



Business Consulting Opportunities with UOB-SMU AEI

Project 485/FY17 – Market Research and Profiling

Brief Company Profile

A private educational institution registered with the Majlis Ugama Islam that offers full time and part time educational programmes covering various qualifications from shorts courses, certificates, diplomas, degree and postgraduate levels.

Objective of the consulting project

Since its establishment in 2000, the company advertised its services successfully via the local Malay national newspaper (Berita Harian), flyers and social media. The business model, brand and services attracted interest and as such, the number of students increases gradually and consistently until it reaches about 1,200 students. However, for the last 2 years (2015 - 2017) the number of students have stagnated. The stagnation was due possibly and largely to the steady state of inflow of new students joining and outflow of existing students leaving (due to completion of studies and premature attrition). The company is keen to know the main contributing reasons and factors for the stagnation and identify suitable and effective strategies and action plans to address them. The company has not done a comprehensive and detailed market research (profiling and segmentation) and the co-relation with the services it renders. As such, it would like to address the issue via market research and subsequently strategy development that enables comprehensive evaluation and smart comprehension on matters pertaining thus enabling accurate and timely decision making.

Project Scope

- Conduct market research, profiling and segmentation to better understand the needs and expectations of the niche Malay-Muslim adult population vis-à-vis the services Al-Zuhri provides.
- Based on the above, design suitable strategies and action plans to attract new students and retain existing students thus increase the student population.

Student Requirements

- **3-member** team with at least one Year 3 / 4 student
- At least one member to be versed with the Malay language

The team will be mentored by a [project advisor](#).

More Information

Start Date: ASAP

Duration of project: 14-16 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