

## MYSTERY SHOPPER PROGRAMME 神秘顧客計劃 ENROLLMENT FORM 參加表格

Company Name (English)			
公司名稱 (中文)			
Brand(s) Name 品牌名稱			
Number of All Retail Chain Outlets 零售店舖總數目		<i>(Do not include outlets located in restricted area.)</i> <i>(不包括禁區內之店舖)</i>	
Main Product Line(s) 主要產品系列			
Company Website 公司網址			
HKRMA Member 香港零售管理協會會員	<input type="checkbox"/>	Yes 是	<input type="checkbox"/> No 否
Participation in <u>TWO</u> Consecutive Assessment Periods 參與 <u>連續兩期</u> 計劃	<input type="checkbox"/>	Jul – Sep 2019	Oct – Dec 2019
Participation in <u>THREE</u> Consecutive Assessment Periods 參與 <u>連續三期</u> 計劃	<input type="checkbox"/>	Jul – Sep 2019 Jan – Mar 2020	Oct – Dec 2019
Participation in <u>FOUR</u> Consecutive Assessment Periods 參與 <u>連續四期</u> 計劃	<input type="checkbox"/>	Jul – Sep 2019 Jan – Mar 2020	Oct – Dec 2019 Apr – Jun 2020
Participation Fee 參加費用	Details as listed on page 2 詳列於表格第 2 頁		

### Nature of Business (please tick✓) 業務類別 (請加上✓)

- |   |   |
|---|---|
| <input type="checkbox"/> Automobile 汽車  | <input type="checkbox"/> Fast Food / Restaurants 快餐店 / 酒樓、餐廳  |
| <input type="checkbox"/> Beauty Products / Cosmetics 化粧品店                                     | <input type="checkbox"/> Health Care Products 健康產品            |
| <input type="checkbox"/> Department Stores 百貨公司(*)  | <input type="checkbox"/> Personal Care Products 個人護理產品        |
| <input type="checkbox"/> Life Style Stores 品味生活(*)  | <input type="checkbox"/> Premium Life-Style 高雅·時尚生活品味         |
| <input type="checkbox"/> Furniture & Home Accessories 傢俱及居室用品                                 | <input type="checkbox"/> Quality Living 品質生活組別                |
| <input type="checkbox"/> Infant and Child Merchandise 嬰兒及兒童商品                                 | <input type="checkbox"/> Retail (Services) 零售(服務) #           |
| <input type="checkbox"/> Food Shops 食品店 <sup>1</sup>  | <input type="checkbox"/> Shopping Mall 商場                     |
| <input type="checkbox"/> Electronic & Electrical Appliances 電子及電器店                            | <input type="checkbox"/> Supermarkets 超級市場                    |
| <input type="checkbox"/> Telecommunications 電訊  | <input type="checkbox"/> Convenience Stores 便利店               |
| <input type="checkbox"/> Fashion & Accessories 時裝飾物店  | <input type="checkbox"/> Self-serviced Mega Stores 大型自助購物商店   |
| <input type="checkbox"/> Fashion & Accessories – High Fashion<br>時裝飾物店 - 高級時裝                 | <input type="checkbox"/> Specialty Stores 專門店                 |
| <input type="checkbox"/> Fashion & Accessories – Sports & Outdoor Products<br>時裝飾物店 - 運動及戶外用品 | <input type="checkbox"/> Watch & Jewelry 鐘錶及珠寶店               |
| <input type="checkbox"/> Footwear 鞋類  | <input type="checkbox"/> Well-Being Products 健康生活產品組別         |
|   | <input type="checkbox"/> Others 其他: (please specify 請列明_____) |

*Participating brands will be re-grouped to Specialty Stores Category in case of insufficient participation. 如參與商戶不足，將列入專門店組別。*

<sup>1</sup> No dine-in services are provided.  
指不設堂食服務之食店。

# Retail (Services) category included public utilities, entertainment, theme parks and retail banking.  
零售(服務)組別包括公共事業、娛樂事業、主題公園、零售銀行。

(\*) A large retail store contains 4 or more departments.  
大型零售店具備 4 個或以上部門。

**PARTICIPATION FEE 參加費用**

**Seasonal Visit Service Plan 季度探訪基本服務**

No. of All Retail Chain Outlets 零售店舖總數目	Total Visits 探訪總次數	Special Early Bird Rate* 提早報名優惠		Original Fee# 原價	
		HKRMA Members 會員公司	Non-HKRMA Members 非會員公司	HKRMA Members 會員公司	Non-HKRMA Members 非會員公司
<b>TWO Consecutive Assessment Periods 連續兩季計劃費用</b>					
5 or less	12	\$4,680	\$7,440	\$6,000	\$9,540
6-10	14	\$5,460	\$8,680	\$7,000	\$11,130
11-20	20	\$7,800	\$12,400	\$10,000	\$15,900
21-30	26	\$10,150	\$16,120	\$13,000	\$20,670
31-40	32	\$12,480	\$19,840	\$16,000	\$25,440
41-60	36	\$14,040	\$22,320	\$18,000	\$28,620
61-200	72	\$28,080	\$44,640	\$36,000	\$57,240
More than 200	120	\$46,850	\$74,400	\$60,000	\$95,400
Department Store (*) 百貨公司	10 x 4 Section 部門	\$15,600	\$24,800	\$20,000	\$31,800
Shopping Mall 商場	24	\$18,720	\$29,760	\$24,000	\$38,160
<b>THREE Consecutive Assessment Periods 連續三季計劃費用</b>					
5 or less	18	\$6,970	\$11,100	\$8,950	\$14,260
6-10	21	\$8,130	\$12,950	\$10,440	\$16,630
11-20	30	\$11,610	\$18,500	\$14,910	\$23,760
21-30	39	\$15,090	\$24,050	\$19,380	\$30,890
31-40	48	\$18,580	\$29,600	\$23,860	\$38,020
41-60	54	\$20,900	\$33,300	\$26,840	\$42,770
61-200	108	\$41,800	\$66,600	\$53,670	\$85,550
More than 200	180	\$69,650	\$111,000	\$89,500	\$142,550
Department Store (*) 百貨公司	15 x 4 Section 部門	\$23,220	\$37,000	\$29,820	\$47,520
Shopping Mall 商場	36	\$27,860	\$44,420	\$35,780	\$57,020
<b>FOUR Consecutive Assessment Periods 連續四季計劃費用</b>					
5 or less	24	\$9,250	\$14,770	\$11,880	\$18,960
6-10	28	\$10,780	\$17,230	\$13,850	\$22,120
11-20	40	\$15,400	\$24,600	\$19,800	\$31,600
21-30	52	\$20,000	\$32,000	\$25,750	\$41,080
31-40	64	\$24,650	\$39,390	\$31,680	\$50,560
41-60	72	\$27,750	\$44,300	\$35,650	\$56,880
61-200	144	\$55,450	\$88,600	\$71,280	\$113,750
More than 200	240	\$92,400	\$147,700	\$118,800	\$189,600
Department Store (*) 百貨公司	20 x 4 Section 部門	\$30,800	\$49,200	\$39,600	\$63,200
Shopping Mall 商場	48	\$36,960	\$59,040	\$47,520	\$75,840

\* Early Bird Deadline: 31 May 2019

提早報名優惠截止日期: 2019年5月31日

# Enrollment Deadline: 18 June 2019

報名截止日期: 2019年6月18日

**Remarks 備註**

1. Please download the outlet list format from the HKRMA website and return the completed outlets list to the Association.

請從協會的網頁下載店舖資料格式，並將填妥的店舖資料列表以電郵方式寄至本會。

Website: www.hkrma.org Email: rachel.sin@hkrma.org Enquiry: Tel. 2179-9407 (Ms. Rachel Sin)

2. Winners of the “Service Retailers of the Year – Gold, Silver & Bronze Award”, “Excellence Award” or “Category Award” will be widely publicized by HKRMA through different channels. The annual award winners will be charged a promotion fee for video production and newspaper supplement. The promotion fee will be **HK\$35,000** for the winner of “Service Retailers of the Year – Gold, Silver & Bronze Award” and “Excellence Award” and **HK\$25,000** for the winner of “Category Award”.

獲選為「全年最佳服務零售商 – 金、銀、銅獎」、「卓越成就獎」或「全年最佳服務零售商 – 組別獎」的零售品牌，協會將透過不同渠道廣泛宣傳其卓越服務表現。各年度獎項得獎品牌須繳付製作錄像宣傳片及刊登報章特刊的費用：「全年最佳服務零售商 – 金、銀、銅獎」及「卓越成就獎」費用為港幣 **35,000 元**；「全年最佳服務零售商 – 組別獎」費用為港幣 **25,000 元**。

3. HKRMA reserves the rights of final decision in the acceptance, assignment and change of category of participating brands.

香港零售管理協會保留對所有參與品牌的接受申請、所屬組別及組別更改的最終決定權。

## OPTIONAL SERVICE 附加服務

In order to enhance the MSP participating retail brands to monitor the outlets' service performance in a more comprehensive and efficient way, the Association provides the following two chargeable optional services for choices.

為提升「神秘顧客計劃」的參與品牌更全面及有效率地監察其店舖的服務表現，協會提供下列兩項收費「附加服務」以供選擇。

### All Outlets Visit Service Plan 全線店舖探訪服務

**Suitable for retail brands operating 8 or more retail outlets 適用於設有 8 間或以上店舖的零售品牌**

We would participate in the “All Outlets Visit Service Plan”:

本公司參與「全線店舖探訪服務」:

Please select ✓ the assessment period(s) below to apply this service 請選擇✓以下那探訪季度使用此服務

Apr - Jun 2019       Jul - Sep 2019       Oct - Dec 2019       Jan - Mar 2020

### **Calculation of Per Period Service Fee 每期服務費用的計算方法 : (A - B) x C + D**

No. of All Outlets 零售店舖總數目 (A) <i>Refer to Below Table 見下表</i>	Less 扣減	No. of visit per assessment period 每期探訪次數 (B) <i>Refer to Below Table 見下表</i>	Multiply 乘	Fee per outlet visit 每間店舖探訪費用(C)		Plus 加	All Outlets Report Fee per period 每期綜合報告費用 (D)	
				Members 會員: \$390	Non-Members 非會員: \$620		Members 會員: \$1,000	Non-Members 非會員: \$1,500

No. of All Outlets 零售店舖總數目 (A)	No. of visit per assessment period 每期探訪次數 (B)
6-10	7
11-20	10
21-30	13
31-40	16
41-60	18
61-200	36
More than 200	60

### Monthly Results Checking Service 每月查詢成績服務

We would participate in the “Monthly Results Checking Service” for the following month(s):

本公司參與以下指定月份之「每月查詢成績服務」:

No. of All Retail Chain outlets 零售店舖總數目	Service Fee 服務費用
60 outlets or less 60 間或以下	\$390 per month 每月\$390
61 outlets or above 61 間或以上	\$780 per month 每月\$780

### All Outlets Visit Service Plan 全線店舖探訪服務 + Monthly Results Checking Service 每月查詢成績服務

Please select ✓ the assessment period(s) below to apply this service 請選擇✓以下那探訪季度使用此服務

- |   |   |
|---|---|
| <input type="checkbox"/> Apr 2019 / 2019 年 4 月  | <input type="checkbox"/> May 2019 / 2019 年 5 月  |
| <input type="checkbox"/> Jul 2019 / 2019 年 7 月  | <input type="checkbox"/> Aug 2019 / 2019 年 8 月  |
| <input type="checkbox"/> Oct 2019 / 2019 年 10 月 | <input type="checkbox"/> Nov 2019 / 2019 年 11 月 |
| <input type="checkbox"/> Jan 2020 / 2020 年 1 月  | <input type="checkbox"/> Feb 2020 / 2020 年 2 月  |

Note: “Monthly Results Checking Service” **not** applied to outlets for “All Outlets Visit Service Plan”.

注意: 「每月查詢成績服務」**不適用於**「全線店舖探訪服務」之店舖。

### Tailor-made Visit Service Plan 貼身設計探訪服務

If participating retail brands prefer to determine all details of the mystery shopper visit, including the number of retail outlets, the number of shop visits, the number of assessment periods and scope of assessment, they can join “Tailor-made Visit Service Plan” to meet their best needs to monitor their service performance. A quotation is available on request by direct contact to the Association. 如參與品牌欲自訂探訪計劃內容，包括探訪店舖的數目、探訪次數、評審時期及評審內容，可選擇參與「貼身設計探訪服務」以更針對性方法了解店舖的服務水平及檢討方向。詳情可直接與協會職員聯絡，以擬定有關要求及報價。

## Contact Person 聯絡人

### 1. Contact person(s) to receive the Mystery Shopper Report 收取神秘顧客報告之聯絡人

Name (Mr/Ms) 姓名(先生/女士)	_____	Name (Mr/Ms) 姓名(先生/女士)	_____
Tel 電話	_____	Tel 電話	_____
Title 職位	_____	Title 職位	_____
E-mail 電郵	_____	E-mail 電郵	_____
Mailing Address 郵寄地址:	_____		

### 2. Contact person(s) to provide enrollment and outlets information 提供有關報名及店舖資料之聯絡人 (No need to complete if contact person(s) same as above 同上，毋需填寫)

Name (Mr/Ms) 姓名(先生/女士)	_____	Name (Mr/Ms) 姓名(先生/女士)	_____
Tel 電話	_____	Tel 電話	_____
Title 職位	_____	Title 職位	_____
E-mail 電郵	_____	E-mail 電郵	_____

## Payment 付款

Enclosed is a cheque of HK\$ \_\_\_\_\_ being participation fee.  
(Cheque should be made payable to “**Hong Kong Retail Management Association Ltd**” and post to 7/F First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong.)

現附上支票港幣\$\_\_\_\_\_參加費用。  
(支票抬頭請填寫「**香港零售管理協會有限公司**」並寄回香港銅鑼灣禮頓道 33-35 號第一商業大廈 7 樓)

If receipt is required, please fill in the following information: 如需收據，請填妥以下資料:

Name (Mr/Ms) 姓名(先生/女士) \_\_\_\_\_

Address 地址: \_\_\_\_\_

The information collected from your company will be used for purpose of processing your company's programme enrollment. Please note that it is mandatory for your company to provide all the data. If your company does not provide such data, the Association will not be able to process the enrollment. The Association intends to use all your company's data for direct marketing; the data will be used for distributing circulars, publications, research materials, market information; direct marketing of the annual events, conferences, seminars, briefings, meetings, awards programmes, training programmes, and services of the Association; and direct marketing of activities similar to the Association's above activities which are organized by the Association's business partners. The Association shall not so use the data unless with your company's consent. Your company has the right to request access to and correction of information held by us about your company. If your company wishes to access or correct the data, please contact us by writing to Ms. Ng at our address, by email ([membership@hkrma.org](mailto:membership@hkrma.org)) or by fax (2866-8380).

We consent /  We do not consent to the above stated use of the company's data in direct marketing.

本協會收集的 貴公司資料將用作處理報名參加活動，請注意 貴公司必須提供所有資料，以便本會處理有關報名。本會將會使用貴公司所提供的公司資料在直接促銷的用途上，包括協會的通告、刊物、研究資料、市場資訊；推廣協會的周年活動、研討會、會議、簡報會、獎項計劃、培訓計劃及服務，以及協會的合作夥伴所舉辦的同類活動。本會只在取得 貴公司的同意後才會使用有關資料。 貴公司有權要求查閱或更正公司的資料，請書面以郵寄、電郵([membership@hkrma.org](mailto:membership@hkrma.org))或傳真(2866-8380) 方式與本會職員吳小姐聯絡。

本公司同意 /  本公司不同意上述有關使用本公司的資料作直接促銷用途。

### Signature:

簽署

Name: \_\_\_\_\_  
姓名

Title: \_\_\_\_\_  
職位:

Company Chop:  
公司蓋印

Date: \_\_\_\_\_  
日期