



UOB-SMU
Asian Enterprise Institute

A photograph showing four students sitting on a grassy area outdoors, engaged in a discussion. One student is using a laptop.

Business Consulting Opportunities with UOB-SMU AEI

Project 819FY21 – Business Plan

Brief Company Profile

This F&B business specialises in Japanese cuisine. The founders of the business started it with the intention of having quality Japanese food and drinks with a nice ambience and space to entertain its business clients.

Objective of the consulting project

It started business in April 2021 and not long after, the first heightened alerts came. With this, it quickly scrambled to put together an eCommerce website, starting off with FB live to bring awareness to targeted audience within its immediate radius of delivery. With such speed required to put together such resources, the company paid a rather steep sum. Although this did not really bring about an increase in the sales of their usual menu, it brought about an expected outcome - the popularity of their hand-crafted gelatos.

Helmed by a French-trained chef with his home recipe, the hand-crafted gelato is a great hit. The restaurant sold hundreds of pints of the gelato made from scratch with imported Japanese ingredients during that period.

This then gave rise to a new business idea - to go into possible retailing of gelato. Since then, the company has secured deals with a popular Japanese supermarket with a F&B arm to retail their gelato on the shelves. It then propelled them to think deeper into getting additional funding for research as well as to scale its production capabilities.

The company is looking at tapping into its own network to look for angel investors. As such, it is looking for a student team to put up a business proposal that will be ready for presentation.

Project Scope

The attached document is the proposed template for the business plan. The company understands that the team might need to scope the project to a much chewable size upon discussion during the launch meeting.

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