



UOB-SMU
Asian Enterprise Institute

A photograph of four students sitting on a grassy area outdoors, engaged in a discussion. One student is pointing at a laptop screen.

Business Consulting Opportunities with UOB-SMU AEI

Project 953FY24 – Go-to-market Strategies

Brief Company Profile

The Singapore company is in the Med Tech space. The dental endodontic equipment it has researched and developed is touted to be patient centric (customisable to fit the Asian dental root canal morphology) and more than comparable to the European brands that are widely used in the market. It is the company's wish to make this Singapore brand equipment known to the medical world.

The company is engaged in medical device R&D, manufacturing with partners, medical device marketing, with a focus on Dental files. The packing has been registered with IPOS. They are also in the process of submitting an application to the Health Sciences Authorities (HSA) for approval.

Objective of the Consulting Project

The company would like a team onboard to assist in the development of a go-to-market strategies, including marketing channels, price point analysis, targeting at such purchase decision makers.

Project Scope

This project primarily focuses on:

- Establishing market positioning, raising awareness, setting out a go to market B2B marketing strategy complete with timeline indication, pricing strategy, amongst others.
- Market research methodologies, understanding of customer acquisition techniques across the major social media channels and platforms.

Student Requirements

- A **3-member** team well-versed in market research methodologies and B2B go-to-market strategies 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.