



UOB-SMU  
Asian Enterprise Institute

## Business Consulting Opportunities with UOB-SMU AEI



### **Project 945FY23 – Go-to-market Strategies**

#### **Brief Company Profile**

This enterprising entrepreneur is into his third business, focusing on anti-aging skincare products. Several years back, he came across these anti-aging agents developed by his classmate, who was working at NASA at the time, originally intended for astronauts. Fast forward to the present, he decided to make use of these agents, combining them with his own formulation and, most importantly, utilizing locally sourced and harvested ingredients to create his exclusive suite of products.

#### **Objective of the consulting project**

The products are now undergoing the last phase of human trial and are slated to hit the market in the second half of this year.

The entrepreneur hopes to engage a student team to develop a comprehensive go-to-market strategies to enable this Singapore brand's lasting and impactful entry into the beauty scene.

#### **Project Scope**

This project primarily focuses on establishing market positioning, raising awareness, and setting out a go-to-market marketing strategy complete with timeline indication, amongst others. The student team is expected to be versed in market research methodologies and understanding and development of consumer personas.

#### **Student Requirements**

- **3-member** team well-versed in market research methodologies would be advantageous.

The team will be mentored by a [project advisor](#).

#### **More Information**

Start Date: ASAP

Duration of project: 16 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.