



CAPACITY BUILDING PROGRAMME FOR SME EXPORTERS  
TO MOVE UP THE VALUE CHAIN THROUGH  
MARKETING & BRAND DEVELOPMENT

Closing Date: 16/08/2021

APPLICATION FORM

**1.0 Company/Product Information**

a. Name of the Applicant/ Company

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b. Name, Designation & Contact Details of the Contact Person

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Address: .....

Telephone & Mobile: .....

Fax: .....

Email: .....

c. Name & Designation of the nominee for the training Programme

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d. Educational Qualification of the nominee

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e. Whether the nominee a permanent employee of the company

Yes  No  If Yes, EPF No. ....

f. No. of years working in the company .....

g. Date of Incorporation :.....

h. Date of Commencement of Exports :.....

i. Type of Business (Please tick the relevant cage)

Manufacturer  Manufacturer/Producer/Exporter   
Other (please specify)  .....

j. Legal Status of the Company (Please tick the relevant cage)

Sole Proprietor  Partnership   
Private Ltd. Company  Public Ltd. Company   
Foreign Collaboration   
Other (please specify)  .....

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k. Ownership (Equity) (If a foreign collaboration, please submit the Auditor's Certification to confirm the share ownership)

Local .....% Foreign .....%

l. Is your company part of a group of companies?

Yes  No

m. Name of the Parent Company

\_\_\_\_\_

n. Name/s of subsidiary Company/ies:

\_\_\_\_\_  
\_\_\_\_\_

o. Name of the Directors

\_\_\_\_\_  
\_\_\_\_\_

p. Number of employees

Managerial  Others  Total

q. Total investment (Excluding land & building) as at 31.12.2020

\_\_\_\_\_  
\_\_\_\_\_

r. Products / Services offered by the company

\_\_\_\_\_  
\_\_\_\_\_

s. What is the size of the company? (please mark your selection with a "X" within brackets)

**Small** - Annual turnover Rs. 16 Mn. – Rs. 250 Mn.   
**Medium** - Annual turnover Rs. 251 Mn. – Rs. 750 Mn.

t. Sales Turnover (within the period of last 03 years) :

Year	Name of the Product/ Service	Export Sales Turnover Rs.Mn.	Local Sales Turnover Rs. Mn	Total Sales Turnover(both local and export sales)Rs.Mn.
2018				
2019				
2020				

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u. What are the current major export markets and share (%) :

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v. Does your company has a Brand ?

Yes  No

w. Is it registered at the National Intellectual Property Organization (NIPO) ?

Yes  No

x. Export performances under the brand name during last 3 years

Year	Product/ Service	Brand Name	Export Sales Turnover Rs. Mn.
2018			
2019			
2020			

y. No. of staff available for branding/ marketing operation of the company: .....

z. Financial statements of last 03 years: (Please tick if the documents are attached with the application)

2018 / 2019  2019 / 2020  2020 / 2021

aa. Expected export targets for next 3 years:

Expected export targets Rs. Mn	2022	2023	2024

bb. New target markets for next 3 years:

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**2.0 Information related to Capacity Building Programme**

a) Please state company's view point of developing / improving a brand for the international markets.

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b) Current marketing tools used by the company (Web, digital marketing, brochures, MI)

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c) What are the current barriers that the company has identified in developing/improving a brand?

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d) Are there any ongoing projects on brand development currently at the company?

Yes  No

If yes, Please specify.

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e) What are the gaps identified from the above ongoing projects?

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f) What are the expected benefits/results from the above mentioned project?

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g) Resource allocation (Financial & Human) for Marketing & Branding?

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h) Have you been entitled for any of Capacity Building Programme on brand development offered by any other government organization?

Yes  No

If yes, Please specify.

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**3.0 Export performance of the company during the last 3 year period beginning with the latest year** (Please use separate sheet if necessary)

Year	Product/s	Total Exports		Major Export Markets
		Volume	Value (Rs. Mn.)	
2018/2019				
2019/2020				
2020/2021				

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**4.0 EDB Assistance received by the applicant company**

Have you received any assistance from EDB on capacity building, brand development, product development & market development during last 3 years?

Yes

No

If yes, Please specify.

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**I do hereby certify that above information furnished by me in this application is true and accurate.**

<b>Date</b>	<b>Name &amp; Designation of the person submitting the above information</b>	<b>Signature &amp; Stamp</b>

**NOTE:**Please send the duly filled Application Form and Financial Statements to reach the Director, Market Development Division, NDB/EDB Tower, 42, Nawam Mawatha, Colombo 02 on or before **16/08/2021**.