



UOB-SMU  
Asian Enterprise Institute

A photograph of four students sitting on a grassy area outdoors, engaged in a discussion. One student is pointing at a laptop screen.

## Business Consulting Opportunities with UOB-SMU AEI

### **Project 554/FY18 – Consumer Research**

#### **Brief Company Profile**

The company is a wholesaler and distributor of OEM household products.

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

Established in 1993, the company distributes the OEM household products through hypermarkets, supermarkets, minimarts, and selected ecommerce site. The second generation has joined the business now and is looking to increase their product lines to include cleaning liquid/products to serve their current customer base (B2B2C) better. The company hopes to conduct a study on their end consumers to gather insights on their needs and requirements. The data gathered will be used during the product R&D phase.

#### **Project Scope**

To gather insights and analysis on:

- What end consumers look for in a cleaning product eg. product type, cleaning function, purpose, formula, safety, packaging, price etc.
- Product design (designing of prototype is not required)
- Competitor's cleaning products (liquid detergents) in the market
- Regulatory requirements, if any, for import and sale of cleaning products
- Basic calculation of break-even point using hypothetical scenario (Company to provide relevant data for projection)

#### **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