

BUSINESS PLAN GUIDELINE FOR APPLYING CO-MATCHING SCHEME

In addition to this application form, the business/company has to attach a viable business plan with commercial applications in private and/or public sector. Items to be reflected in the business plan should include:

- i. Executive Summary
- ii. Name of the Business/Company
- iii. Summary of business including objectives of business
- iv. Business Profile
 - Details of the firm/company, corporate mission, corporate strategy, corporate structure, core business activity, etc.
- v. Product & Services
 - Products and services offered by the business/company (including pricing, revenue and cost structure)
 - Unique selling point
- vi. Marketing Plan
 - Strengths, Weaknesses, Opportunities and Threats (“SWOT”) analysis, marketing expenses, strategy
- vii. Industry Overview
 - Target market in terms of customers, market niche, geographical coverage
 - Competitor analysis
 - Trends and outlook for the industry segments that the firm/company is operating in
- viii. Application of Funding
 - Funding utilisation – Project objectives, project scope, schedule/timeline, deliverables, cost breakdown, quotation, training outline, consultancy scope, if applicable
 - Financial history
 - Financial plan/projection of the business in the next 3 years after the project has been completed
 - Details of the key activities/milestones and the completion dates for the project
- ix. Business Strategy (including short-term and long-term plan)
 - Track record of existing customers/revenue sources/working partners/business completed, etc
 - Pipeline of new markets/customers/revenue sources/working partners/other expansion plans
 - New capabilities/competencies/intellectual property that will be developed by the business/company
- x. Human Resource/Manpower Plan
 - Current team structure (please provide curriculum vitae of key players team members, details of their roles & experience)
 - 3-year projection of manpower expansion (if any).