



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 816FY21 – Business Strategies

Brief Company Profile

For the past 18 years, the company has always been busy in the design, fabrication, interior and installation works for big brands and companies which need backdrops, temporary booths, displays, etc to meet their exhibition, pop-up stores, in-store promotion (and the list goes on) needs.

Objective of the consulting project

In the last 18 months, due to the almost zero activities coming from the MICE industry, the business has been badly hit. With grit and determination, the company pivoted to doing residential interior design fabrication to keep things going. At the same time, they intend to be ready for a bounce back when the global pandemic eases and things open up. They have been doing so by getting their internal capabilities ready by participating in programmes, training its workforce, etc.

With this in mind, the company is looking for a team to build implementable strategies base on the outlook and research on the industry, environment surrounding the industry moving on.

Project Scope

The actual deliverables will be defined upon further discussion between the team and the company. Students are expected to hit the ground with primary research and secondary research to get in data to back any possible recommendations.

Student Requirements

- **3-member** team

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