

**MEDIA RELEASE**

For Immediate Release

**E-Commerce assessment offered to support businesses**

March 31, 2020

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The Sarnia-Lambton Economic Partnership is launching a new program to help local businesses begin or expand online sales.

Through the new program, small businesses will receive a one-hour e-commerce consultation at no charge. The priority focus area is to educate businesses about their options to expand or develop an e-commerce website including such features as an online shopping cart and checkout.

“This program is designed to encourage businesses to consider innovative solutions to generate sales of goods and services in these uncertain times,” said Sarnia-Lambton Economic Partnership CEO, Stephen Thompson. This program will help businesses learn where to start in developing or enhancing an online marketplace.

Our team will provide useful tips and tricks that a business can consider implementing themselves or outsource to a digital marketing company that can work start-to-finish to build a robust e-commerce solution. There are a number of excellent companies in the Sarnia-Lambton area that specialize in offering these services.

Interested businesses are encouraged to contact the Sarnia-Lambton Economic Partnership at 519-332-1820. Businesses will complete an intake assessment with a member of our Economic Development Team and then be provided with available dates and times for a one-hour phone consultation with the e-commerce support program.

“This program will have the ability to help a wide variety of businesses in both the retail and service sectors,” added Thompson. “Innovative business practices that companies adopt in these difficult times will continue to serve those businesses moving forward. We are pleased to help provide business continuity options and resources for those that make up the backbone of our economy.”

More information on COVID-19 Resources for Businesses can be found by clicking [HERE](#), while a COVID-19 Resources for Businesses F.A.Q. can be found [HERE](#).

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**Sign up for daily email updates as COVID-19 related business programs are launched by clicking [HERE](#).**

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