



CALLING RETAIL BUSINESSES

# E-COMMERCE BOOSTER PACKAGE

At a Glance

## BENEFITS



### Sell to locals online

#### Singapore E-Commerce Programme

Via appointed e-commerce platforms<sup>1</sup>

- Eligible local SME retailers will receive a one-time support to defray **90%**<sup>2</sup> of eligible costs (up to \$9000) for up to 6 months.

(Apply by 30 September 2020)



### Sell online globally

#### Multichannel E-Commerce Platform (MEP) Programme

Via solution providers

- Eligible local SMEs will receive a one-time support at **90%**<sup>3</sup> (from 70%) of eligible programme costs for a year.

(Apply from 1 April 2020 to 30 September 2020)



### Build digital marketing capabilities

#### Digital Marketing Programme

Learn how to use basic digital marketing tools to develop and drive your own digital campaigns.

- Eligible SME retailers will receive funding support of up to 90% for digital marketing advisory services for three months

(Apply by 30 September 2020)

**Retailers on the E-Commerce Booster Package are eligible for 90% support of qualifying manpower costs for three months (under the Enterprise Development Grant).<sup>4</sup>**

<sup>1</sup> Please refer to the website for the full list of appointed e-commerce platforms.

<sup>2</sup> Each retailer can only apply with one (1) e-commerce platform. You must not have an existing account with your chosen e-commerce platform.

<sup>3</sup> The 90% subsidy is subjected to meeting qualifying criteria and deliverables set out for the project.

<sup>4</sup> Retailers can only apply for manpower support for one of the components under the E-Commerce Booster Package.



Find out how to apply

[enterprisesg.gov.sg/e-commercebooster](https://enterprisesg.gov.sg/e-commercebooster)



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Singapore