



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 991FY25 – Market Research and Strategies

Brief Company Profile

With more than 70 years in the F&B industry, this company is renowned for its traditional herbal soups, particularly turtle soup.

The founder brought his unique trade of turtle soup from China and started out with a humble street stall.

Beyond turtle soup, the menu has expanded to include other traditional herbal broths such as Ginseng Black Chicken Soup and Cordyceps Chicken Soup, all prepared using time-honored methods and quality ingredients.

The company's commitment to preserving its culinary heritage while adapting to contemporary tastes has solidified its reputation as a cornerstone of Singapore's rich food culture.

Objective of the Consulting Project

They would like to have a better understanding of the consumers' perception of their brand, consumers' preferences, and how they can target the younger people.

Project Scope

Expected deliverables from Student Consultants:

- Understand consumption pattern, habits and preferences
- Research on why the younger consumers (under 40) are not returning on their own independently (without parental influence) and how to bring them back
- Recommend strategies to grow awareness and gain more market share of those below age 40

Student Requirements

- A **3-member** team with primary research experience 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.