



MATCHING GRANTS PROGRAMME

TANZANIA BUSINESS DEVELOPMENT SCHEME

ELIGIBLE ACTIVITIES

The following is a list of activities and costs that are eligible for grant assistance by the **TANZANIA BUSINESS DEVELOPMENT SCHEME**. However the list is neither definitive nor exclusive. If you wish to undertake activities that are not specified below, you may contact the **TANZANIA BUSINESS DEVELOPMENT SCHEME** to check if they are eligible.

COSTS NOT COVERED BY THE SCHEME

The key issue in deciding whether or not a cost is eligible is that it relates to specific development activities and not to normal business transactions, i.e. those a company undertakes in the normal operation of its business. Examples are equipment, wages, purchase of raw materials, normal selling costs, rent, cost of premises, capital investment, hardware, subscriptions, etc.

Also all costs must be approved in advance. Costs incurred or contracted before approval are ineligible.

Activities which have already received support from other sources of funds e.g. Tanzanian Government, World Bank, Chamber of Commerce or other donors are not eligible for support from the Tanzania Business Development Scheme.

Please remember that all activities and costs must be approved in advance.

1: Market Research / Development

- Consultant fees and expenses.
- Associated travel for market research and development.
- Purchase of samples for evaluation.
- Purchase of market information including database information.
- Computerisation of market information.
- Travel to export markets.
- Subsistence/upkeep allowance.

2: Product Research, Design, Development, Testing and Approval

- Consultant fees and expenses.
- Visits to specialist trade fairs to identify product concepts.
- Survey of competing products.
- Purchase of samples for evaluation.

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- Design fees.
- Prototype construction and testing fees.
- Tooling excluding machinery.
- Materials for prototypes and samples.
- Demonstrations and samples to potential buyers.
- Cost of product registration.
- Transport of product to / from institute.

3: Production Efficiency / Cost Reduction / Quality Management

- Consultant fees and expenses.
- Assistance in diagnosing and correcting production / efficiency problems.
- Cost reduction.
- Improved quality assurance and control programmes.
- Installation of quality management systems.
- Improved production management.
- Improved production systems.
- Preparation of Manuals.
- Alternative sources of raw materials.

4: Quality Certification, e.g. ISO, HACCP

- Consultant fees and expenses.
- Preparation of Manuals.
- Certification costs and first year charges.

5: Packaging and Presentation Materials

- Consultant fees and expenses.
- Package and graphic design fees, including labels
- Photography.
- Origination costs.
- Type setting and artwork.
- Plate making and separation costs.
- Translation and proof reading.
- Testing.
- Materials selection.

6: Management Information Systems

- Consultant fees and expenses.
- Related software.
- Preparation of Manuals.
- Training.



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7: Advertising / Promotion Materials / Brochures / Technical Literature / Catalogues

- Origination costs.
- Web site design.
- Design fees.
- Artwork, photography, video, etc.
- Translation.
- Trade advertising and promotion.
- Consumer advertising.
- Brand promotion.
- Public relations campaigns.
- Press releases.
- Point-of-sale material.
- In store displays and demonstrations.
- Direct mail campaigns.
- Sponsorship.
- Space / media costs.
- Overseas showroom costs.
- Seminars.
- Labelling.
- Bar coding.
- Video / film / DVD production costs.
- Brochures, catalogues, business cards. (Design, origination, printing of initial first run.)

8: E-commerce and selling

- Consultant fees and expenses.
- Web site and portal design.

9: Trade Fairs

- Airfares and per diems.
- Space rental charges.
- Participation charges.
- Stand design and construction.
- Stand decoration and display materials.
- Catalogue entry expenses.
- Transport of samples to / from exhibitions.

10: Inward / Outward Buying Missions

- Airfares, per diems.
- Local transport costs.
- Counterparts / translators.

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11: Human Resource Development / Training

- Participation in approved technical and management training courses.
- Travel and per diems.
- Consultant fees and expenses.
- Design and implementation of company specific training.
- Preparation of training materials.

12: Joint Venture Searches / Investment Sourcing

- Consultant fees and expenses.
- Market research.
- Promotional activities.
- Brochure, other promotional materials (as in 7 above).
- Airfares and per diems.
- Local transport in potential investors' country/ies.

13: Distribution Systems

- Consultant fees and expenses.
- Identification of market representatives/agents.
- Associated travel and per diems to appoint representatives.
- Leasing / renting overseas warehouse space (first year only).
- Cost associated with development of new agency contracts.
- Costs of license / legal agreement.