



UOB-SMU  
Asian Enterprise Institute

## Business Consulting Opportunities with UOB-SMU AEI



### **Project 848FY22 – Market Research & Strategies**

#### **Brief Company Profile**

The prevalence of myopia in Singapore is among the highest in the world. The company firmly believes that there is so much that can be done to relinquish Singapore from this 'accolade'. This starts from vision care right from young. Eye well-being and vision care is integral to our healthy lifestyle. Relate this to the regular dental care that we have been advocating for.

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

Beyond the fundamental purpose of eyeglasses, comfort and crystal clear vision, are taking care of our eye health needs.

The company aims to provide easy access to premium eye care services to every individual. It is through this project, the company hopes to better identify its target audience, identify their pain points and needs; thereafter, have the team craft strategies to better share the concept and raise awareness of eye health care amongst this group.

#### **Project Scope**

(including but not limited to)

- Conduct a detailed research to understand target audience perception of the service offering and level of awareness
- Understanding Singapore's current positioning and the gaps in terms of eye health care when compared to the Global/Asia countries
- Conduct competitors' analysis
- Recommend suitable marketing strategies to bring the business forward by drawing out its value proposition and ways to engage customers
- Identify opportunity initiatives that can be executed on a national level

#### **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