



Business Consulting Opportunities with UOB-SMU AEI

Project 490/FY17 – Market Research & Strategies

Brief Company Profile

The company is a manufacturer of lenses (spectacles).

Objective of the consulting project

The entrepreneur has a family business dealing in lens manufacturing. After a while in the industry, he notices a gap in the market that there is no one big player selling high-end, quality, fashionable prescribed spectacles and/or sunglasses via an ecommerce platform. He has an intention to start up this platform with Singapore as a base. Through this study, it hopes to get an understanding of the target audience and their thoughts of purchasing such eye wear via online means.

Project Scope

- Conduct market research, competitive analysis to better understand the needs and expectations of the target audience
- Based on the above, design suitable strategies and action plans

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