



UOB-SMU
Asian Enterprise Institute

A photograph showing four students sitting on the grass outdoors, engaged in a discussion. One student is pointing at a laptop screen.

Business Consulting Opportunities with UOB-SMU AEI

Project 543/FY18 – Feasibility Studies

Brief Company Profile

The company operates two mid-premium hair salons in the heart of Orchard Road.

Objective of the consulting project

Their core products are Aveda, a nature and eco-friendly innovation by Estee Lauder Group. The company would like a team on board to study the feasibility of turning one of its outlets (at Orchard Gateway) to cater to the millennials.

Project Scope

- Gather insights and analysis to
 - Test the receptiveness, readiness of target audience, consumer perceptions, behaviours etc.
 - Evaluate the demand
 - Assess the willingness and why not (deterrence if any)
 - Determine the acceptable price range
- Conduct competitors analysis
- Formulate strategies and recommendation on moving forward

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: 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