



UOB-SMU  
Asian Enterprise Institute

## Business Consulting Opportunities with UOB-SMU AEI



### Project 1020FY25 – Market Research & Strategies

#### Brief Company Profile

Founded in 2025, the company is a wellness provider specialising in cellular health and beauty through the use of innovative, patented, and non-invasive technology solutions. By integrating scientific research with holistic wellness principles, it seeks to redefine wellness by addressing health at the cellular level, empowering individuals to restore vitality through safe, non-invasive, and science-informed solutions. Its proprietary technology is designed to optimise cellular and mitochondrial function, addressing health challenges commonly associated with aging and chronic conditions.

#### Objective of the Consulting Project

To support the company in clarifying its market positioning, target customer profile, and competitive analysis.

#### Project Scope

1. Market & Industry Research
  - Overview of key trends in the cellular health & beauty market
  - Understanding consumer attitudes toward non-invasive therapies
2. Competitive Analysis
  - Identify and profile key market players, including their strengths, limitations, and perceived risks
  - Analyse how the company is positioned relative to other competitors
3. Target Customer Definition
  - Identify key customer segments, gaps in the market, underserved segments, motivations, and barriers to adoption
4. Opportunity identification with market penetration
  - Help the company grow within its current target market (age group 20s – 50s).
  - Recommend suitable strategies and marketing channels to grow sales and win more sales.

#### 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.