



Localise to Internationalise: Using the Enterprise Development Grant (EDG) to Ready Your Brand for New Markets

Description

EDG + ESG: Why localisation is the fastest route to international growth

Going overseas isn't just a sales challenge—it's a brand and operations challenge. Names, claims, visuals, and service scripts that work in Singapore can misfire elsewhere because norms, channels, and purchase triggers shift. The **Enterprise Development Grant (EDG)** from **Enterprise Singapore** exists to help SMEs build capabilities that close this gap. When properly scoped, the **Enterprise Development Grant** funds the work required to localise your brand so your offer feels native in-market and ready to scale. Thoughtful localisation also strengthens **ESG** practice—clearer language, accessible design, and fair, consistent customer journeys that travel well. For organisations such as **eligible social service agencies**, these practices protect users and make cross-border service delivery more inclusive.



EDG market insight: right-sized research before you commit

Start with concise **EDG** discovery that informs decisions: desktop research, a few expert interviews, and a tight category scan to learn how customers search, which channels they trust, and what competitors claim. Validate risky choices with compact **test bedding** (e.g., two message routes on a landing page with paid traffic) to capture baseline data. Log regulatory guardrails early and note if you need references to local standards or **SS 680 certification**-style equivalents. Where internal frictions appear, document opportunities for **process redesign** and **productivity solutions** you can pilot later under the same **EDG** scope.

EDG localisation strategy: value proposition, segments, and claims

Translate findings into a localisation strategy that clarifies the value proposition for the new market, the first audience segments to prioritise, and the proofs you can stand behind. Tune brand voice and tone to local expectations without losing your core identity. If you're adapting or extending offers, connect once to **product development** naming logic, variant descriptions, and onboarding micro-copy so commercial and compliance teams are aligned. Tie the plan to your **business plans** so reviewers see how it advances **business strategy development**, practical **business upgrading**, and lasting **capability building** in a strong **EDG** case.

EDG enablement toolkit: make the strategy usable (and ESG-friendly)

Localisation succeeds when teams can ship. Build a trimmed identity system tuned for the target market (colour preferences, type hierarchy, image direction), a messaging matrix with local examples, and editable templates for sales, web, and social. Add a Brand-to-CX kit—greeting and recovery scripts, email/SMS micro-copy, wayfinding and service signage—so the brand shows up consistently in stores or clinics. Accessibility is part of the kit: readable typography, sufficient contrast, alt text for key images, and plain-language explanations. These **ESG** habits reduce errors, speed service, and build trust when your brand is new. Include a short training plan to drive **human capital development** and stronger **worker outcomes**, and outline how behaviour will scale as **group employment size** grows.

Budgeting your EDG and defining qualifying costs

Structure the **EDG** budget around phases that map to outcomes—**Insight, Strategy, Enablement, Activation, Measurement**—and give each phase concrete deliverables and acceptance criteria. Explain cost drivers plainly: number of interviews, breadth of templates, depth of web-template work, two structured iteration rounds, and training scope. If you need a specialist (e.g., a native-market copy editor or usability reviewer), include the role once as **third party consultancy** with clear **consultancy scopes** so the line reads like an outcome, not an open-ended retainer. Add explicit **qualifying costs**, list any **assessment fee**, and reserve a modest contingency (10–15%) so discovery doesn't derail delivery. Where relevant, show links to **job creation, internal incremental manpower**, and a realistic path to a **financially viable position** in-market.



Governance & ESG under EDG: work plan with people and evidence in mind

Name approvers, define decision windows, and keep a simple change log. Run scenario-based training with real examples from the target market: the first 60 seconds of a service interaction, the phrases that signal politeness locally, and a recovery script that calms tense moments. Leave behind “say/do” cards and a micro knowledge base so new staff can self-serve. These habits are good **ESG** and good business: they lower error rates and raise consistency far from home. If you plan to **venture overseas** in multiple waves, explain how the enablement kit supports repeatability and **standards adoption** across sites.

Evidence & KPIs for the Enterprise Development Grant (EDG)

Keep measurement honest and small:

- **Acquisition & conversion:** landing-page conversion, qualified lead rate, or store conversion for a specific promotion.
- **Engagement:** time on key pages, form completion, reply rate to outreach sequences.
- **Sales enablement:** proposal win rate or attach rate for localised bundles.
- **Operations:** first-contact resolution, queue time, and recovery success where in-person service applies.

Archive screenshots and exports before work begins; keep weekly notes on what shipped and who approved it; and record pilot results. These artefacts help the **assessment body** and sit alongside business documents such as **audited financial statements**. Where appropriate, add one reference to the **Singapore Accreditation Council** for testing or certification touchpoints. If you are using other programmes like **market readiness assistance**, position them as complementary to—rather than overlapping with—your **EDG** scope.

Submission for the Business Grant Portal: internal hygiene & evidence

Your submission should read like a plan already in motion. Link each **EDG** phase to deliverables, acceptance criteria, and KPIs; show the sequence that leads to a pilot and a roll-out. Enter figures precisely in the **Business Grant Portal** and maintain one internal checklist so filenames and evidence match exactly. Keep the case distinct from any other **grants** you use, and show that your entity meets norms such as **30% local equity** and the ability to operate as a **financially viable position** post-project.

Risk management under EDG (so your case stays focused)

Typical risks: over-generalising from Singapore, attempting too much at once, or producing assets no one can maintain. Keep the strategy sharp, limit the first pilot, and measure the few things that matter. Prioritise editable templates and page patterns over bespoke designs. Don't let scope drift into every adjacent area of **internationalisation projects**; keep the **EDG** case anchored on brand localisation that de-risks entry and makes early revenue more likely. Where helpful, show how work complements partner channels without relying on external timelines.

FAQ — Enterprise Development Grant Localisation

Do we need a full rebrand to go overseas?

No. Most **EDG** localisation projects keep the core identity and adjust messaging, tone, templates, and service scripts so the brand feels native.

Can we start with one city?

Yes—one city or one channel makes measurement cleaner and speeds the “keep/kill/iterate” cycle.

How do we show early proof without spending big?

Run a tightly scoped **pilot project**—one page, one campaign, one script change—and compare pre/post results. Evidence beats opinion.

What about certifications and testing?

Reference relevant standards only where they apply, and keep the documentation tidy. If external

testing is required in the target country, note the connection to Singapore's ecosystem (e.g., **Singapore Accreditation Council**) and how results feed into claims and copy.

Who can help refine the case?

Tap **SME Centres**, a trusted **management consultant**, and experienced **business advisors** for once-off reviews that sharpen the scope and numbers.

EDG funding & outcomes: close the loop

End your document with one explicit mention of **EDG funding** to help administrators who skim for process keywords. Then return to outcomes: how the project will improve lead quality, lift conversion on defined pages, reduce revision cycles for common assets, and give service teams the scripts that help them recover gracefully. Make clear that the plan supports measurable **worker outcomes**, responsible **group employment size** growth, and a disciplined path to **transformation needs** in each new market.

How Creativeans helps (EDG localisation support)

Creativeans scopes and delivers **EDG** localisation projects end-to-end. We gather just-enough insight, co-create a localisation strategy, and turn it into tools your team can ship—templates, page patterns, and Brand-to-CX scripts—then coach adoption and set up a dashboard that tracks change. Our documentation is structured for **Business Grant Portal** submissions with clear milestones, acceptance criteria, and before/after KPIs—so you can claim confidently and scale faster.