

HKRMA QUALITY E-SHOP RECOGNITION SCHEME

香港零售管理協會優質網店認證計劃

ENROLLMENT FORM 參加表格

(A) Company Information 公司資料 ¹		<i>Please "✓" and fill in information where appropriate</i> 請在適當方格內填上「✓」號或資料	
Company Name 公司名稱	(English)	(中文)	
Office Address 辦公地址	(English)		
	(中文)		
Company Website 公司網址 ²			
Business Registration Number 商業登記證號碼 ³		僱員人數 No. of Employee	
We are operating 公司正在經營	<input type="checkbox"/> Physical Outlet(s) 實體店 <input type="checkbox"/> E-Shop 網店	No. of Outlet(s) 店鋪數量:	
HKRMA Member 香港零售管理協會會員	<input type="checkbox"/> Yes 是 <input type="checkbox"/> No 否	<input type="checkbox"/> (Only applicable to non-member 只適用於非會員) Apply to be 2019 Full Member Now 現申請成為 2019 年公司會員	

(B) Contact Person 聯絡人			
1. Contact person(s) to receive Assessment Report, Recognition Logo and Certification 收取優質網店評審報告及認證商標之聯絡人資料			
First Contact Point 第一聯絡人		Second Contact Point 第二聯絡人	
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	
2. Contact information to provide customer service support 提供有關客戶服務支援之聯絡資料			
Tel for Phone In 查詢電話		Tel for Whatsapp 即時通訊電話	
E-mail 電郵		Feedback Time for CS Enquiry 客服查詢的回覆時間	Hours 小時 / Days 日 [#]

[#] Delete where inappropriate 請刪除不適用者

- The company should be the managing company of the participating e-shop.
報名公司必須為參與網店之管理公司。
- Please provide company website if it is different to the URL of participating e-shop.
請提供如公司網址有別於網店網址。
- Participating company is required to provide copy of HK Business Registration for Association's verification.
參與公司需要提交香港商業登記證明之副本以供協會核實參與資格。

(C) Participating E-Shop Information 參與網店資料		<i>Please "✓" and fill in information where appropriate</i> 請在適當方格內填上「✓」號或資料						
E-shop Name / Brand Name 網店 / 品牌名稱	(English)	(中文)						
E-shop URL 網店網址								
Brand Ownership 品牌擁有權	<input type="checkbox"/> Hong Kong 香港	<input type="checkbox"/> Overseas, Country Name: 海外, 國家名稱:	<input type="text"/>					
Form of E-Shop 網店經營形式	<input type="checkbox"/> Website 網站	<input type="checkbox"/> Mobile APP 流動電話應用程式						
No. of staff responsible for the e-shop 負責網店業務員工數目								
First transaction date of the e-shop 網店首宗交易記錄日期		MM		YY				
Average monthly sales turnover in past 6 months 過去 6 個月每月平均銷售額	HK\$ 港幣							
No. of average monthly orders/transaction in past 6 months 過去 6 個月每月平均訂單/交易								
Daily transaction peak time of your e-shop 網店每天銷售的高峰時段	AM 上午		PM 下午					
Average number of orders during daily transaction peak time 每天銷售高峰時段的平均訂單數量								
Ratio of online customers in past 6 months 過去 6 個月網購客源比例	HK 香港	%	South Asia 東南亞	%	China 國內	%	Other region 其他外國地區	%
Ratio of targeted online customers in next 6 months 未來 6 個月目標網購客源比例	HK 香港	%	South Asia 東南亞	%	China 國內	%	Other region 其他外國地區	%
Estimated ±% on promotion budget on e-shop in next 6 months 未來 6 個月用於網店宣傳的預算	<input type="checkbox"/>	Increase 增加	%	<input type="checkbox"/>	Decrease 減少	%	<input type="checkbox"/>	Remain 維持不變

(D) Main Product Line(s) / Business Nature of Participating E-Shop⁴		<i>Please "✓" and fill in information where appropriate</i> 請在適當方格內填上「✓」號或資料	
網店之主要產品系列 / 業務類別 ⁴			
<input type="checkbox"/>	Beauty Products / Cosmetics 化粧品店	<input type="checkbox"/>	Footwear 鞋類
<input type="checkbox"/>	Convenience Stores 便利店	<input type="checkbox"/>	Furniture & Home Accessories 傢俱及居室用品
<input type="checkbox"/>	Department Stores 百貨公司	<input type="checkbox"/>	Health Care Products 健康產品
<input type="checkbox"/>	Electronic & Electrical Appliances 電子及電器店	<input type="checkbox"/>	Infant and Child Merchandise 嬰兒及兒童商品
<input type="checkbox"/>	Fashion & Accessories 時裝飾物店	<input type="checkbox"/>	Personal Care Products 個人護理產品
<input type="checkbox"/>	Fashion & Accessories – Sports & Outdoor Products 時裝飾物店 – 運動及戶外用品	<input type="checkbox"/>	Supermarkets 超級市場
<input type="checkbox"/>	Fast Food / Restaurants 快餐店 / 酒樓、餐廳	<input type="checkbox"/>	Telecommunications 電訊
<input type="checkbox"/>	Food Shops 食品店 ⁵	<input type="checkbox"/>	Watches & Jewellery 鐘錶珠寶
		<input type="checkbox"/>	Others, please specify 其他, 請列明: ⁶ <input type="text"/>

- The Association reserves the rights of final decision in the acceptance, assignment and change of category of participating e-shops.
香港零售管理協會保留對所有參與網店的接受申請、所屬組別及組別更改的最終決定權。
- No dine-in services are provided.
指不設堂食服務之食店。
- If particular product categories involved high priced transaction, payment logistics and reimbursement for online purchase would be in prior arrangement with the Association. Please contact the Association for scheme details if participating e-shop is in other retail business categories.
個別零售業務類別涉及高金額交易, 有關參與是次計劃的網上購物付款流程及報銷程序需與協會另作事前商討。如參與網店為其他零售業務類別, 請先聯絡協會查詢計劃詳情。

(E) System Information
網商系統資料

Please "✓" and fill in information where appropriate.
請在適當方格內填上「✓」號或資料。

1.	Your e-shop is being deployed on a trusted hosting platform / e-marketplace which provides web security. 你的網店開設在可靠並提供網路安全措施的網站寄存平台或電子市集上。 (Please answer 1, 6&7 ONLY of Part E if your e-shop is hosted on e-marketplace. 如果你的網店開設在電子市集上，只須回答此部份的第 1、6 及 7 題。)			
<input type="checkbox"/>	Yes, please specify name of hosting platform / e-marketplace: 是，請提供網店寄存平台或電子市集名稱：	(Must fill)		
<input type="checkbox"/>	No, my hosting platform / e-marketplace does not provide web security. Please specify name of hosting platform/ e-marketplace: 否，我的網店寄存平台或電子市集沒有提供網路安全措施。請提供網店寄存平台或電子市集名稱：	(Must fill)		
<input type="checkbox"/>	No, it is deployed by licensed software / open source. Please specify software name: 否，網店是以認可軟件/開源軟件開發，請提供軟件名稱：	(Must fill)		
2.	Third party is deployed to audit web security status of your e-shop annually. 你的網店每年均會聘請第三方公司進行網店安全審核。			
<input type="checkbox"/>	Yes 是	<input type="checkbox"/>	No 否	
		Service Provider Name: 服務供應商名稱：	(Must fill)	
3.	Your e-shop is being hosted in an "ISO 27001 Certified" Data Centre with availability up to 99.5%? 你的網店寄存在獲 ISO27001 國際認可的數據中心，而其正常運行水平達至 99.5%?			
<input type="checkbox"/>	Yes 是	<input type="checkbox"/>	No 否	
		Service Provider Name: 服務供應商名稱：	(Must fill)	
4.	Your e-shop performs data backup from time to time. In case of downtime, the e-shop could be restored service within: 你的網店會定期進行數據備份 及 在如遇上系統故障的回復時間是：			
<input type="checkbox"/>	Yes, our e-shop performs data backup from time to time and could be restored service within 我的網店會定期進行數據備份，並能在	<input type="text"/>	小時內回復正常運作。 hour(s)	
5.	Essential contents on your e-shop are easily accessible by assistive technologies. On pages with essential information, such as company background, scope of service, address and contacts, HTML heading mark-up (h1..h6) are used to identify headings in the content, which allows assistive technologies to present the heading status of text to users. 你的網店結構可易於配合輔助工具使用。在重點頁面(例如公司背景、服務範圍、地址和聯繫人)上使用HTML標題標記加註(h1..h6)的方式以識別內容中的標題。用戶可透過輔助工具讀取標題，以理解文本的標題狀態。			
<input type="checkbox"/>	Yes 是	<input type="checkbox"/>	No 否	
6.	Your e-shop is complementary with a Mobile App for customers' download. 你的網店同時配備手機應用程式供顧客下載。			
<input type="checkbox"/>	Yes, please specify Mobile App name: 是，請提供手機應用程式名稱：	(Must fill)	<input type="checkbox"/>	No 否
7.	Your e-shop does not have any records of trading in counterfeit goods. 你的網店沒有任何售賣偽造品的紀錄。			
<input type="checkbox"/>	Yes 是	<input type="checkbox"/>	No 否	
8.	Online payment option(s) provided by your e-shop fulfill the requirement of Payment Card Industry Data Security Standard (PCI DSS). 你的網店的支付方式是符合支付卡產業資料安全標準規範。			
<input type="checkbox"/>	Yes, payment option(s): 是，請列出支付方式：	(Must fill)	<input type="checkbox"/>	No 否

(F) Online Purchase and Reimbursement Arrangement for Contract Fulfillment
履行交易評審消費確認及報銷安排

The Association would arrange mystery shopper to conduct online purchase at your e-shop in order to complete "Contract Fulfillment" (one of the perspectives of the assessment criteria). The online purchase and reimbursement would be arranged as follows:
此計劃的其中一項評審範疇為“履行交易”，協會必須安排神秘顧客於你的網店進行消費活動才可以作出此部份之評審。其消費及報銷安排如下：

Online Purchase 進行消費

- The mystery shopper would conduct online purchase at your e-shop according to the below agreed maximum consumption amount, including delivery charge, membership registration fee or any other charges. Payment would be made through your online payment system.
神秘顧客將按以下商戶同意之最高消費金額進行消費(其金額需包括運費、會員登記費及其他不可免除的網購雜項費用)，並預先以網上付款方式完成交易。
- Assessment would be made for the part of "Contract Fulfillment" after the transaction.
神秘顧客將在完成交易後，就參與網店履行交易部份作出評審。

報銷安排 Reimbursement Arrangement

- The mystery shopper would return the received goods and purchase invoice to the Association.
神秘顧客將所收到的貨品及付款單據交回協會。
- Invoice would be issued to participating e-shop for reimbursement according to the actual consumption amount.
協會將按交易所牽涉的金額向參與公司發出發票。
- Please arrange courier to pick up the goods at our office with a crossed cheque, payable to "Hong Kong Retail Management Association Ltd".
參與公司需安排劃線支票(支票抬頭：香港零售管理協會有限公司)及速遞公司到協會取回貨品。

We confirm and agree with the above Online Purchase and Reimbursement Arrangement for Contract Fulfillment. The maximum consumption amount is:

本公司現確定及同意此認證計劃就履行交易部份之評審所作出的消費及報銷安排，最高消費金額為：

HKS

(G) Participation Fee 參加費用			
Types of Assessment 評審類型	HKRMA Member 協會會員		Non-Member 非會員
	Retailer with both physical outlet(s) and e-shop 設實體零售店舖及網店的零售商	E-tailer (without physical outlet(s)) 不設實體零售店舖的網上零售商	
Plan 1 計劃一 ⁷ Standard Assessment 基本評審	HK\$2,000	Free 免費 ¹⁰ (For 1st Assessment Only 只適用於首次評審)	HK\$2,400
Plan 2 計劃二 ⁸ All-round Assessment 全面評審	HK\$3,000		HK\$3,800
Re-assessment fee⁹ 重新評審費用 ⁹	HK\$1,500/time 每次		HK\$1,900/time 每次
* The participation fee of submitted application after 30th June is just half. (Recognition is valid until 31st December of the year) 6月30日後參加計劃的申請只須半費(認證有效期為該年度的12月31日)。			
<p>7. Standard assessment (Plan 1) provides assessment on 23 e-shop prerequisites only. “Top 10 Quality E-Shop Award” is not entitled to the recognized e-shops of Plan 1. 基本評審(計劃一)提供23個網店基礎條件的評審結果,計劃一之認證網店將不能競選『2018十大優質網店大獎』。</p> <p>8. All-round Assessment (Plan 2) provides detail assessment report on over 60 e-shop assessment items. E-shop with total score at or above 60 would be recognized as "Premium Quality E-Shop". “Top 10 Quality E-Shop Award” is only entitled to the recognized e-shops of Plan 2 who pass in the 1st assessment. 全面評審提供超過60多項全面網店評審及報告,總分取得60或以上的網店將會被認證為「卓越優網店」。計劃二之認證網店將自動進入『十大優質網店大獎』之競選,唯重新評審之網店將不適用。</p> <p>9. Participating e-shop, which fails the 1st assessment, is allowed to apply for re-assessment within three months with a maximum of two times upon the receipt of 1st assessment report. 如參與網店未能通過第一次評審取得認證,該網店可於收妥第一次評審報告後起計三個月內申請最多兩次的重新評審。</p> <p>10. E-tailer Full Member is free to join this scheme. If you would like to apply for E-tailer Full Membership, please submit Membership Application Form and Membership Fee (Membership Fee of E-tailer: HK\$5,900 for Annual sales turnover of HK\$10 million or below / HK\$10,000 for Annual sales turnover of above HK\$10 million) at the same time. 網上零售商公司會員可以免費參加此認證計劃。如欲申請成為網上零售商公司會員,請同時提交會員申請表及會費(網上零售商公司會員年費為HK\$5,900 - 每年營業額為港幣1,000萬元或以下 或 HK\$10,000 - 每年營業額為港幣1,000萬元或以上)。</p> <p>11. Assessment period is about six weeks. Participating e-shop would receive assessment result and report in the 6th week. 評審時段為六個星期,參與網店會提交申請後的第六個星期收到評審結果通知及報告。</p> <p>12. Recognized e-shops would be awarded for a Recognition Logo and Certification for one calendar year from 1st January to 31st December and could use on its e-shop or related advertisement and promotional materials. 認證網店將獲由協會頒發該年度的「優質網店認證計劃」認證標誌及證書,有效期為一月一日至十二月三十一日止。認證網店亦可將該認證標誌用於其網店頁面或相關廣告及宣傳品上。</p>			

(H) Documents for Submission (Please tick ✓ if ready to submit below) 需提交之文件 (如備妥以下文件,請加上✓)			
HKRMA Members 協會會員		Non-Member 非會員	
<input type="checkbox"/>	Scheme Enrollment Form 計劃參加表格	<input type="checkbox"/>	Scheme Enrollment Form 計劃參加表格
<input type="checkbox"/>	Valid domain registration of participating e-shop 有效網店域名註冊文件	<input type="checkbox"/>	Business Registration copies of current and previous years 本年及去年之商業登記證副本
		<input type="checkbox"/>	Valid domain registration of participating e-shop 有效網店域名註冊文件
Assessment Plan 評審計劃			
<input type="checkbox"/>	Plan 1: Standard Assessment 計劃一:基本評審	<input type="checkbox"/>	Plan 2: All-round Assessment 計劃二:全面評審
<input type="checkbox"/>	A crossed cheque 劃線支票	HK\$	payable to “Hong Kong Retail Management Association Ltd” Address: 7/F First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong 寄回協會(支票抬頭:香港零售管理協會有限公司) 地址:香港銅鑼灣禮頓道33-35號第一商業大廈7樓
		CHQ#	
		Bank:	
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)	<input type="text"/>	Address 地址	<input type="text"/>

Terms and Conditions 條款及細則

Agreement to Conditions 協議條件

1. Participating companies/e-shops are required to abide by all rules and regulations of the Scheme.
參與公司/網店必須遵守「香港零售管理協會優質網店認證計劃」(「認證計劃」)的所有規則及規定。
2. HKRMA reserves the right of ownership of all data as well as the assessment methods used in the Scheme.
協會保留「認證計劃」所有數據及評審方法的擁有權。
3. HKRMA reserves the right of final decision on all matters related to this Scheme and is not required to disclose any of the reasons relating thereto.
協會保留所有與「認證計劃」相關事宜的最終決策權，且毋須作任何解釋。
4. Participating companies/e-shops consent to the release to and/ or request for complaint records or information by HKRMA in relation to any allegation received by the Consumer Council and other related government departments or organizations against the participating companies for sale or dealing in pirated or counterfeit goods in the past twelve months.
參與公司/網店同意零售業管理協會向消費者委員會及相關政府部門或其他機構，提供及/或索取有關參與公司/網店在過去 12 個月內由上述機構接獲的任何有關指稱公司售賣冒牌或盜版貨品的投訴紀錄及資料。
5. HKRMA reserves the right to request supporting documents from participating companies/e-shops to prove the above declared information.
協會有權要求參與公司/網店提供相關證明文件以核實以上申報資料。
6. HKRMA shall not be responsible or liable in any occasional disputes / allegations between participating company and/ or its e-shop and individual online shoppers.
參與公司/網店涉及與個別網購者因未能遵守網店內列明的承諾條款而產生的任何糾紛，協會將不會干涉其中及產生的任何責任問題。

Confidentiality 資料保密

7. All information pertaining to the survey data and findings of individual participating e-shop will be handled with utmost care and strict confidentiality.
協會將會保密處理參與網店的所有調查資料及結果。
8. Participating e-shops' performance will not be disclosed, except for the "Category Leader" and "Industry Leader".
除「組別領袖」及「行業領袖」外，協會不會披露其他參與網店的表現。

Category 零售組別

9. The Association reserves the rights of final decision in the acceptance, assignment and change of category of participating e-shops.
香港零售管理協會保留對所有參與公司/網店的接受申請、所屬組別及組別更改的最終決定權。

Withdrawal / Disqualification 取消申請/取消參加資格

10. Withdrawals are not acceptable after the enrolment is received, and the participation fee will not be refunded.
所有報名一經遞交，不得取消，報名費用一概不獲發還。
11. Any false information given relating to the participating company/e-shop may result in disqualification of its entry, and any participation fee paid for the period will not be refunded.
如參與公司/網店被發現虛報資料，其參加資格將即時被取消，已繳付的參加費用將不獲發還。
12. HKRMA reserves the right to suspend or terminate the use of the Recognition Logo if it has reason to believe the participating companies/e-shops have failed to comply with the rules and regulations of the Scheme, or if any action is taken against such participating companies/e-shops by Consumer Council and other related government departments or organizations. The participating companies/e-shops are prohibited to use the logo on its e-shop, related advertisement and promotional materials.
參與公司/網店在認證年度期間，如發現有任何違規情況，協會可終止認證，並禁止有關公司以認證標誌用於其網店頁面及任何廣告及宣傳品上。

Data Privacy Statement and Declaration 私隱條例及聲明

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) or by fax (2866-8380).

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)或傳真(2866-8380) 方式與本會職員吳小姐聯絡。

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