

Local Oil Company, Morris Oil to benefit from IEDR Optimise Fund.

'Ireland is on the cusp of an e-commerce boom which can truly impact our economy': IEDR

Local Oil Company Morris Oil is one of the successful companies to benefit from the IEDR Optimise Fund. Fiddown based Oil Company Morris Oil is the only oil company to benefit from the IEDR Optimise fund. The Optimise fund is in existence since 2011, and provides companies with an upgrade to their website in terms of e-commerce capability and functionality. The fund allowed Morris oil to develop their online presence and offer customers more incentives to order their Home Heating Oil online.

Speaking after the award ceremony **Eoin O'Brien Online Sales & Marketing Morris Oil** said: *"We were delighted to be selected from the hundreds of entries from SME's & micro business throughout the country. It is a great honour to represent one of Ireland's oldest Oil companies at the award ceremony. This award has allowed Morris Oil to develop our online presence offering savings for customers who decide to order online. We received huge benefit from the IEDR Optimise fund allowing us to build on our existing website www.morrisoil.ie upgrading some features, making it more user-friendly, sociable & offering our customers easier access to order their Home Heating Oil 24/7/365. As Ireland's SME's are fast catching up on the rest of Europe and the world in terms of e-commerce capabilities and functionality, I am delighted that Morris Oil is at the forefront of these developments."*

At the recent award ceremony in Dublin **Minister for Communications, Energy & Natural Resources Pat Rabbitte, T.D.**, said: *"I would like to congratulate the OPTIMISE winners here today on their achievements in developing their businesses and enhancing their online presence and capabilities. Today E-Commerce capability is central to competitiveness for all types of businesses. With the support of initiatives like the OPTIMISE Fund, companies around Ireland can ensure that they have the systems and skills in place to compete and succeed against their competitors worldwide. The OPTIMISE Fund is a worthwhile and practical demonstration of what is possible, and the fact that the IEDR are increasing the fund to enable more Irish companies to benefit is commendable."*

Morris Oil is based in the South East of Ireland with its head office in Fiddown Co Kilkenny. Founded in 1954, Morris Oil is one of Ireland's oldest Family run Oil Companies. Morris Oil is the South East's leading oil distributor and are the only family-owned oil importer in the region. We run an extensive distribution service of both home heating oil and agricultural fuel, as well as a large network of owner-managed petrol stations. As a family-run business, our priority lies in knowing our customers and understanding their energy needs. Online ordering is now available 24/7 on www.morrisoil.ie



Pictured is Minister for Communications, Energy & Natural Resources Pat Rabbitte, T.D., Eoin O'Brien Online Sales & Marketing Morris Oil Co Ltd., Angela Butler Operations Manager IEDR.