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| logo_vertical | **Email電郵：[qeshop@hkrma.org](mailto:qeshop@hkrma.org)**  **Tel電話：2179 9407**  **Fax傳真：2866 8380** |
| **HKRMA Quality e-Shop Recognition Scheme ENROLLMENT FORM**  **香港零售管理協會優質網店認證計劃 參加表格**  **(For E-Shops which operate in Social Media or E-Marketplace適用於在社交媒體或電子市集營運的網店)** | |

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| 1. **Company Information 公司資料1** | | | | | ***Please “✓” and fill in information where appropriate***  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 address 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 | |  | | --- | |  | | Physical Outlet(s) 實體店 | | No. of Outlet(s) 店鋪數量 | | | |  | |
| |  | | --- | |  | | E-Shop 網店 | | E-Shop Website網店網頁 | | | |  | |
| HKRMA Member 香港零售管理協會會員 | |  | | --- | |  | | Yes是 | | | | | | | |
| |  | | --- | |  | | No否 | **HK$1,680特別優惠包括2020年香港零售管理協會會籍、「正版正貨承諾」計劃會籍及優質社交網店認證計劃(基本評審)** | | | | | | |

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| 1. **Participating E-Shop Information 參與網店資料** | | | | | | | | | | | | ***Please “✓” and fill in information where appropriate***  請在適當方格內填上「✓」號或資料 | | | | | | | |
| Type of E-Shop 網店類型 | | | | |  | | --- | |  | | E-shop in e-Marketplace開設在電子市集的網店 | | | | | | | | | | | | | | |
| |  | | --- | |  | | E-shop in Social Media開設在社交媒體的網店 | | | | | | |  | | --- | |  | | | | Facebook | | |  | | --- | |  | | | Instagram | |
| E-shop Name / Brand Name  網店 / 品牌名稱 | | | | (English) | | | | | | | (中文)  *(Please provide if any如有, 請提供)* | | | | | | | | |
| E-shop URL  網店網址 | | | |  | | | | | | | | | | | | | | | |
| Brand Ownership  品牌擁有權 | | | | |  | | --- | |  | | Hong Kong 香港 | | | | | |  | | --- | |  | | Overseas, Country Name:  海外，國家名稱: | | | | | | | | |  | | --- | |  | |
|  | Your e-shop in social media or e-marketplace does not have any records of trading in counterfeit goods. \*  你開設在社交媒體或電子市集的網店沒有任何售賣偽造品的紀錄。\* | | | | | | | | | | | | | | | | | | |
| |  | | --- | |  | | Yes是 | | | | |  | | --- | |  | | | No否 | |  | | | | | | | | | |
|  | What payment option(s) does your e-shop in social media or e-marketplace provide? \*  你開設在社交媒體或電子市集的網店提供什麼支付方式?\* | | | | | | | | | | | | | | | | | | |
| |  | | --- | |  | | Payme | |  | | --- | |  | | 轉數快(FPS) | | | |  | | --- | |  | | | Alipay支付寶 / Wechat Pay 微信支付 | | |  | | --- | |  | | | PayPal | | |  | | --- | |  | | | Mastercard / Visa | | |

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| 1. **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** | | | 1. **Contact information to provide customer service support**   **提供有關客戶服務支援之聯絡資料** | | | | | | |
| Name (Mr/Ms)  姓名(先生/女士) | |  | Enquiry Tel  查詢電話 | | | | |  | |
| Tel  電話 | |  | Tel for Whatsapp  即時通訊電話 | | | | |  | |
| Title  職位 | |  | E-mail  電郵 | | | | |  | |
| E-mail  電郵 | |  | Promised customer service reply timeframe承諾回覆時段 | | | | | Hours 小時 /  Days 日# | |
|  | |  |  | | | | # Delete where inappropriate 請刪除不適用者 | | |
| Remarks:   1. 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。 2. 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。 | | | | | | | | | |
| 1. **Main Product Line(s) / Business Nature of Participating E-Shop4**   **網店之主要產品系列 / 業務類別4** | | | | | | ***Please “✓” and fill in information where appropriate***  請在適當方格內填上「✓」號或資料 | | | |
| |  | | --- | |  | | Beauty Products / Cosmetics 化粧品店 | | | |  | | --- | |  | | Footwear 鞋類 | | | | |
| |  | | --- | |  | | Department Stores 百貨公司 | | | |  | | --- | |  | | Furniture & Home Accessories 傢俱及居室用品 | | | | |
| |  | | --- | |  | | Electronic & Electrical Appliances電子及電器店 | | | |  | | --- | |  | | Health Care Products 健康產品 | | | | |
| |  | | --- | |  | | Fashion & Accessories 時裝飾物店 | | | |  | | --- | |  | | Infant and Child Merchandise 嬰兒及兒童商品 | | | | |
| |  | | --- | |  | | Food Shops 食品店5 | | | |  | | --- | |  | | Personal Care Products個人謢理產品 | | | | |
| |  | | --- | |  | | Watches or Jewellry 鐘錶珠寶 | | | |  | | --- | |  | | Others, please specify  其他，請列明: 6 | | | | |  | | --- | |  | |
| Remarks:   1. 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。   1. 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。 | | | | | | | | | |

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| 1. **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 purchase at your e-shop to assess your performance of contract fulfillment. The purchase and reimbursement would be arranged as follows:  協會必須安排神秘顧客於你的網店進行消費活動評審 貴司之“履行交易”表現。消費及報銷安排如下：  **Online Purchase進行消費**   * The below agreed maximum consumption amount should be prepaid at the time of enrollment.   以下最高消費金額必須在報名時預先繳交。   * The mystery shopper would conduct online purchase at your e-shop according to the agreed maximum consumption amount, including delivery charge, membership registration fee or any other charges.   神秘顧客將按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)。   * Assessment would be made after the transaction.  神秘顧客將在完成交易後，就參與網店之履行交易表現作出評審。   **報銷安排 Reimbursement Arrangement**   * The mystery shopper would return the received goods and purchase invoice to the Association after the assessment. A crossed cheque would be issued to refund the balance of prepaid consumption amount. 神秘顧客會於評審後將所收到的貨品及付款單據交回協會。協會將按交易所牽涉的剩餘金額以劃線支票退回票參與網店。 * The association would send the crossed cheque, received goods and purchase invoice altogether by courier (courier cost is paid by receiver).  協會將於把劃線支票、收到的貨品及付款單據以速遞(到付)送到 貴公司。 | |
| 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： | |  | | --- | | **HK$** | |

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| 1. **Participation Fee 參加費用** | | | | | | | | | | |
| **Types of Assessment 評審類型** | | | **Member 會員** | | | **Non-Member非會員** | | | | |
| **E-shop which operate in Social Media or E-Marketplace**  **在社交媒體或電子市集營運的網店** | | | **HK$680** | | | **HK$880**  **特別優惠：HK$1,680包括2020年香港零售管理協會會籍、「正版正貨承諾」計劃會籍及優質網店認證計劃(基本評審)** | | | | |
| **Re-assessment fee 重新評審費用** | | | **HK$500/time每次** | | | **HK$650/time每次** | | | | |
| **Remarks 備註：**  **Assessment**   1. Assessment includes 11 e-shop prerequisites. 評審包括**11個社交平台網店基礎條件**。 2. Participating e-shop, who fails the 1st assessment, can apply **for re-assessment within three months with a maximum of two times upon the receipt of 1st assessment report**. 如參與網店未能通過第一次評審取得認證，該網店**可於收妥第一次評審報告後起計三個月內申請最多兩次的重新評審**。   **Assessment Period評審時間**   1. Assessment period is about six weeks. Participating e-shop would receive assessment result and report in the 6th week.  評審時段為六個星期，參與網店會提交申請後的第六個星期收到評審結果通知及報告。   **Recognitions認證**   1. Recognized Social Media or E-marketplace E-shops will be awarded for a Recognition Logo and Certification for one calendar year from to 31st December and could use on its e-shop or related advertisement and promotional materials.   獲認證的社交媒體或電子市集網店將獲由協會頒發該年度的認證標誌及證書，有效期至十二月三十一日止。認證網店亦可於該年度將認證標誌用於其網店、相關廣告及宣傳品上。   1. Renewal of the above recognitions are required and on an annual basis. All expired and invalid logos are prohibited to use on e-shop, related advertisement and promotional materials.   **續期**：以上認證必須每年續期一次，否則不可在其網店頁面、廣告及宣傳品上使用逾期的標誌。 | | | | | | | | | | |
| 1. **Documents for Submission (Please tick 🗸 if ready to submit below)**   **需提交之文件 (如備妥以下文件，請加上🗸)** | | | | | | | | | |
| **HKRMA Members 協會會員** | | | | | **Non-Member 非會員** | | | | |
| |  | | --- | |  | | Scheme Enrollment Form  計劃參加表格 | | | | |  | | --- | |  | | | Scheme Enrollment Form  計劃參加表格 | | |
|  |  | | | | |  | | --- | |  | | | Business Registration copies of current and previous years 本年及去年之商業登記證副本 | | |
| |  | | --- | |  | | |  |  | | --- | --- | | Maximum consumption amount  最高消費金額 | HK$ | | Participation Fee  參加費用 | HK$ | | Total 總額 | HK$ | | | | | | | | A crossed cheque 劃線支票   |  |  | | --- | --- | | HK$ |  | | CHQ# |  | | Bank: |  | | |
| 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 | | | | | | | | |
| 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 | | | | | |  | | --- | |  | |

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| 1. **Terms and Conditions條款及細則** | | | | | | | | | | |
| **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。   1. 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。   1. 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。   1. 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。   1. 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。   1. 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**   1. 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。  **Category零售組別**   1. 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**   1. 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。   1. 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。   1. 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 relatd 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](mailto: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](mailto:membership@hkrma.org))或傳真(2866-8380) 方式與本會職員吳小姐聯絡。 | | | | | | | | | | |
| |  | | --- | |  | | We consent  本公司同意 | | |  | | --- | |  | | We do not consent  本公司不同意 | to the above stated use of the company’s data in direct marketing.  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** | |  | | | |  | **Company Chop:**  **公司蓋印** |  |
| **Title:**  **職位:** | |  | | | |  | **Date:**  **日期** |  |