



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 627FY19 – Market Research & Strategies

Brief Company Profile

The company is in the business of transforming simple glass into a form of art for the past 30 years.

Objective of the consulting project

Having just celebrated its big 30 a few years ago, the company is mulling over a new direction, envisioning to reach out to the consumer market through the creation of functional yet urbanised house-hold fixtures and fittings that reflect the lifestyle of its prospective owners. Through the consulting project, it hopes to unravel the target customers, profile, their needs and customer journey maps and the accompanying strategies.

Project Scope

- Conduct primary and secondary research to understand the gaps and opportunities
- Research on consumer journeys: eg. gather consumer insights, understand their needs and painpoints, uncover any unmet or under-served needs
- 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