



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 855FY22 – Business Strategies

Brief Company Profile

A TCM clinic with a long established practice in the Traditional Chinese Medicine industry, now managed by the 2nd generation young successor. It is well-recognised for its bespoke treatments for fertility and pain management. As the business grows, it is now looking into transforming its business model by developing a new service unit - TCM Beauty and Wellness.

Objective of the consulting project

There has been an increase in the demand of beauty and wellness treatments recently. The company has commenced in the development of this service and would like to have more detailed market research to map out a new business strategy.

Project Scope

(including but not limited)

- 1) Competitors' Analysis (understand their outreach strategies, their unique value propositions, Pricing, Promotion, customer journey/experience mapping etc)
- 2) Buying Behaviour Analysis (understand what affects their buying decision, their sources of information, perception, needs, wants, preferences etc)
- 3) Recommend suitable business strategies detailing the identification of targeted customer segment, how-to & 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