



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 1003/FY25 – Market Research

Brief Company Profile

The company is a specialist engineering company that provide advanced electrical solutions and support services for critical infrastructure and industrial facilities. They have developed a patented, smart, 24/7 remote monitoring system that performs continuous “health checks” on high-voltage electrical equipment. The solution detects **Partial Discharge (PD)** early, preventing failures before they occur and ensuring uninterrupted operations. It’s designed to serve industrial and commercial buildings, data centres, wafer plants, MRT installations and government installations – any environment where reliability and safety are non-negotiable.

Objective of the Consulting Project

To develop strategic recommendations that enhance awareness, improve cost competitiveness, and support adoption of the company’s PD solution through comprehensive market research, stakeholder insights, and benchmarking analysis.

Project Scope

Expected deliverables from Student Consultants:

Market research encompassing the following, contingent upon data availability:

1. Awareness & Education Strategy

- Conduct industry research to assess current understanding of PD risks.
- Propose some ideas on the kind of awareness campaigns and workshops targeted at facility managers and building owners (exclude implementation)

2. Cost Competitiveness Analysis

- Benchmark pricing and features against international PD solutions.
- Highlight cost advantages: local support, reduced downtime, and no need for specialized staff.
- Propose a pricing model that balances affordability with profitability.

3. Adoption & Change Management Plan

- Interview stakeholders to uncover adoption barriers.

Final Deliverables

- A final report with findings and recommendations across all three issues.

Student Requirements

- A **3-member** team with primary research experience 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.