

Orla Cooney
magico.com

Enterprise Ireland Online Retail Scheme 2023

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Key Objective



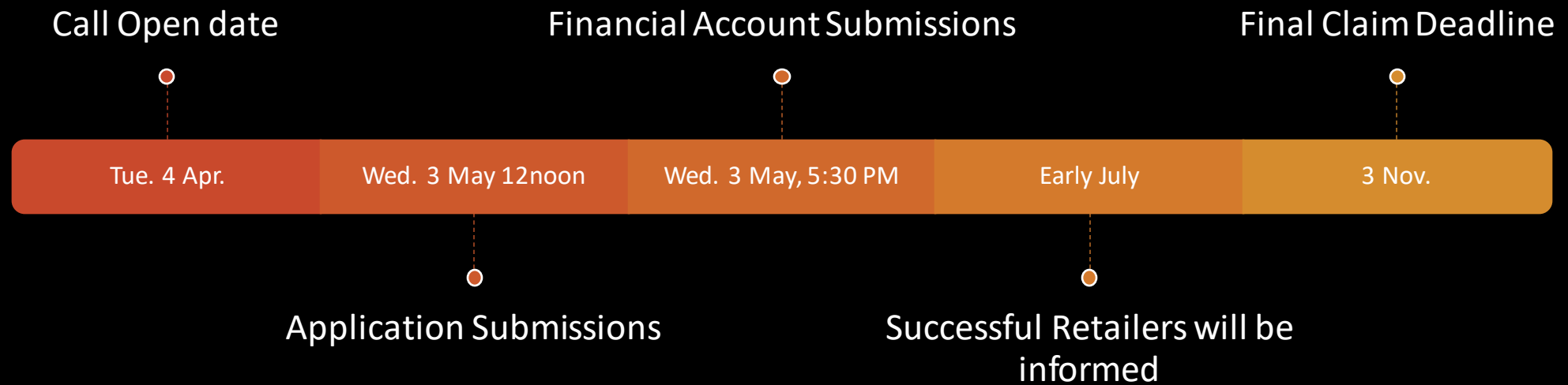
- **The Key Objective of the Funding is to develop Irish Retailers Online Capability to help future proof your business**

Funding available

- Successful applicants will be awarded funding to support a maximum of 50% of the project eligible costs of €50,000 with a maximum grant of €25,000.
- The **minimum** project expenditure is **€20,000**



Important Dates for this round



Who is Eligible?

- You must have a physical retail store
- You must employ at least 10 full time employees
- More than 50% of total revenue must be from B2C activities
- You can apply if you have been awarded the Online Retail Scheme grant before once only but you must propose a clearly different project to that undertaken under a previous approval
- You are not eligible if you have been successfully approved for the Online Retail Scheme Grant twice already

What Is Covered

Fees

Fees of established External Service Provider(s) to develop a digital strategy, enhance the company's transactional website or online presence.

The grant must be used to introduce additional functionality. Max cost of €900 per day

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. Max cost €200 per day

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



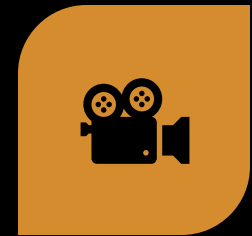
HARDWARE



MONTHLY
SUBSCRIPTIONS



PAID
ADVERTISING



VIDEO /
PHOTOGRAPHY

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 internationalize the business	15%
Internal Project Champion	15%
The company's financial track record	10%
Total	100%

How to apply

Step 1 : Create an Account via <https://www.enterprise-ireland.com/retail>

Step 2: Choose The Online Retail Scheme

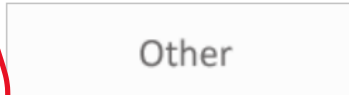
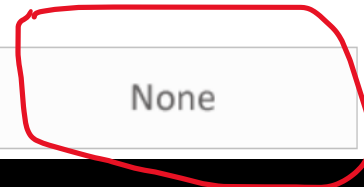
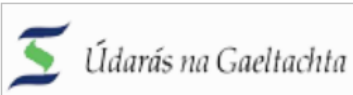
Step 3: Ensure when you are creating the account you select NONE (not a client of Enterprise Ireland)

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.



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



Retailer Growth Programme



Digital Marketing Training

Other Costs to consider



Internal champion



Digital marketing agency to execute campaigns



Freelance graphic designer



Copywriter



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

Email: ocooney@magico.com

- Create an Account and send us your login details
- Magico will complete the necessary areas and highlight what you need to complete

