

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 onboard 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 in Singapore;
- Has a minimum of 30% local shareholding; and
- 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.

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 30 September 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.