



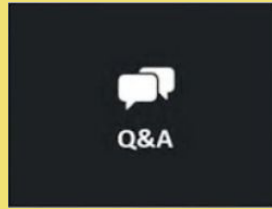
NJEDA Small Business E-commerce Support Program

www.taradowdellgroup.com

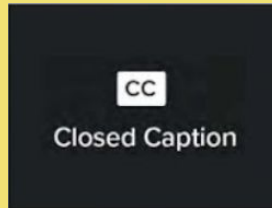
Marketing is a contact sport



Welcome!



Use the Q&A feature below to ask questions.



Click on the CC button below to turn on captions.

Online Presence Is Critical

As the COVID-19 pandemic revealed, having an online presence for your business is no longer optional—it's critical. Many consumers rely on a business's website or social media channels to learn more about the business, its products, and services. In fact, **76% of consumers research a business online before physically visiting that business.** This means your online presence is how your potential customers form a first impression of your business.

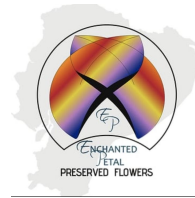
Enhances Accessibility + Visibility

Builds Trust + Credibility

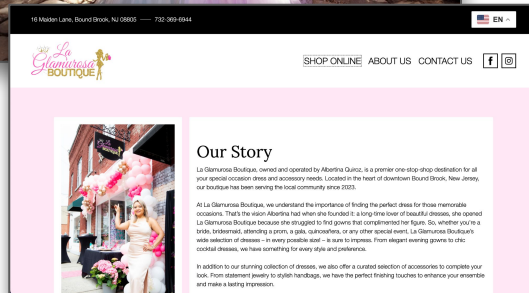
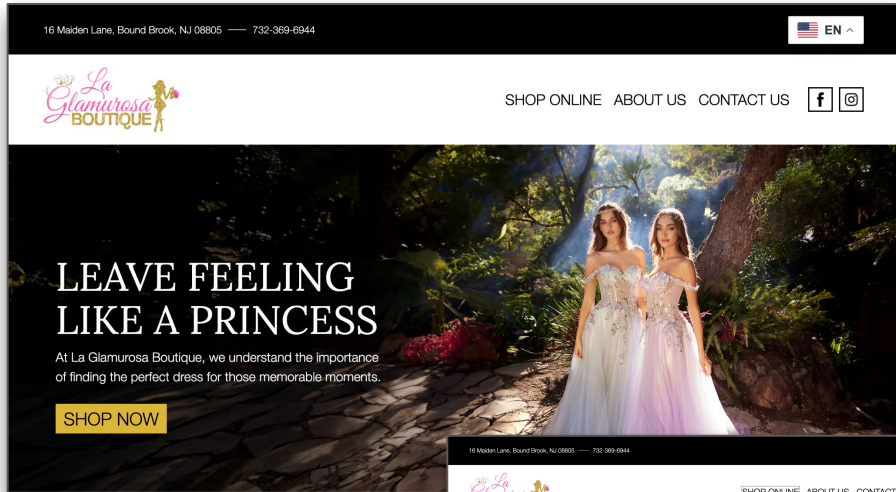
Increases Consumer Awareness



TDG-Supported Business Spotlight



In Progress: La Glamurosa Boutique



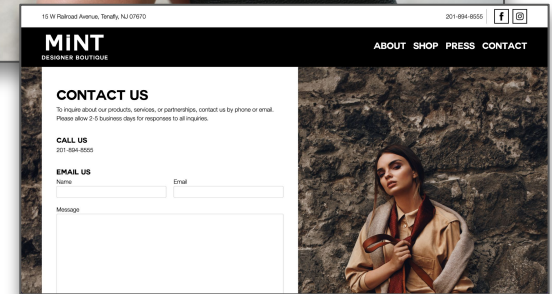
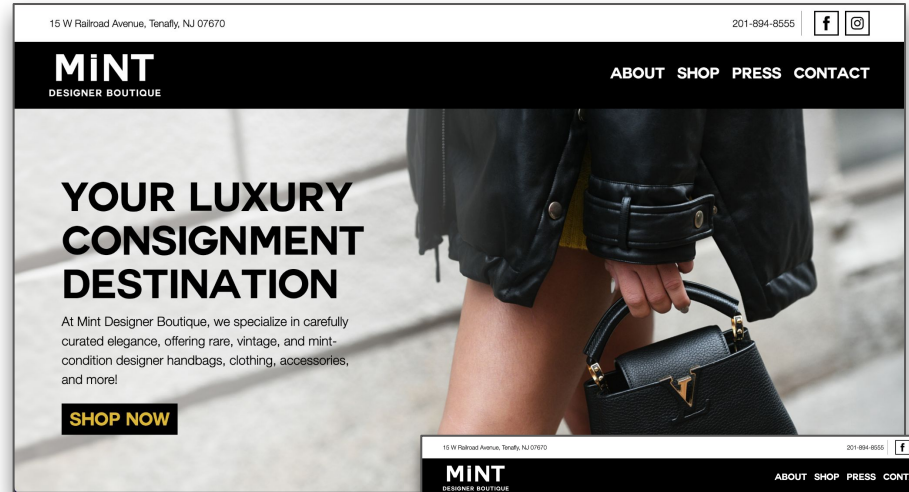
SERVICES RECEIVED

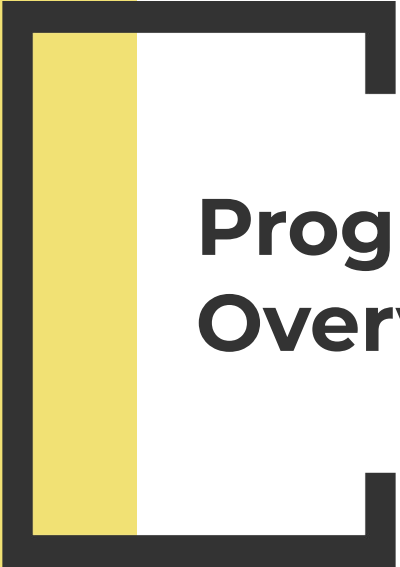
- Website Development
- E-Commerce Store Development
- 6-Month Content Calendar
- Digital Ad Strategy
- Helpful Resources

In Progress: Mint Designer Boutique

SERVICES RECEIVED

- Website Development
- E-Commerce Store Development
- Digital Ad Strategy
- Email Marketing Strategy
- Helpful Resources





Program Overview

Eligibility Requirements

As part of the NJEDA Small Business E-commerce Support Program, TDG will provide certain e-commerce and digital marketing consulting services for free* to eligible North Jersey small businesses. **Businesses must meet the following eligibility criteria!**

Be a restaurant, retail store, or personal care business

Have a commercial location with a physical storefront in NJ

Be defined as a small business by the US SBA

Be able to provide a current Incentive Clearance Certificate

*Initial cost of apps, hosting, and domain registrations purchased to develop or enhance websites and e-commerce capabilities are covered under the contract. Ongoing costs are not covered.

Program Services

Qualifying small businesses can receive assistance with one or more of the following e-commerce services:

Website Development or Optimization

E-Commerce Platform Development

Online Ordering Platform Development

Online Appointment Booking Platform

Digital Marketing Plan



Process

Program Process

NJEDA
New Jersey Economic Development Authority

**Small Business E-commerce Support Program
Intake Form**

Business Name: _____
DBA Name: _____
Address: _____
City: _____ **Zip Code:** _____
County: Select One _____
Owner Name: _____
Phone Number: _____ **E-mail:** _____
Business Type: Select One _____ **NAICS Code:** _____ (as identified on your most recent business tax filing)
Business Description (brief description of your business and the products/services it offers):

Number of Employees: _____ **Annual Gross Revenue:** _____
Is the business located in an Opportunity Zone? Yes No
Which of the following does your business self-identify as: (select all that apply)
 Minority-owned Business Woman-owned Business Veteran-owned Business
 Disabled-owned Business LGBTQ-owned Business Prefer Not to Identify
Race/Ethnicity: Select One _____
Does your business currently have a website? If yes, please provide the web address
 No Yes Web Address: _____
How happy are you with your current website and what changes would you like to see?

How can your website help you better serve your customers?

Which of the following are you most interested in developing?
 Web Page Online Ordering Platform Online Marketing Plan
 E-commerce Platform Appointment Booking Platform
What are your immediate online needs or concerns?

Intake Form

1. Businesses Fill Out Intake Form

2. Business Send Required Documents

3. Interview - Discussion of e-commerce needs

4. Plan Development - Approved by business and NJEDA

5. Plan Execution - Implementation, training, and support



NJEDA
Presentation

NEW JERSEY ECONOMIC DEVELOPMENT AUTHORITY

SMALL BUSINESS E-COMMERCE SUPPORT PROGRAM

Restaurants Up To A Maximum \$11,400

Retail Stores Up To A Maximum of \$10,800

**Personal Care Businesses Up To A Maximum of
\$11,40**

No fees

SMALL BUSINESS E-COMMERCE SUPPORT PROGRAM



ELIGIBLE BUSINESSES

- Restaurants, retail stores & personal care businesses (e.g., barbershops, beauty salons, nail salons, etc.)
- Situated in a commercial location with a physical (brick & mortar) store front in New Jersey
- Currently registered to do business in New Jersey
- Small business as defined by the U.S. Small Business Administration
- Able to provide a current tax clearance certificate
- Currently open and actively engaged in the sale of goods/services directly to the public in relatively small quantities for personal use or consumption



INELIGIBLE BUSINESSES

- Operating from a temporary structure
- Transient/mobile merchants (vending machines, carts, wagons, food trucks, etc.)
- Cloud kitchens/ghost kitchens
- Online only
- Not yet open
- Business-to-business only
- Cannabis businesses
- Home-based businesses
- Charter schools
- Manufacturers, resellers, wholesalers

Businesses should contact a consultant to determine if they are eligible.

SMALL BUSINESS E-COMMERCE SUPPORT PROGRAM



INCLUDED SERVICES

- Web page design, development & implementation (1-4 hrs.)
- Online ordering implementation (1-4 hrs.)
- Appointment booking implementation (1-4 hrs.)
- E-commerce platform design, development & implementation (1-40 hrs.)
- Website & e-commerce platform adaptation/migration (1-10 hrs.)
- Online marketing plan (1-10 hrs.)
- Training & post-delivery remote assistance (1-3 hrs.)
- Troubleshooting w/prior approval (1-5 hrs.)



EXCLUDED SERVICES

- Ongoing costs/fees associated with apps and/or services
- POS System Hardware/Software
- Professional Photography
- Marketing services such as advertising, branding, social media activations/posting, etc.
- Meta Business account assistance
- Facebook/Instagram shop creation/assistance

Services provided and hours expended will be tailored to meet the needs of each individual business.
Not every businesses will receive all services or the maximum hours.

SMALL BUSINESS E-COMMERCE SUPPORT PROGRAM



REQUIRED DOCUMENTS

- Intake Form (fully completed)
- Full federal income tax filing for most recent year (or prior year with proof of extension)
New businesses not yet due to file must provide their formation document and evidence of average receipts from start of business operations to current date
- NJ WR-30, payroll report or equivalent documentation for the preceding quarter (not required in all cases, consultant will advise if needed)
- NJ Business Assistance or Incentive Clearance Certificate (tax clearance certificate)
Instructions for obtaining the certificate are available at the [New Jersey Division of Taxation](#) website
Questions or requests for assistance should be e-mailed to BusinessAssistanceTC.Taxation@treas.nj.gov

NJEDA may request additional documentation, if needed to confirm eligibility.

SMALL BUSINESS E-COMMERCE SUPPORT PROGRAM

TIPS FOR OBTAINING YOUR TAX CLEARANCE CERTIFICATE

- Try again at a later time or using various web browsers, Internet Explorer may encounter limitations
- Be sure your company is registered to do business in New Jersey, [NJ Division of Revenue and Enterprise Services](#)
- Have a copy of your Business Registration Certificate (BRC) handy, to reference the date you registered, NJ corp # and the business name on the registration/tax records (it's important to enter the name exactly as it appears on the BRC)
- Be sure your annual report was filed with the Division of Revenue and Enterprise Services, [Annual Reports and Change Services](#)
- Questions or requests for help obtaining your NJ Business Assistance or Incentive Clearance Certificate (tax clearance certificate) should be e-mailed to BusinessAssistanceTC.Taxation@treas.nj.gov
- Formation documents can be obtained from the [Division of Revenue and Enterprise Services](#) website

SMALL BUSINESS E-COMMERCE SUPPORT PROGRAM

RESOURCES

- Small business size standards are available at [U.S. SBA Table of Small Business Size Standards](#)
- Instructions for obtaining your tax clearance certificate are available at [New Jersey Division of Taxation](#)
- For questions regarding the tax clearance certificate email BusinessAssistanceTC.Taxation@treas.nj.gov
- Formation documents can be obtained from the [Division of Revenue and Enterprise Services](#)
- Program web page [NJEDA Small Business E-commerce Support Program](#)



**Next
Steps**

County Resources

Do you have questions about other business support services? The head of your County's Economic Development Office is here to help!



BERGEN COUNTY

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HUDSON COUNTY

Michelle E. Richardson

Executive Director

*Hudson County Economic
Development Corporation*

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PASSAIC COUNTY

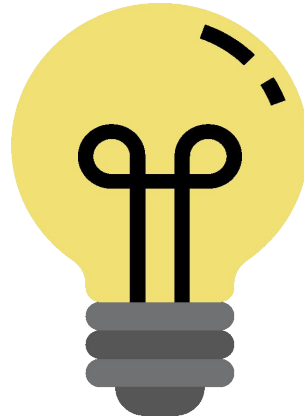
Deborah Hoffman

Director

*Passaic County Division of
Economic Development*

deborahh@passaiccountynj.org

Questions?



Thank you!

For questions or to get started, email
alexa@taradowdellgroup.com