



Business Consulting Opportunities with UOB-SMU AEI

Project 478/FY17 - Market Entry Strategies

Brief Company Profile

The company is in the business of distributing industrial grade, biodegradable pesticides, equipments and peripherals to pest control companies and direct customers (B2B).

Objective of the consulting project

Recently, the company has launched a variety of pesticides products targeting household consumers (B2C). It has put in some marketing efforts such as direct marketing, and sale through online stores, etc. However, it did not results were unsatisfactory. Therefore, it would like a team to devise a suite of market entry strategies to breakthrough to the direct consumers.

Project Scope

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 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