

Business Consulting Opportunities with UOB-SMU AEI



Project 1019FY25 – Go-to-Market Strategies

Brief Company Profile

The company is a Singapore-based precision engineering firm that has launched a new business entity focused on the commercialisation of a smart infrastructure platform. Powered by proprietary firmware, the platform enables SMEs to capture real-time operational signals from the shop floor and warehouse, and transforming them into structured, decision-ready insights. In addition, a newly developed mobile app simplifies the setup and configuration of RFID reader devices for factory and warehouse tracking.

Objective of the Consulting Project

The new business is currently at an early growth stage and is seeking student consultants to conduct market research, including target market analysis, customer segmentation, pricing strategy, and go-to-market (GTM) planning

Project Scope

Expected deliverables from Student Consultants:

- 1. Market Research: Market Segmentation & Customer Profiling**
 - Develop a clear definition of priority customer segments and buyer personas.
 - Conduct interviews with potential customers and relevant industry stakeholders.
 - Summarise key interview findings, including customer needs and pain points.
 - Map the competitive landscape and analyse market positioning.
- 2. Pricing and Willingness-to-Pay**
 - Gather and analyse pricing insights, including customers' willingness to pay.
 - Provide recommended pricing strategies based on research findings.
- 3. Go-to-Market Strategy Recommendation**
 - Develop a recommended GTM strategy with a clear positioning statement.
 - Propose an implementation roadmap outlining key actions and timelines.

Student Requirements

- A **3-member** team with primary research experience and at least one Marketing major would be advantageous.
- The team will be mentored by a [Project Advisor](#).

More Information

Start Date: ASAP

Duration of project: 16 working 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

**Only applicable to undergraduates from the Lee Kong Chian School of Business, School of Economics and School of Social Sciences.*