



# COVID-19 Online Retail Scheme 7<sup>th</sup> Sept 2020

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&  
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# Overview

- 1 — Features of the Scheme
- 2 — Application Process
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- 4 — Costs
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- 6 — Learnings from previous Calls



# Objective

- Develop Irish retailers' online capability in order to sustain the sector through the current crisis.
- This call has a total fund €5.5m from which we expect to approve c155 applications.
- By supporting Retailers to enhance their digital capability, we aim to encourage the sector to develop a more competitive online offer, that will enable an increase in their customer base and enhance resilience.





# Main Features

- **Competitive scheme:** funding of up to €40,000 (max 80%) via competitive call
- **Eligible costs:**
  - fees of an external service provider to develop a digital strategy & enhance the company's online presence and back-end systems (e.g. payments, supply chain) and
  - salary costs of and internal project champion
- **Eligibility criteria:**
  - Irish-owned eligible retailers employing > 10 full-time equivalent emps on 29/2/20
  - must have an existing online presence (website or social media)
  - must have a retail outlet(s) on or before 29<sup>th</sup> Feb and derive majority of revenue from retailing products directly to individual consumers
  - projects should show ambition to export in future
  - minimum expenditure of €12,500 (€10,000 grant) (up to 50% salary costs)
  - excludes e.g. franchisees, hotels, restaurants, pubs, primary agricultural producers.



You are here : [Home](#) > Make A New Application

## Make a New Application

Development Agency: None [Change](#)

Agency Details: not required. [Change](#)

Funding applied for: Covid-19 Online Retail Scheme - Covid-19 Online Retail Scheme 2 [Change](#)

### Please confirm Eligibility

Applications will be accepted from Enterprise Ireland clients with the following profile:

Irish-owned enterprises that have the potential to sustain or create jobs and internationalise their business. An application must be submitted in the name of a company registered with the Companies Registration Office and incorporated in the Republic of Ireland

In addition, applicants must fulfil all of the following criteria:

- The company is headquartered in Ireland
- The company is an Irish-owned retail enterprise, deriving at least 50% of revenue from the sale of products directly to consumers
- The company employs at least 10 employees in the Republic of Ireland on a full-time equivalent basis
- The company has an existing online presence (eg website or social media).
- The company has a retail outlet(s) and derives the majority of revenue from the retail outlet(s).
- The company is not a franchisee
- The proposed project eligible expenditure exceeds the minimum threshold of €12,500. (Note: The minimum grant is €10,000 on a spend of €12,500)
- The company does not operate in the following areas:
  - Primary production of agricultural products, fishery and aquaculture
  - Provision of hospitality and leisure services (hotels, restaurants, coffee shops)
  - Car and vehicle dealerships
  - the provision of a locally traded service (e.g. travel agents, mechanics, fitting of tyres, grooming and beauty services, hair salons, tattoo artists, funeral directors, medical, dental, veterinary, accountancy, legal and financial services etc.
- The company's primary activity is not the selling or distribution of alcoholic beverages for consumption on the retail premises.
- The company does not carry out activities that Enterprise Ireland considers ineligible or as involving an unacceptable reputational risk: the gambling sector, including 'gaming' (as defined in the Gaming and Lotteries Act 1956), Adult entertainment, Tobacco products and cannabis-based products which are not authorised as medicines.
- The company have not been approved other State or EU funding for the project for which they are seeking funding.

I confirm I meet the eligibility criteria above.

A [Financial Data Sheet \(FDS\)](#) is required for applications for grant support of €150,000 or higher. This includes applications for amounts less than €150,000 if the combined cumulative total grant support over the preceding 12-months is equal to or greater than €150,000.

[Confirm and Begin Application](#)

[Cancel Application](#)

Eligibility Checklist	Y	N
Is the company headquartered in Ireland?		
Is the company an Irish-owned retail enterprise employing >10 employees in the Republic of Ireland on a full-time basis		
The company will submit their latest statutory accounts as part of this application (no more than 2 years old).		
The company has an existing online presence (e.g. website or social media)		
The company is not a franchisee		
The proposed project has ambition to internationalise		
Will the proposed project eligible expenditure exceed the minimum threshold of €12,500? (Note: The minimum grant is €10,000 on a spend of €12,500)		
The company does not operate in the following areas: primary production of agricultural products, fishery, horticulture and aquaculture, provision of hospitality and leisure services (eg Hotels, restaurants)		
The company's primary activity is not the selling or distribution of alcoholic beverages.		
The company does not carry out activities that Enterprise Ireland considers as ineligible or as involving an unacceptable reputational risk. Ineligible activities include activities relating to: the gambling sector, including 'gaming' (as defined in the Gaming and Lotteries Act 1956), Adult entertainment and Tobacco products and cannabis-based products which are not authorised as medicines;		

# Enterprise Ireland Online Services

Test b2b

## Draft Applications

Showing 2 of 2 | [View All Draft](#)

Reference Code	Application Type	Created Date	Last Updated Date	Actions
ORS/138/007	Covid-19 Online Retail Scheme	03/09/2020	04/09/2020 12:10	<a href="#">Select</a>
ORS/138/006	Covid-19 Online Retail Scheme	31/08/2020	31/08/2020 17:40	<a href="#">Select</a>

## Previous Applications

Showing 3 of 11 | [View All Previous Applications](#)

Reference Code	Application Type	Status	Submitted Date	Actions
ORS/138/005	Covid-19 Online Retail Scheme	Closed	n/a	<a href="#">Select</a> <a href="#">View Printable Version</a>
ORS/138/004	Covid-19 Online Retail Scheme	Closed	n/a	<a href="#">Select</a> <a href="#">View Printable Version</a>
ORS/138/003	Covid-19 Online Retail Scheme	Closed	n/a	<a href="#">Select</a> <a href="#">View Printable Version</a>

→ MAKE A NEW APPLICATION

[Begin →](#)

→ FEATURED APPLICATIONS

[Business Financial Planning](#)

[Covid-19 Online Retail Scheme](#)

[Lean Business Continuity Voucher](#)

[Sustaining Enterprise Fund - Small Enterprises](#)

## My Profile

A company profile is required for all applications. Once completed your company profile can be automatically re-used and save you time on future applications.

Your profile is: **100% Completed.**

[Update your profile →](#)

## Helpful Information

- > [Frequently asked questions](#)
- > [Find your Enterprise Ireland Adviser](#)
- > [Get help with technical issues](#)



# Key areas to cover

- Well thought out project plan
- Your current online position
- Aims and objective of the project
- The need for funding
- Impact of the project on your business
- Service provider details
- Internal resources
- Breakdown of costs





# Eligible Costs

- Fees of established external service provider(s) to; develop a digital strategy and/or to enhance the company's transactional website or online presence.
- Salary costs of a senior project champion (manager level or above) in the applicant company to work with an external service provider on this project. A maximum of 1 internal champion per company is eligible for salary costs.
- The funding support must be used to introduce additional functionality; and develop management capability (which can include in-house training on eg. catalogue management, SEO, other eCommerce activities).





# Ineligible Costs

- Upgrades to existing online channels that would happen anyway;
- The purchase of hardware or “off the shelf” software package licences or subscriptions e.g. for Customer Relationship Management (CRM); Shopping carts;
- The funding of online advertising campaigns e.g. pay per click campaigns. Google, Facebook, Pinterest and Instagram etc
- Retrospection – eligible costs that predate the application close date





# Evaluation process



- An evaluation panel will carry out evaluation of all eligible applications and rank in order of merit
- Evaluation criteria available to download from [www.enterprise-ireland.com/retail](http://www.enterprise-ireland.com/retail)

Evaluation Criteria	Weighting
Quality of the proposal and the potential impact on the business demonstrated in the proposal.	35%
Impact of proposed changes on the competitive position and viability of the company.	35%
Ambition to internationalise the business	20%
Company's financial track record	10%



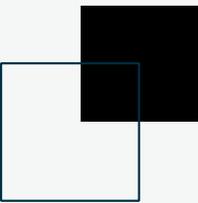
# Learnings from previous Calls

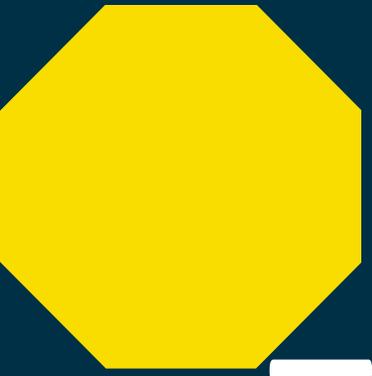
- Late applications = Application rejected
- No/old/late Statutory Accounts = Application rejected
- Don't meet qualifying criteria = Application rejected
- All sections of the form filled out
- Under-estimated costs
- No internal champion costs included
- Skill set & expertise of selected agencies
- Ineligible costs ruled out (e.g. costs for platform, Google/Facebook Ads, etc)
- Relevant content e.g. applied just because funding was available with no clear plan
- Funding is to address eCommerce capability development – not sub-vent existing costs



# In summary....

- Demonstrate some understanding of what's involved in an eCommerce Journey
- Resources to implement the project (finances & people)
- Appropriate choice of service provider
- Clear and realistic plan and what you hope to achieve
- Submit your Application & Statutory Accounts early!





# + Thank You.

Learn more at [www.enterprise-ireland.com/retail](http://www.enterprise-ireland.com/retail)  
Email [retail@enterprise-Ireland.com](mailto:retail@enterprise-Ireland.com)

Closing date 3pm, Monday 28<sup>th</sup> September, 2020

