



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 579FY18 - Market Research & Strategies

Brief Company Profile

The company is in the Human Resources industry, delivering HR best practices to clients.

Objective of the consulting project

The company would like a team to explore, develop and map out the expansion in the company's Human Resources Services portfolio in areas related to Aged Care including but not limited to the training, certification and readiness for market placement of trained Aged Care - Care Giver workers.

Project Scope

- Identify current market players (if any) provided through SWOT Analysis to assess the company against the competition. This is imperative when entering a new market or launching a new product / service and making decisions on how to market it successfully.
- Identify and rank based on size and other industry factors Aged Care Provider institutions that will train our caregivers
- Develop a suitable and viable plan to tie up with the Aged Care Provider institutions

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