

Uniring – Expand in Singapore and develop localized branding

Client : Uniring

Project : Bureau of Foreign Trade, MOEA - High-Quality Parity Product and Emerging Markets – Prominent Exporter

Marketing and Consumer Behavior
Research Division

Problem

1. Uniring has OEM and R&D technique though lack of branding and oversea marketing experience
2. The brand is rather unfamiliar to consumers and the sweeping robot is not yet a usual product in Singapore.
3. The business model is uncertain and it cannot provide a competitive solution.



Solution

1. Assist in conduct local market survey and target consumer interviews. Set up localization plan and marketing strategy.
2. Help them to cooperate with local shops and e-commerce platforms, successfully launch their products off-line and on-line.
3. Help international marketing event with local partners, arrange staffs to promote and provide product try-out service, improved brand awareness

Result

1. Successfully held product launch campaign with monthly sales growth of 30%.
2. Export value to Singapore has been increased more than NT\$14.7 million in 2017 (Growth rate 100%)
3. The improvement also shows in their performance in the Indian market.