



MEDIA RELEASE

Enterprise Singapore rolls out E-Commerce Booster Package to drive business transformation and diversification of revenue streams among retailers

90% support for on boarding e-commerce platforms and additional manpower

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Singapore, Thursday, 2 April 2020

1. Enterprise Singapore (ESG) launched the **E-Commerce Booster Package** to support SME retailers, who have little or no e-commerce experience, to start their business transformation by selling online. The Package supports 90% of the cost for retailers to on-board e-commerce platforms for domestic and/or overseas markets. We will also provide additional support for manpower to kick-start their e-commerce journey.
2. This aims to help retailers change their business model, and diversify their sales channels and revenue streams beyond traditional brick-and-mortar. This is especially relevant amidst the current COVID-19 situation. Having a robust e-commerce strategy will also enable retailers to be more competitive in the long-term.

E-commerce for domestic market

3. ESG has collaborated with four e-commerce platforms providers, namely Amazon, Lazada Singapore, Qoo10 and Shopee, to assist retailers to extend their domestic reach. Retailers will receive a one-time 90% support on qualifying costs for the fees charged, capped at S\$9,000¹. These platform providers will work with retailers to curate and list products for up to six months, participate in promotion campaigns, fulfil orders and perform basic data analytics of sales. Each retailer can apply with only one e-commerce platform partner, with whom it has no existing account.

¹ 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. Qualifying costs refers to content development services, product listing, channel management, fulfilment, e-commerce capability trainings, advertising and promotion.

E-commerce for overseas markets

4. Retailers can also reach overseas customers through ESG's ongoing Multichannel E-Commerce Platform (MEP) Programme². The one-time support of 70% on qualifying costs is enhanced to 90% till 30 September 2020. Through MEP, retailers can work with curated solution providers³, who will help them list and sell their products on multiple overseas e-marketplaces.

Three months of manpower support to kick-start the e-commerce journey

5. Retailers who sign up for the E-Commerce Booster Package can also receive additional manpower support. ESG will support 90% of the qualifying manpower cost for three manpower for three months. The additional manpower support can help the company identify new sources of demand, or streamline processes during the initial months to ensure smooth operations and sustain online efforts for the long-term.
6. Said Mr Ted Tan, Deputy Chief Executive Officer of Enterprise Singapore, "It is more crucial now for retailers to diversify revenue streams by using e-commerce channels. The E-Commerce Booster Package primarily helps retailers with little e-commerce knowledge and capabilities to start using online channels. Our partnership with the established e-commerce platforms both in Singapore and overseas ensures a good-sized market for these retailers to tap on. We want to empower all retailers to develop long-term and sustainable e-commerce strategies that will ensure business resilience beyond COVID-19."
7. Retailers can sign up for the E-Commerce Booster Package directly with the respective e-commerce platforms and solution providers from now until 30 September 2020. Companies can visit [here](#) for more information.

Annex: More details on the E-Commerce Booster Package

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² More information on the MEP Programme can be found [here](#).

³ There are currently four MEP solution providers – CombineSell, SELLinALL, Synagie and Vinculum.

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About Enterprise Singapore

Enterprise Singapore is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.

We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards.

Visit www.enterprisesg.gov.sg for more information.

Information about the E-Commerce Booster Package

A) E-commerce for domestic market

How does it work?

Each retailer can engage any one of the four appointed e-commerce platform providers to list and sell their products online. Each retailer can only apply for the programme with one e-commerce platform once, and it must not have an existing account with its chosen e-commerce platform.

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. This is to help ease the cash flow of the participating retailers during this COVID-19 period.

Marketing and distribution of products and services supported under this initiative are limited to the domestic Singapore market.

Who is eligible to participate?

Interested retailers should meet the following criteria:

- Business entity is registered / incorporated in Singapore;
- Have a minimum of 30% local shareholding; and
- Group annual turnover not exceeding \$100 million per annum based on the most recent audited report, or group employment not exceeding 200 employees.

How to apply?

Retailers can directly contact the appointed e-commerce platforms listed below for more information on their service offerings. Applications will be assessed by the e-commerce platform providers based on the above eligibility criteria.

E-commerce Partner	Contact Details
Amazon	Email: amazonsellersg@amazon.sg
Lazada Singapore	Email: sales@lazada.sg
Qoo10	Email: retailers@qoo10.com
Shopee	Email: selleronboarding_sg@shopee.com

List of e-commerce platforms

1) Amazon

Amazon helps small businesses and entrepreneurs reach hundreds of millions of customers around the world, giving the smallest of businesses the opportunity to compete next to the biggest household brands in our stores. More than half of all items sold in Amazon's online stores come from the millions of small and medium-sized businesses (SMBs) that have chosen to grow their business with Amazon. SMBs selling in Amazon's stores have created an [estimated 1.6 million jobs worldwide](#). In 2019 Amazon invested more than \$15 billion to support third-party sellers – almost all of whom are SMBs – including infrastructure, programs, people and more than 225 new tools and services. By selling in Amazon's stores, entrepreneurs can cost-effectively establish a new online business or extend an existing business online. Further information about selling on Amazon can be found here: <https://www.amazon.sg/sell>.

2) Lazada Singapore

Lazada Singapore started in 2013, and over the years has grown to become a household eCommerce platform loved by Singaporeans. With a promise of fast, secure and a convenient online shopping experience, Lazada Singapore offers a wide range of products at the touch of your fingers.

With a mission to accelerate progress in the country through commerce and technology, Lazada Singapore is backed by Alibaba Group and powered by its cutting-edge technology infrastructure. It empowers sellers with a suite of business tools to make data-driven decisions and take their eBusinesses to the next level. Further information about selling on Lazada can be found here: <https://pages.lazada.sg/wow/i/sg/sell-on-lazada/sell>.

3) Qoo10

Founded in 2010, Qoo10 is Singapore's most established e-commerce platform, counting more than 3 million registered users. Present in Indonesia, Malaysia, China, Hong Kong, and most recently India, via a merger with Shopclues, the company's mission is to establish a free and open e-commerce platform, where businesses of all sizes can sell their goods to customers from any country. With a holistic business model built around our core values of entrepreneurship, speed, and sustainability, Qoo10 offers a rewarding experience for buyers and sellers alike. For more information about the company, please visit our website at <http://www.qoo10.sg>.

4) Shopee

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. It was launched in 7 markets in 2015 to connect consumers, sellers, and businesses in the region.

Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. It offers a wide product assortment, supported by integrated payments and logistics, as well as popular entertainment features tailored for each market. Shopee is also a key contributor to the region's digital economy with a firm commitment to helping brands and entrepreneurs succeed in e-commerce.

Type of solutions provided

Solution offerings	Amazon	Lazada	Qoo10	Shopee
a. Content Development (e.g. product photoshoot, content copywriting, product packaging)	✓	✓	✓	
b. Product Listing (e.g. setting up of merchant store, uploading of content, store decoration)	✓	✓	✓	✓
c. Channel Management (e.g. assortment & pricing, promotion/campaign planning, forecasting and inventory management, data analytics)	✓	✓	✓	✓
d. Fulfilment (e.g. warehousing of products, fulfilment by e-commerce platforms, integration with last-mile logistics providers)	✓	✓	✓	✓
e. Advertising and Promotion (e.g. cross-channel marketing campaigns, onsite/ in-store marketing campaigns)	✓	✓	✓	✓
f. Training Workshops to Enhance E-Commerce Capabilities	✓	✓		✓

B) E-commerce for overseas market

How does it work?

Launched in November 2019, the Multichannel E-Commerce Platform (MEP) Programme connects SMEs to MEP solution providers, which will help them to list and sell their products on multiple overseas e-marketplaces. By leveraging on the expertise and strong in-market network of these partners, SMEs can expand their digital sales channels, access new customers, test in-market demand for their products and optimise sales.

The MEP Programme comprises three main components:

- a. End-to-end package by appointed MEP providers to gain rapid entry to new markets via multiple overseas e-marketplaces
- b. Digital marketing support to help SMEs increase brand value and drive traffic on e-commerce platforms
- c. Relevant training programmes to operate an e-commerce business (working with Singapore Institute of Retail Studies as a designated training partner)

Who is eligible to participate?

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- Have a minimum of 30% local shareholding; and
- Group annual turnover not exceeding \$100 million per annum based on the most recent audited report, or group employment not exceeding 200 employees.

How to apply?

Retailers can directly contact the appointed MEP solution providers listed below for more information on their service offerings. Applications will be assessed by the e-commerce platform providers based on the above eligibility criteria

MEP Partner	
CombineSell	Email: sales@combinesell.com
SELLinALL	Email: cindy@sellinall.com
Synagie	Email: glee@btfl.ly
Vinculum	Email: krishna.r@vinculumgroup.com

List of Solution Providers

1) CombineSell

CombineSell, acquired by Shopmatic Holdings, is the fastest growing Singapore-founded data analytics driven e-commerce automation solution provider, helping SMEs to digitalise and internationalise through decades of e-commerce expertise and network. Today, CombineSell is serving more than 8,000+ SMEs and has helped brands like MaxCoil, Toyogo and Singha Beer, etc. to grow their business online through its end-to-end multichannel e-commerce solution.

2) SELLinALL

SELLinALL is a cross border e-commerce enabler who helps brands successfully expand their business to multiple e-marketplaces, to reach larger audience, grow e-marketplace presence and most importantly increase SALES!

Their platform integrates with not only e-marketplaces but also logistic providers, warehouses, accounting software, ERP, POS and all your essentials to succeed in this ecommerce world. With their own account servicing team, they could assist you with account creation, product cataloguing, campaign/promotion planning and execution, customer support, fulfilment and reporting.

3) Synagie

Synagie is a Singapore-founded e-commerce solutions provider and one of S.E.A.'s leading e-commerce enablers that provides end-to-end solutions to help brands and businesses shift online. Synagie helps its Brand Partners, which include SMEs, and MNCs execute their e-commerce strategies by selling their goods or services to consumers online and providing one-stop services and integrated technology to manage their multi-channel e-commerce operations.

Their end-to-end commerce enablement and fulfilment solutions is achieved through the Group's cloud-based Synagie Platform which leverages on technology such as Cloud Computing and Big Data Analytics to offer innovative and efficiency driven solutions to its Brand Partners.

4) Vinculum

Vinculum Solutions Pte Limited is a leader in Omni Channel Commerce with a SaaS platform enabling Brands to Sell in any Channel (Marketplaces, Webstore, Social, Offline) and Fulfill from any Location (Own Stores, Own Warehouse, 3PL warehouses, Marketplace fulfilled or Distributor fulfilled).

Our customers include small and alpha sellers on marketplaces, small to large brands, 3PLs, marketplaces and retailers. Our platform is designed as a lego suite of products targeting product experience management, an automated listing of the product catalogue (images and attributes) to sales channels, real-time management of orders, inventory and fulfilment across channels. In addition, we have built a network of digitally distributors across industry categories and connected ecosystem partners of bonded warehouses, IOR (Importer on Record), SOR (Seller on Record), custom clearance partners and digital marketing agencies. This enables our customers to scale globally across 30 countries including Asia, Middle East, Europe and USA.