

MEDIA RELEASE

Enterprise Singapore re-introduces support measures for F&B and retail businesses to develop digital capabilities and offset business costs arising from tighter COVID-19 restrictions

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Singapore, Sunday, 16 May 2021

1. On 14 May 2021, the Multi-Ministry Taskforce's (MTF) [announced the tightening of safe management measures \(SMMs\) from 16 May through 13 June 2021](#). Targeted support measures such as the enhanced Job Support Scheme for food and beverage (F&B) firms and one-month rental relief for hawker stall and coffeeshop tenants of Government agencies would be offered to affected businesses.
2. To extend additional support to businesses, Enterprise Singapore (ESG) will re-introduce the [Food Delivery Booster Package](#) and [E-Commerce Booster Package](#) from 16 May 2021, to help affected F&B and retail businesses diversify their revenue channels and defray business costs of going online. The support is available to businesses that are new to digital channels and those that are already selling via food delivery/ e-commerce platforms.
3. ESG's Assistant Chief Executive Officer, Ms Dilys Boey said: "We understand that the latest tightening of SMMs will have an impact on companies and there are concerns about the additional resources required to deal with them. We are providing support through the booster packages to help defray some of these operational costs. More importantly, we urge F&B and retail businesses who have yet to get onboard e-commerce to tap these packages to adapt their business models for online sales. For those already selling via food delivery/ e-commerce platforms, we hope that this support can help them onboard additional platforms to widen their existing sales channels."

Food Delivery Booster Package for F&B establishments

4. The Food Delivery Booster Package defrays part of food delivery costs, via food delivery platforms and third-party logistics partners¹ and will be available from 16 May to 15 June 2021.

<p>Use of food delivery platforms <i>(i.e. Deliveroo, foodpanda and GrabFood)</i></p>	<ul style="list-style-type: none">• Commission costs: ESG will <u>fund five percentage points² of the commission cost</u> charged by the three food delivery platforms, for transactions made between 16 May to 15 June 2021. <p>F&B businesses must sell food that is prepared on premise for immediate consumption to be eligible for the delivery funding. This <u>includes smaller establishments like hawker stalls and cafes, to larger outfits such as food caterers and restaurants</u>. Merchants retailing only pre-packaged products, e.g. snacks, ice cream, are excluded.</p> <p>Eligible F&B businesses will automatically benefit from lower commission cost if they are fulfilling delivery orders through these three delivery platforms.</p> <ul style="list-style-type: none">• Interested businesses can sign up here:<ul style="list-style-type: none">○ Deliveroo: https://restaurants.deliveroo.com/en-sg/○ Foodpanda: https://www.restaurant.foodpanda.sg/○ GrabFood: https://www.grab.com/sg/merchant/food/apply
<p>Use of third-party logistics partners <i>(i.e. Lalamove, Zeek Logistics, and Pickupp)</i></p>	<ul style="list-style-type: none">• ESG will <u>fund 20% of the delivery costs</u> for food delivery orders made through third-party logistics partners, for transactions made between 16 May to 15 June 2021. <p>F&B businesses must sell food that is prepared on premise for immediate consumption to be eligible for the delivery funding. This <u>includes smaller establishments like hawker stalls and cafes, to larger outfits such as food caterers and restaurants</u>. Merchants retailing only pre-packaged products, e.g. snacks, ice cream, are excluded.</p> <p>Eligible F&B businesses will automatically benefit from lower delivery cost if they fulfil their orders through these three third-party logistics partners.</p>

¹ These platforms and partners include Grabfood, foodpanda, Deliveroo, Lalamove, Zeek Logistics and Pickupp. Collectively, these players serve a large majority of the food delivery market.

² For instance, if the current commission structure is 25% of total food delivery transaction value, the commission cost payable to the participating food delivery platforms will be reduced to 20%.

E-Commerce Booster Package for retail businesses

5. ESG will provide up to 80% support for local retailers to get on-board local e-commerce platforms through the E-commerce Booster Package. This support will be available from 16 May 2021 to 16 November 2021.

Use of E-commerce for domestic market	<ul style="list-style-type: none">• ESG has collaborated with leading e-commerce platforms, like Shopee and Qoo10*, to assist retailers in establishing online presence to extend their domestic reach. Retailers will receive a <u>one-time 80% support on qualifying costs for the service fees charged by the platforms, capped at S\$8,000</u>. Interested businesses can sign up for the programme directly with any one of the e-commerce platform providers from <u>16 May 2021 to 16 November 2021</u>. <p>These platform providers will work with retailers to curate and list their products for at least 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. (Refer to <u>Annex</u> for more details.)</p> <p><i>* ESG may add new e-commerce platforms to the programme. Please refer to ESG's website for the latest updates on participating e-commerce platforms.</i></p>
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6. Interested businesses can sign up for the Food Delivery Booster Package and E-Commerce Booster Package directly with the respective platforms and solutions providers.

Other Support Measures for F&B and Retail Businesses

7. On top of these packages, ESG has earlier extended various support measures to help companies with their financing needs and sustain their transformation efforts amid the COVID-19 situation. These include:
- Extension of the Temporary Bridging Loan Programme to 30 September 2021 to help companies access working capital for business needs.
 - Extension of the support level of up to 80% for grant schemes such as the Productivity Solutions Grant and Enterprise Development Grant, to 31 Mar 2022. The schemes serve to lower the costs of digitalisation and other transformation efforts to tap new sources of growth.

Please visit [ESG's website](#) for more information on these assistance schemes.

Annex: Details of E-Commerce Booster Package

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About Enterprise Singapore

Enterprise Singapore (ESG) 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.

Details of E-Commerce Booster Package

How does it work?

Each retailer can engage any one of the 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 of up to 80% received from ESG directly to their fees charged to retailers. Retailers will only have to pay the remaining 20% of qualifying costs of up to S\$2,000. 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 – the company's incorporation date should be on or before 30 April 2021.
- Have 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 with at least one channel partner, either through its own physical channel or a channel partner (e.g. Fairprice, Redmart, department stores).
- Companies must minimally have a physical retail storefront³. Pure online retailers and home-based businesses will not be eligible.

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
Qoo10	Email: retailers@qoo10.com
Shopee	Email: selleronboarding_sg@shopee.com

³ 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.

List of e-commerce platforms

1) 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>.

2) Shopee

Shopee is the leading e-commerce platform in Southeast Asia & Taiwan. Shopee connects shoppers, brands and sellers across Asia and other fast-growing markets, empowering anyone to buy and sell anywhere and at any time.

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.

Shopee is a part of Sea Limited (NYSE:SE), a leading global consumer internet company. In addition to Shopee, Sea's other core businesses include its digital entertainment arm, Garena, and digital financial services arm, SeaMoney. Sea's mission is to better the lives of consumers and small businesses with technology.

Type of solutions provided

Solution offerings	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		✓