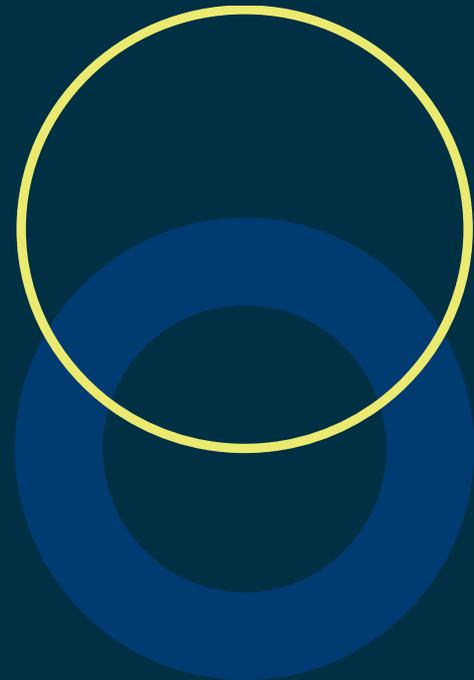# Online Retail Scheme

12th May 2021

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ENTERPRISE IRELAND

# Overview

ENTERPRISE IRELAND

Objective: **Increase Capability**

- Develop Irish retailers' online capability in order to sustain the sector through the current crisis.

- The funding must be used
  - to develop your online presence and train your staff to manage your channels and
  - to develop a more competitive online offer, that will enable an increase in your customer base and enhance resilience
  - to complete the project by end October to facilitate a claim being submitted and grant paid in 2021. This is big difference to the previous schemes which had a longer timescale to completion.

- This call has a total fund €5m from which we expect to approve c145 applications.

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Main Features
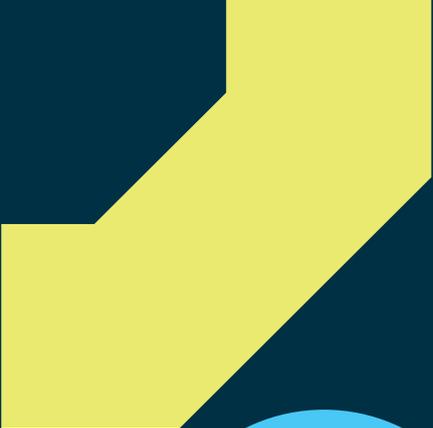
€40k

Grant
Up to €40k funding (max 80% of expenditure) via a competitive call

Minimum expenditure of €12,500 (€10,000 grant)
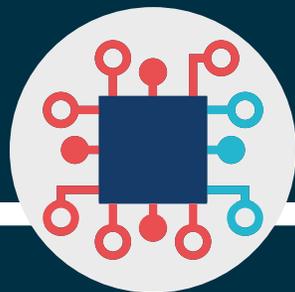
How is this paid?
Enterprise Ireland will reimburse 80% of the project costs via one claim

Eligible costs
Include the hiring of specialist IT and digitalization consultancy services and can also include up to €25k salary for one employee who is leading the project.

Eligibility Criteria
- ✓ Irish-owned eligible retailers employing 10 or more full-time equivalent employees on 29/2/2020, or have grown to that level since then

- ✓ must have an existing online presence (website or social media)

- ✓ must have a retail outlet(s) on or before 29th Feb 2020, or grown to that level since, and derive majority of revenue from retailing products directly to individual consumers

- ✓ projects should show ambition to export in future

- **X** Note exclusion list e.g. franchisees, hotels, restaurants, pubs, primary agricultural producers.

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HOME

COMPANY PROFILE

COMPANY CONTACTS

NEW APPLIC

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	Select
ORS/138/006	Covid-19 Online Retail Scheme	31/08/2020	31/08/2020 17:40	Select

Previous Applications

Showing 3 of 11 | View All Previous Applications

Reference Code	Application Type	Status	Submittted Date	Actions	
ORS/138/005	Covid-19 Online Retail Scheme	Closed	n/a	Select	View Printable Version
ORS/138/004	Covid-19 Online Retail Scheme	Closed	n/a	Select	View Printable Version
ORS/138/003	Covid-19 Online Retail Scheme	Closed	n/a	Select	View Printable Version

→ MAKE A NEW APPLICATION

Begin →

→ FEATURED APPLICATIONS

Business Financial Planning

Covid-19 Online Retail Scheme

Lean Business Continuity Voucher

Sustaining Enterprise Fund - Small Enterprises

o 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 →

o Helpful Information

> Frequently asked questions

> Find your Enterprise Ireland Adviser

> Get help with technical issues

Follow us on:
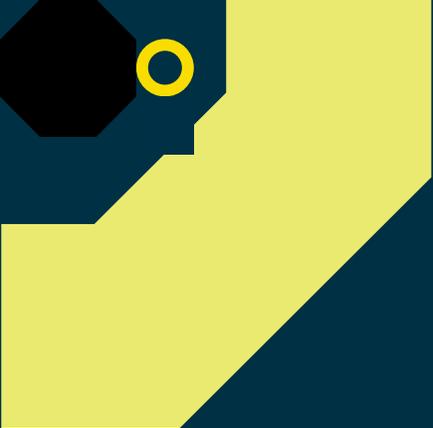
Make a New Application

To determine eligibility, we need some details.

Who is your Development Agency?

Note: Registering for Enterprise Ireland Online Forms does not constitute becoming a client of Enterprise Ireland. If you are <u>not</u> currently a client of <u>Enterprise Ireland</u>, a <u>Local Enterprise Office</u>, <u>Údarás na Gaeltachta</u> or other Government body, please select 'None' from the list below.

| ENTERPRISE IRELAND | Údarás na Gaeltachta | Local Enterprise Office | None ✓ | Other |

Continue

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 employed at least 10 employees in the Republic of Ireland on a full-time equivalent basis at 29th February 2020, or has grown to that level since then
- The company has not been approved two Online Retail grants in the last three years.
- 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 has not been approved other State or EU funding for the project for which it is 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.

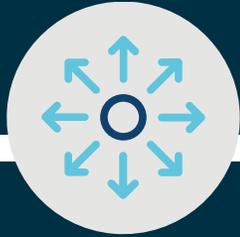[Confirm and Begin Application]   [Cancel Application]
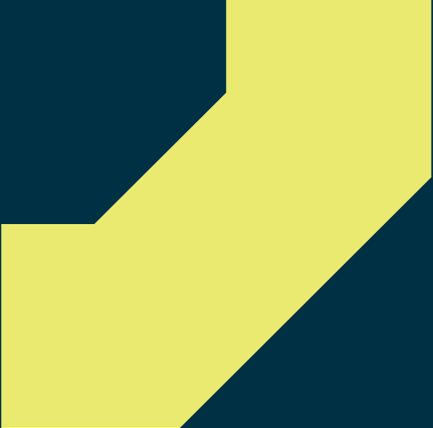
Key areas to cover in application

- Well thought out project plan to be competed by end Oct 2021
- Your current online position
- Aims and objective of the project
- The need for funding
- Impact of the project on your business
- Service provider details
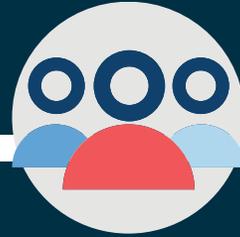- Internal resources
- Breakdown of costs

Eligible Costs

FEES
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
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.

Activities
The funding support must be used to introduce **additional functionality**; and **develop management capability** (which can include training on e.g. catalogue management, SEO, other eCommerce activities).

Ineligible Costs

- Upgrades to existing online channels that would happen anyway
- The purchase of "off the shelf" software package licences or subscriptions e.g. for Customer Relationship Management (CRM), Spotify subscription, Shopping carts, App development
- The purchase of hardware e.g. laptops, studio equipment, cameras, leasing of vehicles, etc
- The funding of online advertising campaigns e.g. pay per click campaigns. Google, Facebook, Pinterest and Instagram etc
- Offline marketing costs e.g. brochures, printing, materials for events, models, vehicle signage etc
- Training course fees (unless provided in-house by your chosen external service provider)
- Retrospection – eligible costs that predate call close date

Evaluation process

- An evaluation panel will carry out evaluation of all eligible applications and rank your application in order of merit relative to the other applications
- Evaluation criteria available to download from 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%

Evaluation process

Quality of the proposal and the potential impact

35%

- Clarity of objectives
- Credibility of proposed strategy/project
- Quality and Deliverability of the workplan by end October 2021
- How the objectives support future growth plans

Impact on the competitive position and co viability

35%

- Does plan address an identified threat or weakness and improve competitiveness
- Impact on viability of co and ability to recover from C19 crisis
- Impact on future growth e.g. jobs/revenue
- Justify the need for State support

Ambition to internationalise

20%

- Extent to which the project can lead to international opportunities in the future.
- Management Team's ability to plan an international strategy; the extent to which the business model is replicable on international markets

Financial Track Record

10%

- Trading history : we will be cognisant of the impact of Covid since March 2020
- Financial viability as per the audited accounts

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 should be filled out to maximise your scoring

- No internal champion evident or costs included weakens your proposal

- Choose carefully the skill set & expertise of your 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
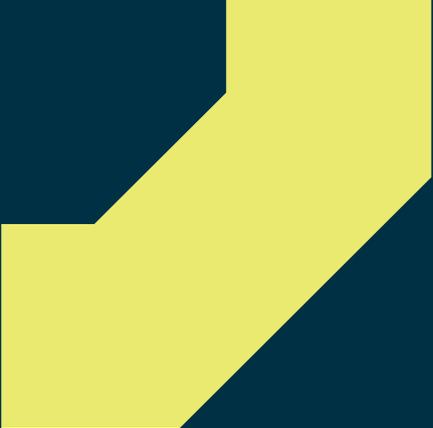
In summary….

- Demonstrate some understanding of what's involved in an eCommerce Journey
- Show that you've considered the 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!
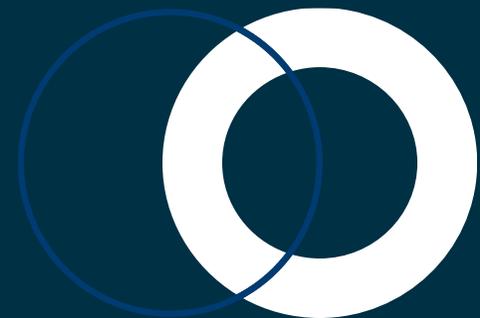
Thank You.

Learn more at www.enterprise-ireland.com/retail
Email retail@enterprise-Ireland.com

Closing date 12 Noon, Tuesday 25th May, 2021

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