

# *Sustaining and Growing Your Business*

19 June 2015

# Amendments to the Employment Act

From 1 April 2016, all employers will be required to issue itemised payslips and key employment terms (KETs) to employees covered under the Employment Act. There will also be a new framework to treat less severe breaches of the Employment Act

- Itemised payslip
- Key Employment Terms (KETS)
- Keeping Employment Records



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From **1 April 2016**, MOM will set up a framework to treat less severe breaches of the EA as “civil breaches” which attract administrative penalties. For a start, the breaches are:

1. Failure to issue [itemised payslips](#).
2. Failure to issue [KETs](#) in writing.
3. Failure to [maintain detailed employment records](#).
4. Provision of inaccurate information to the Commissioner for Labour or inspecting officers without the intent to defraud and mislead.

# 1

## Innovation & Capability Voucher (ICV) - *SPRING*

To encourage SMEs to take the first step towards capability upgrading

**\$5,000 Voucher**

SME may apply for **up to 8 vouchers**

### Consultancy Projects

Up to **2 vouchers** for each capability area

- Innovation
- Productivity
- Human Resources
- Financial Management

Paid to Participating Service Providers

### Solutions

Up to **2 vouchers** in total

- Equipment & Hardware
- Design & Renovation
- Integrated Solutions

Reimbursed directly to SME.  
Purchases must be made after application approval.

### Conditions for using ICV – Consultancy Projects

- Current project must be completed before applying for another voucher
- Each project to be completed within 6 months

## Integrated Solutions

New  
Solutions!

Easy-to-adopt packages that combine hardware and equipment, software and/or training items, aimed at bringing out significant productivity improvement for your business

Integrated Solution	Description	Supportable Items
<b>Mobile Ordering &amp; Payment System</b>	Facilitates ordering of products, items & inventory through use of a mobile device, resulting in increased productivity & reduced manpower	<ul style="list-style-type: none"> <li>• Hardware e.g. smart devices</li> <li>• Related software</li> <li>• Onboarding services</li> <li>• Customisation &amp; related training</li> </ul>
<b>Inventory Management System</b>	Automates inventory management, monitors stock availability & streamlines transaction data entries	<ul style="list-style-type: none"> <li>• Hardware e.g. barcode scanner</li> <li>• Onboarding services</li> <li>• Customisation</li> <li>• Related training &amp; subscription costs (up to 2 years)</li> </ul>

## Integrated Solutions

New  
Solutions!

**Easy-to-adopt packages that combine hardware and equipment, software and/or training items that aim to bring out significant productivity improvement for your business**

Integrated Solution	Description	Supportable Items
<b>Accounting Management System</b>	Manages accounting functions & provides analysis reports to help SMEs better manage company's finances	<ul style="list-style-type: none"> <li>• Software system</li> <li>• Onboarding services</li> <li>• Customisation</li> <li>• Related training &amp; subscription costs (up to 2 years)</li> </ul>
<b>Restaurant Wireless Paging System</b>  *Mainly catered for F&B industries i.e. restaurants, cafes, take-away stores	Encourages self service & helps automate processes	<ul style="list-style-type: none"> <li>• Hardware</li> <li>• Related software</li> <li>• Onboarding services &amp; customisation</li> <li>• Related training &amp; subscription costs (up to 2 years)</li> </ul>

Note: For the full list of Integrated Solutions, please refer to [www.spring.gov.sg/icv](http://www.spring.gov.sg/icv).



**Nature Vegetarian Restaurant Pte Ltd**  
Restaurant serving vegetarian food

## Tapped on ICV solutions for POS Wireless Paging System that allows customers to page waiters



Reduced  
manpower  
required by up  
to 40%

Enabled staff  
to focus on  
other work  
areas

Enhanced  
customer  
experience

5%  
increase in  
sales



# What is Capability Development Grant? (CDG)

To support SMEs in capability upgrading to compete and grow locally and globally

Defray up to **70%** of qualifying project costs\* in upgrading capabilities in 10 development areas

**New!**

**Simplified application process for projects with CDG support of \$30,000 or less:**

- 5 easy to answer guiding questions
- Detailed impact projections not required

## 10 Supportable Areas:



\*Includes Manpower related costs, Consultancy, Training, Equipment, Software, Intellectual Property Rights



# How Can CDG Help?

Problems: 1) Decreasing Revenue & Margins  
2) Increasing Competition

## Improving Operational Efficiency



### Human Capital Development

- Strengthen HR management practices to attract, develop and retain your talents



### Productivity & Technology Innovation

- Process Redesign
- Adoption of Technology to streamline business process



## SUSTAIN & GROW with CDG



### Financial Management

- Develop financial management capabilities and frameworks for resiliency



### Brand & Marketing Strategy Development

- Cultivate brand equity and build a unique brand proposition



### Intellectual Property & Franchising

- Develop IP management capabilities and franchising systems



# BRAND & MARKETING STRATEGY DEVELOPMENT

Help SMEs build and use their **brands as a strategy** for business competitiveness, which in turn builds fundamentals for SMEs to **cultivate brand equity**

Raise Your Company's  
**Profile**



Emphasise Your  
**Value Proposition**



Take Your Brand **GLOBAL**

## Supportable Activities

- Conducting a **brand audit** and developing **brand proposition, brand strategy and roadmap** across key product/service offerings and target segments

## Deliverables

- A brand review, audit or strategy report with proposed brand development roadmap (brand architecture and identity)



# BRAND & MARKETING STRATEGY DEVELOPMENT

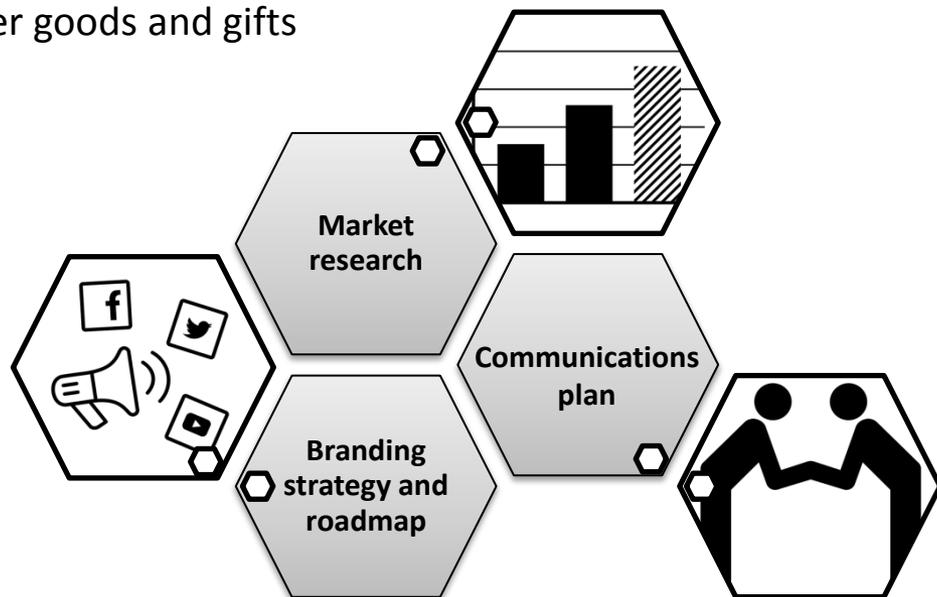
## GRANLUXE

Premium Diary, Gift & Stationery since 1945

### Grandluxe

Manufacturer and distributor of agenda, fine stationery, leather goods and gifts

Tapped on CDG support to launch new **Bynd Artisan** retail brand which offers customised stationery made on the spot by craftsmen to customers



Project Outcomes



BRANDING & MARKETING STRATEGY



12% increase in revenue



Exceptional Sales Performance



# How Should I Proceed Now?

## UNDERSTAND

Understand your **business and growth needs** and develop your business plans!



## IDENTIFY

Identify relevant **capability development areas** that are in line with your growth plans!

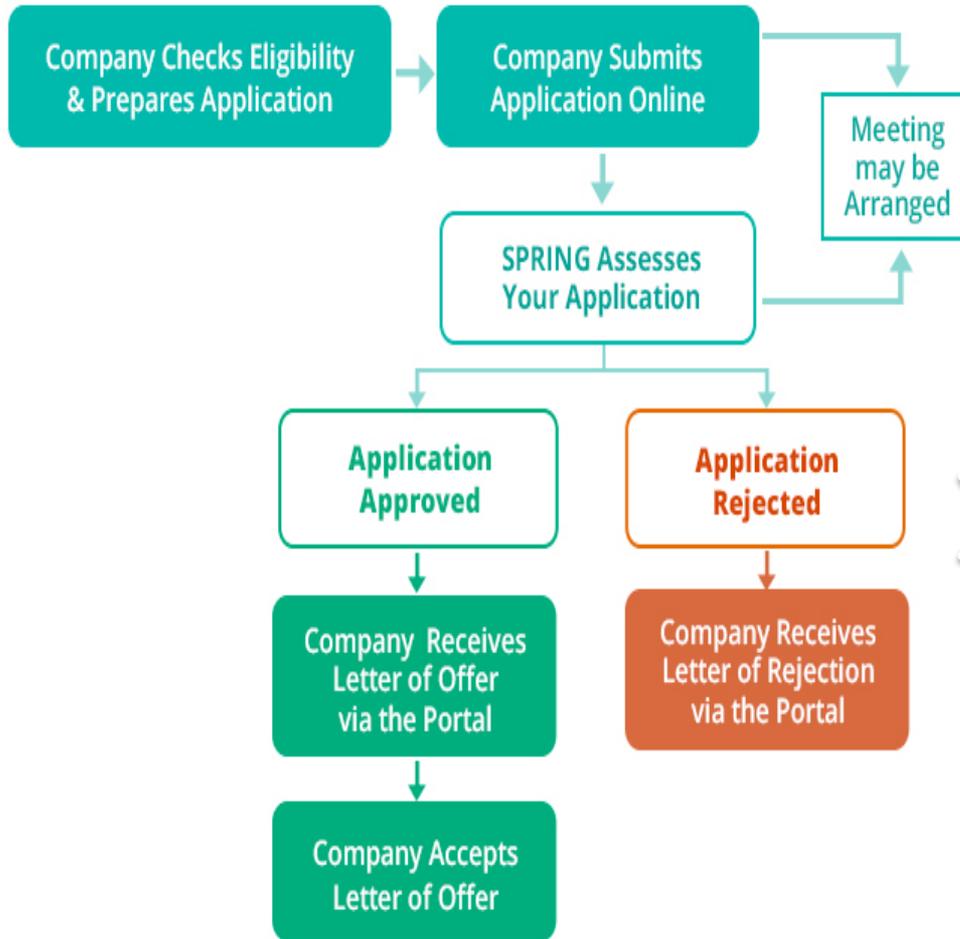
## APPLY

Visit the **SPRING** website or speak to a business advisor to kick start your **CDG application!**





# How to Apply for CDG?



## Eligibility Criteria

- Registered and operating in Singapore
- At least 30% local shareholding
- Group annual sales turnover  $\leq$  S\$100m or group employment of  $\leq$ 200 employees



## Simplified Application Process

- As of **1 April 2015**, the application process for **grant support of \$30,000** or less has been simplified\*
- Simpler application forms and streamlined project evaluation

\*refers to project costs less than S\$45,000



# Simplified Application Process

**Application process for grant support of \$30,000 or less has been simplified\***  
**Simpler application forms and streamlined project evaluation**



**5 Easy-To-Answer Questions**



**Current Year Figures**



**Attach Consultant's Proposal**

\*refers to project costs less than S\$45,000

# Programme Objectives

## P-MAX

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Assist SMEs to better recruit, train, manage and retain their newly-hired PMEs



Enable SMEs to establish better communication channels between supervisors and staff, and to adopt progressive HR practices (e.g. goals setting, performance management etc) for their newly-hired PMEs and within their SMEs



Help newly-hired PMEs to better acclimatise to the new SME work environment, and to encourage better PME retention in SMEs



# Programme Structure

## 1. Job Matching



- Job-seeking PMEs will be screened and matched into suitable positions in hiring SMEs by Programme Managers (PMs)
- SMEs with newly-hired PMEs are also eligible to participate.

## 2. Workshop Training



- SME management/ PMEs' supervisors/ HR representatives (SME Reps) and their newly-hired PMEs will attend the respective SME and PME workshops
- Both workshops enjoy up to 90% WDA course fee funding

## 3. Post-Training Follow-up



- Upon completion of both workshops, the appointed P-Max PMs will follow-up with the newly-trained PME personnel and their SME Reps for a period of six months

## 4. Assistance Grant



- SMEs that successfully complete the six-month follow-up and retain their newly-hired PME employee(s) will then be eligible for a one-off grant of \$5,000.



## Programme Training Subsidy



90% WDA course fee funding

### Training for SMEs and PMEs

1-day SME Workshop

3-day PME Workshop

## Programme Grant



One-time Assistance Grant

For eligible SMEs

**\$5,000** per SME



**Telephone**

6513 0349 / 0350

**Email**

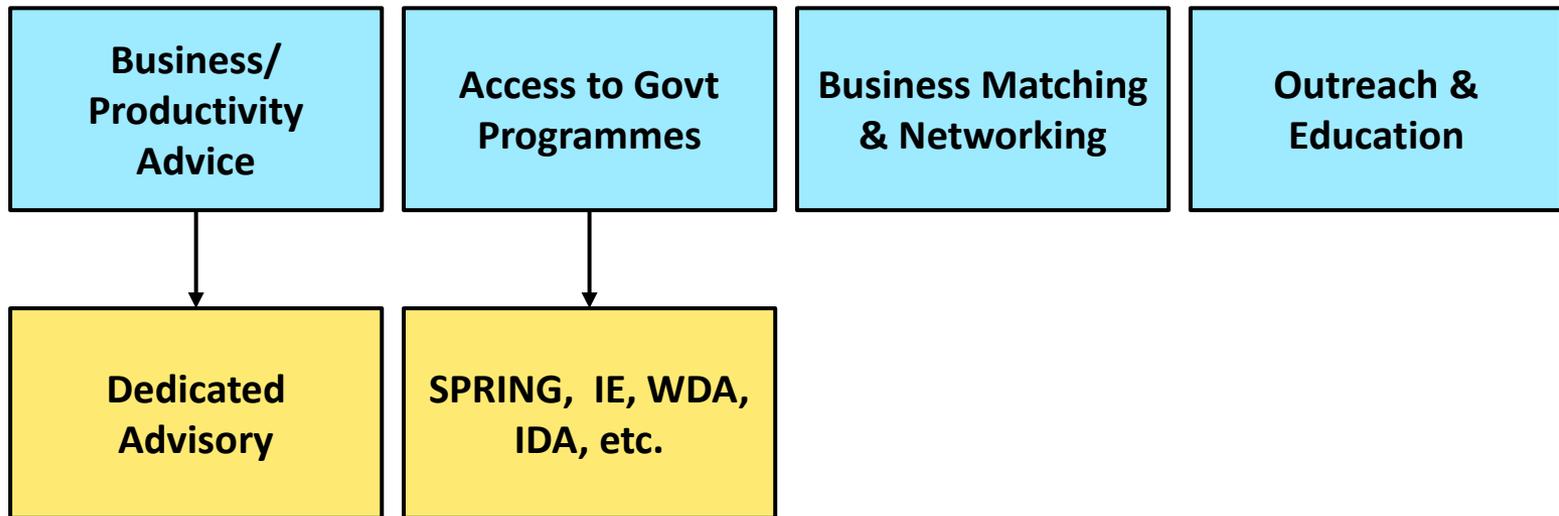
[pmax@asme.org.sg](mailto:pmax@asme.org.sg)

**Website**

<http://www.pmax.sg>

# SME Centres

An integrated **one-stop shop** for SMEs to obtain information, advice and assistance



- Services provided includes structured advisory services, awareness and outreach seminars, capability workshops and clinics etc



# For More Information

- Visit EnterpriseOne website  
<http://www.smeportal.sg>
- Visit our website [www.smecentre-asme.sg](http://www.smecentre-asme.sg)
- Call **6513 0388**
- Email [enquiries@smecentre-asme.sg](mailto:enquiries@smecentre-asme.sg)
- Contact any of our Business Advisors directly



The End

Thank you



**SME**  
Centre@ASME

