

## **MARKETING MECHANISMS**

Singapore venture capital funds are not fully invested, and therefore are still looking for prospective investments. Entrepreneurs and SMEs can approach funds to apply for investment money.

The typical application format has ten parts:

- ***Executive Summary***  
A summary of the main points in the proposal, including a synopsis of managements goals
- ***Company's Background***  
Information about its history, ownership, board of directors, products, current developments
- ***Products***  
A description about the product range, its competitive strengths and weaknesses, patent and licensing status, as well as new product developments
- ***Markets and Competition***  
A market overview wherein the company competes, market structure and competitor evaluation
- ***Manufacturing Plans***  
The manufacturing strategy
- ***Sales and Marketing Strategy and Plans***  
The target market, its size and growth rate, its present market share and projections, plans to enter other markets, distribution strategy, and who will manage sales and marketing
- ***People and Staffing Plans***  
The proposed organization structure, incentives for key people and requirements for additional assistance
- ***Financial Information***  
Recent financial statements for the last few years of operations and projections for three years of sales in terms of units and cost; gross margins; expenses in sales and marketing, R&D, administration and general; other income and expenses, net profits before tax; and cash flow
- ***Capital Sought***  
The amount of capital required, the timing of the requirement and the main uses to which the money will be put
- ***Benefits to the Investor***  
What equity is offered for the capital required