Enterprise Singapore

Frequently Asked Questions (FAQs) for the Singapore E-Commerce Programme

1. Who is eligible for the Singapore E-Commerce Programme?

The Singapore E-Commerce Programme supports local retailers, including heartland retailers, with little or no e-commerce presence to go on board e-commerce platforms to increase and diversify revenue streams during the COVID-19 period.

An interested retailer should meet the following criteria:

- Business entity is registered / incorporated as a retail company (SSIC code starting with 47) in Singapore on or before 31 March 2020;
- Has a minimum of 30% local shareholding;
- Company's group annual turnover not exceeding $100 million per annum based on the most recent audited report, or group employment not exceeding 200 employees;
- Have B2C products ready for sale; and
- Have a physical retail storefront

Each retailer can only apply for the initiative with one e-commerce platform once, and it must not have an existing account with its chosen e-commerce platform.

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

Retailers may engage any of the services offered by the e-commerce platform partners based on their business needs and requirements. Each eligible retailer will receive support at 90% of the qualifying costs, capped at S$9,000. 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 10% of qualifying costs of up to S$1,000.

3. How long is the support available for?

The deadline to sign up is 31 December 2020. Successful applicants can benefit from 6 months of support under this programme.

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 each e-commerce platform. 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 is able to offer the support at a fee.

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

The retail applicant must not have an existing account with the 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 1 April 2020**.

You can qualify if you apply and sign up with an appointed platform partner that you do not have an existing account with.

6. 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 will pay for any 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.

7. What will happen when the initiative ends?

The initiative aims to enable retailers with little or no experience in e-commerce to explore new channels during the challenging times brought about by COVID-19. 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.

8. My business is now on board one of the four e-commerce platforms under the Singapore E-Commerce Programme. Will I qualify for manpower support?

ESG may support 90% of the qualifying manpower costs, **for a maximum of <u>three</u>** new or existing Singaporean and PR workers directly involved in the project, for a period of **<u>three</u>** months.

This is applicable only to <u>companies that are already on board the Singapore E-Commerce Programme from 1 April 2020 to 30 September 2020</u>. If your company is eligible, please submit an application for an Enterprise Development Grant through the Business Grants Portal (BGP) before 30 November 2020.

For companies that have applied for Singapore E-Commerce Programme manpower support (from 24 August 2020 to 30 September 2020), you will also need to attend at least **one (1)** training webinar to qualify for the additional manpower support. Details on the training webinars and the webinar schedule can be found on the Enterprise Singapore website.

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