Capability Development Grant

Sharpen your competitive edge
BRAND DEVELOPMENT

SMEs can use brand development as a strategy to enhance business competitiveness, identify their unique proposition and differentiate themselves from their competitors. A well-planned and executed brand strategy can help to grow market share, bring new market opportunities, increase perceived brand value to consumers, build customer loyalty and even attract and retain talent in the competitive marketplace.

Supported activities:

- Conducting a brand audit
- Developing a brand position across key products / service offerings and target segments
- Developing a brand strategy and roadmap
- Developing a visual identity system to align all customer touch-points and reinforce brand strategy
- Conducting brand advisory and education to ensure internal alignment

BUSINESS INNOVATION

SMEs can use various Business Innovation methods and tools, such as Business Model Innovation, Design Thinking, Open Innovation and Service Innovation, as part of their business plans to solve operational problems, develop new products, enter new markets, or even improve customer engagement.

Supported activities:

- Identifying and prioritizing of potential market gaps
- Gathering, filtering and selecting ideas for implementation
- Assisting business growth by using the following innovation methods and tools:
  - Business strategy
  - Business models
  - Service and experience innovation
  - Organisational culture
  - Product innovation

Building business capabilities with the Capability Development Grant

The Capability Development Grant (CDG) is a financial assistance programme designed to build the business capabilities of SMEs across 10 key business areas. The CDG defrays up to 70 per cent of qualifying project costs, in areas such as consultancy, manpower, training, certification, upgrading productivity and developing business capabilities for process improvement, product development and market access.

This will allow SMEs to compete more effectively and grow their business locally and globally.

10 KEY BUSINESS AREAS

- BRAND DEVELOPMENT
- BUSINESS INNOVATION
- BUSINESS EXCELLENCE
- ENHANCING QUALITY AND STANDARDS
- FINANCIAL MANAGEMENT
- HUMAN CAPITAL DEVELOPMENT
- INTELLECTUAL PROPERTY AND FRANCHISING
- PRODUCTIVITY IMPROVEMENT
- SERVICE EXCELLENCE
- TECHNOLOGY INNOVATION
**ENHANCING QUALITY AND STANDARDS**

By adopting international or industry standards, SMEs can improve processes, enhance the quality of their products and services, increase competitiveness and access new markets.

**Supported activities:**

- Developing an SME’s mission, vision, values, and strategies
- Identifying gaps between internal resources and capabilities
- Preparing for and undergoing a Business Excellence assessment (e.g. Singapore Quality Class, People Developer, Singapore Innovation Class, Singapore Service Class) within 12 months from the start date of the project

**BUSINESS EXCELLENCE**

SMEs can enhance their management systems and processes by conducting a comprehensive organisational review and formulating a strategic developmental roadmap to improve organisational performance. This will help them to build a resilient organisation for sustained growth.

**Supported activities:**

- Acquiring and adopting various certifications and standards such as:
  - ISO 22301 Certification on Business Continuity Management Systems
  - ISO 22000 Certification on Food Safety Management Systems
  - ISO 28000 Certification on Security Management Systems for Supply Chain
  - ISO 50001 Certification on Energy Management Systems
  - GREENGUARD Certification (Furniture Industry)
  - API Certifications (Oil and Gas Industry)
  - AS 9100 Certification on Quality Management System (Aerospace Industry)
FINANCIAL MANAGEMENT
SMEs can enhance their financial management capabilities to develop financial resilience and transform their financial resources for growth.

Supported activities:

- Conducting a review of an SME’s financial processes and/or performance and implementing measures to rectify the financial gaps identified
- Developing driver-based financial metrics and reporting systems to support business decision making
- Structuring risk frameworks to mitigate risk arising from business operations and expansion
- Formulating a financial growth strategy to validate and enhance an SME’s expansion plans
- Building an SME’s capabilities for inorganic growth, such as through mergers and acquisition frameworks, due diligence and fundraising

HUMAN CAPITAL DEVELOPMENT
Develop a strong human capital foundation for business sustainability through the strengthening of leadership, adoption of effective HR practices, cultivation of a strong corporate culture, and retention of talent.

HR MANAGEMENT AND DEVELOPMENT
Implement effective HR processes, practices and policies to attract, develop, and retain talent to support SME growth strategies.

Supported activities:

- Deploying HR management and development processes and best practices in the following areas:
  - Manpower Planning
  - Recruitment and Selection
  - Compensation and Benefits
  - Performance Management
  - Learning and Development
  - Career Management
  - Talent Management
  - Employee Communications
  - Other HR management or development areas

TALENT ATTRACTION AND DEVELOPMENT
Develop and anchor a strong pipeline of young local talents for business growth and sustainability. Become the employer of choice and offer attractive job opportunities to fresh local talents.

Supported activities:

- Recruiting interns to attract and expose them to an SME’s dynamic work environment
- Offering study sponsorships and job opportunities to ITE and polytechnic students
- Attracting and training fresh graduates from ITE, polytechnics and universities
INTELLECTUAL PROPERTY AND FRANCHISING
SMEs can protect and manage their Intellectual Property (IP) to develop a competitive advantage and yield sustainable profits. This includes the creation, ownership, protection and commercialisation of IP and the development of franchising systems to replicate successful business models.

Supported activities:

- Developing an IP roadmap through a diagnosis of an SME’s current IP deployment
- Establishing IP management capabilities, including:
  - Auditing an existing IP management system
  - Developing an IP strategy
  - Developing and valuing an IP portfolio
  - IP licensing
  - IP training and education
  - IP research and intelligence services
  - Developing and implementing a franchising system

PRODUCTIVITY IMPROVEMENT
SMEs can implement initiatives and projects to improve workflow processes and efficiency, and optimise resource allocation for productivity gains.

Supported activities:

- Streamlining business processes and enhancing workflow design
- Optimising manpower planning and allocation
- Developing projects to increase the efficiency of business operations (e.g. waste reduction, good housekeeping practices)
- Intensifying land use and improving land productivity (under the Land Productivity Grant)
- Implementing energy efficiency improvement projects
**SERVICE EXCELLENCE**

SMEs in the food & beverage, healthcare, hospitality, retail, transport and travel industry can strive for service excellence and embark on innovative projects to enhance their service levels and drive customer satisfaction.

**Supported activities:**

- Engaging of service excellence consultants to review and/or design service systems, in the areas of:
  - Service mission, service values and service strategies development
  - Service blueprints and standards development
  - Customer research and analytics
  - Service audits (e.g. customer satisfaction surveys, mystery audits)
  - Preparation for Singapore Service Class certification

- Adopting of technological solutions to enhance service process efficiency and customer loyalty in the areas of:
  - Mobile or self-service systems
  - Customer Relationship Management systems

- Participating in overseas study missions for benchmarking and exposure to best practices

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**TECHNOLOGY INNOVATION**

SMEs can strengthen their technology innovation capabilities to develop critical technology, products and services that enhance market competitiveness and profitability.

**Supported activities:**

- Leveraging technology for new product development
- Applying technology in novel ways for the development of new sales channels or business models
- Secondment of technology experts from A*STAR, Polytechnics and other institutions to develop SME’s in-house R&D capabilities
- Joint or individual projects to implement new technology that results in significant improvements to service delivery or productivity

For more information, please visit [www.spring.gov.sg/CDG](http://www.spring.gov.sg/CDG) or contact EnterpriseOne at: +65 6898 1800 or email [enterpriseone@spring.gov.sg](mailto:enterpriseone@spring.gov.sg)