

To: ReTAAS Secretariat  
HKPC Building,  
78 Tat Chee Avenue,  
Kowloon Tong, Hong Kong



(Official Use Only)  
Date of Receipt \_\_\_\_\_  
Reference No. \_\_\_\_\_

Email: [retaas\\_sec@hkpc.org](mailto:retaas_sec@hkpc.org)

## Application Form for Retail Technology Adoption Assistance Scheme for Manpower Demand Management (ReTAAS)

Please read the Guide to Application ([http://www.retaas.hkpc.org/en/download/application-guide\\_en\\_v2.pdf](http://www.retaas.hkpc.org/en/download/application-guide_en_v2.pdf)) before completing this application form. An applicant enterprise shall submit one application form for each project. For enquiries, please contact the Secretariat at 2788 6262.

### Section A – Particulars of the Applicant Enterprise (Put a “√” in the appropriate boxes)

#### 1. Enterprise Information<sup>1</sup> (Please refer to Section 2.1 of the Guide to Application for details.)

Name in English : Modern Household

Name in Chinese : 現代傢俱零售店

Business Registration No. : 23456789-000-00-00-0 Year of Establishment : 2012

Registered Address : Flat A, 15/F, 10 ABC Street, Chai Wan, Hong Kong

Tel No. : 33335566 Fax No. : 33335577

Email Address : info@modern\_house.com

Website : N/A

#### Type of Business #

<input type="checkbox"/> 471 - Supermarket, convenient store, department store	<input type="checkbox"/> 4771 - Clothing, footwear, leather articles
<input type="checkbox"/> 472 - Food, alcoholic beverages, drinks, tobacco	<input type="checkbox"/> 4772 - Medical & health goods, Chinese drugs & herbs, cosmetics, personal care products
<input type="checkbox"/> 473 - Fuel, petrol, kerosene, L.P. Gas	<input type="checkbox"/> 4773 - Vehicles & accessories
<input type="checkbox"/> 474 - Computers, phone, audio and video equipment	<input type="checkbox"/> 4774 - Jewelry, optical, photographic equipment, watches & clocks, musical instruments, flowers & plants, pets, gifts, office appliances
<input checked="" type="checkbox"/> 475 - Household equipment, electrical appliance, furniture	<input type="checkbox"/> 4775 - Antiques, stamp collection, second-hand goods
<input type="checkbox"/> 476 - Books, newspapers, stationery, toys, sporting equipment, computer games	<input type="checkbox"/> 478 - mobile stalls, mail order or internet sales
<input type="checkbox"/> Others, Please specify: _____	

# Please refer to the Hong Kong Standard Industrial Classification Version 2.0 (<https://www.censtatd.gov.hk/hkstat/sub/sc30.jsp?productCode=B2XX0005>). Business other than those listed above may also apply for ReTAAS funding.

#### Type of Sales Channels (May choose more than one)

- Shop in street level / mall
- Online shop
- Exhibition/Fair : \_\_\_\_\_
- Upstairs shop
- Consignment counter in department stores
- Others, Please specify: \_\_\_\_\_

<sup>1</sup> All non-listed enterprises registered in Hong Kong under the Business Registration Ordinance (Chapter 310) with substantive retail business operations in Hong Kong (excluding the catering enterprises) are eligible to apply.

Is the enterprise listed in Hong Kong or elsewhere<sup>2</sup>?  Yes  No

### Form of Business

Form of Business (Please select one of the following box)		Name (Hong Kong Identity Card / Passport No.)	
<input type="checkbox"/>	Sole Proprietorship	Owner	
<input checked="" type="checkbox"/>	Partnership	All Partners	Chan Tai Man R345678(9) (55%), Li Yee Yee Y123456(3) (44%)
<input type="checkbox"/>	Limited Company <sup>3</sup>	Individuals holding ≥ 30% shares	

### 2. Project Co-ordinator<sup>4</sup>

Name in English : Wong Keung 王強  
 (Mr/ Ms/ Prof/ Dr) \* (Last Name) (First Name) (Name in Chinese)

Position : Clerk

Tel No. : 33335566 Fax No. : 33335577

Email Address : wong@modern\_house.com

If the project coordinator is not the staff of Applicant Enterprise, please briefly explain his/her relationship with the Applicant Enterprise in Section B6.

\* Please cross out as appropriate.

### 3. Has/have/is your company and/or any related enterprises<sup>5</sup> sought / seeking funding support from ReTAAS / other government funding schemes for this or a similar project?

(Note: Examples of government funding schemes include the Innovation and Technology Fund, SME Development Fund, SME Loan Guarantee Scheme (SGS), Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund). Project which is or will be in receipt of other government funding will NOT be considered by ReTAAS.)

- Yes Please state the company name, project name and progress of the application in Section B6.
- No

### 4. Where did you learn about ReTAAS? (May choose more than one)

- HKPC Seminar  Exhibition  HKPC / ReTAAS Website
- ReTAAS Videos  HKPC Staff Visit  HKPC Newsletter / Publication
- Referral by Trade Association (name of association: Hong Kong Retail Management Association)
- Referral by ReTAAS Applicant Enterprise / Solution Provider
- Others: \_\_\_\_\_

<sup>2</sup> ReTAAS provides funding support to non-listed enterprises registered in Hong Kong with substantive retail business in Hong Kong. Subsidiaries of listed enterprises may be eligible if they themselves are not listed.

<sup>3</sup> If there is no individual holding 30% or more shares, please provide the name(s) and information of all director(s).

<sup>4</sup> The grantee is required to appoint a project coordinator who will be responsible for overseeing the implementation of the project, monitoring the proper use of funds in accordance with the approved budget, terms and conditions of funding and funding agreement, exercising economy and prudence in the use of funds, liaising with the Secretariat and attending meetings on the project as necessary.

<sup>5</sup> Enterprises registered as different businesses under the Business Registration Ordinance (Chapter 310) but having the same individual shareholder with 30% or more ownership, would be considered as one single enterprise for the purpose of calculating the cumulative funding amount. Each enterprise is subject to a cumulative funding ceiling of HK\$50,000.

**Section B – Project Proposal** (Put a “√” in the appropriate boxes)

**1. Project Title** (E.g. Inventory Management Improvement Plan):

Online Store and Customer Relationship Management System Development Plan

**2. Solution(s) Involved** (May choose more than one)

- |   |  |
|---|--|
| 1. <input type="checkbox"/> Point-of-sales (POS) System | 2. <input type="checkbox"/> Inventory Management System                              |
| 3. <input checked="" type="checkbox"/> e-Shop           | 4. <input type="checkbox"/> Mobile Apps  |
| 5. <input type="checkbox"/> Accounting System           | 6. <input checked="" type="checkbox"/> Customer Relationship Management (CRM) System |
| 7. <input type="checkbox"/> Security and Surveillance   | 8. <input type="checkbox"/> Human Resources / Staff eLearning System                 |
| 9. <input type="checkbox"/> Product Kiosk               | 10. <input type="checkbox"/> Enterprise Resource Planning (ERP) System               |
| 11. <input type="checkbox"/> Others: _____              |  |

**3. Total Time Required for Project:** (Maximum of 6 months) 6 months
**4. Implementation Locations** (Please provide addresses)

	Shop	Office	Warehouse
1. Flat A, 15/F, 10 ABC Street, Chai Wan, Hong Kong	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**5. Justifications for the Project**

Please indicate how the project will help the applicant enterprise address, mitigate or improve on manpower resources problems. (May choose more than one)

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Streamline work process and improve efficiency | <input type="checkbox"/> Reduce manual errors and improve accuracy                     |
| <input type="checkbox"/> Improve working environment                               | <input checked="" type="checkbox"/> Enhance operational workflow                       |
| <input type="checkbox"/> Alleviate manpower shortage problem, reduce overtime work | <input type="checkbox"/> Redeploy staff to develop and promote other areas of business |
| <input type="checkbox"/> Increase productivity                                     | <input type="checkbox"/> Reduce operating costs  |
| <input checked="" type="checkbox"/> Improve service quality                        | <input type="checkbox"/> Save resources and reduce carbon footprint                    |
| <input type="checkbox"/> Others, please specify: _____                             |  |

**6. Other information in support of the application, if any**

[Note: If your company and/or any related enterprises have sought / are seeking funding support from ReTAAS / other government funding schemes for this or a similar project, please state the company name, project name and progress (i.e. approved, being processed or declined) of the relevant application.]

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## 7. Self-Assessment on Manpower Savings

Existing Number of Staff : 2 Salaried Staff: Full-time employees: 2 / Part-time employees: 0 No salaried staff. Please provide reason with relevant information (if any): \_\_\_\_\_

(a) Workflow Description (Please contact Secretariat if assistance is needed in filling this part. Contact details is on page 1)

Solution (Quote the items selected in B2)	New Workflow (Please describe the steps/tasks involved)	No. of staff required	Total man-hours required (per month)	Current Workflow (Please describe the steps/tasks involved)	No. of staff required	Total man-hour required (per month)	
3. e-shop	Sales could be made round-the-clock as the online shop has no time or geographical restriction. Inventory could be checked on a real time basis.	1	25	Sales could only be made face-to-face at the physical shop during business hours. Enquiries on inventories could only be responded by phone or email.	1	100	
6. CRM	Customer Relationship Management System may be used to record customer information and sales data, manage membership points and deliver promotion information.	1	30	Member information and member rewards are recorded in Excel and cannot be used for sales data analysis.	1	140	
Total Hours (A)			55	Total Hours (B)			240

(b) Man-hours saving

Monthly man-hour reduction, [(B) – (A)] : 185 hours x Staff average hourly wages: HK\$ 60 = Monthly saving in manpower cost: HK\$ 11,100

## Section C – Project Budget

Value in HK\$

Item	Implementation Location (Relevant item number(s) from Section B4)	(a)Unit	(b) Unit/ Monthly <sup>6</sup> Cost (\$)	Total (\$) : (a) x (b)
<b>Solution# : e-shop</b>				
<b>Software Costs</b>				
(i) Online Store System	1	1	40,000	40,000
(ii) Online Payment System	1	1	25,000	25,000
<b>Hardware Costs</b>				
(i)				
(ii)				
<b>Sub-total (A)</b>				<b>65,000</b>
<b>Solution# : CRM</b>				
<b>Software Costs</b>				
(i) Membership System	1	1	20,000	20,000
(ii)				
<b>Hardware Costs</b>				
(i)				
(ii)				
<b>Sub-total (B)</b>				<b>20,000</b>
<b>Other Direct Costs (E.g. Setup Cost, Training Cost)</b>				
(i) Training Course	1	1	3,000	3,000
(ii)				
<b>Sub-total (C)</b>				<b>3,000</b>
<b>Project Cost (D) : (A) + (B) + (C)</b>				<b>88,000</b>
<b>Cash Contribution by the Applicant Enterprise (E): (Minimum of 50% of Project Cost (C))</b>				<b>44,000</b>
<b>Funding Support Applied (F): (D) – (E)</b>				<b>44,000</b>
<b>Estimated Audit Fee Applied (G) (Maximum of \$1,000 per Project)<sup>7</sup> :</b>				<b>1,000</b>
<b>Total Funding Support Applied (F) + (G) (Maximum of \$50,000 per Enterprise) :</b>				<b>45,000</b>

# Please quote the solution item selected in B2

<sup>6</sup> Maximum of 6 months.

<sup>7</sup> A grantee may be reimbursed a maximum of HK\$1,000 for the preparation of audited accounts, on a dollar-to-dollar matching basis, if the funding ceiling of HK\$50,000 per enterprise has not been reached. The grantee should provide the relevant invoice to the Secretariat for reimbursement (upon submission of the audited account).

**Section D – Declaration**

I, on behalf of, Modern Household,  
 \_\_\_\_\_,  
 (Name of Applicant Enterprise)

declare that:-

- (A) all factual information provided in this application as well as the accompanying information is true, valid and accurate and reflect the status of affairs as at the date of submission;
- (B) understand the consequence of wilfully giving any false, invalid or inaccurate information or withholding any material information and undertake to inform the ReTAAS Secretariat immediately if there are any subsequent changes to the above information;
- (C) utmost dedication and determination will be given to complete and monitor the Project according to the proposal stated in this application; and
- (D) the ideas of the proposed Project do not constitute any act or potential act of infringement of the intellectual property rights of other individuals and/or organisations.

The Applicant Enterprise shall fully indemnify the Government and/or the Secretariat against any or all losses, liabilities and claims that may suffer, incur or in relation to this application or the Project.

The Applicant Enterprise undertakes to repay in full all the disbursement of the approved grant made by the Government under ReTAAS, with interest, within such time specified upon notification by the Government or the Secretariat, in the event that any information provided herein is found to be false, invalid or inaccurate.

The Applicant Enterprise acknowledges that the Government reserves the right to take any actions, including termination of the funding agreement and commencing legal actions, deemed appropriate against the Applicant Enterprise for providing false, invalid or inaccurate information in support of this application.

The Applicant Enterprise authorises the Secretariat and the Government to handle the personal data provided in this application in accordance with the Guide to Application for ReTAAS.

(Signature of Chan Tai Man and Company Chop)

Authorised Signature with Company Chop

Chan Tai Man Director

Name and Position of Signatory

(Signature of Wong Keung)

Signature of Project Coordinator

15/11/2017

Date

Notes

- (1) Please use separate sheets if the space provided in the application form is insufficient.
- (2) Applicant enterprise should submit the completed application form and relevant supporting documents to the ReTAAS Secretariat by post, in person or by electronic means.
- (3) Please note that information provided by the applicant enterprise in *item 1 of Section A, item 1 of Section B and Section C* of this application form may be made publicly available on the ReTAAS website at [www.retaas.hkpc.org](http://www.retaas.hkpc.org) if the application is approved. The public will be allowed to copy, distribute copies, or otherwise make use of the materials available at the website for non-commercial use. If an applicant enterprise does not wish release certain information, please forward the request and justifications upon submission of the application.