

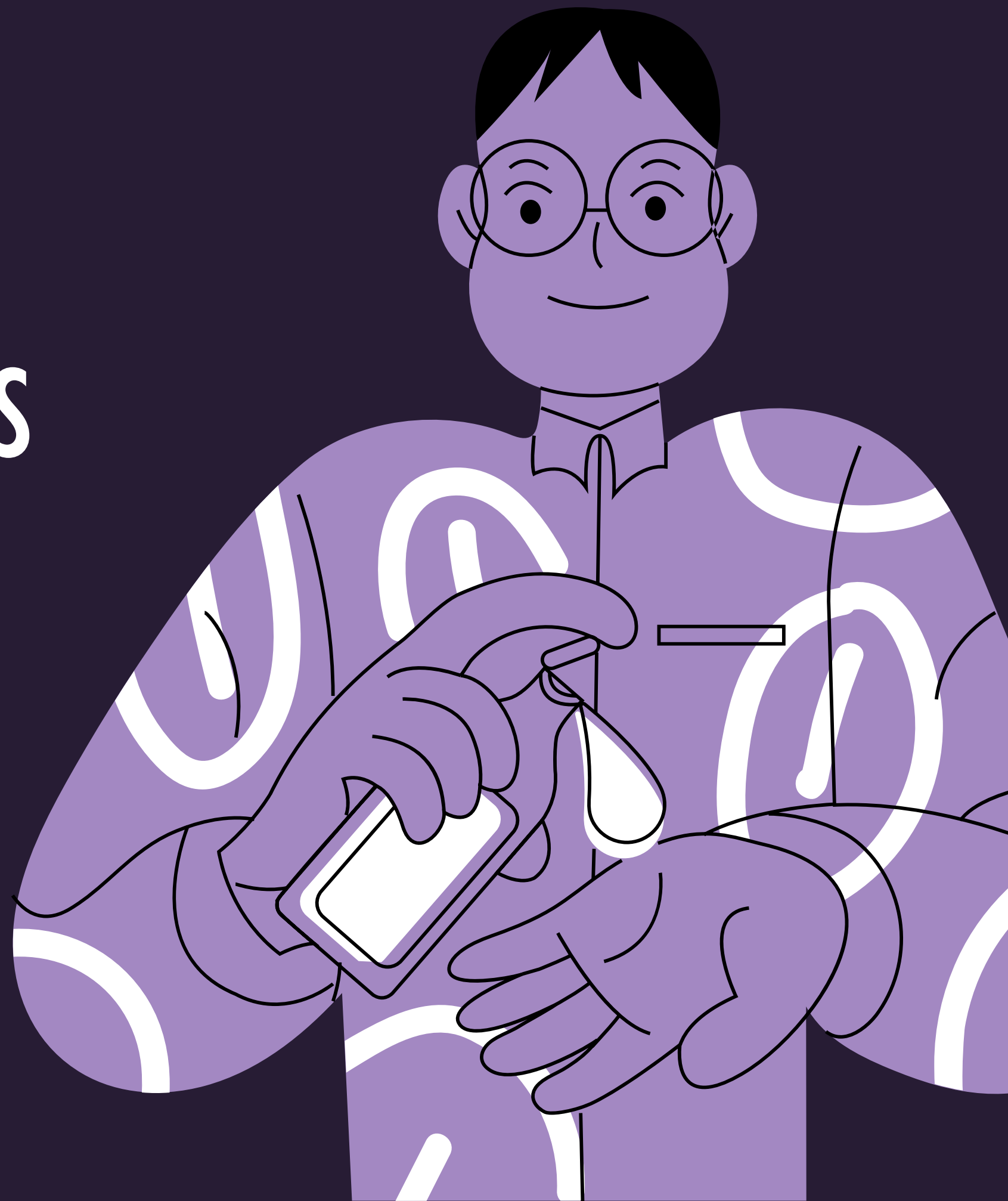
Anti-Epidemic Measures in Retail Outlets 零售店舖防疫措施

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



GUIDELINES FOR RETAIL STORES UNDER COVID-19 PANDEMIC 零售店舖防疫指引

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



KEEP YOUR CUSTOMERS SAFE IN STORE 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**
要求顧客在進入店鋪之前均戴上口罩



3

***Provide hand sanitizer for customer' use when they enter the store to reduce the risk of transmission**
提供洗手液或洗手設施以便顧客進店時使用，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 store sanitization regularly**
定期進行商店清潔及消毒



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、店內的物件和設施



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 STORE 確保顧客的健康及安全

Store Crowd Control 店舖人群控制

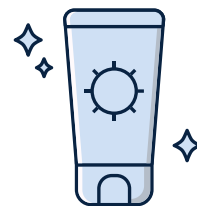
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Limit the number of customers in the store
限制店舖顧客數量



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

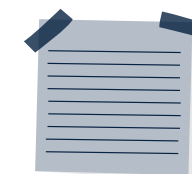
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Make sure to proactively communicate any business
changes or product availability updates
確保主動公佈任何店舖、業務或產品的更新消息



14

Display notifications in a prominent place in the store
and on your website
在店舖及網店上的顯眼位置顯示相關最新消息

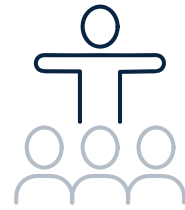


CLEAR INSTRUCTIONS TO FRONTLINE STAFF 為前線員工提供明確指示

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 in Store 店舖內的社交距離

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



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

Hygiene Guidelines 衛生指引

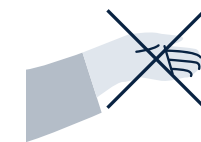
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***Provide hygiene guidelines to frontline staff with clear instructions**
向前線員工提供明確的衛生指引



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



Industry Best Practices of Anti-epidemic Measures 店舖防疫措施最佳作業分享

Effective and innovative anti-epidemic measures on
frontline staff, customers or retail stores
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

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

抗疫措施
表揚獎

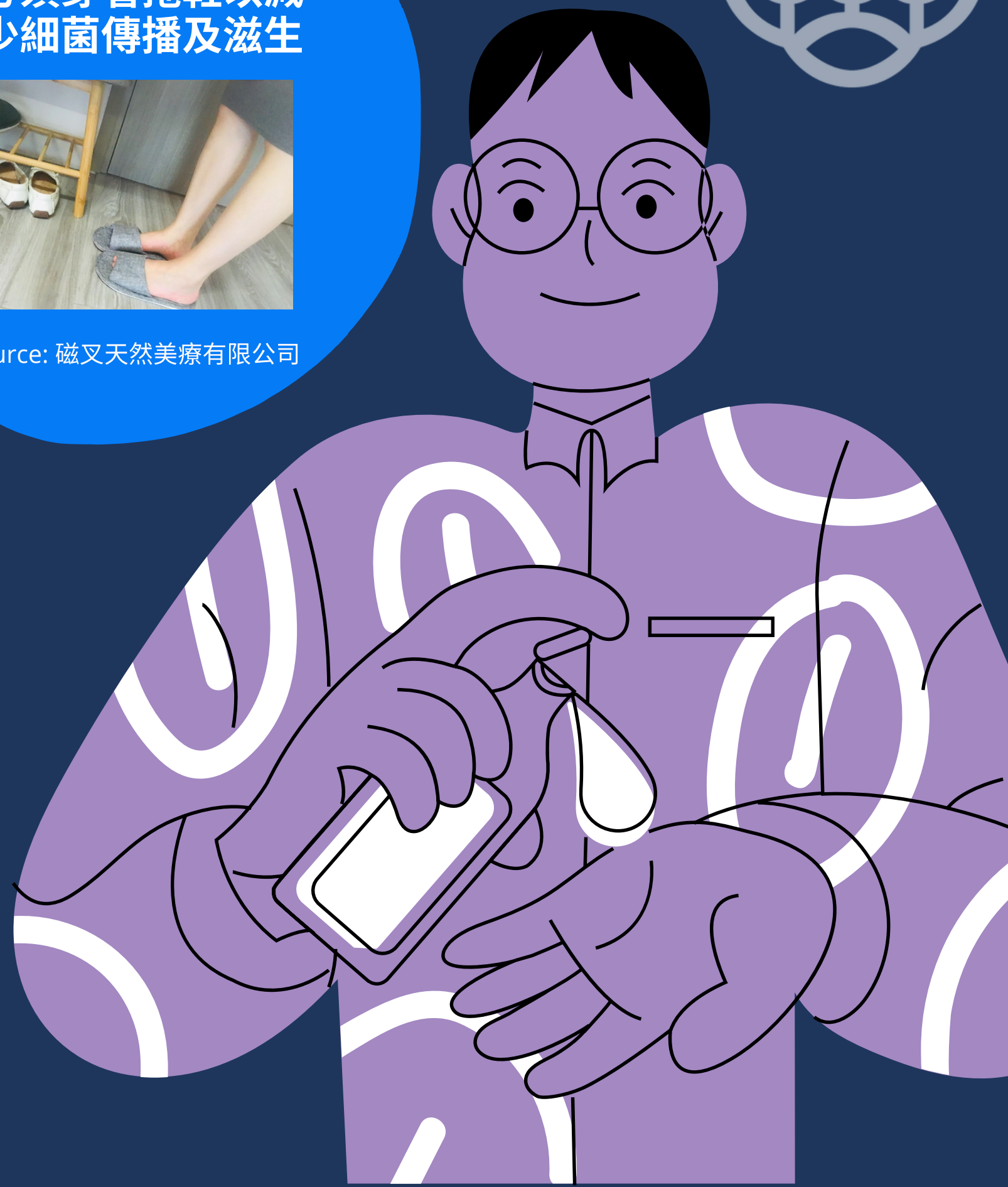


Source: McDonald's Hong Kong

在休息室設置膠板以確保員工保持社交距離



Source: Amway



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



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



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



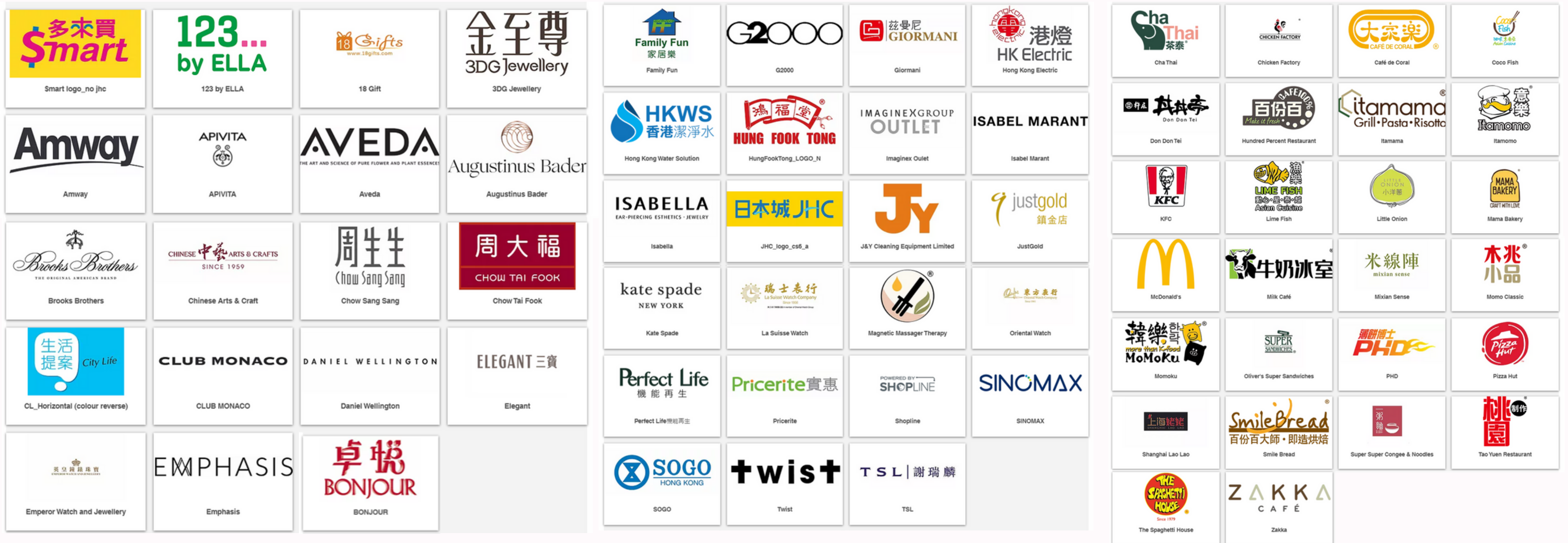
HKRMA Outlet Anti-Epidemic Measures Recognition 店舖防疫措施認證

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

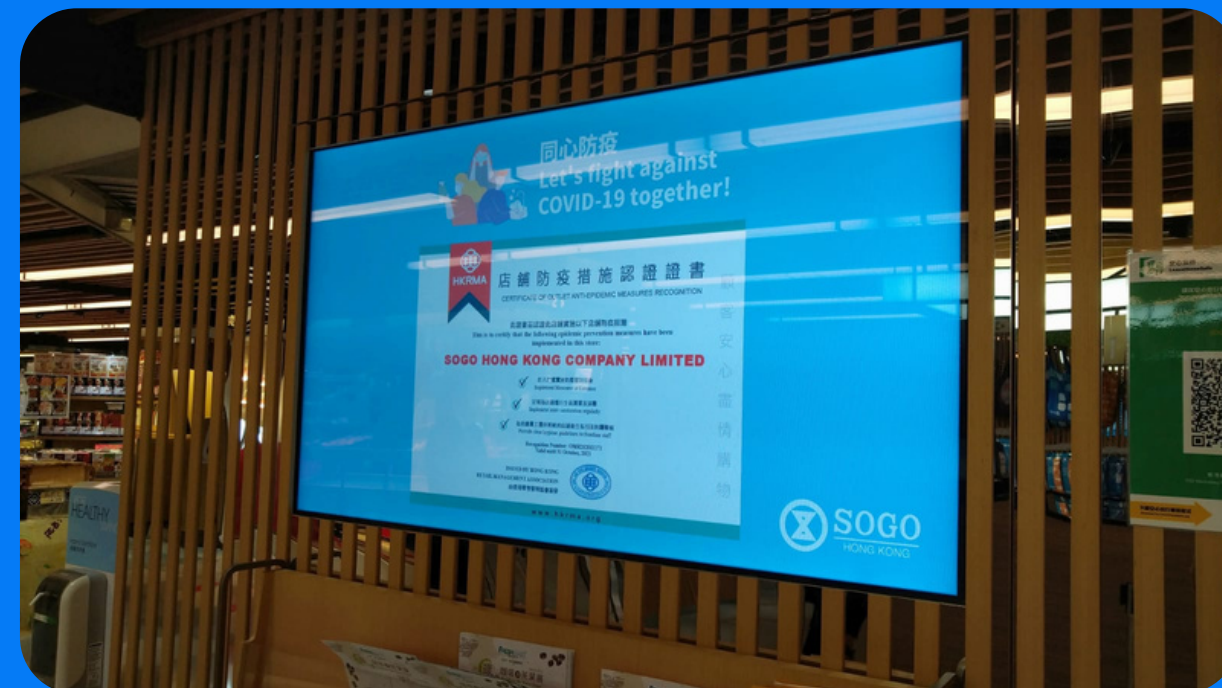
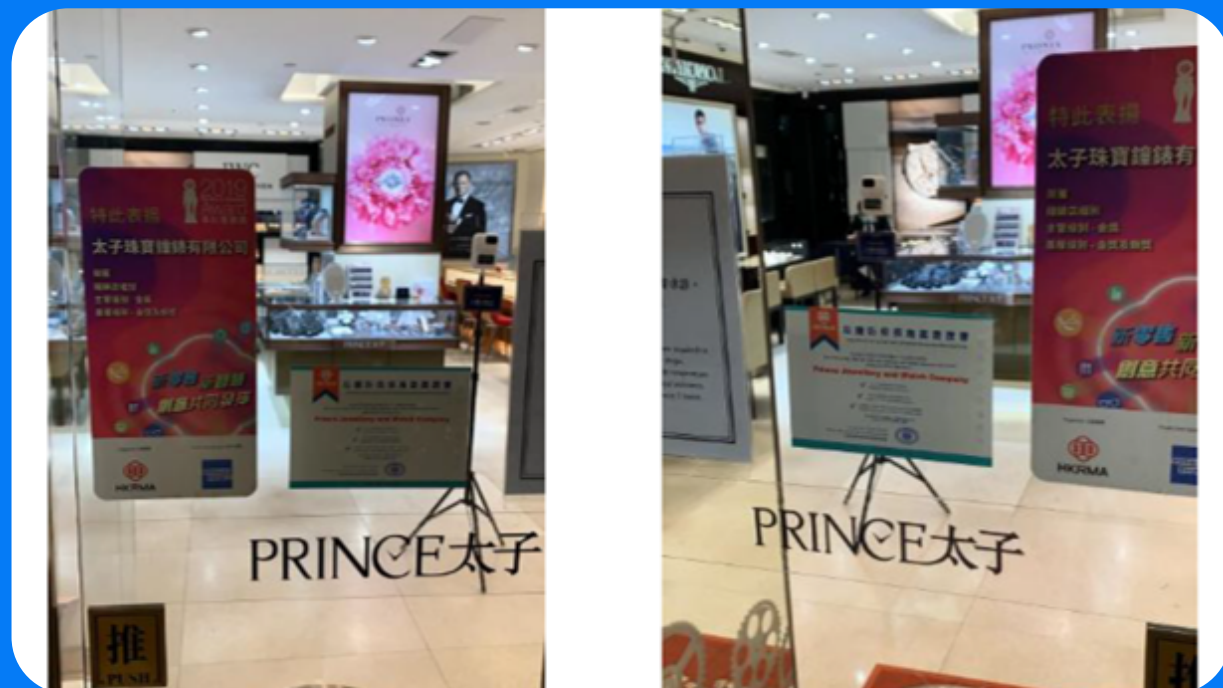
印有認證號碼的「店舖防疫措施認證」（樣本如下）將頒發給通過評審的零售品牌，證書以電子簽發。通過評審的零售品牌可以列印該證書並將貼於店舖，以提升消費者於店舖購物的信心



Recognized Retail Brands 認證零售品牌



Recognized Retail Brands 認證零售品牌



Recognized Retail Brands 認證零售品牌



HKRMA Outlet Anti-Epidemic Measures Recognition 店舖防疫措施認證

Enquiry 查詢 2866-8311 membership@hkrma.org

