

How to assure consumers can shop safely and securely online

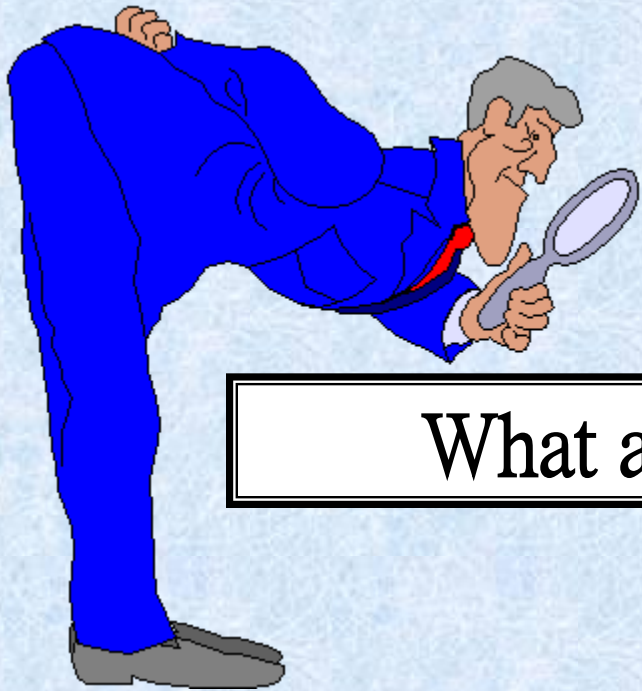


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About IuPDI

- **Who we are?** We are a **Research and Application institution** formed by a group of **Professionals and Academics**
- **What we do?** We conduct research and application of **business management practices** projects with the aims to provide **Solutions** (knowledge and best practices) to assist to **businesses and industries** in order to enhance their **competitive advantages** and **achieved business results**



What are consumers concern about?

Consumers concern

- Trustworthy online shop
- Fake and illegal products
- Information on Price, Delivery and After-sales
- Personal data protection
- Payment (safely and securely)
- Fraud and delay
- Safe products (health and property risks)
- Poor quality products
- Handling dispute (After-sales)



How can IuPDI assist online shops?

How can we assist online shops?

Solution 1: Trust and Differentiation in online shop

- **Certification** of online shop by **IuPDI** (**Independent** and with **Creditability**)
- A **Recognition** that consumers can **TRUST**
- **Differentiate** (**Competitive advantages**) you from other online shops



www.CertifiedOnlineShops.org

How can we assist online shops?

Solution 2: Cross check for validity of certification

- Consumers can “**cross check**” the validity of the “Certification logo” in **online shop** or **IuPDI** websites
- Transparent and real time



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How can we assist online shops?

Solution 3: Strategic services providers and useful information

- Online Payments System: **Paypal & a local bank**
- Accredited Test laboratories (**CMATCL** and **HKSTC**)
- eCert SERVER and delivery: **Hong Kong Post Office**
- Online shop operational information: **HKTDC**
- Online shop website system: **Frasertec**



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IuPDI

How can we assist online shops?

Solution 4: Online Shopping Mall for Certified Online shops

- **Online Shopping Mall** (our website) for “Safe to Shop”
- **Not a trading platform**

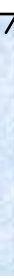


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Overseas markets

Hong Kong market

China market



China Brands and Hong Kong Brands

Foreign Brands

IuPDI

How can we assist online shops?

Solution 5: Promote our website to consumers (directly and indirectly)

- Use Promotional agencies
- Work with overseas institutions
- Provide seminars
- Publish articles



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Solution 6: Good practices of online shops

Assurance to consumers:

- Clear and Truthful information
- Genuine products (No fakes)
- Safety and Quality products

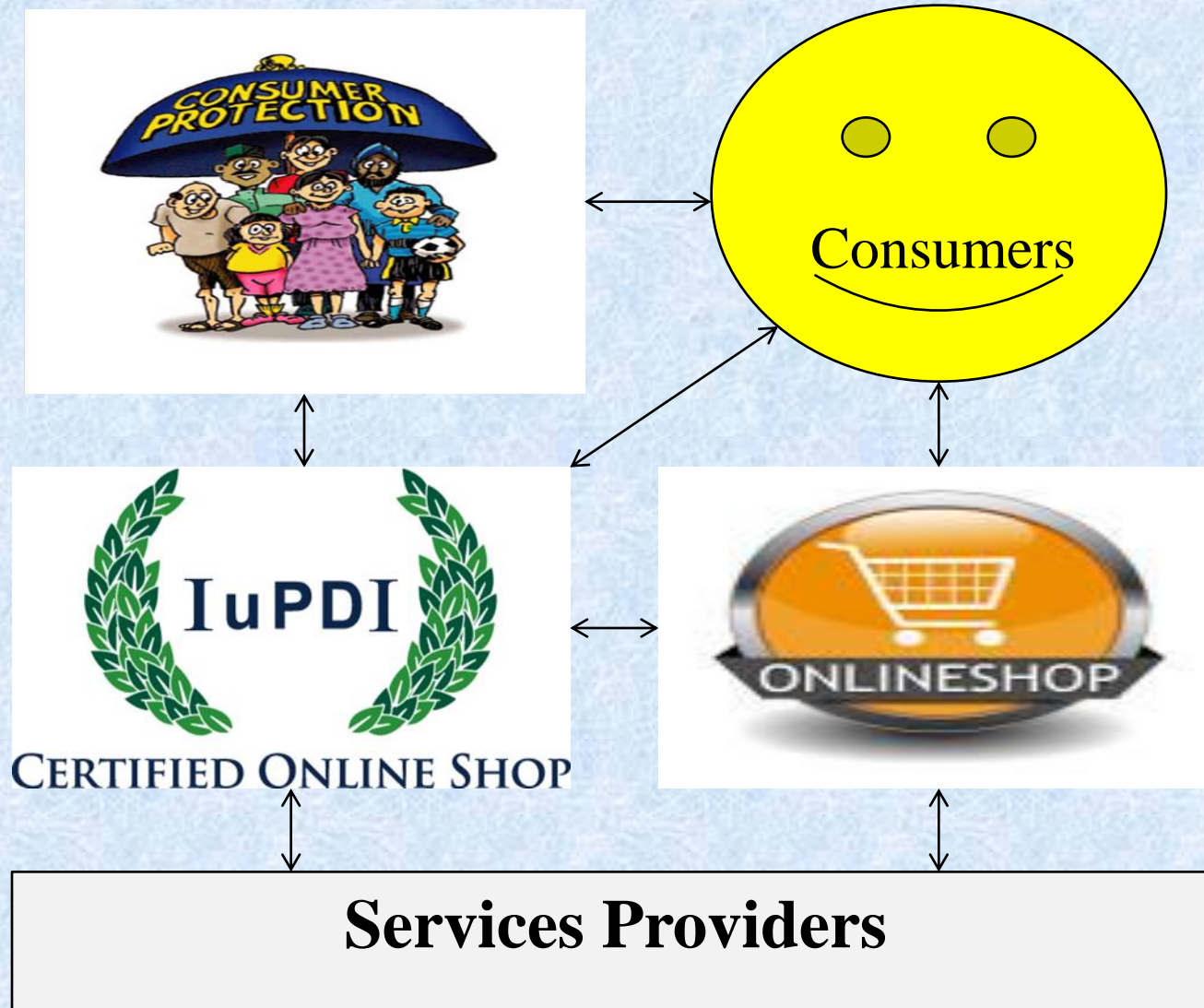
Fair treatment and Protection to consumers

- Cancel order
- Safe payment system
- Supply as PROMISED
- Replacement or Refund

Values added Services

- Handle complaints (assisted by **IuPDI**)
- Independent survey and feedback (via **IuPDI**)
- Monitor and assess by **IuPDI**

Cooperative online shopping solutions



Answers all Consumers concern

- ✓ Trustworthy online shop
- ✓ Fake products
- ✓ Information on Price, Delivery and After-sales
- ✓ Personal data protection
- ✓ Payment (safely and securely)
- ✓ Fraud and delay
- ✓ Safe products (health and property risks)
- ✓ Poor quality products
- ✓ Handling dispute (after-sales)

Procedure for Certified Online Shop scheme



- Conduct assessment
- Preliminary report (improvement)
- Final report



CERTIFIED ONLINE SHOP

- Monitoring
- Surveillance
- renewal

“Certified Online Shop Criteria”

1. **Valid Business registration**
2. **Conducting online shop business:**
 - 2.1 Product information and price
 - 2.1.1 Compliance with Hong Kong regulations
 - 2.2 Ordering process:
 - 2.3 Contact information
 - 2.4 Payment terms and methods:
 - 2.5 Delivery method and fee:

“Certified Online Shop Criteria”

3. Buyers protection policy:

3.1 Cancellation of order

3.2 Replacement of goods

3.3 Refund

3.4 Data protection

4. Product compliance with regulations:

4.1 Genuine products (own brands and/or authorise to sell other brands)

4.2 Products meeting safety requirements

“Certified Online Shop Criteria”

5. **Factory audit** (certification for Electronics and Electrical products only) (CIG 021):

6. **Customer enquiry:**

6.1 Complaint handling system

7. **Independent monitoring by IuPDI**

7.1 Buyers feedback survey and report conducted by IuPDI

7.2 Mysterious buyers

7.3 Follow up on complaint

Thank you !!!

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