



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 556/FY18 – Market Research & Strategies

Brief Company Profile

The company is an established leader in the optical retail industry.

Objective of the consulting project

The company wishes to explore opportunities to expand in other areas that will complement their staple offerings - genuine eye care and quality eye wear. It feels that there is currently a gap in the market for high quality and fully customisable leather accessories for young working adults – the trendy professional who wants unique, custom items in their collection that won't break the bank. For this project, the company is looking for a team of students who are excited to be part of the earliest stages of a brand's conception - the research and insight that will determine the entire aesthetic and business direction.

Project Scope

- Gather insights and analysis (including but not limited to the following):
 - Testing the receptiveness of target audiences, consumer perceptions and behaviours
 - Evaluating the market demand
 - Assess the willingness and deterrence towards certain products
Determine the acceptable price range amongst consumers
- Conduct competitor analysis
- Formulate strategies and recommendations on branding, marketing and business operations

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