



UOB-SMU
Asian Enterprise Institute

A photograph showing four students sitting on a grassy area outdoors, engaged in a discussion. One student is pointing at a laptop screen.

Business Consulting Opportunities with UOB-SMU AEI

Project 630FY19 – Market Research & Strategies

Brief Company Profile

The company sells customized pillows.

Objective of the consulting project

The business is growing but there's certainly more potentials to be explored. It would like to have a team onboard to have a better understanding of its target audience, how they received and search for relevant information, how do they make the purchase decision, etc. As its current main way of selling is through its own website, from the data gathered, the company hopes to have suggestions for improvement as well as identified channels of reaching out to the target audience.

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