**BUSINESS IMPROVEMENT FUND (BIF)**

**PROJECT PROPOSAL TEMPLATE**

*The project proposal provides background information on your company and the project details, including its scope, outcomes, and impact. The following serves as a guide to how your project proposal can be structured to support your BIF application. As the project proposal is a key consideration during the evaluation process, please provide as much relevant information as possible.*

**Overview**

|  |  |  |
| --- | --- | --- |
| **Company Name[[1]](#footnote-1):**\* |  | |
| **Tourism Industry:**\* | Please select from drop-down list | |
| **Company has at least 30% Local Equity[[2]](#footnote-2)**\* | | Please select: Yes or No |
| **Company’s group[[3]](#footnote-3) sales turnover ≤ S$100m or group employment size ≤ 200**\* | | Please select: Yes or No |
| **Project Title[[4]](#footnote-4):**\* |  | |

\* Mandatory fields

**Instructions**

|  |  |  |
| --- | --- | --- |
| **If you are a …** | **Applying for …** | **Please complete:** |
| Tourism[[5]](#footnote-5) Company | Capability Development Initiative(s) | [**PART A**](#Part_A) |
| Technology Developer | Product Development for Tourism Companies | [**PART B**](#Part_B) |

**PART A | Project Information – Capability Development Initiative(s) by Tourism Company**

* **Project Objectives**
  + Please elaborate on the current state of your business operations or processes, highlighting the challenges faced or opportunities identified and how these will be addressed by the proposed project.
  + Please describe clearly how the project will resolve the challenges identified, improve current processes, and/or allow your company to seize new opportunities.
* **Project Scope, Schedule, and Deliverables**
  + Please describe the project scope, including flowcharts and diagrams where relevant.
  + Please provide a Gantt chart detailing the project start and end date, each of the project phases and timeline, and deliverables. You may also use the following table:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Phase** | **Task/Description** | **Start/End Date**  **(Duration)** | **Company project team members involved** | **Consultancy Firm/Service Provider involved** | **Deliverables** |
| *E.g. 1* | *Key Activity / Process 1*   * + - * *business requirements gathering*       * *feasibility study*       * *gaps analysis* | *1 Dec 2015 – 31 Jan 2016*  *(2 months)* | *James Tan* | *Consultant MNO* | *Item 1*  *Item 2*  *Item 3* |
| *Key Activity / Process 2* | *1 Jun 2016 – 30 Jun 2016*  *(1 month)* | *Jill Tan, James Tan* | *Vendor PQR* | *Item 4* |
| *2* | *…* | *…* | *…* | *…* | *…* |

* + Please reflect the details of the company’s internal project team and their involvement at each of the project phases. You may use the following table:

|  |  |  |
| --- | --- | --- |
| **Phase** | **Name and Designation** | **Project Role and Responsibilites** |
| *E.g. 1* | *James Tan, Chief Financial Officer* | *Project leader; Establish project requirements and deliverables* |
| *Jill Tan, Technical Manager* | *Project member; Draft technical specifications* |
| *2* | *James Tan, Chief Financial Officer* | *Project member; Plan strategy and financial projections* |
| *3* | *David Lim, Operations Manager* | *Project member; Oversee implementation by vendor* |

* + Please indicate the reasons for your choice of consultancy firm(s) and/or solution provider(s) for the proposed project, if applicable, and attach relevant proposal from consultancy firm/solution provider.
  + If the proposed project only consists of consultancy works (e.g. development of brand strategy, review of HR policies to improve talent management capabilities), please elaborate on the following:
    - Engagement scope and role of third-party consultancy firm in this project (or attach relevant proposal from consultancy firm).
    - Capabilities/specialisation of the consultancy firm and the lead consultant(s) assigned to this project relevant to this project (or attach the CVs of the lead consultants).
    - Details for at least one past project completed by the consultancy firm that was of a similar scale and/or relevance to this project.
* **Project Impact**
* Please describe the expected process/workflow improvements arising from the project, detailing the time/cost/manpower savings etc. being tracked for improvement.
* Qualitative and quantitative outcomes expected from the project
  + - Quantitative outcomes, e.g.:
* Reduce man-hours/headcounts from x hrs/no. as at <state date e.g. 31 Dec 2015> to y hrs/no. as at <state date e.g. 31 Dec 2018> for <state the process and/or department>
* Reduce costs from $x for <state period e.g. Jan-Dec 2015> to $y for <state period e.g. Jan-Dec 2018>
* Increase in revenue by $x/x% from $z in <state period> to $y/y% by <state period> and increase in net operating profit (before tax) by $x/x% from $z in <state period> to $y/y% by <state period>
  + - Qualitative outcomes, e.g.: new or improved process / new strategy / new products and services ideas / stronger talent retention
  + Please describe the capabilities that this project will help your company to build and how the project will contribute to your company’s growth plans.
  + Please describe the impact that this project will bring to the industry that your company is in (e.g. increased industry productivity, scalability to the rest of the industry), if applicable.

[For **Human Capital Development** projects]

* + Please elaborate how the project will enhance the company’s human resource functions and/or capabilities in attracting, developing, and retaining talent.

[For **Service Excellence** projects]

* + Please elaborate how the project will enhance the company’s service capabilities in one or more of the following areas:
    - Helping your company to understand your customer needs and requirement.
    - Enabling your employees to deliver the desired service experience to the customers.
    - Enabling your customers to play a part in creating a good service experience.
  + Quantitative estimate of the improvement in customer satisfaction score from x as at <state date> to y as at <state date>.
* **Project Financing** (if applicable)
  + Please elaborate on how your company plans to fund the proposed project if the project cost is more than your company’s profits in the last FY.

**PART B | Project Information – Technology Developer Creating Innovative Technology Products and Services for Tourism Companies to Improve Productivity and Competitiveness**

* **Project Objectives**
  + What does the project hope to achieve? Describe the problems or limitations your project is trying to solve.
* **Project Scope, Schedule, and Deliverables**
  + How does the new product/service work? Describe its functions/modules. Where possible, use flowcharts or diagrams for illustration.
  + Are there similar systems/solutions in the market? If so, what differentiates the project from the incumbents/competitors? How does the proposed approach better address the identified problem statement(s)?
  + Please provide a Gantt chart detailing the project start and end date, each of the project phases and timeline, deliverables, and consultants and/or company’s internal project team members’ man-day/month involvement.
  + Please reflect details of the consultant/company’s internal project team, such as their roles and responsibilities, and their involvement at each of the project phases. If the company’s internal project team members’ costs are proposed as part of the project costs, please provide the complete list of staff that is to be funded, actual monthly salary and the expected deliverable(s) for each staff. You may use the following table:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Name** | **Designation** | **Project Role** | **Responsibility in Project**  **(Job Scope)** | **Involvement (months)/Project Duration (months)** | **Deliverables for Each Staff** | **Actual Salary\* ($)** |
| *E.g. James Tan* | *COO* | *Team Leader* | *- Supervise the project team*  *- Draft technical specifications* | *12 months/ 12 months* | *Item 1*  *Item 2* | *$8,500* |
| *Alice Wong* | *Programmer* | *Team Member* | *- Write app programme* | *8 months/*  *12 months* | *Item 3* | *$3,000* |

*\*Actual salary is gross salary (includes employee’s CPF contribution) plus employer’s CPF contribution. It excludes overtime payments, bonus payments, annual wage supplements (AWS), any other allowances, etc.*

* + Please indicate the reasons for your choice of consultancy firm(s) and/or solution provider(s) for the proposed project, if applicable, and attach relevant proposal from consultancy firm/solution provider.
* **Market Potential and Strategy**
  + Highlight the target market in terms of customers, market niche and geographical coverage.
  + Outline the company’s pricing, promotion and distribution strategies. How will the product/service be priced? How does the company ensure that it will sell?
  + Please elaborate how your company is able to sustain the business model and how the tourism companies adopting the proposed product/service are able to sustain the adoption in the long term.
  + Please provide projection of this project’s profit & loss statement, by your company, for the next 3 financial years from project start date.
  + Please provide at least 1 committed and 4 interested tourism companies that will be adopting the proposed product/service, and attach the letters of intent from all the tourism companies. You may use the following table:

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of Tourism Company** | **Contact Person’s Name, Designation, Phone No. & Email** | **Committed?** | **Letter of Intent Attached?** |
|  |  | Yes or No | Yes or No |
|  |  | Yes or No | Yes or No |
|  |  | Yes or No | Yes or No |
|  |  | Yes or No | Yes or No |
|  |  | Yes or No | Yes or No |

* **Project Impact for Committed Tourism Company(s) and Its Industry(s)**
  + Please elaborate on the productivity improvement for each of the tourism companies adopting the proposed product/service, e.g.:
    - Reduce man-hours/headcounts from x hrs/no. as at <state date e.g. 31 Dec 2015> to y hrs/no. as at <state date e.g. 31 Dec 2018> for <state the process and/or department>
    - Reduce costs from $x for <state period e.g. Jan-Dec 2015> to $y for <state period e.g. Jan-Dec 2018>
    - Increase in revenue by $x/x% from $z in <state period> to $y/y% by <state period> and increase in net operating profit (before tax) by $x/x% from $z in <state period> to $y/y% by <state period>
  + Please elaborate how the project increases the competitiveness of each of the tourism companies adopting the proposed product/service, locally and/or globally.
  + Please describe how the industry(s) of the tourism companies adopting the proposed product/service will benefit from the project (e.g. increased industry productivity, more cost-competitive, scalability to the rest of the industry).
* **Project Financing** (if applicable)
  + Please elaborate on how your company plans to fund the proposed project if the project cost is more than your company’s profits in the last FY.

1. Please ensure that the Company Name is the same as the ACRA Registered Company Name in the Company Profile on the Business Grants Portal (BGP). [↑](#footnote-ref-1)
2. Shareholdings held by Singaporean Citizen/Permanent Resident. [↑](#footnote-ref-2)
3. Based on consolidated financial statements of the company’s ultimate parent company, including all its subsidiaries and associate companies. [↑](#footnote-ref-3)
4. Please ensure that the Project Title is the same as the Project Title in the Project Description of the BGP application. [↑](#footnote-ref-4)
5. Attractions, Cruise, Hotels, Integrated Resorts, MICE or Travel Agents industry. [↑](#footnote-ref-5)