

BUDS cost share grants can be used for a broad range of Business Development Services as indicated in the allowable categories and list of possible eligible activities below. However, we wish to note that this list is not exhaustive and that BUDS Officers are readily available to discuss your particular business needs and recommend possible solutions.

ELIGIBLE CATEGORIES AND ACTIVITIES¹¹

Allowable Categories	Eligible Activities	Possible Eligible Costs
Company expansion planning	<ul style="list-style-type: none"> • Company diagnostics • Strategic and Marketing Plans • Workshops and Seminars • Procurement Supply techniques 	<ul style="list-style-type: none"> • Consultancy fees • Training expenses • Airfares, inland travel & per diem expenses
Management	<ul style="list-style-type: none"> • Installation of Quality Management Systems • Sales Management Systems • Marketing Management Systems • Management Information Systems (MIS) 	<ul style="list-style-type: none"> • Consultancy fees & Training expenses • Purchase of management materials • Airfares, inland travel/ per diem expenses • Training materials
Production efficiency/cost reduction	<ul style="list-style-type: none"> • Assistance in diagnosing production/ efficiency problems • Improved quality control procedures • More efficient production management • New sources of raw materials 	<ul style="list-style-type: none"> • Consultancy fees • Training expenses • Airfares, inland travel and per diem expenses
Market research	<ul style="list-style-type: none"> • Export market investigations • Domestic market investigations • Product development and testing of product concepts 	<ul style="list-style-type: none"> • Consultancy fees • Purchase of samples for evaluation • Purchase of market/ database information • Computerisation of market information • Airfares, inland travel& per diem expenses
Advertising and promotion in domestic and export markets	<ul style="list-style-type: none"> • Advertising and promotion • Brand promotion • Design origination • Artwork, photography • Translation 	<ul style="list-style-type: none"> • Advertising design • Consultancy fees • Translation • Artwork, photography& Video production
Joint venture searches/seeking investment	<ul style="list-style-type: none"> • Investor or equity research • Promotion 	<ul style="list-style-type: none"> • Consultancy fees • Airfares, inland travel& per diem expenses
Establishment of distribution in export and domestic markets	<ul style="list-style-type: none"> • Research to identify market representation • Travel to appoint- representatives 	<ul style="list-style-type: none"> • Development of new- agency contracts • Leasing/rent of overseas warehouse space - initial months • Airfares, inland and per diem expenses
Inward buyers from export markets	<ul style="list-style-type: none"> • Travel 	<ul style="list-style-type: none"> • Airfares, inland travel and per diem expenses
Product testing	<ul style="list-style-type: none"> • Transport of products to and from testing institute 	<ul style="list-style-type: none"> • Testing institute fees • Airfares, inland travel/per diem expenses • Technical consultancy and translation • Transport of samples
Consumer market testing and launch on domestic and export markets	<ul style="list-style-type: none"> • Identification & testing product concepts • Survey of competing products • Purchase of samples for evaluation • Prototype construction • Sampling and Demonstration 	<ul style="list-style-type: none"> • Consultancy fees • Market research fees • Design
Packaging and presentation materials for domestic and export markets	<ul style="list-style-type: none"> • Market research and Testing • Prototype design 	<ul style="list-style-type: none"> • Consultancy fees • Training expenses and Testing • Plate making and, or colour separation • Photography and Design • Airfares, inland travel/per diem expenses

¹ This list is not exhaustive

The following categories and corresponding expenses are not allowable for BUDS support.

INELIGIBLE CATEGORIES AND ACTIVITIES¹¹

Ineligible Categories	Ineligible Expenses
Recurrent expenses	<ul style="list-style-type: none"> • Office cleaning • Premises security services • Building maintenance • Transportation services for goods and staff • Expenses delivery services • Book- keeping services • Auditing services • Taxes • Tax advisory services, stock taking services • Term contract computing services for pay roll, inventory • Accounts, etc. secretarial services, temporary manpower services • Travel booking services
Maintenance costs	<ul style="list-style-type: none"> • Plant and equipment up-keep
The use of "one -off" support, and normal business costs	<ul style="list-style-type: none"> • Legal services, debt collection services • Real estate agency services, architectural services • Office and factory building services • Printing, design and origination costs for regular on-going business requirements • Media costs • Expert advice on meeting pollution control standards • Employment regulations, zoning requirements etc.
Capital expenditure	<ul style="list-style-type: none"> • Purchase of vehicles, equipment, land and or the construction of buildings • Purchase of computer software and hardware • Holding stocks in terms of working capital
Working capital	<ul style="list-style-type: none"> • All operating expenses and overdrafts

INELIGIBLE SECTORS

Tobacco and its related products/services
Alcohol and narcotic drugs and their related products/services
Gambling and its related products/services

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¹ This list is not exhaustive