

## Frequently asked questions (FAQs) for the E-Commerce Booster Package

### 1. Who is eligible for the E-Commerce Booster Package?

Following the tightening of safe management measures announced on 14 May 2021, we have re-introduced the E-Commerce Booster Package to support local retailers to get onboard e-commerce platforms to increase and diversify revenue streams during this period. Each retailer can only apply for the initiative with one of the appointed e-commerce platforms once and must not already have an existing account with its chosen e-commerce platform.

An interested retailer should meet the following criteria:

- Business entity is registered / incorporated in Singapore. The company's incorporation date should be on or before 30 April 2021;
- Has a minimum of 30% local shareholding;
- Group annual turnover not exceeding \$100 million per annum based on the most recent audited report, or group employment not exceeding 200 employees;
- SSIC code starting with 47. Food manufacturers, food services, and beauty services companies can apply if they are predominantly retailing B2C products, either through its own physical channel or a channel partner (e.g. Fairprice, Redmart, department stores); and
- Has a physical retail storefront<sup>1</sup>. Pure online retailers and home-based businesses will not be supported.

### 2. How much out-of-pocket expense do I have to pay?

Retailers may engage any of the services offered by the appointed e-commerce platform partners based on their business needs and requirements. Each eligible retailer will receive support at 80% of the qualifying costs, capped at S\$8,000. The e-commerce platforms will offset the grant support received from ESG directly to their fees charged. Retailers will only have to pay the remaining 20% of qualifying costs of up to S\$2,000.

### 3. How long is the support available for?

The deadline to sign up is 16 November 2021. Successful applicants can benefit from 6 months of support under this initiative.

### 4. How many products can I sell on the e-commerce platform, and which types of products are suitable for the platform?

The number of products (i.e. number of SKUs) you can list and sell may vary with different e-commerce platforms. As such, it would be best to contact the appointed e-commerce platform providers for more information. Should you require assistance with the curation of products and/or costing strategy, the e-commerce platform partner may be able to offer the support at a fee.

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<sup>1</sup> Retailers for furniture and fittings companies may retail their products through a physical showroom; such showrooms will qualify as physical retail storefronts. Warehouses are not considered as physical retail storefronts.

## **5. Can I apply if I have an existing account with the e-commerce platform?**

You must not have an existing account with your chosen e-commerce platform as the initiative is only applicable to a retailer who creates a new account with its selected e-commerce platform provider **on or after 16 May 2021**. If the company has previously created and terminated an account with its chosen platform, the account must not have been active (i.e. no transactions) on or after **1 April 2020**.

You can qualify for the programme by signing up with another appointed platform partner that you do not have an existing account with.

## **6. Other than the five e-commerce platforms (Lazada, Mummys Market, Qoo10, Shopee and ZALORA), are other e-commerce platforms that I can onboard under the E-Commerce Booster Package?**

Applications for interested platform partners to join the initiative as a programme partner concluded on 21 May 2021. The list of participating e-commerce platforms for the E-Commerce Booster Package is final.

## **7. Does the e-commerce platform take a commission from my earnings?**

The e-commerce platform partners work on a commission or success-fee model. The retailer may be required to pay for fees determined by the e-commerce platforms for every successful transaction. If there are no sales, the retailer does not need to pay for fulfilment services, commission, transaction fees, etc.

You should find out more from your e-commerce platform partner for applicable terms and conditions before commitment.

## **8. What will happen when the initiative ends?**

The initiative aims to support retailers in building online presence to diversify their reach and increase sales. We hope that after the initiative ends, you will continue the partnership with the e-commerce platform providers to market and sell your products and services online.

## **9. My business is now on board one of the e-commerce platforms under the E-commerce Booster Package. Will I qualify for any manpower support?**

There will not be any manpower support provided under the current E-Commerce Booster Package. This is because the need to defray cost for additional manpower is much lower since retail stores are allowed to remain open during the Phase 2 (Heightened Alert) period.

## **10. I am interested to participate in this initiative as an e-commerce platform partner. How do I apply?**



Applications to become a programme partner under the E-Commerce Booster Package have closed. Enterprise Singapore will reach out to e-commerce platforms that have written in.

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