SHOP Local Merchant Frequently Asked Questions

1. How do I apply to be a SHOPLocal merchant?
It's super-easy. Head here to start the application process.

2. How does SHOP Local work?
As a merchant, you'll have control over how much to discount. Other than that, no additional work is required from you or your staff. The savings for your customers are automatic—no vouchers, no hassle. SHOP Local merchants are able to login to their Market Singapore advertiser account to view merchants detailed report, including information about revenue and the number of transactions. You'll be able to track exactly how much business SHOP Local is helping you bring in via your own dedicated account.

3. What is a Cashback Reward?
Customer's earn Cashback from their SHOP Local purchases, and they can use the rewards on SG.SHOP.COM or once consumers reach a S$20 cash-back balance, they're eligible to request the amount via direct deposit to their personal account.

4. Why is this appealing to customers?
As easy as it is for you, it's even easier for customers. They're going to discover great new merchants, including yours throughout the area. By using QR Code payment mobile app 'Connect by FlexM', customers simply complete their transaction with ease. It is so much convenience for them! For every transaction made by the customers, they will be incentivised with CASHBACK and Loyalty points.

5. Do I have to pay a fee to be a SHOPLocal merchant?
There is only one-time set-up and marketing fee of S$200 (subject to Goods and Services Tax or GST) to join the network plus the commission given to SG.SHOP.COM on purchases made by customers,which we will then reward Cashback and points. Only successful transaction from SHOP.COM customers, the commission will then be charged during settlement.

6. Who determines the incentives to be given out to the customers?
SG.SHOP.COM will allocate the cashback and loyalty points incentive based on the commission percentage given by the merchants. Therefore, the higher the commission percentage, the higher the incentive for the customers.

7. What types of businesses can join SHOP Local?
a)Basically, any place that has a physical location. Here are some examples:

 Dine-in restaurants, quick-service restaurants, etc.

 Bars

 Cafes

 Grocery Supermarkets

 Automobile Service

Tuition Centres

 Florist

 Bakeries

b) If you are providing services or homebased services, you can join us too. Here are someexamples:

 Locksmiths, cobblers

 Home repairs (Plumbers, electricians, painters etc)

 Pop up store, pushcart, flea market stalls vendors

Click here and JOIN NOW! Grow revenue and transactions through increased exposure with SHOP.COM, one of the Top 100 e-commerce sites in the world.

8. Does SHOP Local Merchants require any extra equipment or software?
Merchant will need to acknowledge and agree to offer its customers to transact using the QR Code payment mobile app 'Connect by FlexM', provided by FlexM Pte. Ltd (Service Provider). Merchants are also required to download the merchant app, which allows merchants to receive payment transaction notification when customer pay using the 'Connect by FlexM' app.

Upon onboarding with SHOP.COM, FlexM will contact you to advise on their agreement and next course of action. SGQR code and SHOP Local labels will be provided to merchants for displaying at storefront. The program is not available for cash transactions or online orders.

9. How does QR Code payment mobile application works?
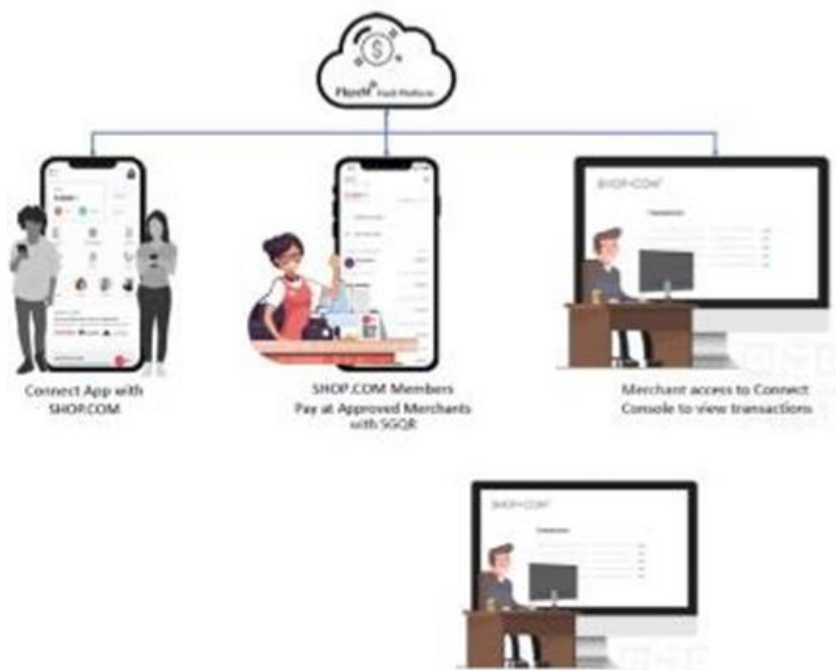
Customers will login to their Connect by FlexM mobile app to scan the SGQR Code and enter the amount to make payment. After the payment is made, you will receive a notification via

your merchant app to inform that the transaction is successful. Transaction settlement will be processed within 7 days.

10. How does the SHOP Local benefit me as a merchant?
Using the Connect by FlexM, all transaction will be made cashless and contactless. You can also track your business progress with easy-to-read report. Other benefits of embarking on this payment program includes:
- Low Payment Gateway Fee at 1%! (Comparing with your existing Credit Card Terminal)
- Customer simply scan to Pay! Contactless payment!
- Digitalisation E-payments increase accountability and tracking, avoid contact with cash and reduce the risk of theft
- Automated Weekly settlement
- Leveraging on SGQR Code, less clutter at the storefronts
- Increase business opportunity and increase in potential SHOP.COM customers spending with you
- Pay and settle monthly invoice with SHOP.COM effortlessly, as commission will be automatic deducted from settlement.

11. Will my staff require special training in order to utilise SHOP Local programme?

FlexM will issue SGQR code and provide orientation on the Connect by FlexM app prior going live on SG.SHOP.COM.

12. Besides the commission, are there any other additional charges?
There will be a 1% transaction fee and a flat fee of $1.50 for every weekly settlement.

Assuming the commission to SHOP.COM is 10%. With a total transaction of S$100 by the customer, FlexM will deduct S$10.80 (inclusive of GST) for the commission to SHOP.COM, a transaction fee of S$1.00 (1% excluding GST) and a fixed $1.50 settlement fee. So, you will receive S$86.70 for that transaction after deduction.

13. When will the I receive payment?
Payment transactions will be accumulated and automatically generate on a weekly basis. The total transactions starting from the previous Saturday will be processed on every Friday night after 2359Hrs. A fee of S$1.50 will be charged to you per settlement.

14. If I am an existing SGQR registered merchant, do I need to reprint the code?
FlexM will provide you with the updated SGQR code to replace the older version.

15. How do I process a refund for my customer?
For transactions within the same day, you can initiate a refund to your customer via your merchant Connect by FlexM app. Contact FlexM finance for any refunds made after the settlement day.

16. What happens if there is a discrepancy between my finance accounts and the Connect by FlexM app?
In case of a difference in reconciliation amounts and/or date between the merchant's records and the Principal's records, the Principal's records will be deemed as final and overriding.

17. Is there any penalty if I end the SHOP Local contract before the 12 months term is due?
Merchant will have to pay SHOP.COM the average commission for the last 3 months for the remainder of the Minimum Term or an early termination fee of S$500 whichever higher.

18. Do I need to pay a relisting fee if there is a change of ownership?
In the event of change of ownership, the existing contract will be terminated. If the new owner is keen to continue the partner store program with SHOP.COM, they will need to re sign the contract. Setup fee applies.

19. Who can I contact if I have more questions about this program?
Please email Partnerstores@marketsingapore.com.sg and we'll answer any questions you have about being featured as a SHOP Local merchant. We'd love to hear from you!

20. Can I discount specific parts of the business or offer more detailed offers through this model? For example, I'd like to offer 20% off appetizers in the wine bar between 4 and 5 p.m.
At this time, this isn't possible. We've designed SHOP Local so that customers will seek you out in a way that allows you to serve them seamlessly. It's good for them and easy for you. We do all the work, after all!

21. Is there any way to limit the number of people in a party that can use a specific SHOPLocal reward?
You don't have to worry about this, because anyone who pays using Shop.com virtual card with Connect by FlexM App will receives the agreed upon reward, which you have the ability to control. If one SHOP.COM customer pays for multiple people in a given party, the discount will be applied to his or her virtual card, but it will never exceed the percentage you have set.

22. Is there a limit number of rewards a customer earns in a given period of time?
There is no limit to how much incentive a customer can received.

23. How does the SHOP Local programme work? How will customers find my offer? How will It help me get more customers?
This is the fun part: We can do a lot to help customers find you. Customers will discover your promotion via SHOP Local's website and mobile channels (Download APP) via SHOP.COM, as well as through direct email marketing campaigns. It can help you generate a considerable amount of valuable exposure––with no effort on your part. We're thrilled to be rolling it out, and think you'll be excited too when you see it in action.

24. Will customers who are visiting the area be able to find my business on SHOP Local?
We're so glad you asked! SHOP Local customers can access the list of all merchants that participate in the program via web or smartphone. SG.SHOP.COM will direct and drive customer visits and sales to your business through the SHOP.COM Mobile App, desktop and

word of mouth advertising, so they'll be able to find your business anytime they're in your area.

25. Where can I see information about how many customers SHOP Local has brought to my business?
You can have access to your monthly report that provides revenue stats, as well as the number of customers who've visited your business via your dedicated account.

26. Will I know when SHOP Local customers are in my business? Will I know when a SHOP Local transaction has taken place?
When SHOP.COM customer make payment with their QR Code payment mobile app 'Connect by FlexM', you will receive transaction notification in your merchant app. You may also view your transaction report via your merchant app.

All transactions between you and our SHOP.COM customers can also be retrieved via SHOP.COM advertiser account as well.