

PRIVATE SECTOR SUPPORT FACILITY

GUIDELINES FOR APPLICANTS FOR CATEGORY B – INDIVIDUALS AND SINGLE BUSINESS PROJECTS

30 JANUARY 2012

PSSF Secretariat

Industry Development & Investment Promotion Division (IDIP)
Ministry of Commerce Industry & Labour
P O Box 862
Apia, Samoa

Contact Persons:

Auelua Samuelu Enari
Chief Executive Officer
Tel. (685) 20441 ext 18

Administration:

Pulotu Lyndon Chu-Ling
ACEO IDIP
Tel. (685) 32548
Fax. (685) 20443
Email. lyndoncl@mcil.gov.ws

Establishing Development Partners:



1. BACKGROUND AND OBJECTIVES

The Private Sector Support Facility (Facility) is a harmonised donor fund that was established in 2006 to support development of the private sector and trade opportunities through the provision of grant funding for private sector initiatives. The Facility supports grant applications from businesses operating in the agriculture, fisheries, tourism, manufacturing and exporting and technology sectors.

The Facility is administered by a Steering Group with the support of the Secretariat, housed by the Industry Development & Investment Promotion (IDIP) Division of the Ministry of Commerce, Industry and Labour (MCIL).

The primary objective of the Facility is to support the private sector in increasing its contribution to the Samoa economy through:

- Increasing private sector employment and skills development;
- Growing trade and exports;
- Increasing the size and number of private sector businesses; and,
- Increasing business investment and innovation.

The Facility is a contestable fund and open year round for applications.

2. ELIGIBILITY CRITERIA AND ACTIVITIES

Category B funding is available to individuals or businesses with preference given for small to medium businesses in operation for more than one year.

Large businesses¹ and small to medium businesses that have been in operation for less than one year will be considered on a case by case basis and application merit.

Larger businesses would be expected to show significant development and expansion opportunities. For those businesses who have been in operation for less than 12 months, they would be required to have significant potential to expand and contribute to private sector development and trade opportunities. It would be expected that this would be highlighted by well thought out business plans and strategies for expansion and a business case/model that has been tested and proven to be successful.

It is also required that:

- The applicant's project has yet to be implemented.
- A majority (80 percent plus) of the applicant's business must be based/located in Samoa.

Types of Eligible Activities

Eligible activities that can be funded by the facility under this category include:

- Product development.
- Market development including but not limited to:
 - Exhibitions and trade shows.
 - Market exploratory visits and missions.
 - Promotional materials including packaging and labelling designs.
 - Sector advisory services.

¹ Large businesses are defined as those businesses with an annual income of over \$500,000 or employees in excess of 50 persons.

- Management and personnel development.
- Technical and financial advisory services.
- Capital works and equipment integral to the operations of the business subject to the conditions provided below.

3. LEVEL OF FUNDING

Funding can be sought for any amount up to SAT\$20,000.

Applicants are required to bear some of the risk associated with their project. In this respect, the individual or business is required to contribute as a minimum, either in cash or in-kind, the equivalent of 5% of the funding requested.

A maximum of 10% of the total amount requested can be for project management or operating costs for the particular project that would otherwise not have been incurred if the project had not taken place.

80% of approved funding will be provided on signing of the funding agreement with the final 20% provided on submission and approval of the mid-project progress report.

Capital Cost Contribution

Under this category applicants can apply for:

- Full funding of up to \$3000 for capital items to people within vulnerable groups (micro-enterprises, women, and youth).
- Full funding of capital items where these clearly either:
 - assist a business to achieve formal quality standards required in the market or nationally defined;
 - reduce environmental impact such as improving the efficiency of energy or natural resource use; or,
 - are required to achieve adequate health and safety.
- Up to 50% funding of capital items which are integral to the achievement of the project aims, and which would assist the businesses to achieve a significant improvement in business performance. The remaining 50% would need to be provided by the businesses concerned from equity or credit.

In all the above, funding for capital items will not exceed 50% of the total project budget, and must include consideration of how such items will be maintained and funded in future.

4. ADDITIONAL ASSISTANCE

Financial assistance is available to pay business consultants and private sector associations to help individuals and SMEs to complete their application form and supporting documentation. Application forms to access this funding are available from the Secretariat.

Technical Assistance Grants of up to \$3,000 are also available where an individual or SME needs to do some preliminary research, or receive some technical advice, to help determine if a proposed project could be successful (e.g. getting technical advice on the possibility of a new vegetable crop being viable before they apply for a grant to undertake crop trials). Application forms to access this funding are available from the Secretariat.

5. HOW YOUR APPLICATION IS ASSESSED

Your application must comply with the eligibility provisions and activities outlined above. Applications that do not meet the eligibility provisions and activities will not be assessed. Applications that are eligible for consideration under the Facility will be assessed against the following criteria:

	Assessment Criteria	Commentary	Weighting
1	Economic Impact	Impact of the project on: <ul style="list-style-type: none">▪ Increasing employment and skills development;▪ Growing trade and exports (incl. increasing import substitution);▪ Increasing the size the business; and,▪ Increasing business investment and innovation.	40
2	Project Management	Capability of the project team (based on skills and previous experience) to successfully implement and achieve the project outcomes.	20
3	End Results	Ability of the project to meet identified issues or opportunities and add value.	10
4	Viability	Commercial and financial viability of the project, including consideration of project sustainability, risk management and the financial resources that the applicant can contribute.	20
5	Social Impact	Positive impact of the project on the quality of life of the business or its beneficiaries.	5
6	Environmental Impact	Impact of the project on the environment (neutral or positive impact results in a higher score).	5
	Total		100

6. HOW TO APPLY

Interested individuals and businesses must complete the relevant application form which is available from the Secretariat. In addition to the completed application form, you are required to submit documentation, where appropriate, to support your proposal/application. This may include:

- Business license.
- Business plan and financials to demonstrate viability of the business.
- Quotes for purchase of capital items or use of services etc.
- Evidence of applicant's counter-part contributions; and
- Any other documentation required dependent on the nature of proposal.

Please note that you are required to submit a hard copy or an electronic copy of the application to the Secretariat.

7. HOW TO COMPLETE THE APPLICATION FORM

The following section provides instructions on how to complete the different parts of the application form.

Business Activity Details	
Business Description:	<i>Describe the industry your business is in, the general type of products and/or services that you provide and the region/countries that you serve.</i>
Background to Funding Request:	<p><i>Insert a few paragraphs explaining your project and what it is about. Include information about:</i></p> <ul style="list-style-type: none"> - <i>What the project is about;</i> - <i>What the main objectives are;</i> - <i>What issues you are trying to address or opportunity you are trying to take advantage of;</i> - <i>How the project will help achieve the objectives;</i> - <i>where the project is located; and</i> - <i>what the expected time for implementation is.</i>
Benefits:	<i>Tick the boxes showing how your business will benefit from the funding and list any additional benefits that will result.</i>
Target Market:	<i>Describe who the target market for your business and/or this proposed activity is.</i>
Sustainability:	<i>Describe how you will ensure that the business is sustainable once this funding ends and, if relevant, how this funding ensures sustainability.</i>
Activity/Project Delivery	
Ability to Deliver:	<i>Insert brief information on who the key members are in your team that will be involved in the project and what expertise/ qualification they have that will make the project a success. Include any work you have previously completed that is relevant to this proposal.</i>
Risks:	<i>Describe any risks associated with the proposed activity and how you will manage the risks.</i>
Environmental and Land Considerations:	<p><i>Describe any positive or negative impacts that this activity would have on the environment, and how you will minimise any negative effects.</i></p> <p><i>State if the proposed activity requires an Environment Impact Assessment or use of, or access to, customary land. If so what action is proposed to address this.</i></p>
Funding Details	
Expenditure:	<i>List the total cost of the project by item and attach a sheet if there is not enough room to list all expenditure.</i>
Capital Costs:	<i>Explain how the capital costs sought from the funding are integral to the project's aims and would make a significant improvement in business performance.</i>
Source of Funds:	<p><i>List where the funds are coming from to meet this total cost including any in-kind contributors.</i></p> <p><i>Remember to include any cash or in-kind contribution that you are making towards the total costs. As a minimum these must be at least 25% of the funding requested from PSSF.</i></p>