



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 557/FY18 – Business Strategies

Brief Company Profile

The company is in the logistic business.

Objective of the consulting project

Since 2005, the company has been providing courier services support to its corporate clients. For the past two years, the company has been investing in systems to digitalise its operations. With this transformation, the company is even more ready to meet with new challenges and opportunities ahead. It would like a team to help craft a strategic plan to meet its objective of growing the business as well as explore opportunities in its newly minted service - warehousing services.

Project Scope

- Environmental analysis on the market trends, how customers make the purchasing decision, how do they source for information, competitive scanning, etc
- Recommend suitable strategies (including but not limited to):
 - How to have a breakthrough in the current business model?
 - How to grow awareness amongst a competitive industry?
 - How to grow its new service?

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