

Objectives 計劃目標

- To recognize Quality E-shop Developer 認證認可及優質的網店服務供應商
- To develop industry-wide standards and best practices for online retailing in Hong Kong 釐定優質網店認可的指標，助零售商發展網上零售業務

Application Eligibility 申請資格

A registered company in Hong Kong engaged in the provision of e-shop development service / e-shop platform to retailers 向零售商提供網店服務/平台的公司

Must have a valid business registration and with a physical business address in Hong Kong 必須持有有效的商業登記證及擁有內地或海外實體辦公地址

Has been fully operative for at least ONE year 其業務必須已營運最少一年

Application Procedures 申請流程

STEP 1 步驟一

Submit Application & System Declaration Form and payment 提交申請及系統聲明表、付款

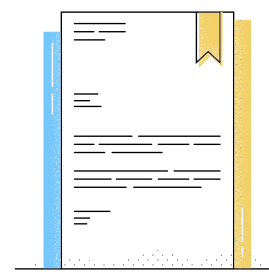
STEP 2 步驟二

HKRMA Audit & Approval (4-6 weeks) 協會評核及審批(4-6星期)

STEP 3 步驟三

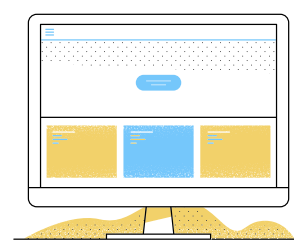
Result announcement 公佈結果

Representatives 代表性 (T.R.U.S.T.)



TRUSTWORTHINESS 良好信譽

- Sustainable business 具持續營運發展
- Good reputation with good track record of implementation 良好實施紀錄



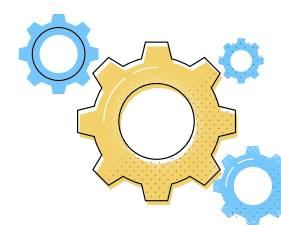
RECOGNIZED HARDWARE 使用認可系統

- A trusted and secured hosting platform 認可的寄存平台或開源軟件
- Good reputation with good track record of implementation 寄存在國際認可的數據中心



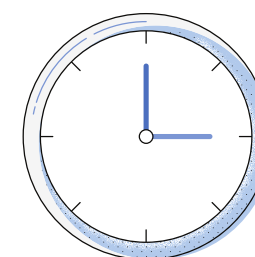
USER-FRIENDLY 操作簡易

- Quality online customer experience 具優質數碼購物體驗
- User-friendly back-end and front-end interface 後台及前台介面操作簡易



SAFE 實施安全措施

- Provide PCI DSS Payment option(s) 提供符合支付卡產業資料安全標準 (PCI DSS) 的付款選項
- SSL Secure Site to protect consumers' personal information and transaction 使用SSL 憑證以保障消費者的資料與交易安全



TIMELY 適時

- Realistic and flexible project timeline 現實和彈性進程

Application Fee 申請費用

HK\$3,600

HKRMA ASSOCIATE MEMBER 公司聯席會員

HK\$5,500

NON-MEMBER 非會員

↓ Download Forms
下載申請表

- E-commerce Developer who passes the assessment would be recognized and awarded for a Quality Commerce Developer Recognition Logo and Certificate for one calendar year to 31st December. Company information will be listed on Quality Commerce Developer Director. 通過評審及已認證的電子商貿服務供應商可獲該年度的認證標誌及證書，公司資料會列出於協會網頁的優質電子商貿服務供應商名冊上。
- The recognition logo is the property of Hong Kong Retail Management Association. Recognized Quality Commerce Developer could use the given logo on its website or related advertisement and promotional materials. 認證標誌為香港零售管理協會所擁有。計劃認證的電子商貿服務供應商可於該年度將認證標誌用於其網頁或廣告及宣傳品上。認證必須每年續期一次，否則使用逾期標誌。
- Scheme renewal is required and on an annual basis. Expired logo is prohibited to use. Recognized Quality Commerce Developer could apply Quality E-shop Recognition for its client's e-shop at half price. (Click here for details of Quality E-shop Recognition Scheme) 已認證的電子商貿服務供應商可以半價優惠為其客戶的網店申請「優質網店認證」(按此查看優質網店認證計劃詳情)。