An Post commits â‚¬2m funding and expertise for Irish SMEs

20-05-2020

An Post is committing â‚¬2 million worth of practical supports to help Irelandâ€™s SMEs get back to business and selling online successfully and sustainably. There are three strands to the An Post package which may be accessed by registering for the An Post Advantage Card through anpost.com/commerce and post offices:

- Discounted prices, starting with a 25% discount on An Post parcel services through the An Post Advantage card for the period of Covid-19.
- A €1 million marketing fund offering €1000 worth of Direct Mail to small firms for a local advertising drive or as part of a larger marketing campaign. These will be allocated on a first come-first service basis from Monday 24th May.
- A dedicated eCommerce advice hub providing information and expert tips for help SMEs to start trading online. With links to the Local Enterprise Offices (LEOs) and other SME networks, small businesses will have access to the best information and inspiration in just a few clicks.

This An Post initiative complements the range of recently-announced Government supports to help SMEs get back to business and the economy moving again.
Congratulating an Post on the initiative, Richard Bruton TD, Minister for Communications, Climate Action and Environment said:

"By providing practical support, with discounted parcel services and potential for local advertising, An Post is supporting local businesses to stay in touch with their communities and customers during this exceptionally difficult time. As we all adjust to the new normal, the new advice hub will provide expertise and advice to all SMEs as they plan for their return to business."

Garrett Bridgeman, MD of An Post Mails & Parcels explained that this is Phase 1 of a phased support programme for SMEs with a new direct mail service for consumer product samples and a regional initiative centred around local Post Offices also being put in place to assist small firms.
“Small businesses are transforming to meet the needs of customers and An Post’s expertise and reach is helping Irish SMEs open up for business, even if their door is closed. There’s lots to be learned from the global ecommerce players in getting the

digital impact, service quality and customer focus in place from the start. By adding the power of post and the convenience of the local post office to deliver a personal, human touch, we can give Irish companies a real advantage in the national and international marketplace.

"Also we'll have emission-free deliveries in every Irish city by the end of this year and we're already swapping out diesel vans for our electric vehicles in towns and suburbs across the country. There'll be over 1,000 electric An Post vehicles on Irish roads by 2021 and we know this is of growing importance to online sellers and shoppers" he added.

Source: An Post

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