



## Business Consulting Opportunities with UOB-SMU AEI

### Project 491/FY17 – Business Strategies Innovation

#### Brief Company Profile

The company is in the manufacturing of soft furnishing products such as curtains, blinds, bedding products and re-upholstery. The company offers a hassle free full furnishing solution from fabric to installation as its key products/services.

#### Objective of the consulting project

The company has over 28 years of history. Over the years, it has been depending a lot on main contractors for its business. For example, if a hotel needs to get curtains done, they go to a contractor, who goes to a designer, who goes to a curtain maker, who then goes to the said company. It is looking at perhaps a change in its operating and business model, to pivot itself to the top of the pyramid where the hoteliers can work directly with the company.

#### Project Scope

- Conduct environmental analysis on the market trends, gather end-users' insights
- Perform competitors' analysis
- Upon data collected, identify where are the fall-short point and recommend suitable strategies (suggestions only):
  - Brand story creation
  - Re-evaluate its business propositions to ID the right target audience
  - New digital platform to complement current operations
  - Innovative go-to-market 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: 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