



**SARURE**  
Interreg Europe



European Union  
European Regional  
Development Fund

## Financial Program for Rural Development of SME's

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Financial support system for small rural grocery stores on the countryside providing home delivery service of food to the local house holds.

This gives a possibility for expanding their business, growing sales and giving an extra service to the local community.



Opportunity to compete with the bigger supermarkets.

The customer place an order online, via email or telephone and get their groceries delivered to their home.

Available from the Swedish Agency for Economic and Regional Growth in collaboration with the municipalities in the Region and the Regional Authority for Gävleborg.

The grant is financed with 50% from the Municipality and 50% from the Swedish Agency for Economic and Regional Growth, paid out through the Regional Authority for Gävleborg.

The business receives 20 Euros per household and week for providing the home delivery service.

This grant has existed for a couple of years already available as a support system for the rural grocery stores on the countryside.

Due to the high demand during Covid-19 pandemic situation, all our local stores are now providing home delivery in their areas.



# Lessons learned:

- Key success factors

Increased sales and a larger customer base, possibility to employ more staff.

- Negative aspects

The implementation of the service requires monetary investment from the business owner

- Challenges

To be able to market and manage the new service that requires both staff and money before it is up and running.



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