

HKRMA Quality E-Shop Recognition

優質網店認證計劃

Participation Fee 參加費用

	Member 協會會員	Non-Member 非會員
(i) For e-shop with registered domain name and online check-out 具備已註冊域名及網上付款選項的網店		
Plan 1: Standard Assessment 計劃一：基本評審 Assessment includes 23 e-shop prerequisites. E-shops who achieves all prerequisites would be recognized as "Quality E-Shop". "Top 10 Quality E-Shop Award" is not entitled to the recognized e-shops of Plan 1. 提供 23 個網店基礎條件評審。通過所有網店基礎條件的網店則獲發「優網店」認證。認證網店將不能競選『十大優質網店大獎』。		
Retailer with physical outlet(s) 設實體零售店鋪的零售商	HK\$2,000	HK\$2,400 (Special Offer 1)
E-tailer (without physical outlet(s)) 網上零售商 (不設實體零售店鋪)	Free 免費 (For 1st Assessment Only 只適用於首次評審)	
Plan 2: All-rounded Assessment 計劃二：全面評審 Detail assessment report covering 60+ e-shop assessment items will be provided. E-shop attained 90% or above out of total score would be recognized as "Premium Quality E-Shop". Recognized e-shops, who pass in the 1st assessment, will enter "Top 10 Quality E-Shop Award" automatically. 提供超過 60 多項全面網店評審及報告，網店取得總分 90% 或以上將會被認證為「卓越優網店」。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。		
Retailer with physical outlet(s) 設實體零售店鋪的零售商	HK\$3,000 (50% Special offer 2)	HK\$3,800
E-tailer (without physical outlet(s)) 網上零售商 (不設實體零售店鋪)	HK\$1,000	

(ii) For e-shop in e-Marketplace or Social Media

營運於電子市集(e-Marketplace)或社交媒體(Facebook 或 Instagram)的網店

Plan 3: Standard Assessment 計劃三：社交媒體 / 電子市集網店評審

Assessment includes 13 e-shop prerequisites of Social Media (Facebook / Instagram) or e-Marketplace (TaoBao, TMall, HKTVMall etc.). E-shops who achieves all prerequisites would be recognized as "Quality e-Marketplace E-Shop" or "Quality Social Media E-Shop". "Top 10 Quality E-Shop Award" is not entitled to the recognized e-shops of Plan 3.

提供 13 個電子市集或社交媒體的網店基礎條件評審。通過所有網店基礎條件的網店則獲發「優質電子市集網店」或「優質社交媒體網店」認證。認證網店將不能競選『十大優質網店大獎』。

Retailer with an e-shop in e-Marketplace or Social Media

網店設於電子市集或社交媒體零售
商

HK\$680

HK\$880

(iii) Re-assessment 重新評審費用

Participating e-shop, who 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。

Plan 1 & Plan 2 計劃一及計劃二

HK\$1,500/time

HK\$1,900/time

Plan 3 計劃三

HK\$500/time

HK\$650/time

SPECIAL OFFER 1 (Plan 1: Standard Assessment)

限時優惠一(計劃一：基本評審)

HK\$4,770 only to Get 3 Recognitions, includes:

只需 HK\$4,770 即可取得 3 個認證，包括：

- 2020 & 2021 HKRMA membership 香港零售管理協會 2020 & 2021 會籍
 - 2020 & 2021 No Fake Pledge Membership (正版正貨)「正版正貨承諾」計劃 2020 & 2021 會籍
 - Quality E-shop Recognition valid for 12 months (Standard Assessment)
有效期為 12 個月的優質網店認證 (基本評審)
- Only applicable to E-tailers with annual turnover at HK\$1 million - 10 million
只適用於每年營業額為港幣 100 萬至 1,000 萬元或以下的網上零售商
 - Please submit Membership Application and participation fee at the same time.
請同時提交會員申請及參加費用
 - Limited Offer until 31 August, 2020
優惠至 2020 年 8 月 31 日

SPECIAL OFFER 2 (Plan 2: All-round Assessment)

特別優惠二 (計劃二：全面評估)

- HK\$1,500 only (50% off) 半價優惠只需 HK\$1,500 (50% OFF)
- Only applicable to New Members who submit application before 31 August, 2020
只適用於 2020 年 8 月 31 日新入會的會員
- Please submit Membership Application and participation fee at the same time.
請同時提交會員申請及參加費用

Free Health Check 免費網店初步評估

- If your e-shop a registered domain name, [click here to submit health check >](#)
已註冊域名網店, [請按此提交免費網店初步評估 >](#)
- If your e-shop is on social media or e-marketplace, [click here to submit health check >](#)
電子市集(e-Marketplace)或社交媒體(Facebook 或 Instagram)的網店, [請按此提交免費網店初步評估 >](#)

Online Application 提交網上申請

- For Plan 1 or Plan 2, [click here to apply online >](#)
計劃一或計劃二, [按此提交網上申請 >](#)
- For Plan 3, [click here to download application form >](#)
計劃三, [請按此下載申請表格 >](#)