

Helping Irish SMEs improve their online presence

OPTIMISE

The IEDR eCommerce Website Development Fund, OPTIMISE, has been set up to help Irish Small and Medium Enterprises (SMEs) and Micro Enterprises to improve their online presence and increase their use of eCommerce.

Recent research undertaken by the Irish Domain Registry (IEDR) has found that the vast majority of Irish SMEs and Micro-Enterprises are not fully utilising the Internet or online sales opportunities to drive growth in their businesses.

The results of a survey of 501 Irish SMEs and Micro-Enterprises show that while 63% have a website, 91% of these are unable to process sales. The good news is that IEDR's OPTIMISE Fund is here to help.

The Fund works with business owners to plan, develop and implement significant web enhancements and e-commerce capabilities to their existing websites.

IEDR, alongside its Fund Ambassador, Francis Brennan, is calling on all SMEs and Micro-Enterprises to apply to the 2015 fund, valued at €150,000, to enhance their existing web offering and benefit from e-commerce functionality.

**Apply for this year's OPTIMISE Fund by
29 May 2015 by filling out the short entry
form at**

www.iedr.ie/optimise

Optimise
IEDR Supporting
eCommerce for SMEs

