



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 973FY24 – Market Entry and Marketing Strategies

Brief Company Profile

The company is a new startup in the edutech space. It has the idea of connecting learners with enrichment service providers (be it individuals or companies) in a fuss free and efficient manner.

Objective of the consulting project

The company is seeking a team of students to develop market penetration and marketing strategies to allow its debut in the last quarter of this year.

Project Scope

Determine market potential through secondary research and in-depth interviews.

Industry Overview:

- Define various business models
- Assess market size and potential locally and internationally
- Identify key demand drivers
- Analyze demographics

Competitive Landscape:

- Identify dominant players
- Examine their business model, positioning, and unique selling points
- Pricing and promotional strategies
- Review marketing strategies (including any corporate/individual collaborations if any)
- Explore how Edutech companies market their "unattractive products" to the public (e.g., Loop Earplugs highlighting hearing health to youth), identify the market entry strategies and marketing strategies
- Recommended Strategies

Student Requirements

- A **3-member** team with a Marketing Major would be advantageous.
- The team will be mentored by a [Project Advisor](#).

More Information

Start Date: ASAP

Duration of project: 16 working 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

*Only applicable to undergraduates from the Lee Kong Chian School of Business, School of Economics and School of Social Sciences.