



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 1000FY25 – Market Research and Strategies

Brief Company Profile

The go-to distributor for packaging and warehousing solutions in Southeast Asia which was established in 1992. With its headquarters in Singapore, the company now operates 11 regional offices across Southeast Asia and employs over 300 staff, serving diverse industries such as food, logistics, and pharma.

Objective of the Consulting Project

The company needs support in doing market research and coming up with market strategies for their safety solutions catered for logistics and pharma companies.

Project Scope

Expected deliverables from Student Consultants:

- Landscape study by understanding the market potential, customers needs and challenges, the buying decision making processes, the willingness to pay, the expectations of such safety solutions etc
- Recommend marketing strategies that attract potential customers and drive engagement.

Student Requirements

- A **3-member** team with primary research experience would be advantageous. Applications with fewer than three members will unfortunately not be considered.
- 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.