



Business Consulting Opportunities with UOB-SMU AEI

Project 461/FY17

Brief Company Profile

A cloud-based business solutions provider specialising in the full-suite HR solutions.

Objective of the consulting project

The company is looking for a team to develop market penetration strategies, especially online strategies, to bring up its awareness level.

Project work required (not restricted and not limited to)

- Determine market potential through secondary research and in-depth interviews
- Provide an industry overview
 - Define the various business models
 - Market size and potential
 - Key demand drivers
- Provide an outlook on competitive landscape
 - Who are the dominant players
 - What is their business model / positioning
 - Pricing and promotional strategy
- Provide recommendation on market entry strategies

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: 12-14 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