



Business Consulting Opportunities with UOB-SMU AEI

Project 480/FY17 – Business Strategies Innovation

Brief Company Profile

The company is in the learning and development (L&D) scene.

Objective of the consulting project

The company provides career coaching, L&D training and consultancy services. It currently relies a lot on its founder to grow and develop the business. It would like a student team to assist in crafting a growth expansion plan for the company, evaluate and recommend strategies in the scalability context. The recommended routemap should gear the company up for possible injection of external fundings.

Project Scope

Conduct environmental analysis on the industry trends, companies' take on L&D, employees' view on L&D, etc

- Upon data collected, identify where are the fall-short points
- Recommend suitable strategies (including but not limited to):
 - Service awareness?
 - Review current market positioning?
 - How to leverage on the founder's name to grow the company?

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