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| logo_vertical | **Please submit to qeshop@hkrma.org**  **Tel：2179-9407**  **Fax：2866-8380** |
| **Quality e-shop developer Recognition Scheme**  **優質網店服務供應商認證計劃**  **Application Form申請表格 (2020)** | |

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| 1. **Company Information 公司資料** | | | | | ***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 Website 公司網址 |  | | | | | | | | | |
| Business Registration Number  商業登記證號碼 |  | | | | | | | 僱員人數  No. of Employee | |  |
| Is your company HKRMA Member? 是否協會會員? | |  | | --- | |  | | Yes是 | |  | | --- | |  | | No否 | | |  | | --- | |  | | **(Only applicable to non-member只適用於非會員)**  [Apply to be Associate Member Now](https://www.hkrma.org/en/retail_membership/joinus_fm.php) [現申請成為聯席會員](https://www.hkrma.org/b5/retail_membership/joinus_fm.php) | | | |

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| 1. **Contact Person 聯絡人** | | | |
| 1. **Contact person(s) 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 |  |

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| 1. **Application Fee 申請費用** | |
| **HKRMA Associate Member 協會聯席會員** | HK$3,600 |
| **Non-Member非會員** | HK$5,500 |
| Remarks備註:   1. E-Shop Developer who passes the assessment would be recognized and awarded for a **Quality E-Shop Developer Recognition Logo** and **Certificate** for one calendar year to 31st December. Company information will be listed on **Quality E-Shop Developer Directory**.   通過評審及已認證的優質網店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**優質網店服務供應商名冊**上。   1. The recognition logo is the property of Hong Kong Retail Management Association. Recognized Quality E-Shop Developer could use the given logo on its website or related advertisement and promotional materials. Scheme renewal is required and on an annual basis. Expired logo is prohibited to use.   認證標誌為香港零售管理協會所擁有。計劃認證的優質網店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。   1. Recognized Quality E-Shop Developer could apply [**Quality E-shop Recognition**](https://www.hkrma.org/en/qeshop/index.php#intro) for its client’s e-shop at half price.   已認證的優質網店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」**](https://www.hkrma.org/en/qeshop/index.php#intro)。 | |

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| 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🗸)** | | | | | | | | | | | | | |
| |  | | --- | |  | | | | Scheme Enrollment Form 計劃參加表格 | | | | | | | |  | | --- | |  | | System Declaration Form系統申報表 | | |
| |  | | --- | |  | | | | Business Registration copies of current and previous years 本年及去年之商業登記證副本 (For **Non-Member 非會員必須提交)** | | | | | | | | | | |
| |  | | --- | |  | | | | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **Application Fee 申請費用** | | **Crossed cheque 劃線支票:**  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 | | | | | | | HK$ |  | HK$ |  | 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) |  | Address  地址 |  | | | | | | | | | | | | | | | | | | | |
| **Terms and Conditions條款及細則**  **Agreement to Conditions 協議條件**   1. Participating companies are required to abide by all rules and regulations of the Scheme.   參與公司必須遵守「香港零售管理協會優質網店服務供應商計劃」(「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. HKRMA reserves the right to request supporting documents from participating companies to prove the above declared information.   協會有權要求參與公司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 individual e-shops.   協會將不會干涉參與公司涉及與個別網店的任何糾紛及任何責任問題。  **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。  **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 may result in disqualification of its entry, and any participation fee paid for the period will not be refunded.   如參與公司被發現虛報資料，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 have failed to comply with the rules and regulations of the Scheme, or if any action is taken against such participating companies by any related government departments or organizations. The participating companies are prohibited to use the logo on its website, related advertisement and promotional materials.   參與公司在認證年度期間，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頁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** | | |  |

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| **2020 Quality e-SHOP developer Recognition Scheme**  **System Declaration Form** | |

Please fill in the information below.

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| **E-SHOPS DEVELOPED AND MAINTAINED BY YOUR COMPANY** | | | |
| Please provide 3 e-shops that were developed and maintained by your company within the last 2 years (2018-2019): | | | |
|  | **E-shop name** | **E-shop URL** | **Launch Date (MM/YY)** |
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| **STAGES OF IMPLEMENTATION** | | | |
| Please list 3 main stages and timeline for project implementation. | | | |
|  | **Stage** | **Description** | **Timeline (no. of months)** |
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| **SYSTEM FUNCTIONS** | | | | | |
| * **Based on the above listed e-shop, please indicate the functions and items that you provided and developed and delete as appropriate.** * **Please provide screen capture for requested items on P.5-9.** | | | | | |
| **Hardware & Security** | | | | | |
| 1. **Security** | | | | | |
| 1. **Hardware security** | | | | | |
|  | Deployed on licensed software or open source which provides web security | | | | Yes / No |
| Name of | licensed software  open source | | |  | | --- | | (Must fill) | | |
|  | Install endpoint protection software and firewall to protect network and keeps updated regularly | | | | Yes / No |
|  | Deploy third party to audit web security status of your system and platform annually | | | | Yes / No |
| Name of Service Provider | | |  | | --- | | (Must fill) | | | |
| 1. **Data back-up** | | | | | |
|  | Host system and platform in an “ISO 27001 Certified” Data Centre with availability up to 99.5% and backup data from time to time | | | | Yes / No |
| Name of Service Provider | | |  | | --- | | (Must fill) | | | |
|  | Restore service within 12 hours in case of downtime | | | | Yes / No |
| Restore time within | | |  |  | | --- | --- | | (Must fill) | Hours | | | |
| 1. **Customer protection** | | | | | |
|  | Built-in integrations with payment gateways which fulfill the requirement of Payment Card Industry Data Security Standard (PCI DSS) etc. makes it highly secured  Please provide backend screen capture on P.5-P.9. | | | | Yes / No |
|  | SSL Secure Site  Please provide screen capture of one e-shop with vaild SSL on P.5-P.9. | | | | Yes / No |
|  | Apply two-factor authentication for the developed e-shops for membership’s sign-up / account login / information change etc. as extra layer of security | | | | Yes / No |

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| **Backend Management** | | |
| 1. **Product and Inventory Management** | | |
| 1. **Multiple product categories** | | |
|  | Support multi-level categories in navigation menu  Please provide backend screen capture on P.5-P.9. | Yes / No |
|  | Allow to input category description | Yes / No |
|  | Allow to assign each product to multiple product categories | Yes / No |
| 1. **Content management** | | |
|  | Manage content on individual products and informational pages  Please provide backend screen capture on P.5-P.9. | Yes / No |
|  | Add pages with breadcrumb navigation | Yes / No |
|  | Upload multiple photos with zoom-in function on frontend | Yes / No |
|  | Upload videos or insert Youtube videos | Yes / No |
| 1. **Inventory management** | | |
|  | Offer different product variations, such as multiple sizes, colors, types, materials etc.  Please provide backend screen capture on P.5-P.9. | Yes / No |
|  | Set up price, SKU and inventory for each variation  Please provide backend screen capture on P.5-P.9. | Yes / No |
| 1. **CRM and report management** | | |
| 1. **E-shop's orders administration** | | |
|  | Allow easy monitoring of orders  Please provide backend screen capture on P.5-P.9. | Yes / No |
|  | Update order and delivery status  Please provide backend screen capture on P.5-P.9. | Yes / No |
| 1. **Customer Relationship Management** | | |
|  | View order history and details of each customer  Please provide backend screen capture on P.5-P.9. | Yes / No |
|  | Export report to CSV files to extract useful information  Please provide backend screen capture on P.5-P.9. | Yes / No |
|  | Set multiple member discounts, cash dollars reward and e-coupon  Please provide backend screen capture on P.5-P.9. | Yes / No |
|  | Define multiple member types | Yes / No |
|  | Offer statistics including customer information, orders and click rate. | Yes / No |
| 1. **Marketing** | | |
| 1. **Marketing tools** | | |
|  | Input page title tag and meta description | Yes / No |
|  | Use improved HTML structure which subsequently improves SEO performance | Yes / No |
|  | Enhance visibility by optimizing online portal | Yes / No |
|  | Built-In extra marketing tools that help e-shop boost sales and integrate features like Google Maps and other CRM Solutions | Yes / No |
| **User/Consumer Experience** | | |
| 1. **E-shop Functions** | | |
| 1. **Functions displayed on e-shop frontend** | | |
|  | My Account / Order History  Please provide screen capture of one e-shop on P.5-P.9. | Yes / No |
|  | Update or delete items in shopping cart  Please provide screen capture of one e-shop on P.5-P.9. | Yes / No |
|  | Search function with relevancy and accuracy  Please provide screen capture of one e-shop on P.5-P.9. | Yes / No |
|  | Sorting function with relevancy and accuracy | Yes / No |
|  | Stock status in each individual product pages | Yes / No |
|  | Product / service recommendation | Yes / No |
|  | Wishlist | Yes / No |
|  | Language options | Yes / No |
|  | Social share buttons on each individual page | Yes / No |
|  | Social media button(s) / link(s) | Yes / No |
|  | Instant messenger | Yes / No |
| 1. **Color Scheme and templates** | | |
|  | Responsive Web Design  Please provide screen capture of one e-shop on P.5-P.9. | Yes / No |
|  | Change color scheme for e-shop frontend | Yes / No |
|  | Different e-shop templates for selection | Yes / No |

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| 1. **Friendly website** | | |
|  | Make essential contents easy to be used with assistive technologies | Yes / No |
|  | Allow to perform operation to essential content through a keyboard interface | Yes / No |
|  | Provide meaningful text alternative for non-text contents. | Yes / No |
| 1. **Contract fulfillments** | | |
| 1. **Payment gateway integration** | | |
|  | Provide payment gateway integration  Please provide backend screen capture on P.5-P.9. | Yes / No |
|  | Custom offline payments such as bank transfer or cash on delivery | Yes / No |
| 1. **Control shipping methods** | | |
|  | Settings for adjusting the shipping method and cost  Please provide backend screen capture on P.5-P.9. | Yes / No |
|  | Logistic integration | Yes / No |

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| **SCREEN CAPTURE** | |
| 3a. | Built-in integrations with payment gateways which fulfill the requirement of Payment Card Industry Data Security Standard (PCI DSS) etc. makes it highly secured |
| 3b. | SSL Secure Site |
| 4a. | Support multi-level categories in navigation menu |
| 5a. | Manage content on individual products and informational pages |
| 6a. | Offer different product variations, such as multiple sizes, colors, types, materials etc. |
| 6b. | Set up price, SKU and inventory for each variation |
| 7a. | Allow easy monitoring of orders |
| 7b. | Update order and delivery status |
| 8a. | View order history and details of each customer |
| 8b. | Export report to CSV files to extract useful information |
| 8c. | Set multiple member discounts, cash dollars reward and e-coupon |
| 10a. | My Account / Order History |
| 10b. | Update or delete items in shopping cart |
| 10c. | Search function with relevancy and accuracy |
| 11a. | Responsive Web Design |
| 13a. | Provide payment gateway integration |
| 14a. | Settings for adjusting the shipping method and cost |