

NO	SCOPE OF MATCHING GRANT	COMPONENT	ELIGIBLE ACTIVITIES	MAXIMUM GRANT (RM)
1.	<b>CERTIFICATION &amp; QUALITY MANAGEMENT SYSTEM (QMS)</b>			<b>200,000.00</b>
		RENOVATION COST FOR COMPLIANCE TO CERTIFICATION E.G.: HACCP, HALAL, GMP	<ul style="list-style-type: none"> <li>EXISTING PREMISES AND MAIN BUILDING</li> <li>CONTRACTOR MUST REGISTERED WITH CIDB</li> </ul>	
2.	<b>PACKAGING &amp; PRODUCT PACKAGING</b>			<b>200,000.00</b>
		Master design	CAPPING PER PRODUCT (ADDED VALUE MUST INCLUDE INNOVATION, CREATIVITY & DESIGN)	
		Security Design Services	<ul style="list-style-type: none"> <li>SECURITY DESIGN (OVERT AND COVERT FEATURES)</li> <li>SUBSTRATE/ MATERIALS/ PAPER</li> <li>SECURITY INK</li> <li>PRINTING TECHNIQUES,</li> <li>FINISHING AND ADDITIONS</li> </ul>	
		Development cost of packaging & printing	NEW / UPGRADE FOR NEW PACKAGING DESIGN TO IMPROVISE/ INNOVATE	
3.	<b>BRANDING DEVELOPMENT &amp; PROMOTION</b>			<b>200,000.00</b>
	BRANDING DEVELOPMENT	IP registration	<ul style="list-style-type: none"> <li>PRODUCT DRAFTING/ FILING</li> <li>PATENT SEARCH; AND</li> <li>TRADEMARK</li> <li>IP (INTELLECTUAL PROPERTY) MUST BE REGISTERED UNDER THE COMPANY'S NAME</li> </ul>	

	PROMOTION	MARKETING COST WITH HYPERMARKETS	<ul style="list-style-type: none"> <li>•OPENING OF ACCOUNT (1STTIME REGISTRATION WITH PARTICULAR HYPERMARKET);</li> <li>•PRODUCT LISTING FEES;</li> <li>•APPOINTMENT OF AGENT FOR PROMOTION;</li> <li>•SPACE RENTAL (INCLUDING FOR SPECIFIC GONDOLA END, CONCOURSE AREA ETC); AND</li> <li>•COST OF PROMOTIONAL ITEMS WITH HYPERMARKET (CATALOGUE, FLYERS, PRESS ADVERTISEMENT, IN STORE PROMOTION ETC.)</li> </ul>	
		COST OF MEDIA ADVERTISING	<ul style="list-style-type: none"> <li>•ADVERTISEMENT IN NEWSPAPER AND MAGAZINE;</li> <li>•ADVERTISEMENT IN RADIO / TELEVISION; AND</li> <li>•WEBSITE DEVELOPMENT (NEW AND EXISTING WEBSITE)</li> <li>•DIGITAL ADVERTISEMENT INCLUDING; WEBSITE ADVERTISEMENT/ FACEBOOK / GOOGLE / TWITTER / INSTAGRAM / YELLOW PAGES / SQUERES AND OTHERS;</li> <li>•MANAGING THE WEBSITE – FACEBOOK, WEBSITE DESIGN, TARGET LIKES, CONTENT UPDATE, CAMPAIGN</li> </ul>	

			<p>MANAGEMENT, RESPONDING TO COMMENTS &amp; PM, SEARCH ENGINE OPTIMIZATION</p> <ul style="list-style-type: none"> <li>•ADVERTISING THROUGH BLOGGING</li> </ul>	
		<p>COST OF MEDIA ADVERTISING</p>	<p><b>VIDEO PROMOTION CONSISTS OF:</b></p> <p>ANIMATION, ACTING AND INFOGRAPHIC; SCRIPT; SET; ACTOR / VOICE ACTOR; BOARD SCRIPT; COPYRIGHT; AND RENDERING</p> <p><b>CINEMA ADVERTISING CONSIST OF:</b></p> <ul style="list-style-type: none"> <li>•DYNAMIC MEDIUM OFFERING ADVERTISERS THE OPPORTUNITY TO REACH THEIR TARGET CONSUMERS IN A DISTRACTION-FREE COMPELLING ENVIRONMENT;</li> <li>•ADVERTISERS SHOWCASE THEIR BRANDS IN AN ENTERTAINMENT BACKDROP AND ACCESS THE STAR POWER THAT DRIVES CONSUMERS TO CINEMAS;</li> <li>•MOVIE THEATRE LOCATED NEAR OR IN SUBURBAN SHOPPING MALLS AND OTHER HIGH-PROFILE RETAIL AREAS, ADS ARE POSITIONED CLOSE TO POINT-OF PURCHASE.</li> </ul>	

		PRINTING OF PROMOTIONAL MATERIALS	BROCHURE/ CATALOGUE/ FLYER/ BANNER/ BUNTING;  ANY RELATED PROMOTIONAL ITEMS EXAMPLE : LABELLING ON CUP/ SAUCER FOR RESTAURANTS	
		OUT OF HOME (OOH)	DESIGN/ RENTAL/ LOCATION;  ADVERTISEMENT INDIGITAL/ ELECTRONIC BILLBOARD  SIGNBOARD	
		PROMOTIONAL WRAPPING	DIRECT COST INVOLVED IN WRAPPING INCLUDING DESIGN/ INSTALLATION	
		SCALE MODEL	DIRECT COST INVOLVED IN SCALE MODEL	
		TELEMARKETING	PROMOTING PRODUCT/ SERVICES THROUGH PHONE BY COMPANY/ OUTSOURCING  ONE OFF GRANT  DURATION : 3 –6 MONTHS	
		PRODUCT STANDEE		
		PRODUCT MASCOT	DESIGN/SKETCH OF MASCOT  MATERIAL COST OF MASCOT  COST OF MAKING MASCOT	

4.	PRODUCTIVITY & AUTOMATION		400,000.00
		<p>MACHINERY &amp; EQUIPMENT</p>	<p>MACHINERIES RELATED TO PRODUCTIVITY IMPROVEMENT ONLY</p> <p>FOR DEVELOPMENT, PRODUCTION AND OFFICE EQUIPMENT RELATED TO PRODUCTION PROCESS</p>
		<p>EQUIPMENT</p> <p>RACK / SHELF / RAILING</p>	<p>EQUIPMENT FOR LOGISTICS INDUSTRIES AND RETAILERS</p>
		<p>INTEGRATED SOFTWARE/SYSTEM/ HARDWARE FOR AUTOMATION</p>	<p>NEW SYSTEM DEVELOPMENT</p> <p>BESPOKE &amp; UNIQUE TO THE COMPANY</p> <p>OWNER OF THE SOURCE CODE</p> <p>INCLUDING WAREHOUSING SYSTEM</p> <p>RELATED TO MANUFACTURING PRODUCTION / OPERATION / SERVICES / INDUSTRY 4.0</p> <p>SOFTWARE EXAMPLE: - CONCEPT DRAW PRO/ARCHITECT / DESIGNING / ENGINEERING / CREATIVE / INDUSTRY-MANUFACTURING SOFTWARE CRM/ERP/ MRP INCLUSIVE TRAINING</p>

5.	ONLINE APPLICATIONS, MOBILE E-COMMERCE, E-PAYMENT & ICT APPLICATIONS		50,000.00
		<p>ICT ADOPTION :</p> <p>E-COMMERCE ENABLED WEBSITE</p> <p>-MOBILE E-COMMERCE</p> <p>-E-PAYMENT SOLUTIONS</p> <p>-OFFICE PRODUCTIVITY SUITE (CRM, SUPPLY CHAIN MANAGEMENT, POINT-OF-SALE SYSTEM ETC)</p> <p>-OTHER ICT RELATED ADOPTION- PARTICIPATE IN 3RD PARTY PLATFORM E.G: ALIBABA, AMAZON, SHOPEE, LAZADA</p>	<p>SYSTEM :CRM / ERP / MRP / HELPDESK</p> <p>-FLEET MANAGEMENT SOLUTION</p> <p>-LOGISTIC INDUSTRIES</p> <p>OFF THE SHELF SOFTWARE OR SOLUTIONS RELATED TO BUSINESS OPERATIONS (PLUG N PLAY)</p>