



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 976FY24 – Market Research & Strategies

Brief Company Profile

The Company offers a wide range of precision engineering services to a growing global cliental.

Objective of the consulting project

The company is actively pursuing strategic initiatives to expand its market presence by targeting new market segments, acquiring new customers, and diversifying its product offerings. This intent is aligned with the company's long-term vision to sustain growth, innovate continuously, and meet evolving industry demands.

Project Scope

To conduct comprehensive market research on the digital motors industry, focusing on identifying market size, growth trends, key players, technological advancements, customer demands, and potential opportunities for the company.

Scope of Work (including but not limited to):

1. Market and industry overview and segmentation
2. Conduct competitive analysis, identify and profile current market players, and examine new entrants and emerging competitors.
3. Customer analysis and identify customers' key purchasing behaviors and motivations.
4. Explore technology and Innovation trends.
5. Conduct regulatory and environmental analysis.
6. Assess market Opportunities and Barriers of entry.
7. Prepare financial projections based on different market entry scenarios
8. Based on the research findings, provide strategic recommendations on how the company can position itself in the current and future digital motor market.

Expected deliverables from Student Consultants:

1. A comprehensive market research report detailing all findings.
2. A slide deck summarizing key insights, trends, competitive landscape, and strategic recommendations.
3. An executive summary with high-level findings and key takeaways.

Student Requirements

- A **3-member** team with at least one student from Lee Kong Chian School of Business with the major in Marketing and/or Finance. Prior experience in handling market research projects 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.