



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 849FY22 – Business Strategies

Brief Company Profile

The company is a Chinese Medicine Clinic that specialises in a wide range of TCM services. Aside from its clinical practice, the company also conducts and facilitates offline and online courses for sharing general TCM and wellness knowledge with the public. The co-founders are a young team, 3rd generation Chinese physicians from a Taiwanese TCM family. They are firm believers and passionate about championing the role of TCM in our everyday lives.

Objective of the consulting project

The project request is on developing Business Strategies targeting at the corporate clients. The key objective is to have a greater understanding of the different TCM/alternative healthcare (including TCM) benefits that both MNCs as well as SMEs can provide for their employees before formulating targeted and suitable strategies.

Project Scope

(including but not limited to)

- Competitors' analysis, promotion, pricing, marketing channels, etc
- Research and understand corporate buying behaviours vs users' requirements
- Develop business strategies detailing the how-to, timeline, etc

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