Opportunities and responsibilities in an emerging market

Introduction

Welcome to Lychee Ventures! We are looking for entrepreneurs with the energy and the right attitude that want to be a part of a great team in a fast paced environment and an emerging market with infinite opportunities. Our purpose is to make Myanmar thrive and develop in a sustainable way and we are doing this through creating new services and products that improve the lives of the people in Myanmar. We started in 2013 with offering a guide to the city for the growing english speaking community and today we are over 20 people working with our ventures within media, food and education. Lychee are the people behind it, and our vision is to be the best workplace and the most sought after employer in Myanmar.

Thesis outline

Sarmal is a restaurant discovery platform in Myanmar. Sarmal consists of an consumer application, back end interface for restaurants, a website and a facebook page. Your purpose would be to take a holistic view of the Sarmal platform and analyze it from a business perspective, ideally using the business model canvas, and create and execute strategies to increase the value created and captured. During this thesis you will have the opportunity to experiment and find what works and not works under the circumstances in Myanmar. You will be given a great amount of freedom and the full support by the Sarmal team and Lychee Ventures.

Information

We cannot offer financial support for your travel to or accommodation in Myanmar but we can help you to arrange it. However, we will sponsor your business visa and the flights for visa renewal when needed (every 70 days) and accommodate your work expenses within Lychee. We know that there are scholarships available for doing a master thesis in a developing country and we would be happy to help you with the application. Myanmar is a charming country but have in mind that Myanmar is still one of the least developed countries in the world.

The thesis is for one or two people and is based on a suggestion from us. For any questions regarding this proposal or if you want to suggest your own project, please reach out.

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