



## Business Consulting Opportunities with UOB-SMU AEI

### Project 486/FY17 – Business Strategies Innovation

#### Brief Company Profile

The company is an enrichment centre specialises in teaching Chinese language.

#### Objective of the consulting project

Its curriculum spans from pre-school to secondary school. Although a forerunner in its space, it realised that it is losing market shares mostly due to competition and possibly, a lack of understanding of its target audience. It would like a team onboard to explore ways for betterment.

#### Project Scope

- Environmental analysis on the market trends, market segmentation according to spending power/geographical location, how each market segment searches for data and what are the factors influencing their decision, what each market segment expects from language enrichment classes, competitive scanning, etc
- Competitor analysis on who the key industry players are, their share of the market, current market perception of these key players and how they position themselves
- Upon collection of data, identify the areas for improvement and whether there are any gaps in the market
- Recommend suitable strategies (suggestions only):
  - Brand story creation
  - Review current positioning and product differentiation strategies to win back market share
  - Explore various marketing channels
  - Possible location expansion (within Singapore)

#### 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