



UOB-SMU  
Asian Enterprise Institute

## Business Consulting Opportunities with UOB-SMU AEI



## **Project 992FY25 – Market Research (Product Diversification)**

### **Brief Company Profile**

The company was founded in 2016 by a couple who were motivated by their son's frequent illnesses and the limitations they observed in existing healthcare devices on the market. In their search for an effective solution to relieve his flu symptoms, they became the first in Singapore to launch a Nasal Aspirator.

As the brand gained recognition, they expanded their product line two years later. Today, the company remains committed to developing thoughtfully designed, innovative, and user-friendly products that support the needs of families like their own.

### **Objective of the Consulting Project**

The company needs support in identifying possible product diversification ideas aimed at reducing dependence on existing product lines and creating a more resilient and varied business portfolio.

### **Project Scope**

Expected deliverables from Student Consultants:

- Discover and validate common needs or problems faced by the current baby products market
- Research on possible innovative solutions that the company could consider for diversification
- Identify 1 to 2 probable solutions and survey the market to assess the presence of similar competitive products

### **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.