



## Business Consulting Opportunities with UOB-SMU AEI

### **Project 471/FY17 - Market Research & Strategies**

#### **Brief Company Profile**

The company operates a few food outlets, specialising in Bak Kut Teh.

#### **Objective of the consulting project**

The company has plans to make this local dish more convenient for busy city dwellers to enjoy at the comfort of your own home. It is going to introduce ready to eat meals for 2 of its best selling products. As such, it would like a team on board to understand its target market better (price point, preferred packaging, avenues of purchasing, etc) in order to be confidently prepped for its market entry.

#### **Project work required (not restricted and not limited to)**

A comprehensive, practicable plan that provides:

- insights on current market perceptions of ready to eat meals
- potential niches in the ready to eat market for it to occupy and compete
- executable actions/go-to-market strategies

#### **Student Requirements**

- **3-member** team with at least one Year 3 / 4 student

The team will be mentored by a [project advisor](#).

#### **More Information**

Start Date: ASAP

Duration of project: 14-16 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