



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 575FY18 - Overseas market research (HR-focused)

Brief Company Profile

The company develops intuitive software solutions that are designed to optimise and improve business HR efficiency.

Objective of the consulting project

The company's comprehensive payroll software is designed for CPF, IRAS(AIS) and direct iBanking automated calculations. Currently, its integrated solution includes employee database, salary payroll computation, attendance tracking, Leave & claims administration according to company policies on benefits, training, hiring and retention of human capital and resources. The company plans to expand throughout ASEAN countries and Australia. It would like a team on board to conduct localised studies of the potential markets in ASEAN to find out what their software program needs to comply in each country.

Project Scope

- Identify countries with favorable entry conditions such as growth opportunities, economic status, IT literacy, and language (Business environment language & culture etc)
- Conduct market research to gather information pertaining to the respective country's:
 - Manpower policies and regulations
 - Market needs and cultural climate
 - Payment computation, foreign exchange etc.
 - Competitor's analysis
- Conduct primary research with companies who are present in Singapore but currently supporting the payroll of the identified countries.

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