**Dedicated Fund on Branding, Upgrading and Domestic Sales (Enterprise Support Programme)**

# Final Report of Approved Project

## Important Notes

1. To facilitate monitoring and evaluation of the implementation of each approved project under the Dedicated Fund on Branding, Upgrading and Domestic Sales (Enterprise Support Programme) (ESP), the grantee has to submit Reports with the audited accounts (if applicable) to the Programme Secretariat of the ESP. All Progress Reports have to be submitted in accordance with the schedule as specified in the funding agreement signed between the grantee and Programme Secretariat.
2. The grantee is required to carry out the project STRICTLY in accordance with the relevant terms and conditions of the funding agreement including, among others, the approved project proposal (i.e. the application form, “project proposal” in short below) and all instructions and requirements as given by the Programme Secretariat or Government from time to time in respect of the project or ESP. Any modification, amendment or addition to the project or the funding agreement, including but not limited to the change of project period, project scope, budget, replacement of the project coordinator or the deputy project coordinator, will require PRIOR WRITTEN APPROVAL from the Programme Management Committee or Programme Secretariat of the ESP.
3. The Programme Secretariat reserves the right to withhold any further disbursement of the mid-term/final payment to an approved project. Circumstances which may result in this include but are not limited to: the failure of the grantee to comply with the terms and conditions stipulated in the funding agreement; the failure or likely failure of the grantee to further execute/complete the project; the reports or financial statements submitted by the grantee do not meet the requirements specified in the funding agreement and/or application guide; a large credit balance is still remaining in the project account, etc.
4. All sections of this report have to be properly filled in. Please insert "N/A" if the information sought is not applicable or not available. If there is insufficient space for the information, please give details on a separate sheet to be attached to this report.
5. Completed Final Report has to be submitted in both hard and electronic copies (preferably in MS Word format) to the Programme Secretariat.

**Part A : Project Details**

|  |  |
| --- | --- |
| Reference No. |  |
| Grantee (English/Chinese Name) |  |
| Project Title |  |
| Project Duration | As stated in the project agreement: dd/mm/yyyy – dd/mm/yyyy ( months)  Actual: dd/mm/yyyy – dd/mm/yyyy ( months) |
| Project Scope | Branding  Upgrading  Domestic Sales |
| Reporting Period | dd/mm/yyyy – dd/mm/yyyy |
| For Official Use Only | Report Submission Date by the Grantee[[1]](#footnote-1):   * First submission: * Final submission providing further information/clarification as requested by the Programme Secretariat:   Report Submission by the Programme Secretariat to IDC: |
| **Project Summary:** |

**Part B: Project Implementation Status**

| **(A)** | **(B)** | **(C)** | **(D)** | **(E)** | **(F)** | **For Official Use Only** | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Budget Category** | **Project Deliverables1**  **And Details of Approved Budget2** | **Approved Budget2 ($)** | **Actual Expenditure ($)** | **Expenses stated in audited accounts**  **($)** | **Details of project implementation**3 | **Adjusted budget**  **($)** | **Recognisable project expenditure meeting the relevant funding cap ($)** | **Deliverable completed? (Y or N) and**  **Remarks** |
| Consultancy Fee |  |  |  |  | Project measures implemented and deliverables achieved.  Yes  No (details: )  Actual expenditure is within ±20% of the approved budget.  Yes  No (Reasons: )  Change request  Yes (details: )  No |  |  | **Deliverable completed? (Y or N)**  Y and  100% as planned and approved  with changes  at own cost  No  PS’ remarks: |
| Additional Staff Cost  (should not exceed 50% of the total project expenditure) |  |  |  |  | Project measures implemented and deliverables achieved.  Yes  No (details: )  Actual expenditure is within ±20% of the approved budget.  Yes  No (Reasons: )  Change request  Yes (details: )  No |  |  |  |
| Additional Equipment and Software Cost  (should not exceed 50% of the total project expenditure) |  |  |  |  | Project measures implemented and deliverables achieved.  Yes  No (details: )  Actual expenditure is within ±20% of the approved budget.  Yes  No (Reasons: )  Change request  Yes (details: )  No |  |  |  |
| Material & Sample production Cost  (should not exceed 20% of the total project expenditure) |  |  |  |  | Project measures implemented and deliverables achieved.  Yes  No (details: )  Actual expenditure is within ±20% of the approved budget.  Yes  No (Reasons: )  Change request  Yes (details: )  No |  |  |  |
| Advertising Cost  (should not exceed 50% of the total project expenditure) |  |  |  |  | Project measures implemented and deliverables achieved.  Yes  No (details: )  Actual expenditure is within ±20% of the approved budget.  Yes  No (Reasons: )  Change request  Yes (details: )  No |  |  |  |
| Apps development cost  (should not exceed 50% of the total project expenditure) |  |  |  |  | Project measures implemented and deliverables achieved.  Yes  No (details: )  Actual expenditure is within ±20% of the approved budget.  Yes  No (Reasons: )  Change request  Yes (details: )  No |  |  |  |
| Intellectual Property/Trademark Registration  (Maximum cumulative amount of funding support per enterprise is $170,000) |  |  |  |  | Project measures implemented and deliverables achieved.  Yes  No (details: )  Actual expenditure is within ±20% of the approved budget.  Yes  No (Reasons: )  Change request  Yes (details: )  No |  |  |  |
| Design and Establishment of online shop |  |  |  |  | Project measures implemented and deliverables achieved.  Yes (hyperlink of the online shop: )  No (details: )  Actual expenditure is within ±20% of the approved budget.  Yes  No (Reasons: )  Change request  Yes (details: )  No |  |  |  |
| Development/revamp of company website |  |  |  |  | Project measures implemented and deliverables achieved.  Yes (Hyperlink of website: )  No (details: )  Actual expenditure is within ±20% of the approved budget.  Yes  No (Reasons: )  Change request  Yes (details: )  No |  |  |  |
| Expenses for Exhibitions / Road Shows / Promotional Events |  |  |  |  | Project measures implemented and deliverables achieved.  Yes  No (details: )  Actual expenditure is within ±20% of the approved budget.  Yes  No (Reasons: )  Change request  Yes (details: )  No |  |  |  |
| Design and production of promotion materials |  |  |  |  | Project measures implemented and deliverables achieved.  Yes  No (details: )  Actual expenditure is within ±20% of the approved budget.  Yes  No (Reasons: )  Change request  Yes (details: )  No  ☐否No |  |  |  |
| Testing/Certification |  |  |  |  | Project measures implemented and deliverables achieved.  Yes  No (details: )  Actual expenditure is within ±20% of the approved budget.  Yes  No (Reasons: )  Change request  Yes (details: )  No |  |  |  |
| Travelling Cost (Includes Accommodation)  (should not exceed 20% of the total project expenditure) |  |  |  |  | Project measures implemented and deliverables achieved.  Yes  No (details: )  Actual expenditure is within ±20% of the approved budget.  Yes  No (Reasons: )  Change request  Yes (details: )  No |  |  |  |
| Other Direct Cost |  |  |  |  | Project measures implemented and deliverables achieved.  Yes  No (details: )  Actual expenditure is within ±20% of the approved budget.  Yes  No (Reasons: )  Change request  Yes (details: )  No |  |  |  |
| Audit Fee  (should not exceed HK$10,000 per audit) |  |  |  |  | Actual expenditure is within ±20% of the approved budget.  Yes  No (Reasons: ) |  |  |  |
| Total |  |  |  |  |  |  |  |  |

Notes:

1. Please refer to Parts C.10 and 11 of the Approved Project Proposal.

2. Please refer to Part C.22 of the Approved Project Proposal.

3. In respect of the question on whether the actual expenditure is within ±20% of the approved budget, if the actual expenditure of an individual budget item is lower than the approved budget by more than 20% , and it is due to the adoption of the lowest quoted price according to the procurement procedures for completing the project deliverable, enterprise can just choose "No" without giving the reasons.

**Part C : Supporting Documents**

Checklist of Required Supporting Documents

Supporting Documents proving that the procurement procedure stipulated in the funding agreement has been duly complied with in terms of staff recruitment, procurement of equipment, goods and services, appointment of service providers, etc. (if applicable)

Audited Financial Reports

Others:

**Part D : Declaration**

1. We confirm that we complied with the procedures and guidelines set out in paragraphs 5.6 and 5.7 of the “Guide to Application for the Dedicated Fund on Branding, Upgrading and Domestic Sales (Enterprise Support Programme)” in procurement of equipment, goods or services for the project, if any.
2. We confirm that we complied with the procedures and guidelines set out in paragraph 5.9 and Annex 5 of the “Guide to Application for the Dedicated Fund on Branding, Upgrading and Domestic Sales (Enterprise Support Programme)” in recruiting staff for the project, if any.
3. We confirm that for the project measures that received funding support from the Dedicated Fund on Branding, Upgrading and Domestic Sales (Enterprise Support Programme), they had not received/would not receive other sources of funding support provided by the Government or the Mainland authorities, or other sources of sponsorships/donations （including but not limited to SME Export Marketing Fund）.
4. We confirm that we have maintained our company's eligibility as specified in Section 2.1 of the Guide to Application, “Eligibility of Applicants” throughout the project implementation period.

**Signature**

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| Company Chop of the Grantee |  | Authorised Signature of the Grantee |
|  |  | Name of Signatory (in Block Letters): |
|  |  | Position: |
|  |  | Date: |

- End -

**Dedicated Fund on Branding, Upgrading and Domestic Sales   
(Enterprise Support Programme)**

**Appendix for the Report of Approved Project – Details and Breakdown of Project Expenditure**

1. **Consultancy Fee (in chronological order)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Transaction Date** | **Name of Service Provider & Description of Service** | **Cost Details and Breakdown** | **Total Cost**  **(HK$)** |
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|  |  |  |  |
|  |  |  |  |
| **Sub-total:** | | |  |

1. **Additional Staff Cost (in chronological order)**

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| --- | --- | --- | --- | --- | --- | --- |
| **Name & Position of the Additional Staff recruited** | **Hourly/**  **Monthly Rate (HK$)**  **(A)** | **No. of Hours/Months Charged in the Project Period**  **(B)** | **Employer’s Contribution to MPF or other cost in the Project Period (Please specify the nature of the cost)**  **(C)** | **Employment Period (dd/mm/yyyy – dd/mm/yyyy)** | **Staff Cost in the reporting period (HK$)**  **(AxB)+C** | **Staff’s Role and Responsibility in the Project Period** |
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| **Sub-total:** | | | | |  |  |

1. **Expenses for Additional Equipment and Software(in chronological order)**

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| --- | --- | --- | --- | --- | --- | --- |
| **Date of Procuring or Leasing** | **Name of Equipment/Software** | **Nature/Function** | **Procured (P)/ Leased (L)** | **Unit Cost**  **(HK$)**  **(A)** | **Quantity**  **(B)** | **Total Cost**  **(HK$)**  **(A) x (B)** |
|  |  |  | 🞎 P 🞎 L |  |  |  |
|  |  |  | 🞎 P 🞎 L |  |  |  |
|  |  |  | 🞎 P 🞎 L |  |  |  |
| **Sub-total:** | | | | | |  |

1. **Sample Production Cost (in chronological order)**

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| --- | --- | --- | --- | --- | --- |
| **Date of Procuring Raw Materials** | **Name of Sample** | **Nature/Function** | **Unit Cost**  **(HK$)**  **(A)** | **Quantity**  **(B)** | **Total Cost**  **(HK$)**  **(A) x (B)** |
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| **Sub-total:** | | | | |  |

1. **Advertising Cost (in chronological order)**

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| --- | --- | --- | --- | --- | --- | --- |
| **Date of Procuring Advertisement** | **Name of Media** | **Period of the Advertisement** | **Type of Advertisement** | **Unit Cost (HK$)**  **(A)** | **Quantity**  **(B)** | **Total Cost (HK$)**  **(A) x (B)** |
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| **Sub-total** | | | | | |  |

1. **Expenses for Exhibitions / Road Shows / Promotional Events (in chronological order)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Location** | **Name of the Event / Exhibition** | **Cost Details and Breakdown** | **Total Cost**  **(HK$)** |
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| **Sub-total:** | | | |  |

1. **Expenses for Travelling and Accommodation (in chronological order)**

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| --- | --- | --- | --- | --- | --- |
| **Date** | **Purpose** | **Departure** | **Destination** | **Details and Breakdown of Travelling and Accommodation Cost** | **Total Cost**  **(HK$)** |
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| **Sub-total** | | | | |  |

1. **Expenses for Registration of Patent/Trademark (in chronological order)**

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| --- | --- | --- | --- | --- | --- |
| **Date of Application** | **Date of Approval/Expected Date of Approval** | **Place of Patent Registration/ Trademark Registration** | **Type of Patent / Trademark** | **Cost Details and Breakdown** | **Total Cost**  **(HK$)** |
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| **Sub-total:** | | | | |  |

1. **Apps development cost (in chronological order)**

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| --- | --- | --- |
| **Date** | **Cost Details and Breakdown** | **Total Cost**  **(HK$)** |
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|  |  |  |
| **Sub-total:** | |  |

1. **Other Direct Cost （including design and establishment of online shop, development/revamp of company website, production of promotion materials, testing and certification and audit fee, etc. ）(in chronological order)**

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| --- | --- | --- |
| **Transaction Date** | **Cost Details and Breakdown** | **Total Cost**  **(HK$)** |
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| **Sub-total:** | |  |

1. Final report should be submitted within two months after the project completion. [↑](#footnote-ref-1)