

Orla Cooney
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Be Prepared for Enterprise Ireland Online Retail Scheme 2022

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Key Objective



- **The Key Objective of the Funding is to develop Irish Retailers Online Capability to help future proof your business**

Funding available

- **For first time applicants**, the grant is calculated at a maximum of **80% of eligible expenditure of up to €80,000**. The maximum grant available is up to €64,000.
- **For applicants who were awarded funding** in the previous Online Retail scheme calls, the grant is calculated at a **maximum of 50%** of eligible expenditure of up to €80,000. The maximum grant available is up to €40,000.
- The **minimum** project expenditure is **€20,000** (€10,000 grant)



Application Scoring

Evaluation Criteria	Weight
Strength of the project with well-defined objectives, carefully planned implementation and realistic estimates and schedules	30%
Impact of proposed changes on the competitive position and viability of the company	30%
Ambition to internationalise the business	15%
Internal Project Champion	15%
The company's financial track record	10%
Total	100%

To be approved for funding, applicants must score a minimum of 60%.

What Is Covered

Fees

of an established External Service Provider(s) to further develop / enhance the company's transactional website or online presence

costs for strategy development, content design, implementation and for development of in-house e-marketing capability.

Salary

Salary costs of a company's Internal Champion who is an individual either at a manager level or supported by the management team in their work on the project with an external service provider

Activities

in-house training provided by an external provider to enable a company to develop and maintain a robust online retail operation are eligible. This could include training for CMS, eMarketing, catalogue management, e-commerce systems, SEO, etc

What is Not Covered



Software



Hardware



Monthly Subscriptions



Paid Advertising

How to apply

Step 1 : Create an Account (if you don't have one already) on the EI Portal ie <https://secure.enterprise-ireland.com/Xtranet/CredentialManagement/cmLogin.aspx>

Step 2: Choose an Application

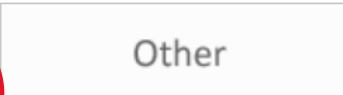
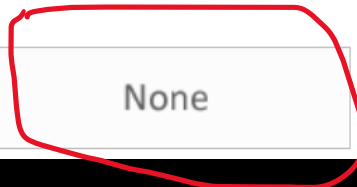
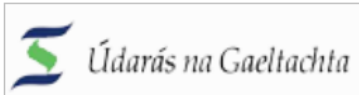
Step 3: Select NONE when Setting up your account

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.



Application Process

Preview of the application form addressing what we do / what the retailer does /

To make a valid application, companies must provide their latest statutory accounts (no more than 2 years old) and application, companies must provide their latest statutory accounts (no more than 2 years old)

How we can Add Value



On Boarding on the AB commerce Platform



Systems Integration costs to your EPOS / ERP



Design & Implementation of new Online Capabilities



Full Graphic Redesign



eCommerce Management Upskilling Programme



Digital Marketing Training & Consultancy Program

Other Costs to consider



Internal champion



Digital marketing agency to execute campaigns



Freelance graphic designer



Copywriter



Photographer



Costs associated with your EPOS / ERP company to provide the required fields for systems integration

Next Steps ?

- Organise a call with Magico to discuss your application
- Create an Account and send us your login details
- Magico will complete the necessary areas and highlight what you need to complete



Thanks for listening | TWITTER @occooney
| EMAIL occooney@magico.com
We would love to hear from you

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