



Business Consulting Opportunities with UOB-SMU AEI

Project 462/FY17

Brief Company Profile

The company is one of the leading energy storage solutions providers in Singapore, with over 20 years of history.

Objective of the consulting project

The company although is in a steady state of business, is now on the lookout to see how else to better engage/service its customers in order to stay relevant. It would like a team onboard to explore feasible business strategies for growth and sustainability.

Project work required (not restricted and not limited to)

- Competitive analysis, gap analysis, identify where are the fall-short points, strengths and weaknesses
- Assist company in understanding its new markets (with opportunities but the company only has little exposure currently), such as buyers purchasing habits and perception
- These new markets include: Services industry (e.g. fleet management, hospitality, facilities services, etc.), Clean Energy industry (e.g. Solar.), etc.
- Primary research to cover existing and prospective customers

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