



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 612FY19 – Market Research & Strategies**

#### **Brief Company Profile**

The company is a veterinary clinic with sole distributorship to a full spectrum disinfectant that is ecologically friendly and biodegradable.

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

The company's current method of pushing out the product is through engaging a salesperson to engage in door-to-door promotion and demonstration which is not only physically taxing but also not cost effective. Opportunities could also be limited due to its veterinary setting; potential customers might not be able to delink the association between the applications of the said product/s to animals.

#### **Project Scope**

The company is looking for help to establish their business model and to strategically position themselves in the market-place.

#### **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