



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 553/FY18 – Market Entry Strategies

Brief Company Profile

The company runs a traditional F&B joint serving finger food, dessert and assorted tea.

Objective of the consulting project

The management has plans to revamp its product offerings and initiate a new service experience for its targeted customers. It would like a team on board to hear from the ground on the receptivity of this new concept. Upon data gathered, develop a go-to-market plan (including a concept on the store layout and feel) to bring this new concept to fruition.

Project Scope

- Determine market potential through secondary research and in-depth interviews
- Provide an industry overview
 - Define the various business models
 - Market size and potential
 - Key demand drivers
- Provide an outlook on competitive landscape
 - Who are the dominant players
 - What is their business model / positioning
 - Pricing and promotional strategy
- Provide recommendation on market entry strategies

Student Requirements

- **3-member** team with at least one Year 3 / 4 student
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