



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 759FY20 – Market Research & Strategies**

#### **Brief Company Profile**

The company is a technology vendor and innovator specializing in cognitive automation (automating business processes through Artificial Intelligence).

#### **Objective of the consulting project**

It has since developed a proprietary product and has been working with financial institutions, logistics companies, etc to empower people to have time for more value-adding tasks by automating the manual business processes (in a simplest term: converting hard copy documents (can be multi-languages) into soft copy). It is serving customers in Singapore, Hong Kong, Malaysia, Vietnam, and China.

It is seeing an ever-growing demand coming from the Chinese market. The vast market opportunity there has led the company into setting up a wholly-owned subsidiary in Shanghai, China, to better serve its customers.

Prior to making further commitments, the company would like to have a market research done, to gather more information in order to drive its 4Ps moving ahead.

#### **Project Scope**

The scoping to the project will be discussed further upon the launch meeting:

- Market Research: Brand messaging, brand attributes, brand positioning strategies, with its current differentiation, is it enough to penetrate the market?
- Competitive analysis: How are its competitors doing? How to stand up against such competition?
- Strategies recommendations

#### **Student Requirements**

- **3-member** team, relevant major and/or working experience, **and Chinese language proficiency is required for this project.**

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