

Breakdown Figures of Applications Received under Enterprise Support Programme and Organisation Support Programme

Enterprise Support Programme

(i) Type of Applications

	Number of Applications	%
To engage service provider to draw up a holistic business plan	23	8.1%
To implement measures of branding, upgrading and/or domestic sales	260	91.9%
Total	283¹	100%

(ii) Key Nature of Applications

	Number of Applications	%
Branding	15	5.3%
Upgrading	37	13.1%
Domestic Sales	13	4.6%
Branding & Upgrading	14	4.9%
Upgrading & Domestic Sales	20	7.1%
Branding & Domestic Sales	73	25.8%
Branding, Upgrading & Domestic Sales	111	39.2%
Total	283¹	100%

(iii) Major Business of Applicant Enterprises

	Number of Applications	%
Manufacturing Industry	103	36.4%
Services Industry	149	52.6%
Manufacturing and Services Industries	31	11.0%
Total	283¹	100%

¹ 104 applications received under the first batch and 179 applications received under the second batch. The figure has excluded 14 applications withdrawn by the applicant enterprises.

Organisation Support Programme

(i) Key Nature of Applications

	Number of Applications	%
Branding	4	11.1%
Upgrading	0	0
Domestic Sales	9	25%
Branding and Upgrading	2	5.6%
Upgrading and Domestic Sales	3	8.3%
Branding and Domestic Sales	18	50%
Branding, Upgrading and Domestic Sales	0	0
Total	36²	100%

(ii) Target Beneficiary Sector of Applications

	Number of Applications	%
Manufacturing Industry	15	41.6%
Services Industry	11	30.6%
Manufacturing and Services Industries	10	27.8%
Total	36²	100%

² 19 applications received under the first batch and 17 applications received under the second batch.