



**CaseTrust-SRA
Joint Accreditation
Scheme**

**Information & Application Kit
– Storefront**

CaseTrust Helps You Win Consumers' Confidence And Their Business

Conducting business is about trust and reputation. When we launched *CaseTrust* in 1999, our mission was two-fold: To boost service quality and business integrity within Singapore's retail and service industries; and to boost consumer confidence and trust in doing business with *CaseTrust* members.

CaseTrust offers a win-win proposition to both members and the buying public.

To date we have close to 500 members representing more than 1000 shops, service establishments, and online businesses.

The *CaseTrust* accreditation scheme stipulates that retailers and service establishments must abide to criteria set by CASE, such as good sales and after-sales service, business integrity, well-trained sales staff and well-maintained retail facilities.

With the Consumer Protection (Fair Trading) Act taking effect in March 2004, we have refreshed the *CaseTrust* logo and are reinforcing our efforts to promote the significance and value of the *CaseTrust* mark to both businesses and consumers.

Increasingly, consumers are becoming savvy of their rights and of their options in seeking redress to unfair and unethical business practices.

Thus it becomes even more relevant in today's context that businesses in the retail and service sectors testify to their service standards and ethical business practices by displaying the *CaseTrust* logo.



Strive for Excellence

There are two categories of CaseTrust Accreditation Scheme that applicants may choose from:

- CaseTrust Basic
- CaseTrust Gold



CaseTrust Gold is the premier tier of the CaseTrust Accreditation Scheme. Recipients of the CaseTrust Gold award are businesses with the added edge that distinguishes them as industry leaders. CaseTrust Gold recognises business excellence and superior customer service.

To consumers, CaseTrust Gold represents a promise of the highest possible standards in product and service quality. The award recognises dynamism and innovation, the desire of businesses to keep pace with changing consumer demands & needs, inspiring the level of consumer confidence that is worthy of being talked about.

CASETRUST CRITERIA FOR STOREFRONT BUSINESSES

This is a summary of the CaseTrust Criteria for Storefront Businesses. The full Criteria Form, incorporating assessment elements and document checklists, will be made available to businesses upon submission of the CaseTrust Application Form and Application Fee of S\$200.

1. Summary of CaseTrust GOLD criteria:

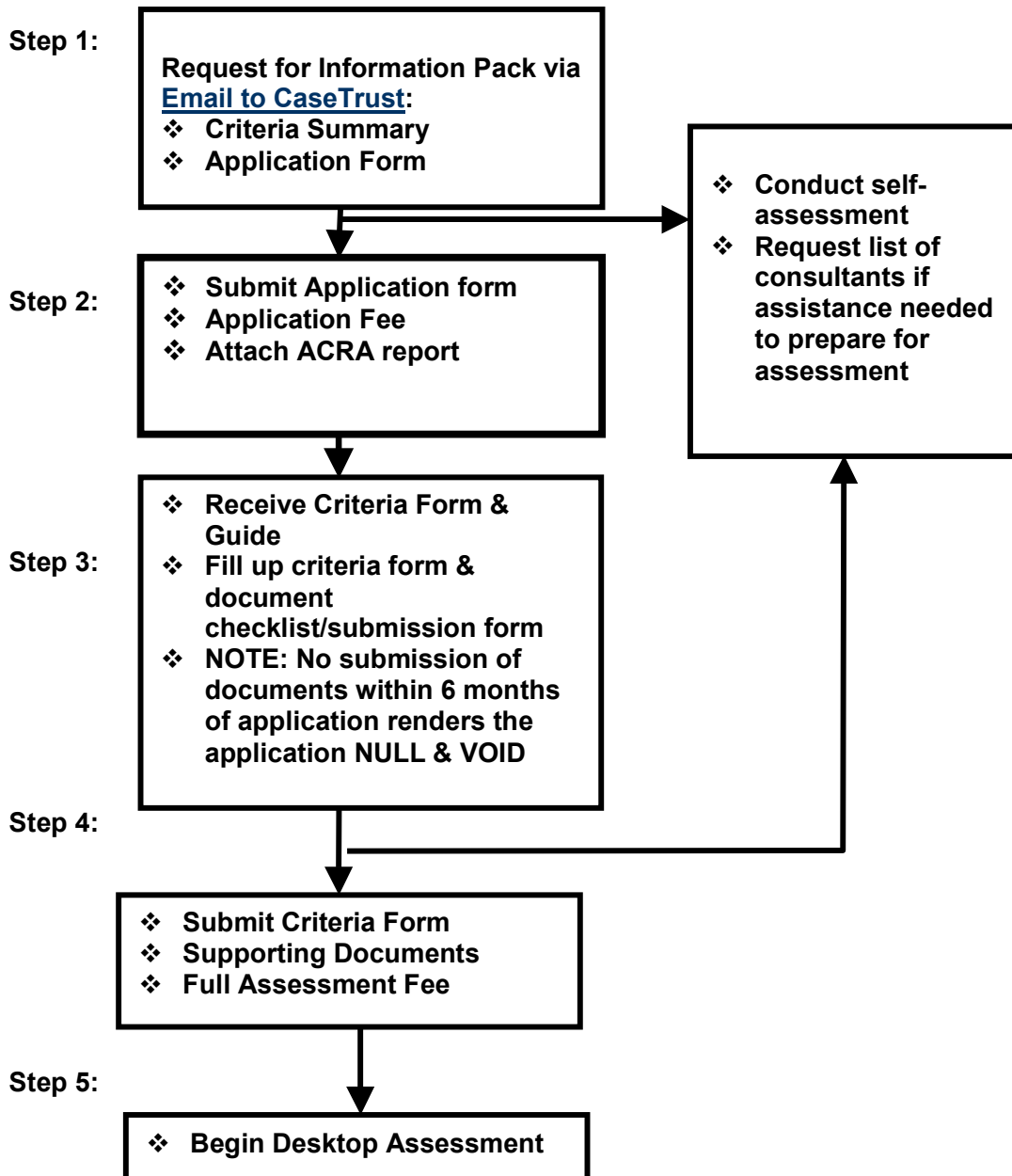
DIMENSIONS	AREAS OF ASSESSMENT
1. Policies	Human Resources Service Quality
2. Communication	External Communication Internal Communication
3. Practices & Systems	Human Resources Goods and Services Pricing Support Systems Market/Customer Analysis Tangibles
4. Personnel	Performance Knowledge Service Quality Appearance (for store-based only)
5. Achievements	Customer recognition Industry recognition

2. Summary of CaseTrust BASIC Storefront criteria:

DIMENSIONS	AREAS OF ASSESSMENT
1. Policies	Goods and Services Terms and Conditions of Sales Pricing and Payment Security
2. Communication	External Communication Advertising and Promotion
3. Practices & Systems	Retailing Feedback Management Goods and Services Security
4. Personnel	Performance Knowledge

CaseTrust-SRA Joint Accreditation Scheme

Application Procedure



Note: Time taken for application and assessment depends on how complete and how early forms & docs are sent in to CaseTrust. The process would take between 2 - 4 months to complete.

CaseTrust-SRA Assessment Procedure

Step 1:

- ❖ Upon receipt of full submission of documents, CaseTrust will arrange Desktop Assessment to commence
- ❖ Assessor(s) will contact applicant within one (1) month from the date of submission on the results of the Desktop Assessment



Step 2:

- ❖ Assessor will contact applicant to arrange site assessment
- ❖ Assessors to conduct Site assessment: staff interview & outlet visit/server premise



Step 3:

- ❖ Applicant will be notified about the results of assessment
- ❖ Successful applicants will be invited to sign license agreement with CASE



Step 4:

- ❖ Letter of congratulations & membership
- ❖ Collect decal(s)
- ❖ Code of Practice
- ❖ Logo usage guideline

Note:

- ❖ *Webfront applicant's website will be assessed off site.*
- ❖ *Visitation of Webfront applicant's server premises is part of site assessment.*

STOREFRONT

Type of Fee	CaseTrust Fee Structure for Storefront businesses		
	Small Business: Sales Turnover < \$1M	Medium Business: \$15M < Sales Turnover > \$1M	Large Business: Sales Turnover > \$15M
CaseTrust Basic/Gold: Application Fee	S\$200	S\$200	S\$200
CaseTrust Basic: *Full Assessment **Interim Assessment CaseTrust Gold: *Full Assessment **Interim Assessment	S\$680 S\$340 S\$4,000 S\$2,000	S\$1,700 S\$850 S\$5,000 S\$2,500	S\$2,500 S\$1,250 S\$6,000 S\$3,000
CaseTrust Basic: Annual Management Fee CaseTrust Gold: Annual Management Fee	S\$600 S\$2,000	S\$1,200 S\$2,500	S\$2,000 S\$3,000

IMPORTANT NOTE:

1. All fees will not be subjected to Good & Services Ta.x.
2. Fees are subject to change, depending on economic situation and discretion of the CaseTrust Department.
3. *Full-term assessment is conducted every 4 years.
4. **Interim assessment is conducted every 2 years.
5. Application and Full Assessment fees are to be paid in advance.
6. The application will be considered **NULL & VOID**, with the applicant considered to have failed the assessment if
 - a. Documents for assessment are not submitted within **6 months** from date of application.
 - b. The applicant failed to obtain CaseTrust within the period of **1 year**.
7. Applicant must go through the full assessment first, and the interim assessment after 2 years.

-CASE reserves the right to perform more than one interim assessment during the 4-year period.

- If the applicant does not pass the assessment, it must pay a re-assessment fee equivalent to the full assessment fee.

8. The annual management fee is payable only after the applicant clears the assessment process.

9. Below are the cancellation fees in the event the CaseTrust applicant cancels application under the following circumstances:

- a) Application Fees of \$200 is strictly non-refundable.
- b) Assessment Fees are refundable if withdrawal request is made within 14 days after the submission of your application.
- c) If withdrawal request is made at least 3 days **before** commencement of Site Assessment, 50% of the Assessment Fees will be refundable.
- d) Assessment Fees are strictly non-refundable if withdrawal request is made within the 3 days before Site Assessment.

WEBFRONT

Type of Fee	CaseTrust Fee Structure for Webfront businesses		
	Small Business: Sales Turnover < \$1M	Medium Business: \$15M < Sales Turnover > \$1M	Large Business: Sales Turnover > \$15M
CaseTrust Basic: Application Fee	S\$200	S\$200	S\$200
CaseTrust Basic: *Full Assessment Interim Assessment	S\$1,100 S\$550	S\$1400 S\$700	S\$2,000 S\$1,000
CaseTrust Basic: Annual Management Fee	S\$600	S\$1,200	S\$2,000

IMPORTANT NOTES:

As part of the push to encourage more businesses to attain the TrustSg seal, interested Applicants will enjoy the following benefits:

- a) Participate in TrustSg-related marketing events.
- b) National endorsement.

COMBINED (STOREFRONT & WEBFRONT)

Type of Fee	CaseTrust Fee Structure for Combined Storefront & Webfront businesses		
	Small Business: Sales Turnover < \$1M	Medium Business: \$15M < Sales Turnover > \$1M	Large Business: Sales Turnover > \$15M
CaseTrust Basic Application Fee	S\$200	S\$200	S\$200
CaseTrust Basic: *Full Assessment **Interim Assessment	S\$1,100 S\$ 680	S\$1,700 S\$ 850	S\$2,500 S\$1,250
CaseTrust Basic: Annual Management Fee	S\$600	S\$1,200	S\$2,000

Upgrade Scheme for Existing Storefront Members to Combined (Storefront & Webfront)

Type of Fee	Small Business: Sales Turnover < \$1M	Medium Business: \$15M < Sales Turnover > \$1M	Large Business: Sales Turnover > \$15M
Application Fee	waived	waived	waived
Upgrade Fees	\$680	\$940	\$1300

FEES FOR STOREFRONT

CaseTrust Basic

Size of Business	Year 1	Year 2	Year 3	Year 4	Grand Total	Average Fees Payable per Year
Small	1,480	600	940	600	3,620	905
Medium	3,100	1,200	2,050	1,200	7,550	1,887
Large	4,700	2,000	3,250	2,000	11,950	2,987

Illustration 1: Fees Overview for Storefront Businesses over 4 Years (Inclusive of All Fees Payable)

Type of Fee	Year 1	Year 2	Year 3	Year 4	Grand Total
Application fee	200	-	-	-	-
Assessment fee					
• Full	680	-	-	-	-
• Interim	-	-	340	-	-
Annual Management Fee	600	600	600	600	-
Total	1,480	600	940	600	3,620

Illustration 2: Detailed Cost Breakdown for a Small Storefront Business over 4 Years

What Some Members Say about CaseTrust

"A body like CaseTrust will ultimately drive business to your shop because they are confident that you can be trusted to treat consumers fairly. In other words, it is a WIN-WIN situation."

Mr Richard Hung, Richard Hung Jewellers
CaseTrust Gold Member since 2001

"We feel it is necessary to send a message to the public about our being accredited by a recognised independent body for having good business practices as well as good work processes, including procedures for handling any customer complaint."

Mr Peter Choo, Managing Director of Scenic Travel
CaseTrust Basic since 2002

"Since our accreditation, we have been able to assure our customers of our business integrity and our ability to deliver quality service. They also feel more comfortable coming to us, and trust us more."

Ms Helen Tan & Mr Eddy Lam, Partners of 121 Personnel Services
CaseTrust Basic since 2003

"Obtaining the CaseTrust award has been the best thing that happened to MIS. Prospective customers, especially walk-ins, have increased remarkably and asked more constructive questions on course' content than being uncertain of the Institute's credentials. Better qualified candidates are also showing interest. The effort has been worth it and we strongly recommend other private schools to work towards getting this recognition."

Mr Yeo Siew Siang, Executive Director of Marketing Institute of Singapore
CaseTrust Member since 2005

CaseTrust Accreditation Scheme Application Terms and Conditions

1. The Applicant is bound by the Terms and Conditions herein and such variations, which may be from time to time, be made by the CaseTrust Department, and upon submission of their Application to the CaseTrust Department.
2. An Application to join CaseTrust must be accompanied by:
 - (a) Completed Application Form as prescribed, together with any supporting documents required
 - (b) Application Fees
 - (c) Assessment Fees
3. The Application Fees herein will not be refunded if the Applicant fails to qualify for Assessment for any reasons whatever. The Assessment Fees would however be refunded in the event of an outright disqualification.
4. If an Applicant fails the prescribed Assessment conducted, the Applicant may be given a further opportunity to qualify to be accepted under the scheme and such would be decided by the Assessor or Assessors assigned and, for so long as the Applicant does not exceed 2 further Assessments. All subsequent Assessment Fees, if any, must be paid by the Applicant.
5. The Applicant may ask for a review of the Assessment with reasons. Upon receipt of the review fee, the Applicant's request will be considered by the Head of Assessment, and if appropriate, forwarded to the CaseTrust Department. Such review will be allowed at the discretion of the CaseTrust Department and will be final. This review fee will be refunded if the review is found in the Applicant's favour.
6. In the event that there is a need by the Applicant to consult with an existing panel of Consultants (whose names are available by request), then, the Applicant will liaise directly with such Consultants, who will be independent of the CaseTrust Department, and appropriate fees will be paid to them for the Consultancy. The CaseTrust Department will under no circumstance be liable for any advice rendered by such Consultants.

Membership Details

7. Membership for the Scheme will be for a period of 4 years, renewable every year, subject to the Assessment and Investigation results, feedback from the public i.e. complaints if any, and other relevant factors. The CaseTrust Department reserves the right to revoke or not renew membership should members fail to adhere to the standards set by the CaseTrust Department.

8. Members who make changes to its company ownership after obtaining accreditation will be subjected to Interim Assessment and have to furnish CASE with a Deed of Assignment. This assessment shall be independent of other assessments that the member is scheduled to undertake.

Standards

9. Members are required to maintain the CaseTrust standards as stated, among other things, in the Assessment Criteria provided. The criteria may be revised from time to time and the Members must be so bound by such.
10. Upon acceptance of membership, store-based retailers are required to display their policies clearly in their stores or such policies must be easily accessible to Consumers. Web-based retailers are required to publish their web policies on their web sites.
11. Members must have a proper criterion to deal with complaints and a dispute resolution programme in place and, which is transparent and known to Consumers.
12. In order to uphold the standards, which may be updated from time to time, set by CaseTrust, all members shall adhere to the Code of Practice and abide by penalties imposed upon breach/infringement of the Code of Practice.

Condition Precedent

13. Members should allow CaseTrust representatives into their premises for auditing and/or investigation purposes, whether notified or not. If a fee is required or any expense incurred for such investigation, such fee or expense should be refunded upon the Member's notification of the investigation by the CaseTrust Department.

Audit/Investigation

14. The Applicant has been made aware of the CaseTrust Department's empowerment to deal with breach/infringement of the Code of Practice. Members who commit a breach/infringement shall be imposed a fine, be suspended, expelled or blacklisted, either singly or jointly, depending on the severity of the offence, or by any other appropriate means.
15. Members who are lifted from suspension orders will be required to undergo an Interim Assessment.

Termination

16. Upon termination of the CaseTrust Accreditation Scheme membership, all CaseTrust related Materials including the CaseTrust Decal must be returned to the

CASE office within 7 days, and such Materials and such Decal should not be used in any manner whatsoever by the member before its return.

17. The CaseTrust Department reserves the right to revoke membership should members fail to adhere to the License Agreement or breach the Terms and Conditions herein, or for whatever reasons, as the CaseTrust Department deems fit.

What are the Benefits for CaseTrust Members?

CaseTrust accredited businesses will enjoy the following benefits among others:

- **National Publicity and Profiling** of the businesses at various **media events, seminars and Award Schemes**
- Prepares your company for the Consumer Protection (Fair Trading) Act, thereby having **Competitive Edge** over non-accredited businesses.
- **More Business Opportunities** as consumers feel confident shopping with CaseTrusted businesses.
- **Educational seminars** organised by CASE.
- Availability of CASE **Mediation Facility** to resolve disputes at a low cost.
- Join well-known companies like Brothers International, Cold Storage & Far East Flora who are members of CaseTrust.
- **Greater Exposure.** In recent months, CaseTrust members have been actively highlighted in various publicity efforts:
 - Media Coverage through Press Releases & Advertisements
 - Free listing on Internet Yellow Pages
 - CASE's e-newsletters & "The Consumer" magazine
 - Listed on CASE website www.case.org.sg
 - Bus shelter advertisement over 200 locations island-wide worth more than \$100,000

Additional Benefits for Webfront Accredited Members:

- **Display of TrustSg logo on your website once accredited**, as CASE is an appointed Authorised Code Owner (ACO) of the TrustSg logo by IDA, which is a national Trustmark.



- **National endorsement** as a reliable website to carry out e-transactions.
- Ride onto **TrustSg-related publicity programmes** by CaseTrust & TrustSg (Go to www.trustsgmall.com)

Who can Assist My Company to Prepare the Assessment?

There is a panel of consultants who can offer assistance to businesses to achieve CaseTrust Accreditation. The list of companies offering such consultancy services are available on CASE website. You may wish to note that they are **independent** of CASE and the CaseTrust Accreditation Scheme.

When applying for CaseTrust Webfront Accreditation, eligible online businesses can obtain financial assistance to defray costs from IDA/National Trust Council. You will get 50% rebate from the assessment fees payable which will be subsidized by the National Trust Mark certification fees funded by IDA, capped at \$800.

Looking Forward

CaseTrust has relaunched the scheme with a new logo in 2004. Along with this revamp, we expect CaseTrust members to be recognised as whitelisted companies, and CaseTrust Gold members in particular, shall become the business icons of Singapore and Industry Leaders supporting the accreditation scheme.

Contact Us

➤ **CaseTrust Department**

Address: C/o Consumers Association of Singapore
170 Ghim Moh Road
#05-01 Ulu Pandan Community Building
Singapore 279621
Tel: 6461 1800
Email: casetrust@case.org.sg
Website: www.case.org.sg/casetrust1.htm



CaseTrust Accreditation Scheme Application Form – Store Front

Instructions:

1. Applications for Store and Web accreditation are separate, even if the applications are from the same business.
2. Please type or write clearly using black or blue ink for all forms.
3. Where not applicable, fill in the blanks using **NA** or **NIL**. Please note that **blank answers are not acceptable**, and may result in delay in processing of your application.
4. Attach separate sheets if the space provided is insufficient.

Particulars of Your Business

Name of Business:

Address:

Tel:

Fax:

Website:

Email:

Registration of Company Business (**RCB**) no.:

License No. (if applicable):

Date of Registration (**dd/mm/yyyy**):

Trade/Corporate Memberships:

Have you or your Directors/Partners/Owners ever been rejected, suspended or removed from any accreditation scheme, including but not limited to this Scheme? **YES / NO**

Please provide details (attach additional sheets if necessary):

Contact Particulars

Name & Title of Organisation Head: *Dr/Mr/Mrs/Mdm/Ms

Name & Title of Contact Person for CaseTrust: *Dr/Mr/Mrs/Mdm/Ms

Tel:

Fax:

Email:

Size of Business

- o Small –Sales Turnover less than S\$1M and Non-GST Registered
- o Medium – Sales Turnover between S\$1M & S\$15M
- o Large – Sales Turnover more than S\$15M

Nature of Business

- | | |
|---|---|
| <ul style="list-style-type: none">o Department Storeo Department Store cum Supermarketo Supermarketo Mini-marto Confectionery & Biscuitso General Provision Storeo Food, Beverages & Tobaccoo Pharmacy/Drug Storeo Cosmetics/Toiletrieso Textileso Household Electrical Applianceso Hoteliero Bankingo Renovation/Contractor | <ul style="list-style-type: none">o Jewellero Sporting & Athletic Goodso Gifts/Handicrafts/Hobbieso Telecommunications Equipmento Books, Magazines & Stationery (including News Vendor)o Optical Storeo Watches & Clockso Spaso Travel Agentso Employment Agencies for Foreign Domestic Workerso Service Providers- Type: _____o Others, please specify _____ |
|---|---|

If Business has a chain of outlets

Number of outlets:

Total no. of staff:

No. of Retail staff:

If Business is a subsidiary of Holding Company

Name of Holding Company:

Address:

Tel:

Fax:

Email:

Declaration

I / We declare that:

1. All the information given is accurate and truthful.
2. The membership criteria have been fully read and understood.

Authorised Signature: _____

Name / Title: _____

Date: _____

Company Stamp: _____

Please remember to include the following together with your application:

- i. **All cheque(s) payable to Consumers Association of Singapore (CASE)**
- ii. Completed Application Form to be submitted to:

CaseTrust Department

c/o Consumers Association of Singapore
170 Ghim Moh Road
#05-01 Ulu Pandan Community Building
Singapore 279621

Tel: 6461 1800 Fax: 6463 7048

Email: casetrust@case.org.sg

Particulars of Applicant's Outlet

Outlet Name:	
Address:	
Tel:	Fax:
No. of Staff:	Size of Outlet (sq m):

Outlet Name:	
Address:	
Tel:	Fax:
No. of Staff:	Size of Outlet (sq m):

Outlet Name:	
Address:	
Tel:	Fax:
No. of Staff:	Size of Outlet (sq m):

Outlet Name:	
Address:	
Tel:	Fax:
No. of Staff:	Size of Outlet (sq m):

Outlet Name:	
Address:	
Tel:	Fax:
No. of Staff:	Size of Outlet (sq m):

Please make copies if you have more than 5 outlets.