Brief Company Profile

The company is in the printing and packaging business; targeting at mostly the food manufacturing and pharmaceutical industry.

Objective of the consulting project

The company is looking into the feasibility of importing ‘In-Mould Labelling’ technologies, which involves heavy investment in the machineries, to Singapore. The technology, which is a superior form of labelling has already existed in Europe 15 years ago but no presence in Singapore yet.

Project work required (not restricted and not limited to)

Conduct feasibility study on In-Mould Label which includes:
- Assessment of market potential - eg. Understanding of tariff for exporting to ASEAN, competitors' analysis
- Recommend business model

Student Requirements

- 3-member team with at least one senior student

The team will be mentored by a project advisor.

More Information

Start Date: ASAP
Duration of project: 10-12 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