



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 608FY18 – Market Research & Strategies

Brief Company Profile

The company is an employment agency which specialises in the recruitment of white and blue collar foreign workers (for B2B) and domestic helpers (for B2C).

Objective of the consulting project

In the domestic helper supply space, the industry has been rather traditional in its approach (be it internal processes or external consumers engagement). The major players are still doing a lot of print ads and the boutique players are challenging their existence through referrals and word-of-mouth. What else can the business do to further challenge and stand out amongst the industry giants? The scope of this project shall focus on their B2C domestic helper supply business.

Project Scope

- Conduct primary and secondary research to understand the gaps and opportunities in the area of maid supply, and provide recommendations to close the gaps or grow the opportunities.
- Research on consumer journeys: eg. gather consumer insights, understand their needs and painpoints, uncover any unmet or under-served needs in the area of childcare or elderly care that can present as opportunities for the company to focus on
- Devise suitable strategies/recommendations for the company

Student Requirements

- **3-member** team

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