



**NATIONAL EXPORT BRANDS DEVELOPMENT PROGRAMME TO ASSIST
SRI LANKAN ENTREPRENEURS TO DEVELOP AND PROMOTE HMEGROWN
BRANDS IN OVERSEAS MARKETS - 2021 – 2024**

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APPLICATION FORM

The information furnished herewith will be kept confidential and use only for evaluation purposes.

Please, read the programme guidelines carefully before filling the application.

A. Please, mark '✓' in the relevant cage to indicate under what category you would apply for the assistance.

Category 1 Category 2

B. Name the qualifying activity category/ies that the assistance would be required.

Brand Promotion Brand Development

B.1. List down the specific qualifying activity/ies.

01. SECTION A - CORPORATE PROFILE

1.0 Details of Applicant/ Company

1.1 Name of the Applicant/Company and Address:

1.2 Name of CEO/ Owner / Partners:

1.3 Contact details

Telephone: _____ Fax: _____

Website _____

Location of Factory/ies _____

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1.4 Contact Person for the Programme:

Name: _____

Designation: _____

Contact Details: _____

1.5 EDB Registration No.: _____
(if available)

1.6 Business Registration No.: _____

1.7 Date of Incorporation: _____

1.8 Date of Commencement of Exports (if any): _____

1.9 Type of Business (Please tick the relevant cage)

Manufacturer

Manufacturer/Exporter

Exporter

Agent

Other (Please specify) _____

1.10 Legal Status of the Entity (Please tick the relevant cage)

Sole Proprietor

Partnership

Private Ltd.

Public Ltd.

Foreign Collaboration

Cooperative

Other (please specify) _____

1.11 Name of the Parent Company: _____

(If applicable)

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1.12 Name/s of subsidiary Company/ies: _____

(If any) _____

1.13 Under which company the assistance is applied for:

Parent Company

Subsidiary Company Name : _____

1.14 What is the size of the company?

(Please mark your selection with a "X" within brackets)

Annual turnover Less than Rs.100 Mn.

Annual Rs.101 Mn. - Rs.500 Mn.

Annual Rs.500 Mn. – Rs.2 Bn.

Annual turnover Rs.2 Bn. – Rs.5 Bn.

Annual turnover more than Rs.5 Bn.

1.15 Ownership (Equity) (As at last balance sheet date)

Local: _____%

Foreign: _____%

(If a foreign collaboration, please submit the Auditor's Certificate to confirm the share ownership.)

1.16 Number of employees at present:

Managerial level _____

Technical level _____

Other _____

1.17 Main product categories promoted in Local/International markets:

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1.18 What are the current export markets and their size in percentage (if any)

| Product Name | Major Export Markets (Please specify the countries) | Size (% from total export sales) |
|--------------|--|-------------------------------------|
| | | |
| | | |
| | | |
| | | |

1.19 What are the brand names developed by the company:

| Brand Name | Is it registered in Sri Lanka under National Intellectual Property Organization (NIPO) (Yes/No) |
|------------|---|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

1.20 Provide details of brand-wise Sales Turnover in the last three years:

| Year | Brand Name | Sales Turnover (Rs. Mn) | | | Total Sales Turnover (Local, Direct Exports & Indirect Exports) (Rs. Mn.) |
|------|------------|----------------------------|----------------|------------------|---|
| | | Local Sales | Direct Exports | Indirect Exports | |
| 2020 | | | | | |
| 2019 | | | | | |
| 2018 | | | | | |

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1.21 What is the production capacity in the previous year (2020):

| Product Name | Total Quantity Produced (Indicate the unit of measurement) | Quantity utilized in sales (Indicate the unit of measurement) | | Is the production capacities utilized at an optimum level (Yes / No) | If No, What is the expected additional production capacity (indicate the unit of measurement) |
|--------------|--|---|--------|--|---|
| | | Local | Export | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

1.22 Investment in fixed assets as per the last balance sheet date:

| Description | Amount (Rs. Mn.) |
|------------------------------|------------------|
| Land and Building | |
| Plant, Machinery & equipment | |
| Other fixed assets | |
| Total | |

1.23 List down the international quality certifications obtained by the company.

1. _____
2. _____
3. _____
4. _____
5. _____

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02. SECTION B - BRAND STRATEGY

Please provide details for the following where applicable.

2.1 Background (History of the Brand)

- Name of the brand/s: _____

- Logo of the brand/s:



- The story in brief about the Name and Logo of the brand/s:

- What is the Vision, Mission, and Objectives of the brand name:

Vision:

Mission:

Objectives:

- Date of commencing of the Brand name: _____

- Performance indicators of the Brand:

Market Share _____%

Sales Turnover Rs. (Mn.) _____

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- What are the recognitions and accolades received for the brand:

- What are the targets of the brand?

1.

2.

3.

4.

5.

2.2 Current Deliverables of the Brand – The Brands Values

- Functional deliverables:
(Physical brand features and attributes that enable a user to gain satisfaction/utility from the Brand)

- Emotional deliverables:
(Non- physical, intangible traits or features of the Brand that enables a user to gain satisfaction for using the Brand)

2.3 The Brand's Competition

- Who are the competitors from Sri Lanka or similar competitors in the countries you export?

- Please list and give a summary of each competitor:
(Provide information on competitors product price, physical appearance, distribution, and identified known promotion activities)

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- What is your brand positioning (rank) concerning to your competitors? _____

2.4 Details of current marketing attribute towards the Brand

- What are the current distribution channels used

- Pricing per unit in USD equivalent for the different markets

- Provide an overview of the demographics of the current customer base

2.5 Brand Promotion:

- Outline, in brief, the current promotional plans, and scheduled activities to brand promotions.
(Please specify the details of the expected budget, promotion method, and communication strategy)

- What is the implementation timeline as per the scope of work?

03. SECTION C – BRANDING PROPOSAL & FINANCIAL INSIGHTS

Fill only where relevant to Branding Plan of Company as per the information related to Assistance Required. (Refer to the programme guidelines 6.0).

3.1 Name of the branding programme which assistance requested for:

3.2 What is the duration of the above-mentioned programme?

From _____ to _____

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3.3 Briefly describe the branding programme? (Specify the objectives, strategy, and action plan)

(Please, use a separate sheet if necessary)

3.4 What are the products to be promoted under the above-mentioned brand proposal?

3.5 What are the target markets and anticipated sales growth in percentage from this proposal?

| Markets (Country Name) | Sales Growth (%) |
|-------------------------------|-------------------------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

3.6 The products mentioned above are a product of Sri Lanka:

Yes No

3.7 If not, does it has an above 30% value addition within the country?

Yes No Percentage _____%

3.8 What is the total anticipated budget of the activity/ies which assistance is required?
Rs. Mn. _____

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3.9 What are the planned sources of financing the proposed project?

| Source | Amount (Rs.Mn.) |
|--------|-----------------|
| | |
| | |
| | |

3.10 What are the anticipated risks/challenges involved in this project and what are the strategies identified to mitigate the risks

| Identified Risks | Strategies |
|------------------|------------|
| | |
| | |
| | |

3.11 Have you previously entitled to any assistance given by EDB within the past 03 years?

Yes No

If Yes, please provide the details requested below:

| Year | Type of the programme/Activity of assistance received | Amount of assistance received (Rs.) |
|------|---|-------------------------------------|
| | | |
| | | |
| | | |

(Please, use a separate sheet if necessary)

3.12 Do you have any outstanding loan payments to be made to the EDB?

Yes No

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If Yes, please provide details below:

| Loan amount outstanding as at the date of application (Rs.) | Type of assistance received | Year of assistance received |
|---|-----------------------------|--------------------------------|
| | | |
| | | |

3.13 Have you applied for similar assistance given by any other Government Organization or a Financial Institution?

Yes No

If Yes, please provide details requested below:

| Amount Rs. Mn | Organization | Present Status (Please, indicate whether assistance is Received, Processing or Rejected) (If rejected, what is the reason) |
|---------------|--------------|---|
| | | |
| | | |
| | | |

(Please, use a separate sheet if necessary)

3.14 List down the relevant expenses related to the proposed branding programme:

Note: Descriptions of expenses listed here are only a guide (As per the qualifying activities for assistance mentioned in Programme Guideline 3.0).

Companies can list relevant expenses appropriately.

| Description of Expenses for the Branding Programme | Company's Budget (Rs. Mn) |
|--|---------------------------------|
| <p><u>Brand Promotion</u></p> <p>(a) Execute brand communication (A&P):</p> <ul style="list-style-type: none"> • Media (social, digital, print, electronic, and any other media as found suitable for a specific market) • Venue Cost | |

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|---|--|
| <p>(b) Displays in International Departmental Stores and In-store Demonstration:</p> <ul style="list-style-type: none"> • In-store Demonstration and promotion, promotion-tie-up with local distributors or major stores for display • Enhancement of brand website & Digital Marketing <p>(c) Customer relationship management system to monitor brand performance</p> <p><u>Brand Development</u></p> <ul style="list-style-type: none"> • Conduct Market Research, Secondary & Primary to understand the Consumer & Market Insights • Obtaining advisory services/consultancy for the development of Product/Branding /Marketing Strategy • Logo design, Registration of Sri Lankan Brands/ Trade Marks • Develop packaging options to suit the market/customer • Experiential Marketing, Events, Exhibitions, Signage's Retail Branding & Signage's, Retail Merchandising, Retail & Store Design • Listing in Online B2B platform to create awareness & reach prospective customers & consumers • Obtain Quality Certificate for the Export Brand | |
| Total | |

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04. SECTION D – DOCUMENT SUBMISSION

Note: Companies are required to provide a detailed breakdown of the expenses listed. Please use a separate sheet if necessary.

Please specify the documents submitted

| No : | Name of Document | Yes | No | Remarks |
|--|---|-----|----|---------|
| General | | | | |
| 1. | Completed Application | | | |
| 2. | A copy of the Business Registration | | | |
| 3. | Form 15 (Annual Returns) | | | |
| 4. | Articles of Association | | | |
| 5. | Copies of Company’s Audited Financial Accounts for the past 3 years | | | |
| 6. | Relevant product standards and quality certificates | | | |
| 7. | Product Brochure/Details on the services provided by the company | | | |
| 8. | Company Profile | | | |
| 9. | Brand registration certificate | | | |
| 10 | Trademark Certificate | | | |
| Project Proposal | | | | |
| 1 | Details of the brand to be promoted, a background of the brand, and values. | | | |
| 2 | Resources (Financial and Human) allocated for the brand development and promotion strategy for 3 years. | | | |
| 3 | Details of exports (volume and value) of the product-last 03 years. | | | |
| 4 | Details local and export performance of the brand (volume and the value) for the last 03 years | | | |
| 5 | Documentary evidence to prove value addition of 30% | | | |
| 6 | Proposed Action Plan | | | |
| 7 | Expected Outcome | | | |
| 8 | Detailed Breakdown of Expenses for Branding - proposed activity | | | |
| Programme/Activity Specific documents | | | | |
| 1 | Relevant Quotations – 3 competitive quotations for each activity | | | |
| 2 | Projected Production Capacity for Next 3 Years | | | |

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| | | | | |
|---|---|--|--|--|
| 3 | Sales Turnover with breakup for Last 3 Years | | | |
| 4 | Forecasted Financial Performance for Next 3 Years (2022/23, 2023/24 & 2024/25) | | | |
| 5 | Financial Analysis – ROI, Payback Period, etc. | | | |
| 6 | Any other information submitted | | | |

I/We hereby certify that the above information furnished in this application is true and correct.

| Date | Name & Designation of the person submitting the above information | Signature & Stamp |
|-------------|--|------------------------------|
| | | |