**Grant Tiers**

1. **Tier 1: Ready to Export**
   * **Objective**: For businesses that are ready to export for the first time.
   * **Support Provided**: Funding for activities that prepare businesses for export, such as training and initial market research.
   * **Key Activities**: Export readiness training, development of marketing strategies, and participation in trade fairs.
   * **Required Forms**:
     + **Tier 1 Grant Application Form**: Detailed application form where businesses provide information about their readiness to export, planned activities, and budget.
     + **Milestone Report Form**: Report to be submitted periodically detailing the progress of activities and expenditures.
2. **Tier 2: Exporting and Expanding**
   * **Objective**: For businesses that are already exporting and looking to expand their market reach.
   * **Support Provided**: Funding to support expansion activities, including marketing campaigns and establishing a presence in new markets.
   * **Key Activities**: Market visits, promotional campaigns, and hiring of overseas representatives.
   * **Required Forms**:
     + **Tier 2 Grant Application Form**: Similar to Tier 1 but with additional sections to detail past export activities and future expansion plans.
     + **Milestone Report Form**: Periodic reporting on the progress of market expansion activities and financial outlays.
3. **Tier 3: Exporting, Expanding, and Strategic Shift**
   * **Objective**: For businesses that are expanding into new strategic markets or significantly increasing their export activities.
   * **Support Provided**: Higher level of funding to support strategic market shifts or significant export growth.
   * **Key Activities**: Strategic marketing initiatives, large-scale promotional activities, and product diversification for international markets.
   * **Required Forms**:
     + **Tier 3 Grant Application Form**: Comprehensive form requiring detailed strategic plans and financial projections.
     + **Milestone Report Form**: Detailed reports on strategic shifts, market penetration activities, and associated costs.