



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 977FY24 – 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

As wearable technology advances, consumers increasingly seek products that combine functionality with aesthetics. Continuous Glucose Monitoring (CGM) devices are essential for diabetes management but are often viewed as purely medical devices. A shift toward smaller, discreet, and fashion-forward designs could expand market appeal, particularly among younger and lifestyle-conscious demographics.

The Company would like to evaluate the preferences and needs of different Continuous Glucose Monitoring (CGM) user segments regarding device size, comfort, and wearability, and to assess the potential for positioning CGMs as fashion-forward or lifestyle-oriented devices. The purpose of this research will hopefully inform the development of innovative designs that address both functional and aesthetic demands, expanding the appeal of CGMs in existing and untapped markets.

Key Areas of Focus by User Segments:

1. Evaluate preferences across demographic target groups,
 - Type 1 diabetes patients (children, teenagers, and adults),
 - Type 2 diabetes patients (young professionals, elderly users, and active individuals)
 - Newly diagnosed patients and first-time CGM Users.
2. Identify pain points and preferences for device size, comfort, and wearability.
3. Market receptivity to fashion-forward designs, and willingness to pay.
4. Competitor Landscape Analysis, and gaps in the market.
5. Emerging trends in wearable technology.

Project Scope

Expected deliverables from Student Consultants:

1. Consumer Insights Report: Detailed analysis of user preferences for size, comfort, and wearability across target segments. Identification of key features that users prioritize in a CGM device.
2. Market Receptivity Study: Evaluation of consumer interest in fashion-forward or lifestyle-oriented CGMs.
3. Competitor and Trend Analysis: Summary of competitors' offerings, highlighting gaps in the market for compact or stylish CGM devices.
4. Recommendations for marketing strategies targeting specific demographics.

Student Requirements

- A **3-member** team with at least one student from the 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.