



EMPLOYER PROJECT WITH GRAB

Title: Grab SWOT Analysis on East Malaysia Expansion

Field: Business, Economics

Level: Bachelor's Degree

Project Description:

To develop a SWOT analysis and formulate recommendations about the feasibility of Grab's expansion plans. Students are to obtain intelligence on competitor information, key events in the region, and identify potential partnership opportunities that Grab could approach.

Based purely on Internet research, students are expected to identify potential partnership opportunities that Grab could approach such as concerts, restaurants, nightclubs, bars and hotels. Then, based on this qualitative and quantitative data, the students developed and adapted their recommendations accordingly. The students will develop a fuller awareness of the company, the industry and the dynamics of the international market, and particularly the importance of understanding customer demographics in business decision-making.

Through the project students will then relate their skills to Grab's ability to expand at lightning speed, tailoring local efforts to suit the unique dynamics of each new market. At the end of the project, the students agreed that the experience gave them a richer understanding of the underlying economic processes and principles that drive a business.

sample signature
Supervisor's signature

Date: May 1st, 2021