



Business Consulting Opportunities with UOB-SMU AEI

Project 484/FY17 – Business Strategies Innovation

Brief Company Profile

The company is a publisher, retailer and distributor of quality Malay enrichment books and learning resources.

Objective of the consulting project

The company has grown gradually over the years in tandem with the associate companies which operate education / learning centres grow. The bulk of its sales (about 85%) come from the affiliate companies while the remaining 15% comes from its bookshop, other educational institutions and bookfairs held in the region, in particular, Kuala Lumpur. The revenue from the sales of books for the local market has stagnated for the last 2-3 years. The different lifestyles, abundance and free materials via internet has affected book purchases and reading habits. The initiative and efforts to introduce purchase of books from its online portal was also unsuccessful. Thus, the company hopes to have a team onboard to conduct an environmental analysis on the book purchasing.

Project Scope

- Environmental analysis on the book purchasing trends, consumers' take on purchasing hard copy books, what would entice them to make the purchases, etc
- Upon data collected, identify where are the fall-short points
- Recommend suitable strategies (including but not limited to):
 - Further tie-ins and collaborations with suitable partners?
 - Review current marketing/selling methods?
 - How to leverage on the current network to further expand the sales?

Student Requirements

- **3-member** team with at least one Year 3 / 4 student
- At least one member to be versed with the Malay language

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