



UOB-SMU  
Asian Enterprise Institute

## Business Consulting Opportunities with UOB-SMU AEI



### **Project 847FY21 – Business Strategies**

#### **Brief Company Profile**

The company started as a traditional event management company and had ventured into virtual games provision during the COVID-19 period. Its virtual games such as virtual escape room, virtual amazing race, etc have gained traction and are well-received amongst its corporate clients in Singapore.

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

The company is now looking to scale further. It is looking into building a sound business model that can help it further capture the Singapore market and scale its business overseas. It is still looking at targeting the corporates and being a part of the corporates' team building and engagement activities. From its initial research, the Southeast Asia countries as well as Hong Kong currently do not have any strong competition and are worth exploring.

The company hopes to have a team to help with this business strategies innovation project to provide it with sound and practicable strategies to bring its business further. Suggested strategies should consider expansion strategies into overseas market.

#### **Project Scope**

Conduct environmental analysis on the market trends, how purchase decisions are made, the frequency of engagement, how to make it a longer-term engagement, etc

- Upon data collected, identify where are the fall-short points
- Recommend suitable strategies (suggestions only):
  - Product awareness?
  - Review current market positioning?
  - New pricing strategies?
  - New product range, customised products?

#### **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