



TOWNSHIP OF UNION

IN THE COUNTY OF UNION

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MEMORANDUM

To: Union Township Businesses
From: Union Township Office of Economic Development
Date: March 03, 2023
Subject: NJEDA Announced a New PILOT Program to Provide “FREE” e-commerce services to Small Businesses

The New Jersey Economic Development Authority (NJEDA) launched a \$1 million pilot program this week that will provide **free** e-commerce and digital marketing consulting services to small businesses across New Jersey to help them adapt to the growing e-commerce economy, which has grown since the start of the pandemic.

The program will offer up to \$11,400 in consulting services to eligible restaurants, retail stores, and personal care businesses (for example, salons and spas) that operate from a commercial location with a physical store front to assist with the development of:

- Website Development
- Website Optimization
- E-commerce Platform
- Online ordering Platform
- Online Appointment Booking Platform
- Digital Marketing Platform

To find out more information about this programs, including eligibility criteria, please [click here](#).

[Small Business E-Commerce Support Program - NJEDA](#)

For more information, or to ask a specific question, please send an email to ecommerceta@njeda.com and a team member will contact you.