

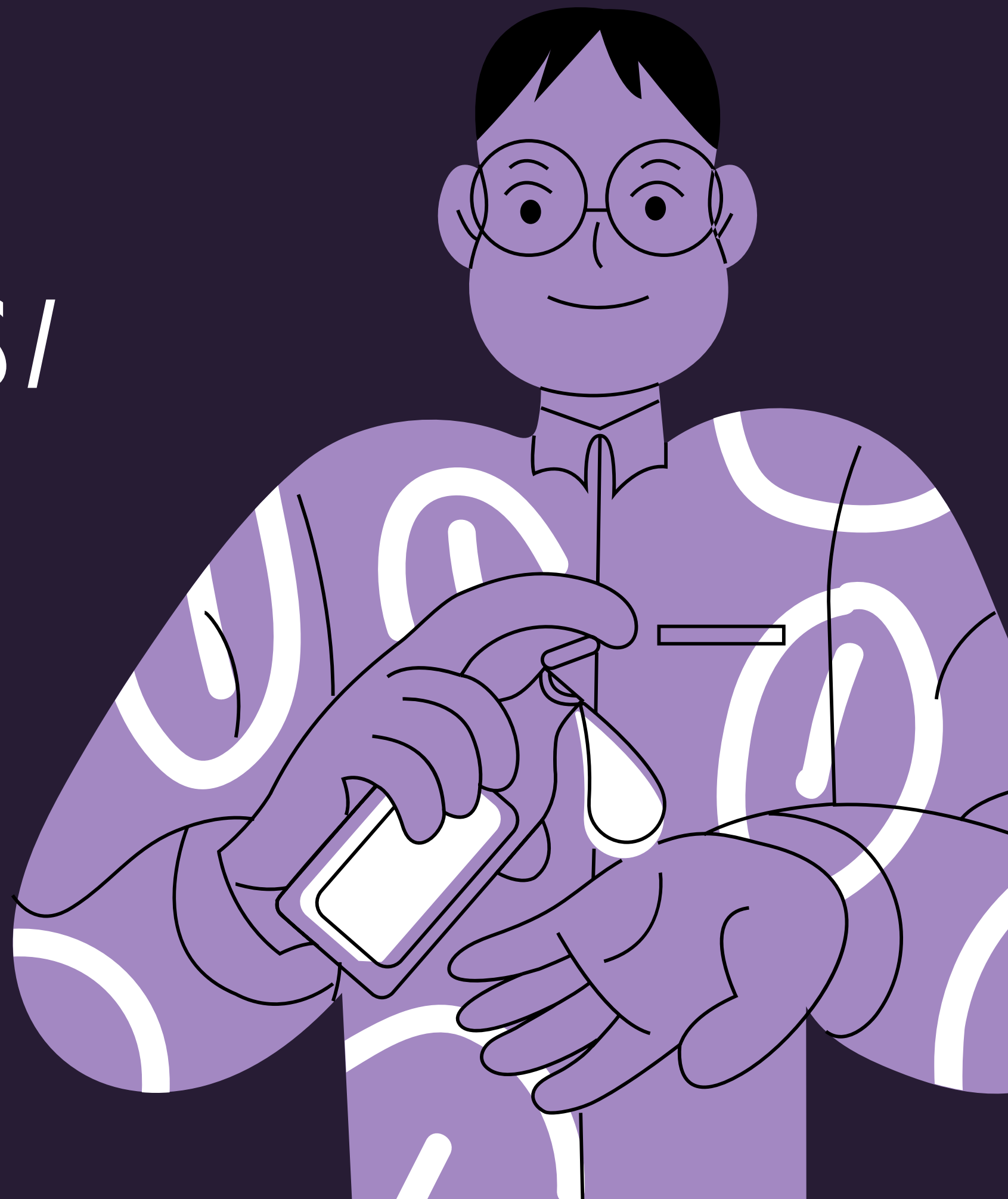
# Retail Anti-Epidemic Measures 零售防疫措施

Guidelines and Best Practices Sharing  
防疫指引及最佳作業分享



# GUIDELINES FOR RETAIL STORES / SHOPPING MALLS UNDER COVID-19 PANDEMIC 零售防疫措施指引

Keep Your Customers Safe in Place  
確保顧客的健康及安全



# KEEP YOUR CUSTOMERS SAFE IN YOUR PLACE 確保顧客的健康及安全

## Measures in Store 入口處的措施



1

**\*Measure body temperature of each customer at entrances**  
在入口處測量每個顧客的體溫



2

**\*Request customers to put on face mask before entering the store/shopping mall**  
要求顧客在進入店鋪/商場之前均戴上口罩



3

**\*Provide hand sanitizer for customer' use when they enter the store/shopping mall to reduce the risk of transmission**  
提供洗手液或洗手設施以便顧客進店/商場時使用，以減少傳播風險



4

Post clear signage and visual aids on hygiene at entrance to customers on arrival  
於入口處張貼明確顧客衛生指引，例如標示或視覺輔助用具



## In-Store Cleaning Protocols 店鋪衛生指引

5

Add hand sanitizer stations at entrances or at appropriate areas  
在入口處或適當的地方添加洗手液站



6

**\*Apply sanitization regularly**  
定期進行清潔及消毒



7

**\*Re-sanitize all carts and buggies after each customer use**  
清潔及消毒顧客使用過的手推車和購物籃或設施



8

**\*Frequently clean work areas, objects and equipment between uses or that are touched regularly**  
經常清潔工作區、物件和設施



9

**\*Provide adequate disposal arrangements for cleaning products**  
提供足夠的清潔廢物棄置地方及安排



Essential measures for preventing COVID-19 pandemic in retail stores  
防疫措施基礎條件

# KEEP YOUR CUSTOMERS SAFE IN YOUR PLACE 確保顧客的健康及安全

## Store Crowd Control 店舖人群控制

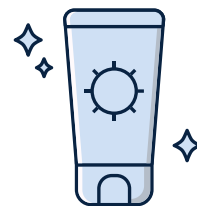
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Limit the number of customers in the store  
限制店舖顧客數量



11

Suspend In-store sampling distribution and collection  
暫停於店內/商場派發產品樣版



12

Offer order fulfillment options for online orders such as locker pickup  
提供網上訂單的取貨選項，例如儲物櫃取貨



## Customer Communication 顧客溝通

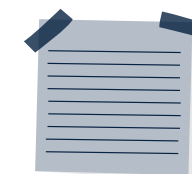
13

Make sure to proactively communicate any business changes or product availability updates  
確保主動公佈任何店舖/商場、業務或產品的更新消息



14

Display notifications in a prominent place in the store/shopping mall and on your website  
在店舖/商場及網店/網頁上的顯眼位置顯示相關最新消息



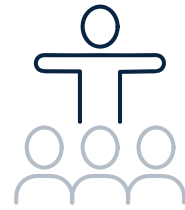


# CLEAR INSTRUCTIONS TO FRONTLINE STAFF 為前線員工提供明確指示

## Staff Training 前線員工培訓

15

Develop communication and training materials for new procedures  
制定店舖/商場防疫新流程的培訓資料



16

Train employees to be on the lookout for customers exhibiting the symptoms of COVID-19  
培訓前線員工注意有新型冠狀病毒徵狀的顧客



## Social Distancing 社交距離

17

Encourage frontline staff working side-by-side instead of face-to-face  
鼓勵前線員工以平排方式工作，而非面對面



## Protective Equipment 防護設備

18

**\*Supply protective equipment to frontline staff, such as face mask, safety helmets, gloves, eye protection etc.**  
向前線員工提供防護設備，例如面罩，安全帽，手套，護目鏡等



## Hygiene Guidelines 衛生指引

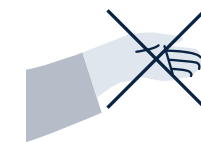
19

**\*Provide hygiene guidelines to frontline staff with clear instructions**  
向前線員工提供明確的衛生指引



20

Implement a no-touching policy (no handshakes, hugs, or other close contact)  
實施禁止接觸的政策(如避免握手，擁抱或其他密切接觸)



21

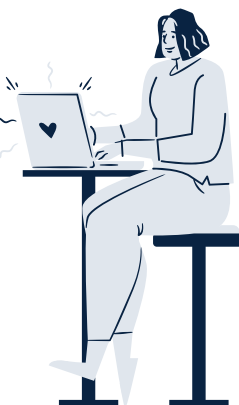
Disseminate reliable information from the relevant authorities to the frontline staff regularly  
定期將有關當局的可靠資訊發放予前線員工



## Workforce Management 人力資源管理及支援

22

- Split into teams, shift groups, fixed teams or partnering to reduce contact frequency 將前線員工分隊、輪班、固定團隊或夥伴形式工作以減少接觸頻率
- Provide support for frontline staff around mental health and wellbeing 為前線員工提供有關心理健康支援
- **Ask staff to stay home if they are sick or have any symptoms** 如果員工生病或有任何新型冠狀病毒徵狀請他們留在家裡



Essential measures for preventing COVID-19 pandemic in retail stores/shopping area  
於店舖/商場內實施的防疫措施基礎條件



# Industry Best Practices of Retail Anti-epidemic Measures 零售防疫措施最佳作業分享

Effective and innovative anti-epidemic measures on  
frontline staff, customers or retail stores/shopping malls  
有效及創新的防疫措施



# In Retail Stores

## 零售店舖



於收銀位置設置  
膠板以阻擋飛沫



Source: Amway

於店舖內進行納米  
光觸媒抗菌塗層



Source: 周大福

於店舖內增加空氣淨化  
機及空氣流轉以為減低  
感染風險



Source: Ozakka

每1.5小時為門  
柄、扶手、等進  
行消毒



Source: Amway





# Frontline Staff

## 前線員工



如員工居住大廈有病毒確診個案，員工必須向公司申報，並即時安排同事在家工作

抗疫措施  
表揚獎



Source: Pricerite

員工在店舖範圍內必須穿著拖鞋以減少細菌傳播及滋生



Source: 磁叉天然美療有限公司

在休息室設置膠板以確保員工保持社交距離



Source: Amway

向員工提供防疫相關最新資訊及提供線上平台作內部培訓和交流

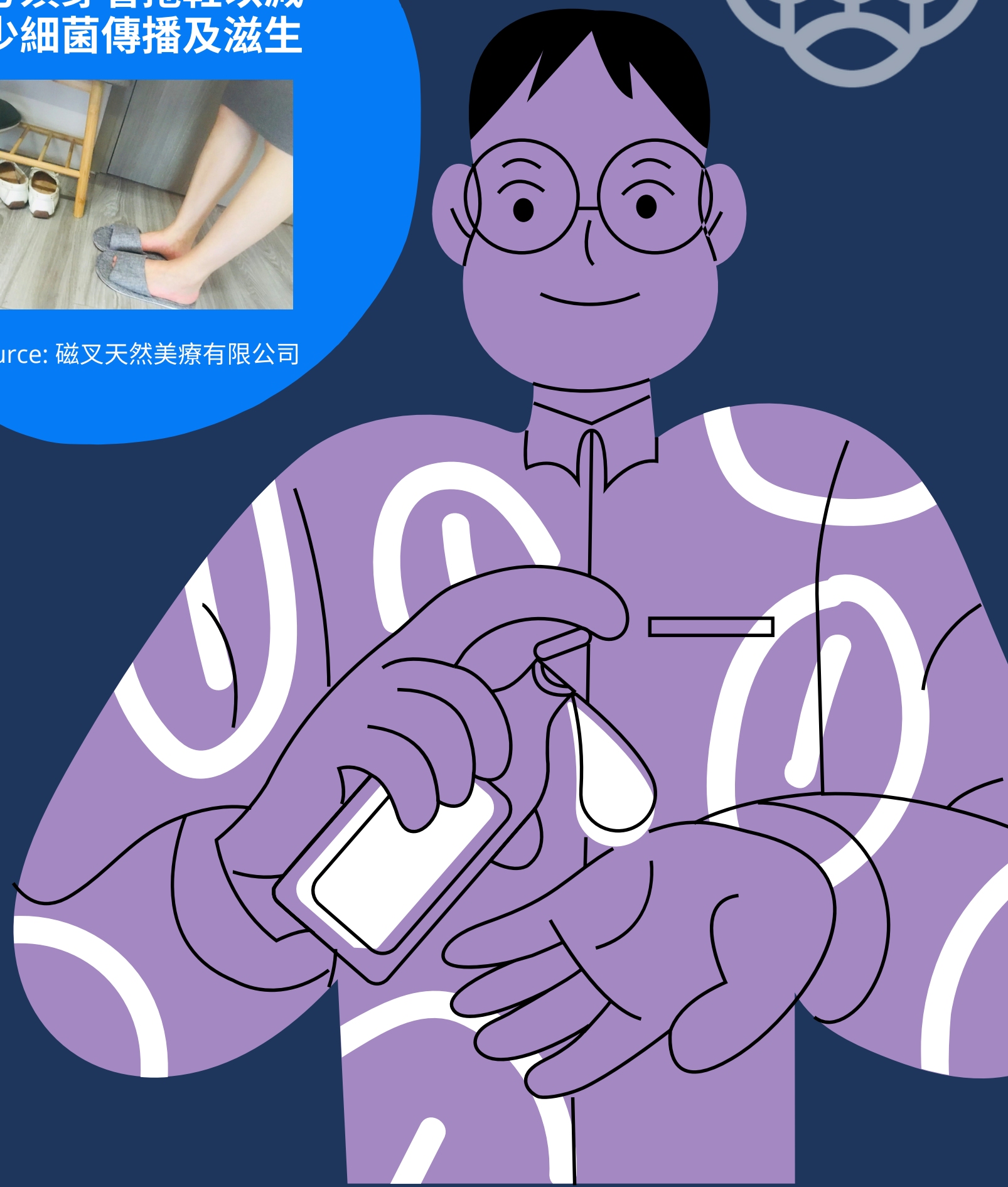
Zoom Meetings to share Latest Social Distancing and Health Measures

All 15,000  
Employee  
30-mins



抗疫措施  
表揚獎

Source: McDonald's Hong Kong





# Customer

## 顧客

增設「門市抗疫大使」  
為顧客講解抗疫小貼士  
及協助定時消毒店舖公  
用的設施



Source: Pricerite

抗疫措施  
表揚獎

使用一次性物品以  
便顧客試用產品



Source: Simmons



# Customer

## 顧客

於店舖張貼防疫措施資訊，例如告示、海報、視頻和廣播



抗疫措施  
表揚獎

在政府要求前率先暫停  
晚市堂食



Source: McDonald's Hong Kong





# Customer

## 顧客

客戶選擇現金付款時，使用  
非接觸式托盤付款和收款



防疫措施  
表揚獎

採用『無接觸送遞』及『周全  
送遞』以減少外送訂單時員工  
與顧客的接觸



Source: Pizza Hut



# Customer

## 顧客

在疫情下舉辦Smiling with the Eyes 活動, 使員工在口罩下時刻保持笑容與顧客互動, 期望在嚴峻的疫情中提供食品安全和衛生環境外, 能觸動到顧客心靈以輕鬆愉快心情享受美食



防疫措施  
表揚獎

Source: KFC Hong Kong





# HKRMA Retail Anti-Epidemic Measures Recognition 零售防疫措施認證

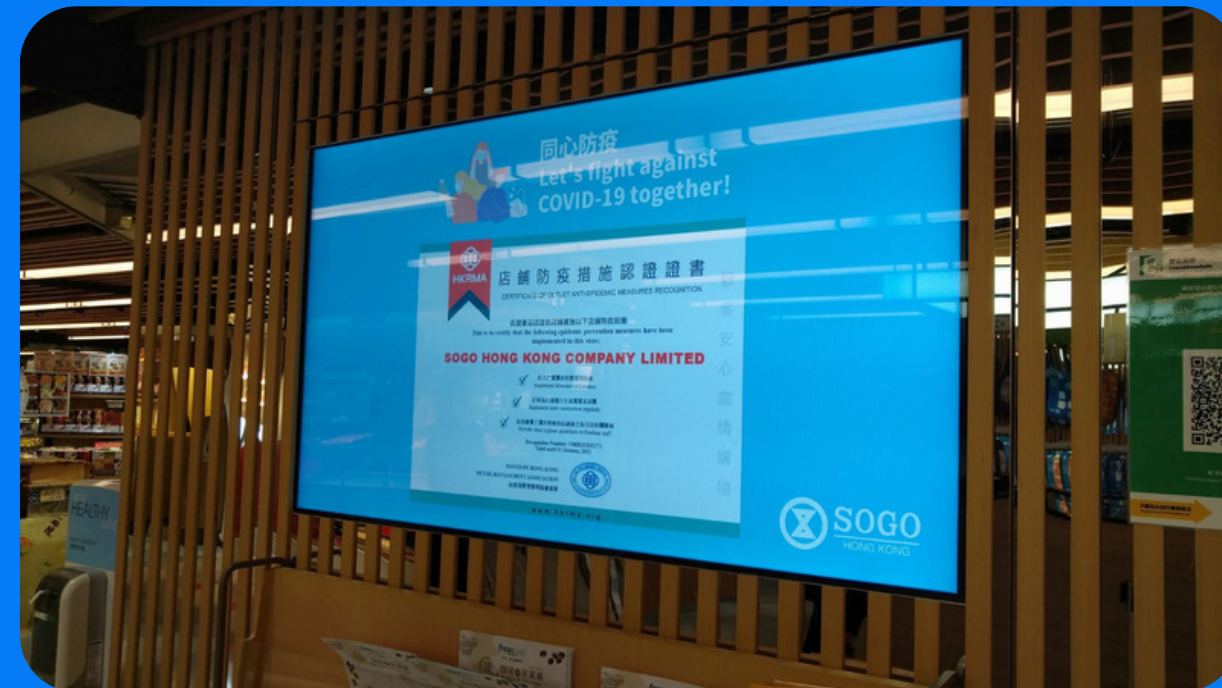
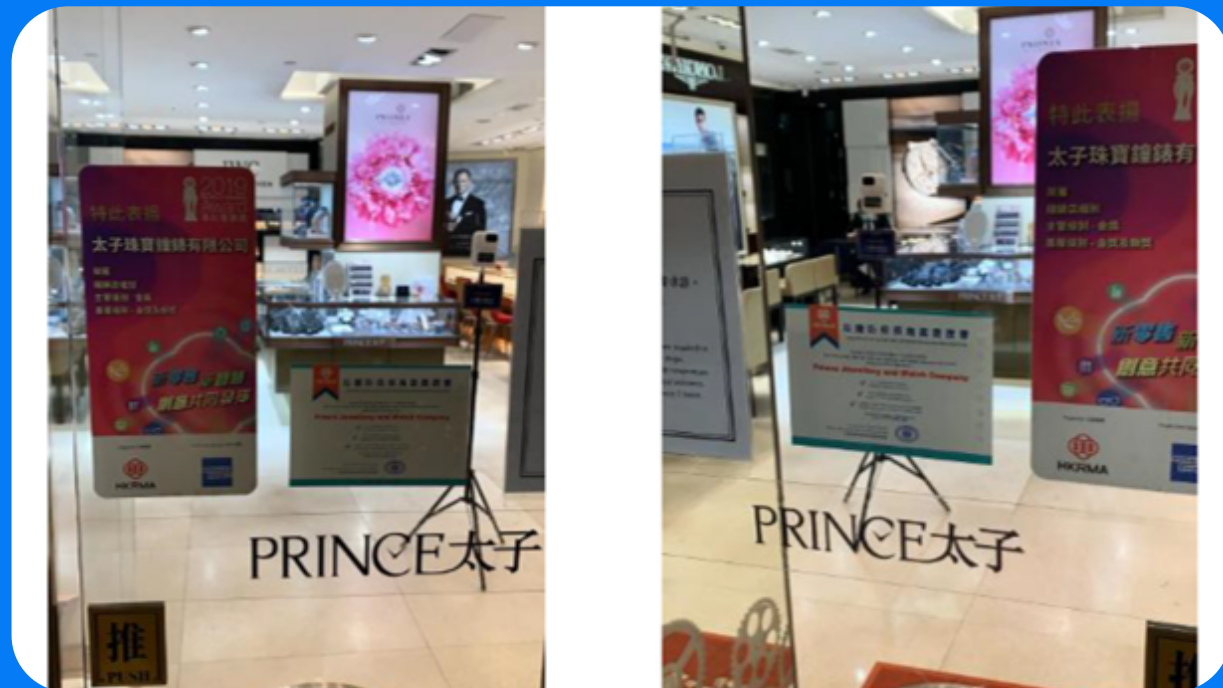
Certificate with an unique recognition number (sample is shown below) will be issued to the retail stores/shopping malls, which pass the assessment. The certificate is an electronic version and can be printed out and shown at your stores/shopping mall to gain consumers' confidence in shopping at your stores.

印有認證號碼的「零售防疫措施認證」（樣本如下）將頒發給通過評審的零售品牌，證書以電子簽發。通過評審的零售品牌可以列印該證書並將貼於店舖/商場，以提升消費者於店舖購物的信心



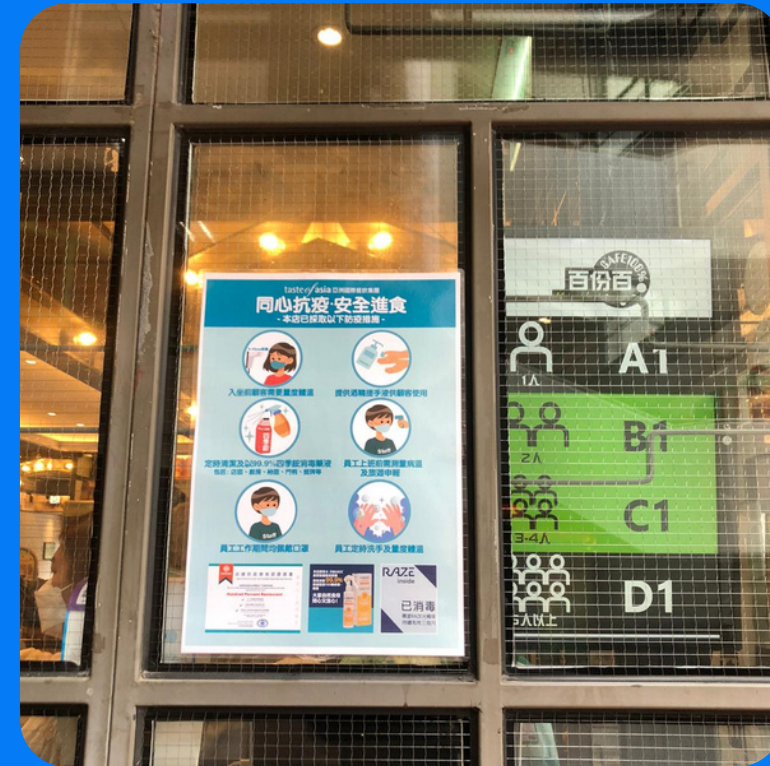


# Recognized Retail Brands 認證零售品牌





# Recognized Retail Brands 認證零售品牌





# HKRMA Retail Anti-Epidemic Measures Recognition 零售防疫措施認證

Enquiry 查詢 2866-8311 [membership@hkrma.org](mailto:membership@hkrma.org)

