

SOFT LOAN SCHEME FOR INTERNATIONAL BRANDING (SLSIB)

Eligibility Criteria and Main Features

1. Eligibility:

- Companies incorporated under the Companies Act 1965;
- For professional services – partnerships and sole-proprietorships registered with the Registrar of Business;
- With at least 60 % equity held by Malaysians;
- The applicant is the registered owner of the trademark;
- Annual sales turnover not less than RM5 million; and,
- At least 3 years' sales record, with at least 20 % export sales in the previous financial year.

In lieu of export sales, export potential and commitment to develop the brand into an international brand can be considered as eligibility criteria including resources invested in the branding programme, brand promotion programmes and activities undertaken, market penetration, market share and consumer acceptance, trend in overall sales and export growth, awards/recognition/quality certification (ISO, HACCP, GMP, etc) received, a clear branding strategy and business/marketing plans.

2. Sectors:

- Manufacturing Sector
- Services Sector.

3. Financing Amount:

- Minimum: RM50,000.
- Maximum: RM3 million per application.

4. Eligible Expenses:

i. Branding and Re-Branding Exercise

- Development of concept for branding and re-branding:-
 - Design brand logo & re-design new brand logo
 - Design packaging & re-design new packaging
 - Intellectual property matters i.e. registration for trademark (exclude renewal of trademark and patents registration)
- Design and production of collaterals in line with new brand image;
- Brand training – seminars and workshops;
- Enhancing image of stores and display counters;
- Launching of branding and re-branding event:-
 - Rental of venue for the event

- Advertisement & promotion
- Other expenses related to branding and re-branding exercise.

ii. Overseas Distribution Channels

- Flagship stores;
- Counters;
- Initial cost of setting up sales office:-
 - expenses on rental of office and utilities (water/electricity) for up to 3 months;
- Renovation works;
- Upgrading display; and,
- Store façade.

iii. International Trade Fair Participation

- Participation fee / booth rental / airfare / accommodation / shipment of exhibits / promotional materials / advertisement in trade fair directory;
- Upgrading pavilions at international trade fairs;
- Launching of brands (rentals of venue at fairs for brand launches);
- Cost of fabrication and construction of stage and brand display area including visual merchandising; and,
- Endorsement fees charged by brand ambassadors.

iii. Acquisition of Brand and Distribution Networks Overseas to Promote Malaysian Brands

- Cost related in acquiring foreign brands and distribution networks.

iv. Advertisement & Promotion Overseas

- Listing fees for hypermarkets / retail stores overseas;
- Promotion for new brand product launches;
- Trade missions / specialised selling missions / in-store promotions;
- Advertisement and promotion made through television, newspapers, radio, magazines, billboards, signage, brochures, catalogues and leaflets;
- Sponsorships; and,
- Other expenses related to advertisement and promotion.

5. Percentage Financing:

- Up to 100 %.

6. Repayment:

- Up to 4 years including grace period of up to 12 months.

7. Interest rate:

- 4 % per annum on yearly rest.