



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI

Project 993FY25 – Market Research

Brief Company Profile

Specializing in halal-certified institutional and event catering in Singapore, the company has seen steady growth and success over the years. It delivers thoughtfully curated dining experiences to a wide range of clients through both off-site facilities and state-of-the-art central kitchens.

Trusted for its quality and consistency, the company serves more than 3,000 meals daily to stakeholders including government agencies, hotels, educational institutions, corporate organizations, and community groups.

Objective of the Consulting Project

The company needs support in evaluating the market potential for their new line of business and identifying effective strategies for market entry.

Project Scope

Market Feasibility Analysis – Assess demand, competition, and pricing structures for subscription healthy home delivery meal catering (e.g., diabetic-friendly, elderly nutrition, special diet needs etc)

Recommendations - Evaluation of business opportunities and market potential, with suggested strategies for market penetration

Student Requirements

- A **3-member** team with at least one student from the Marketing major would be advantageous. Applications with fewer than three members will unfortunately not be considered.
- 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.