Hoc Projects:

Congo Pricing, Shipment Coordination with customer service, Administrative tasks, Market Research

Want to develop my leadership skills and create a lasting impact for others.

Project 1 – Ice Cream and Personal Care Brands in Seychelles

Bringing Wall's, Dove, and Axe to Seychelles through an authorized seller



Customer: Kannus Group

- Based in Seychelles
- Ready to place P.O for Ice cream from Indian Exports (1st ever export out of India)
- Open up PC brands for entry
- Proposed PC brands and pricing for launch in Seychelles

SOL: Business Acumen

- **Creates new opportunities through external stakeholders, encouraging growth and change**

Interest in IC

Market Survey by KG

Payment and logistic details for IC before PO

Pricing for IC

Confirmation of IC orders and proposal for PC brands

KWALITY WALL'S

- Collaborated and followed up internal teams to optimize the customers' order and ordering process
- **Business Impact: About \$10,000 in first Ice cream orders**

DOVE & AXE

- KG has shown their interest in becoming the authorized distributor in Seychelles
- Proposed, and researched different SKUs from various brands, and sourcing countries at floor prices
- **Business Impact: Aligning with Global Mandates for UI and ensuring long term business partnership with KG**

Project 2 – MYSG Offline and Online Marketing Strategies for Indian Products

Indian Brands such as BRU, Boost, and LAKME



Customer: Sri Ambikas

- Distributor for Indian products and handles the e-commerce of BRU, Boost, Horlicks, and Lakme
- Partnering with marketing agency

SOL: Personal Mastery

- Developed resilience in talking to multiple stakeholders
- Following up on customers and building rapport to show genuine concern for customer

Collaboration with Sri Ambikas!

1. Ensuring timely replenishment orders by regularly following up on inventory levels

2. Collaborate with external creative agency to develop Digital Marketing Strategies suitable for MYSG market
Created briefs for social media and proposed relevant KOLs

3. Coordinated with Indian communities to boost awareness for local brands such as BRU & Boost



Business Impact: Increased awareness amongst relevant markets

Project 3 – Developing Haresh Enterprises

Current PH exporter to SG



Customer: Haresh Enterprises

- Based in Singapore
- Current distributor for PH Export products such as Knorr, Creamsilk, and Lady's Choice
- Interested in expanding the business outside SG

SOL: Consumer Love

- Bring the voice of the consumer into the picture
- Make time to understand the situation of the consumers

Research Market Opportunities for PH brands in Singapore

Developed a market survey

Engaged w/ SEA team to appoint Haresh as official PH distributor in SG

Encountered our main problems

1. Inventory level issues
2. Infrequent ordering
3. 2 other distributors in SG

Engaged external PH associations during major holidays to boost awareness

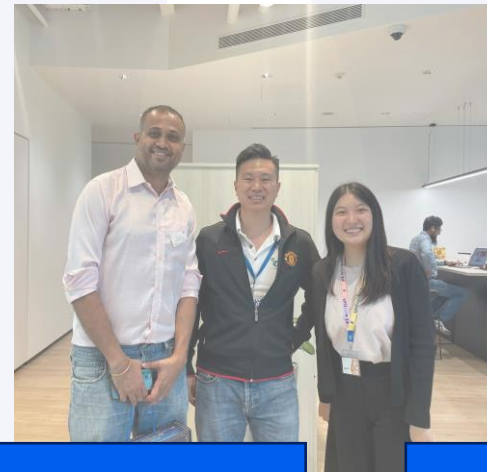
Research other countries to potentially target

Business Impact:

Presented research to boost business development efforts of Haresh Enterprises and UI Diaspora team

Conclusion

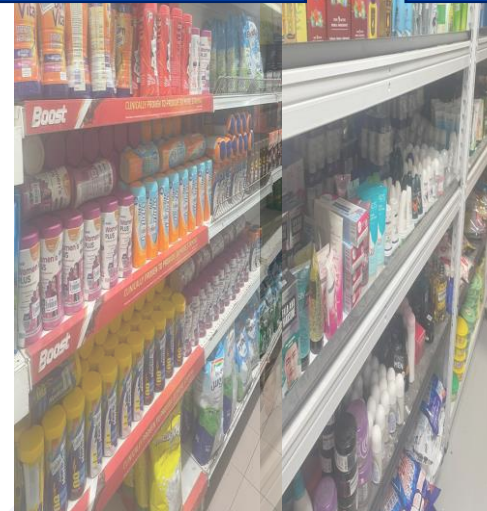
Impact and Takeaways: Mutual Growth with Unilever



AGILITY

COMMUNITY

EMPATHY



Thank You UL!

Feel free to ask me any questions :)

