Online Retail Scheme

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Overview

1. Features of the Scheme
2. Application Process
3. Key areas to cover
4. Costs
5. Evaluation Process
6. Learnings from previous Calls
Objective: Increase Capability

• Develop Irish retailers’ online capability in order to sustain the sector through the current crisis.

• The funding must be used
  o to develop your online presence and train your staff to manage your channels and
  o to develop a more competitive online offer, that will enable an increase in your customer base and enhance resilience
  o 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.
Main Features

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.
**Enterprise Ireland Online Services**

**Draft Applications**

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<tr>
<th>Reference Code</th>
<th>Application Type</th>
<th>Created Date</th>
<th>Last Updated Date</th>
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**Previous Applications**

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**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.**

**Helpful Information**

- Frequently asked questions
- Find your Enterprise Ireland Adviser
- Get help with technical issues
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 not currently a client of Enterprise Ireland, a Local Enterprise Office, Údarás na Gaeltachta or other Government body, please select "None" from the list below.

[Options: ENTERPRISE IRELAND, Údarás na Gaeltachta, Local Enterprise Office, None, Other]
Make a New Application

Development Agency: None
Agency Details: not required.
Funding applied for: Covid-19 Online Retail Scheme - Covid-19 Online Retail Scheme 2

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 fulfill all of the following criteria:

- The company is headquartered in Ireland
- The company is an Irish-registered retail enterprise, deriving at least 50% of its 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 at 29th February 2020, or has grown to that level since then
- The company has not been approved for 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 franchise
- The proposed project will produce at least the minimum threshold of €12,500. (Note: The minimum limit is €10,000 on a spend of €12,500)
- The company does not operate in the following areas:
  - Primary production of agricultural products, forestry and aquaculture
  - Provision of hospitality and leisure services (hotels, restaurants, coffee shops)
  - Car and vehicle dealerships
  - The provision of a broadly defined service (eg 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 has not been approved for other State or EU funding for the project for which it is seeking funding

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

<table>
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<th>Evaluation Criteria</th>
<th>Weighting</th>
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<tr>
<td>Quality of the proposal and the potential impact on the business demonstrated in the proposal.</td>
<td>35%</td>
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<tr>
<td>Impact of proposed changes on the competitive position and viability of the company.</td>
<td>35%</td>
</tr>
<tr>
<td>Ambition to internationalise the business</td>
<td>20%</td>
</tr>
<tr>
<td>Company’s financial track record</td>
<td>10%</td>
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</table>
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