



EDG GRANT PROJECT STRATEGIC BRAND & MARKETING DEVELOPMENT



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▶ BACKGROUND

- ▶ Bizsquare Group is a business consulting firm. We believe that all businesses will benefit from efficiency sustainability and passion.
- ▶ Enterprise Development Grant (EDG)- EDG grant was officially launched on 25th October 2018 . The grant covers up to 90% of qualified project costs, including consultant fees, software and equipment from third parties, and internal manpower costs.

(<https://www.enterprisesg.gov.sg/financial-assistance/grants/for-local-companies/enterprise-development-grant/overview>)

- ▶ Bizsquare Group is registered with PMC as a licensed consultant for government grant, including EDG project

(<https://www.pmc certification.sg/pmc-search-result?combine=bizsquare>)



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- ▶ Objective
 - ▶ To help your company better capture target audiences and markets by differentiating your brand, and your products and services.
- ▶ Services
 - ▶ Development of effective brand strategy that appeals to targeted consumers and offers differentiated proposition from the competition
 - ▶ Assessment of a brand's financial value and identification of brand levers
 - ▶ Development of a strategic plan to optimise marketing resources and improve customer communications



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- ▶ Methodology
 - ▶ Diagnosis and gap analysis of your company
 - ▶ Assessment of internal and external factors, such as strengths and weaknesses, and competition
 - ▶ Primary or secondary research
 - ▶ Recommendations and plans for implementation
 - ▶ Training and workshop



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- ▶ Benefits
 - ▶ Get funding of up to 70 percent of the business project cost including software and equipment, increased workforce in the business and third-party consultancy fees.
 - ▶ Developing a strong Digital Marketing strategy for your business, as a vast lead generation investment to keep it competitive in online marketing internationally.
 - ▶ Engaging experienced Digital Consultants agencies and MNC experts with affordable and smaller consultant fees compared with broad consultancies.
 - ▶ Empowering SME business in Singapore to establish themselves overseas.



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- ▶ How to qualify?
 - ▶ Be registered and is operating in Singapore
 - ▶ Have a minimum of 30% local shareholding
 - ▶ Be in a financially viable position to start and complete the project (financial statements from the past three years are required)
 - ▶ Engage a qualified consultant as the Lead Consultant to plan and implement the grant project. (We can be your Lead Consultant. <https://www.pmccertification.sg/pmc-search-result?combine=bizsquare>)
- ▶ Maximum grant
 - ▶ Up to 70% of the qualified cost for **SME**
 - ▶ Up to 50% of the qualified cost for **Non-SME**



Contact Us for a free initial consultation

Drop us an Email/Call Us

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Apply Online

