



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 900FY23 – Business Strategies

Brief Company Profile

The business is one of our heartland enterprises specialising in TCM-related products. It has developed a range of products and its best seller is its confinement package.

Objective of the consulting project

With more and more people seeing TCM as an alternative treatment route, the founder sees the potential to scale the business further through online channels. Currently, its products are readily available via a few prominent eCommerce platforms.

To enable business sustainability, the founder would like to have a suite of business strategies in place to better understand its environment and have a suite of choices to seize existing opportunities and overcome challenges.

Project Scope

- Executing market research & competitors analysis
- Identifying potential risks and opportunities
- Develop actionable and implementable strategies with business expansion and sustainability in mind

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