

# TRADING ONLINE VOUCHER SCHEME

GROW YOUR BUSINESS THROUGH ONLINE TRADING

## Agridirect



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***“Trading online has transformed us from a local business to a national business.”***

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***“Since launching our easy to use mobile version of Agridirect, we have found that customers have a better shopping experience, find it easier to find the product they are looking for, which in turn leads to a better conversion rate.”***

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Agridirect.ie, located in the border town of Ballyconnell, is dedicated to serving the farming community, bringing a comprehensive range of agriculture products at competitive prices and giving the convenience of anytime shopping and fast delivery to their customers.

Faced with the challenges of limited local population and footfall, intense competition and sterling fluctuations and having explored several options, the business which had developed a hardware & agri-store and garden centre decided to develop an online presence. Agridirect went live at the end of 2010.

Martin Kennedy (CEO of Agridirect) recognised that he needed to provide his customers with a better online experience, particularly his customers relying on mobile devices. The Trading Online Voucher allowed them to put a larger budget towards this development and bring their site to a higher level of usability.

Currently Agridirect gets 27,000 visits every month. By going online their business has been opened up to an all-Ireland market and beyond. Martin notes their sales have increased significantly not just through the online platform, but phone sales have also become a large part of the business, due to their online traffic. Martin is now thinking about an opportunity for Agridirect.co.uk in 2018. [www.agridirect.ie](http://www.agridirect.ie)



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[www.dccae.gov.ie/tradingonlinevoucher](http://www.dccae.gov.ie/tradingonlinevoucher)