Project 307/FY15

Brief Company Profile

The company is in the early childhood education and enrichment programmes business.

Objective of the consulting project

The company is looking at setting up operations in the city of Ho Chi Minh, Vietnam. It hopes for a team to assist in conducting a preliminary market research on the government regulations, market potentials, current competitive landscape, possible price points, desired curriculum, etc.

Project work required (not restricted and not limited to)

Detailed report and recommendations for the above mentioned.

Student Requirements

- 3-5 member team with at least one senior student
- Able to travel to Ho Chi Minh, Vietnam for up to a week to conduct market research
- At least 1-2 native language speakers in the team set-up preferred

The team will be mentored by a project advisor.

More Information

Start Date: ASAP
Duration of project: 10-12 weeks
Working hours: Flexible working hours
Internship filing: Up to 10 weeks

Travelling and accommodation expenses to Ho Chi Minh, Vietnam will be fully covered (including incidental expenses incurred during the course of the project).