

Introducing
the NEW shop local
business initiative
for County Meath



County Meath
Chamber
Advancing business together



Mí Meath is a new shop local initiative managed and promoted by County Meath Chamber to support businesses in Meath by encouraging consumers to spend in the county and keep money circulating in the locality.

Coming at a time, when there is an appetite for supporting local businesses, the time is perfect for this launch.

Supported by Meath County Council, Meath GAA and LGFA, this unique initiative draws on the county colours to encourage businesses and consumers to don the county jersey and support each other to grow our local economy – so come on and join Team Mí Meath!





So what is it?

Mí Meath is NOT just a gift card, aimed just at the retail market and it is NOT simply another retail loyalty card offering points per spend – it is MUCH MORE.

Mí Meath is designed to encourage consumers to buy the card for PERSONAL USE, as well as buying it as a gift. Offering unrivaled choice, it can be used for the purchase of consumer goods and services from ALL business sectors operating within County Meath, both in-store and online.

How does it work?

Gift cards often lie unused, and with a reducing balance and expiry date, offer bad value for the user. The Mí Meath card has NO reducing balance and can be re-loaded in real time through our website mimeath.ie so offers excellent value to customers. As the card only needs to be renewed every 2 years, subject to a small renewal fee to cover cost of p&p, it is essentially currency in your pocket, similar to a debit card.

We also encourage our retail partners to offer an additional discount to consumers each time they use the card at POS instore or at checkout online, so they are rewarded immediately for making a purchase from your business. The more they spend, the more they save. This is the real incentive for consumers to buy and use the card continuously.





What businesses does it suit?

Essentially all business types - from retail and service providers to corporate bodies, charity and sports organisations.

We are aiming for this initiative to become a county-wide community-based effort to drive consumer spending to local businesses, to support our local economy.

Whether you want to encourage more consumers into your store or business, or provide cards for your staff or members, then this scheme is for you.

It is cheaper and easier than traditional gifts cards and it's LOCAL!

You can also further incentivise your customers with deals or discounts exclusive to Mí Meath card holders, extending and promoting the value of the card. As we said - this is an initiative everyone can be proud to be part of, in which everyone wins.



What does it cost?

Normally, commission on gift cards costs between 10 -12%. We have decided to do things a little differently.

The TOTAL COST to you as a retail partner will be 4% which is the LOWEST commission in the industry.

Plus, no registration fees, no hidden fees or annual charges.

If you opt to offer a POS discount to card users you will be supporting consumers who shop locally, and who in turn will continue to support your business.

This strategy is to help ensure the card is used repeatedly in local businesses, keeping money moving in the local economy.



Why join?

1. New business

New customers can access and load their own Mí Meath card online or through any participating outlet across Meath. Our corporate sales force and website ensure that we are driving new customers into your store. New customers means incremental business for your company.

2. Lowest running cost

There are no system changes required to accept the Mí Meath Card as it operates through your existing credit card terminal, so there are zero costs for initial implementation.

Gift cards providers normally charge between 10% and 12%, so at just 4%, our charges are the lowest in the industry. You receive the full value of the transaction, into your bank account through MasterCard. We take a direct debit of our commission 30 days later.



simply your choice

mí meath

3. Marketing opportunities

Our in-house marketing and design team will provide point of sale to communication material suitable to promote the scheme in store and online. Inclusion on advertising, Point of Sale, PR, online activity and presence in the Mí Meath directory; there are a broad range of joint opportunities which we will work on with our Mí Meath Partners. Businesses who also opt to offer a POS discount to Mí Meath card holders will receive preferential listings and additional promotion throughout all of our media channels

4. Security guaranteed

The Mí Meath Shop Local Scheme ensures our partners are paid promptly with minimum administration. The Mí Meath Shop Local scheme is an electronic money product and is issued by PFS Prepaid Financial Services Ltd. PFS holds all money exchanged for the Mí Meath Shop Local Scheme in a secure account segregated from the assets of PFS. It is authorised and regulated as an e-money issuer by the Financial Conduct Authority (FCA) in the UK and has passported its e-money license to enable issuance throughout the SEPA region.



5. Benefits

This unique initiative has many benefits for you as a partner and for your customers These include:

Partners:

- The lowest administration fees
- A culture which supports repeat business
- Valuable promotional opportunities
- Supporting the local economy

Customers:

- Additional discounts
- Freedom of choice
- No reducing balance
- No expiry date
- Re-loadable
- Supporting the local economy



Comparisons

	Mí Meath	Other Cards
Card sales	Buy online (prepaid) or pick up in store and load in your own time	Loaded and charged in store
Maximum load	€150	€150
Load time	Zero wait – loaded in real time	1 business day
Expiry date	2 years	12 months - 2 years
Reducing balance	None	€1.45 p/month after 13 months
Daily spend limit	€150	€150
On-line spend limit	€50	€50
Personalised card	Add a name or business name to the card	Not possible
Marketing support	One-to-one advice, list of participants online, window stickers and POS materials Preferential marketing and promotion for partners offering additional discounts	POS materials None
Commission	4%	10 -12%
Added Consumer Value	Optional discount at POS	None
Real benefit to consumer	Additional discount incentives	None
Benefit to local economy	Yes - exclusive to County Meath	No - spend is country-wide



Join Us Today!

To register your business to the Mí Meath Shop Local Scheme simply visit the Merchant sign up section on mimeath.ie and add your business profile information. List your Merchant ID's or Card Acceptor ID's (there are no limits to the number that can be included here) Download, complete and return the Direct Debit Mandate and that's it!

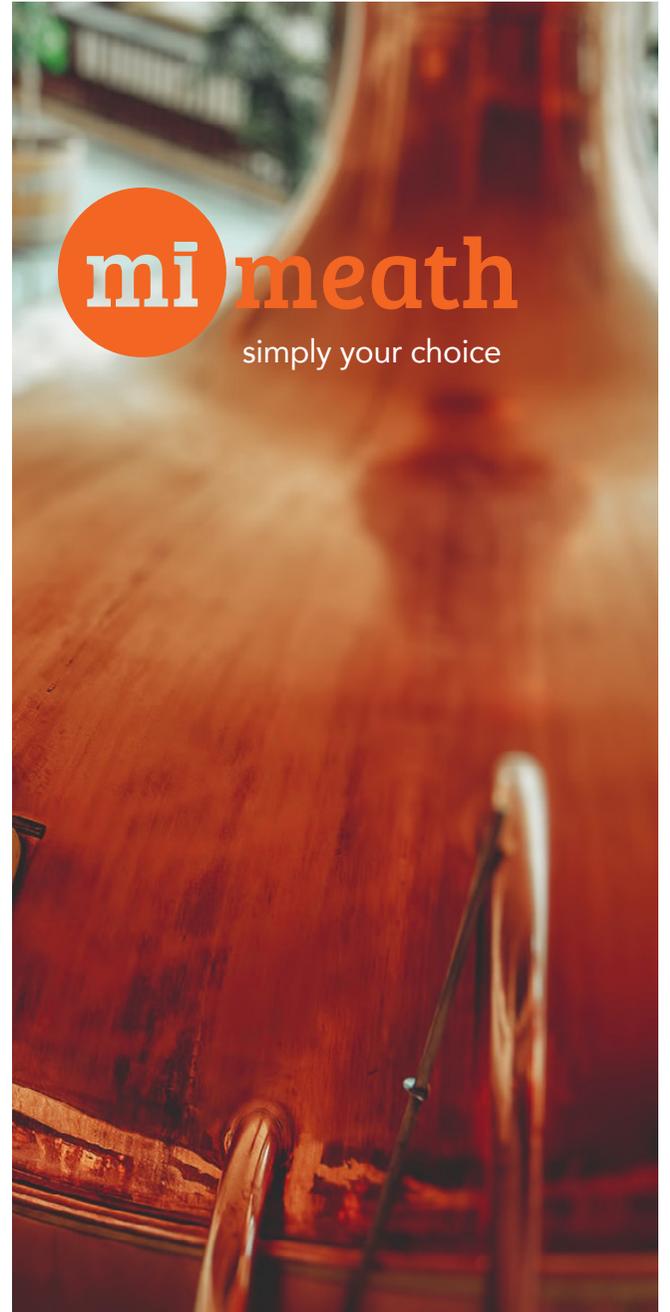
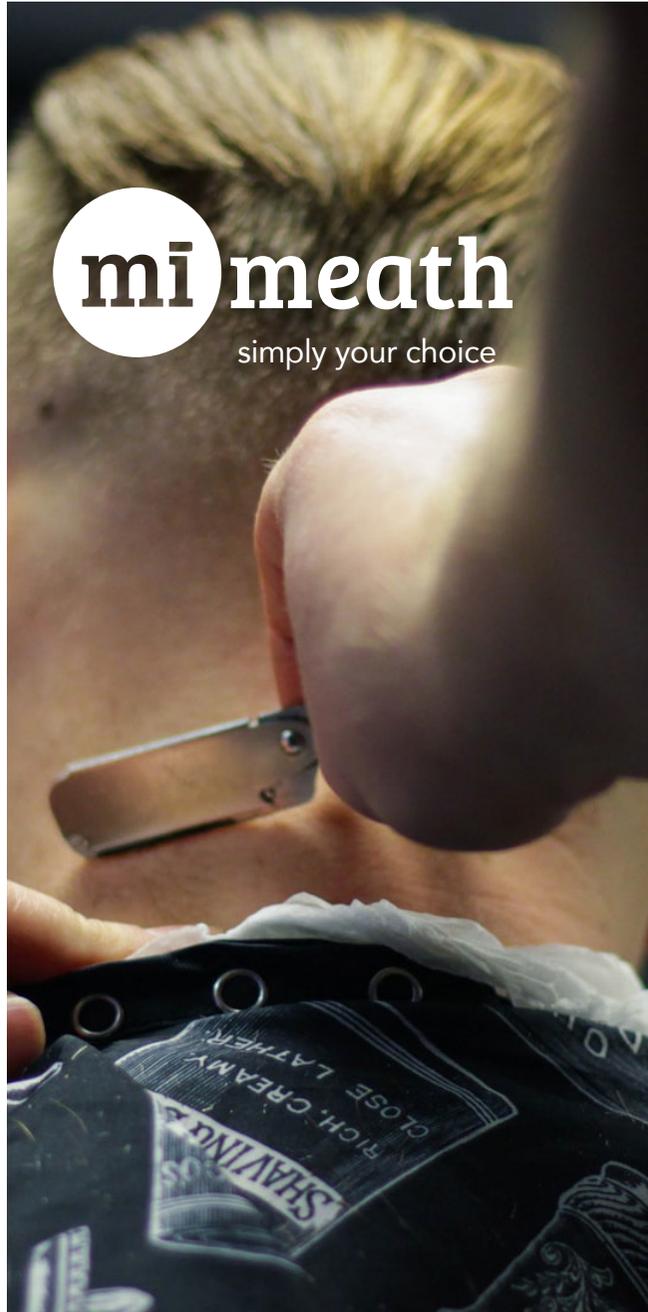
for more information contact our retail team at merchantsupport@mimeath.ie or call our customer service number 046 904 6060.

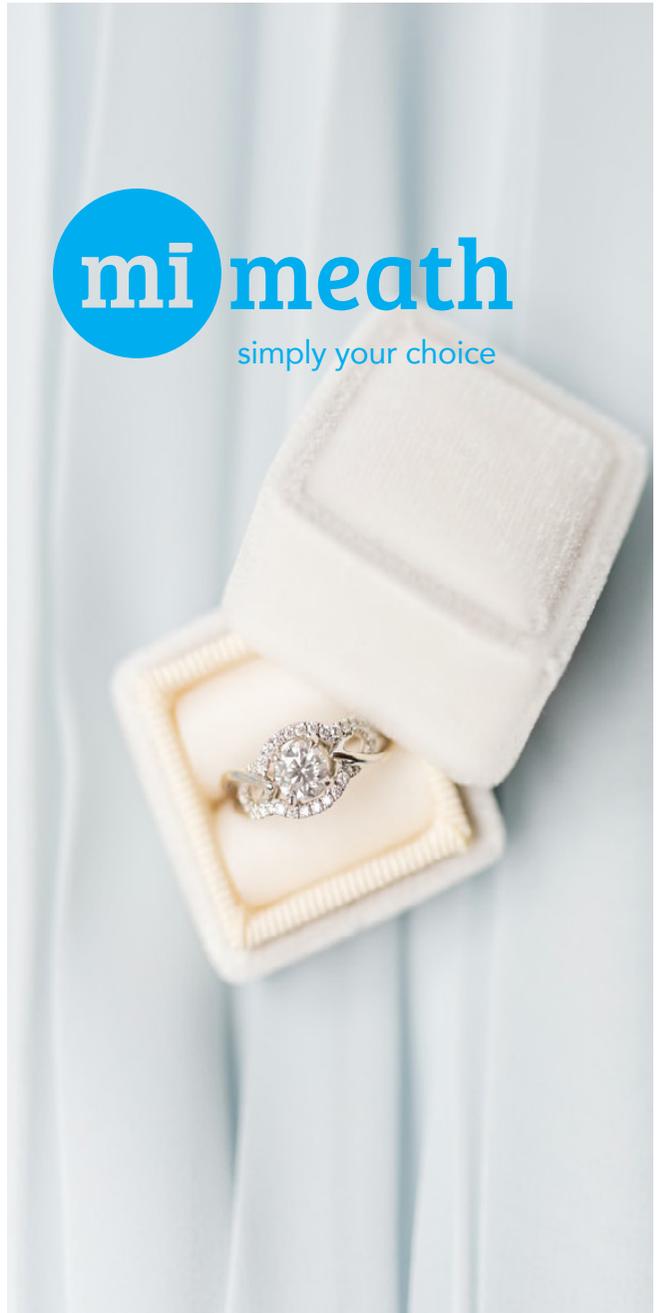
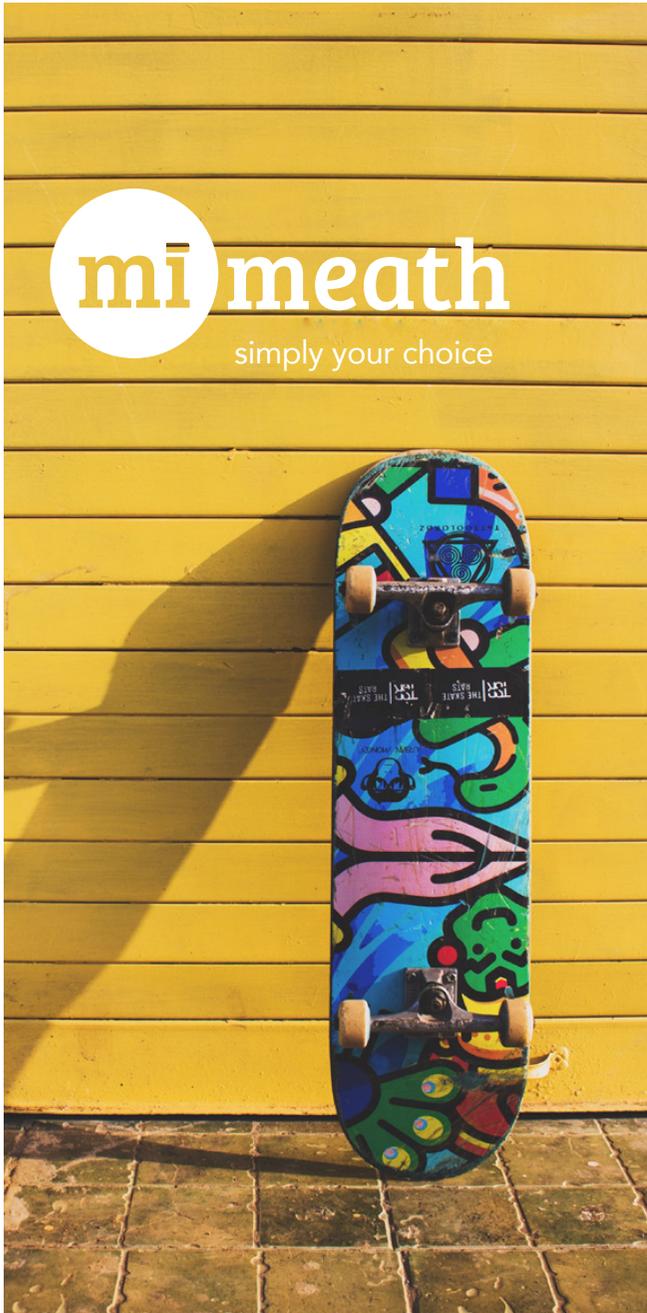
Come on, let's work together to kick-start our economy. With Mí Meath as a catalyst for change and growth, we can make a real difference for all of us.















simply your choice

We are starting to build our Mí Meath team now
and we'd love you to partner us, so come on and
join the winning side!



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