



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 550/FY18 – Business Feasibility Studies**

#### **Brief Company Profile**

The company is an electronic parts manufacturer.

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

Besides serving mostly the semiconductor industry, the company has also expanded its business into healthcare equipment distribution.

Upon seeing a trend in the population trying to stay fit and healthy, the company is exploring the feasibility of establishing a wellness centre that ties in the use of new-generation rehabilitation equipment with the likes of (for eg) physio-therapy sessions.

It would like a team to do a study on the target market receptivity to such services, understand their needs, identify obstacles and determine the viability of this business concept.

#### **Project Scope**

- Conduct environmental analysis on the market trends, how the target audience react to such services (what attracts them and what not, etc)
- Upon data collected, recommend suitable 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: 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