



Capability Development Grant

Build business capabilities to sharpen your competitive edge

Enterprise
Singapore

Build up your business with the Capability Development Grant

The Capability Development Grant (CDG) aims to support SMEs to scale up business capabilities and ensure business sustainability. You can take on projects in areas like product development, human capital development, business processes enhancements for productivity and business model transformation. The grant defrays up to 70 percent of qualifying project costs such as consultancy, training, certification and equipment costs.

The application requirements for smaller scale projects, for grant support of S\$30,000 or less has also been simplified. You can look forward to more streamlined application forms and documentation requirements.



Eligibility

SMEs can apply for the CDG if they meet the following criteria:

- Registered and operating in Singapore;
- Have a minimum of 30% local shareholding; and
- Have group annual sales turnover of not more than \$100m or group employment size of not more than 200 employees.



BRANDING AND MARKETING

A Branding and Marketing strategy helps you create a unique brand persona that can increase brand relevance amongst consumers and differentiate your business from competition. Coupled with a well-developed and well-executed marketing plan, you can then build brand equity over time to support future efforts in areas of partnerships, product diversification and internationalisation.

A brand strategy development project typically comprises the following phases:

Supported activities:

- Conduct brand audit and research
- Develop brand strategy, including the brand value proposition and market positioning
- Develop visual identity system to align all customer touch-points and reinforce the brand strategy
- Conduct internal alignment workshop to educate the employees on the new brand strategy developed

A marketing strategy development project typically comprises the following phases:

Supported activities:

- Conduct market research to gain customer insights, understand industry trends and identify gaps in current marketing strategy
- Develop a marketing strategy and implementation roadmap to align and optimise marketing efforts, achieve marketing objectives and arrive at desired market positioning and mindshare



BUSINESS EXCELLENCE

Enhance your management systems and processes by conducting a comprehensive organisational review, and formulating a strategic developmental roadmap.

Supported activities:

- Developing a comprehensive organisational review based on the seven Business Excellence (BE) framework categories
- Formulating a strategic developmental roadmap, based on findings from the organisational review
- Preparing for and undergoing a BE certification assessment (i.e. Singapore Quality Class or Singapore Quality Class with up to two niche standards in Innovation, People and Service) within 12 months from project start date



BUSINESS MODEL TRANSFORMATION

Business Model Transformation is a structured approach that helps you create and sustain business value by translating your competencies, know-hows, market knowledge and ideas into new or improved business models. This can be accomplished through the use of innovative methods and tools, such as Business Model Innovation and Design Thinking.

Supported activities:

- Conduct market gap analysis to benchmark your business' current performance and identify opportunities which you can exploit
- Generate ideas to leverage market trends and opportunities
- Develop a roadmap to implement those ideas and tap on potential growth areas



STANDARDS ADOPTION

Adopting international or industry standards lends your business credibility and trust amongst consumers. Through standards, businesses can improve operational processes, enhance quality of products and services, increase competitiveness and access new markets.

Supported activities:

- Training-related expenses (e.g. internal or lead auditor course certified by the International Register of Certified Auditors (IRCA), where applicable)
- Consultancy and professional services
- Other project-related costs (e.g. certification)



FINANCIAL MANAGEMENT

Having strong financial management capability can facilitate quality decision making that supports your growth strategy. By developing financial resilience, and optimising allocation and deployment of internal resources, you can potentially improve your company's profitability and sustainability in the long run.

Supported activities:

- Developing a robust financial framework and a set of key indicators to manage and optimise the deployment of financial resources
- Reviewing and establishing policies such as internal controls to strengthen corporate governance and promote stakeholder accountability
- Reviewing and establishing a sound risk management framework for strategic growth
- Formulating a corporate financial strategy and model to support accelerated growth (eg, Mergers & Acquisitions)



HUMAN CAPITAL MANAGEMENT

Employees are a vital component of your business. Their performance, commitment and loyalty to the job are critical. Develop a strong human capital foundation by strengthening your leadership, adopting effective HR practices as well as attracting and retaining the right talent.

Supported activities:

- Recruitment & Selection
- Compensation & Benefits
- Performance Management
- Learning & Development
- Career Management
- Talent Management & Succession Planning
- Employee Engagement
- Employee Value Proposition



INTELLECTUAL PROPERTY

A well-managed intellectual property (IP) portfolio may enable you to better capitalise on your proprietary knowledge for sustained profitability and a stronger competitive advantage.

Supported activities:

- Audit an existing IP management framework and develop an IP management roadmap
- Develop an IP management system
- Conduct IP research and intelligence analysis



ENHANCING BUSINESS PROCESSES FOR PRODUCTIVITY

Enhancing Business Processes for Productivity is about gaining a better understanding of your current business operations through diagnosis and review of existing workflow, and designing new and/or improved ways to be more efficient and competitive. Through process review and redesign, resources such as manpower and space can be optimised, leading to increased profit and revenue streams.

Supported activities:

- Review existing business processes, identify areas for improvement, and develop a productivity measurement system to track and analyse company productivity levels
- Adopt and implement solutions to automate existing operations and streamline internal processes



SERVICE EXCELLENCE

With rising customer expectations, organisations should look beyond service fundamentals, typically characterised by Greet-Smile-Thank, and adopt a customer-centric mindset. This allows you to gain a deeper understanding of customer needs and their buying decision processes across the various touch points in order to improve overall customer experience.

SMEs in the service industries (e.g. food & beverage, retail, healthcare and transport) can embark on projects in one or more of the following areas:

Supported activities:

- Understanding of customer needs and/or journey (e.g. customer journey mapping)
- Service process redesign
- Service gap analysis and benchmarking
- Building a service innovation culture (e.g. ideating through a structured framework)
- Adoption of technological solutions to gather customer insights (e.g. data analytics solutions)
- Preparation for Singapore Quality Class with Service certification



PRODUCT DEVELOPMENT

Enhance your business competitiveness by leveraging technology to develop innovative products for commercialisation. A differentiated product offering anchored by strong product development and technology innovation capability can help companies grow their business in a more scalable and sustainable manner.

Supported activities:

- Conduct product strategy validation to determine product-market fit
- Conduct research and development activities to develop novel technology products for commercialisation
- Test commercialisation viability of new hardware technology products through small volume production

How to Apply?

Step 1

Identify the business and growth needs of your company and the business capability area which requires upgrading at <http://spring.enterpriseSG.gov.sg/CDG>.



Step 2

Discuss your project with an Enterprise Singapore officer or an SME Centre business advisor.

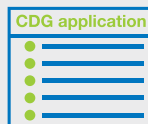


Step 3

Identify a solution provider and/or a certified consultant.

Step 4

Prepare your CDG application. For projects involving consultants, applicants should also include the consultant's proposal and their certification under the Enterprise Singapore's Consultant Quality Initiative (CQI). CQI was designed to help SMEs select management consultants which have a minimum level of competency to assist them in their business upgrading journey.



Step 5

Submit your CDG application online via your CorpPass account at the Business Grants Portal: www.businessgrants.gov.sg.



For more information, please visit www.enterpriseSG.gov.sg/CDG.

Enterprise Singapore

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