



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 545/FY18 – Business Strategies**

#### **Brief Company Profile**

The company provides certified competence-based training courses for personnel working in hazardous environments.

#### **Objective of the consulting project**

The company has its own fully audited training facility to create realistic scenarios for technical hands-on training purposes. The company would like to develop business strategies to better position and align themselves alongside with the government's Industry Transformation Map (ITMs), as well as exploring the possibility of looking beyond what they currently offer.

#### **Project Scope**

- The team will conduct primary and secondary research to assist company in understanding:
  - The current market and customer needs (find out areas of training requirements)
  - The relevant industry accreditation needs and potential (areas that the company can move into)
  - Different training venture and the potential risk and gain
- Upon the findings gathered, the team will recommend implementable areas for the company to focus on

#### **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