



## Business Consulting Opportunities with UOB-SMU AEI

### **Project 472/FY17**

#### **Brief Company Profile**

The company is an established company specialising in the making and repairing of small leather goods.

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

In the recent years, it saw the opportunity of having a shopfront to better cater to the needs of its customers. In this project, the company would like a team on board to study the feasibility of opening up a retail shopfront in the city centre.

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

- Test receptiveness, readiness of target audience
- Evaluate the demand
- Provides Insights and analysis
  - Possible suitable location
  - Storefront look and feel
  - Cost benefit analysis

#### **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: 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