

## ELIGIBLE CATEGORIES AND ACTIVITIES<sup>1</sup>

<i>Allowable Categories</i>	<i>Eligible Activities</i>	<i>Possible Eligible Costs</i>
<b>Company expansion planning</b>	<ul style="list-style-type: none"> <li>• Company diagnostics</li> <li>• Strategic and Marketing Plans</li> <li>• Workshops and Seminars</li> <li>• Procurement Supply techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Consultancy fees</li> <li>• Training expenses</li> <li>• Airfares, inland travel &amp; per diem expenses</li> </ul>
<b>Management</b>	<ul style="list-style-type: none"> <li>• Installation of Quality Management Systems</li> <li>• Sales Management Systems</li> <li>• Marketing Management Systems</li> <li>• Management Information Systems (MIS)</li> </ul>	<ul style="list-style-type: none"> <li>• Consultancy fees &amp; Training expenses</li> <li>• Purchase of management materials</li> <li>• Airfares, inland travel/ per diem expenses</li> <li>• Training materials</li> </ul>
<b>Production efficiency/cost reduction</b>	<ul style="list-style-type: none"> <li>• Assistance in diagnosing production/ efficiency problems</li> <li>• Improved quality control procedures</li> <li>• More efficient production management</li> <li>• New sources of raw materials</li> </ul>	<ul style="list-style-type: none"> <li>• Consultancy fees</li> <li>• Training expenses</li> <li>• Airfares, inland travel and per diem expenses</li> </ul>
<b>Market research</b>	<ul style="list-style-type: none"> <li>• Export market investigations</li> <li>• Domestic market investigations</li> <li>• Product development and testing of product concepts</li> </ul>	<ul style="list-style-type: none"> <li>• Consultancy fees</li> <li>• Purchase of samples for evaluation</li> <li>• Purchase of market/ database information</li> <li>• Computerisation of market information</li> <li>• Airfares, inland travel&amp; per diem expenses</li> </ul>
<b>Advertising and promotion in domestic and export markets</b>	<ul style="list-style-type: none"> <li>• Advertising and promotion</li> <li>• Brand promotion</li> <li>• Design origination</li> <li>• Artwork, photography</li> <li>• Translation</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising design</li> <li>• Consultancy fees</li> <li>• Translation</li> <li>• Artwork, photography&amp; Video production</li> </ul>
<b>Joint venture searches/seeking investment</b>	<ul style="list-style-type: none"> <li>• Investor or equity research</li> <li>• Promotion</li> </ul>	<ul style="list-style-type: none"> <li>• Consultancy fees</li> <li>• Airfares, inland travel&amp; per diem expenses</li> </ul>
<b>Establishment of distribution in export and domestic markets</b>	<ul style="list-style-type: none"> <li>• Research to identify market representation</li> <li>• Travel to appoint- representatives</li> </ul>	<ul style="list-style-type: none"> <li>• Development of new- agency contracts</li> <li>• Leasing/rent of overseas warehouse space - initial months</li> <li>• Airfares, inland and per diem expenses</li> </ul>
<b>Inward buyers from export markets</b>	<ul style="list-style-type: none"> <li>• Travel</li> </ul>	<ul style="list-style-type: none"> <li>• Airfares, inland travel and per diem expenses</li> </ul>
<b>Product testing</b>	<ul style="list-style-type: none"> <li>• Transport of products to and from testing institute</li> </ul>	<ul style="list-style-type: none"> <li>• Testing institute fees</li> <li>• Airfares, inland travel/per diem expenses</li> <li>• Technical consultancy and translation</li> <li>• Transport of samples</li> </ul>
<b>Consumer market testing and launch on domestic and export markets</b>	<ul style="list-style-type: none"> <li>• Identification &amp; testing product concepts</li> <li>• Survey of competing products</li> <li>• Purchase of samples for evaluation</li> <li>• Prototype construction</li> <li>• Sampling and Demonstration</li> </ul>	<ul style="list-style-type: none"> <li>• Consultancy fees</li> <li>• Market research fees</li> <li>• Design</li> </ul>
<b>Packaging and presentation materials for domestic and export markets</b>	<ul style="list-style-type: none"> <li>• Market research and Testing</li> <li>• Prototype design</li> </ul>	<ul style="list-style-type: none"> <li>• Consultancy fees</li> <li>• Training expenses and Testing</li> <li>• Plate making and, or separation</li> <li>• Photography and Design</li> <li>• Airfares, inland travel/per diem expenses</li> </ul>

<sup>1</sup> This list is not exhaustive

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Ineligible Categories	Ineligible Expenses
Recurrent expenses	<ul style="list-style-type: none"><li>• Office cleaning</li><li>• Premises security services</li><li>• Building maintenance</li><li>• Transportation services for goods and staff</li><li>• Expenses delivery services</li><li>• Book- keeping services</li><li>• Auditing services</li><li>• Tax advisory services, stock taking services</li><li>• Term contract computing services for pay roll, inventory</li><li>• Accounts, etc. secretarial services, temporary manpower services</li><li>• Travel booking services</li></ul>
Maintenance costs	<ul style="list-style-type: none"><li>• Plant and equipment up-keep</li></ul>
The use of "one -off" support, and normal business costs	<ul style="list-style-type: none"><li>• Legal services, debt collection services</li><li>• Real estate agency services, architectural services</li><li>• Office and factory building services</li><li>• Printing, design and origination costs for regular on-going business requirements</li><li>• Media costs</li><li>• Expert advice on meeting pollution control standards</li><li>• Employment regulations, zoning requirements etc.</li></ul>
Capital expenditure	<ul style="list-style-type: none"><li>• Purchase of vehicles, equipment, land and or the construction of buildings</li><li>• Holding stocks in terms of working capital</li></ul>
Working capital	<ul style="list-style-type: none"><li>• All operating expenses and overdrafts</li></ul>

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<sup>1</sup> This list is not exhaustive