

Singapore Merchants' Frequently Asked Questions

1. How do I apply to be a SHOPLOCAL merchant?

It is super-easy. Head [here](#) to start the application process.

2. How does SHOPLocal work?

As a merchant, you will 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. Each month, SG.SHOP.COM will provide our merchants detailed report, including information about revenue and the number of transactions we delivered. You will be able to track exactly how much business SHOPLocal is helping you bring in via your own dedicated account.

3. What is a Cashback Reward?

Customers earn Cashback from their SHOPLocal purchases, and they can use the rewards on SG.SHOP.COM or once consumers reach a \$20 cash-back balance, they are 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 is even easier for customers. They are going to discover great new merchants, including yours throughout the area. No fiddling with phones or paper vouchers—they simply go to the SG.SHOP.COM merchant and purchase as normal, using the debit card registered through the SG.SHOP.COM website. 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 \$107 (Inclusive of 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 upon a successful referral from SHOP.COM, than the commission will be charged to you.

SG.SHOP.COM will consolidate all the commission on a monthly basis before we proceed to bill you.

6. Who determines the incentives to be give out to the customers?

SG.SHOP.COM will allocate the cashback and loyalty points incentive based on the commission % given by the merchants. Therefore the higher the commission %, the higher the incentive for the customers.

7. What types of businesses can join SHOPLocal?

a) Basically, any place that can process a credit card transaction and 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 using a portable terminal, which allows for credit card transaction, you can join us too. Here are some examples:

- ✓ Locksmiths, cobblers
- ✓ Home repairs (Plumbers, electricians, painters etc.)
- ✓ Pop up store, push cart, 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 SHOPLocal require any extra equipment or software?

If you accept credit cards, SHOPLocal requires no additional hardware or equipment. Customers use their activated and registered debit cards to pay for products and services on SHOP Local through your existing credit card reader, and SHOPLocal takes care of the rest. However, the programme is not available for cash transactions or online orders.

9. Will my staff require special training in order to utilise SHOPLocal programme?

No, because SHOPLocal customers will behave like all other customers. No vouchers, remember? They pay with their registered debit card in the SHOPLocal programme, and SHOP Local takes care of the rest. No additional training, work, or effort will be needed from you or your staff.

10. Who can I contact if I have more questions about this programme?

Please email Partnerstores@marketsingapore.com.sg and we'll answer any questions you have about being featured as a SHOPLocal merchant. We would love to hear from you!

11. Can I discount specific parts of the business or offer more detailed offers through this model? For example, I would like to offer 20% off appetizers in the wine bar between 4 and 5 p.m.

At this time, this is not possible. We have designed SHOPLocal so that customers will seek you out in a way that allows you to serve them seamlessly. It is good for them and easy for you. We do all the work, after all!

12. Is there any way to limit the number of people in a party that can use a specific SHOPLocal reward?

You do not have to worry about this, because anyone who pays with an activated card receives the agreed upon reward, which you have the ability to control. If one SHOPLocal member pays

for multiple people in a given party, the discount will be applied to his or her card, but it will never exceed the percentage you have set.

13. 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.

14. How does the SHOPLocal 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 SHOPLocal'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 are thrilled to be rolling it out, and think you will be excited too when you see it in action.

15. Will customers who are visiting the area be able to find my business on SHOPLocal?

We are so glad you asked! SHOPLocal customers can access the list of all merchants that participate in the programme 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 will be able to find your business anytime they are in your area.

16. Where can I see information about how many customers SHOPLocal 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 have visited your business via your dedicated account.

17. Will I know when SHOPLocal customers are in my business? Will I know when a SHOP Local transaction has taken place?

Not necessarily, unless they tell you or ask about it. We think this is great, though, because it keeps both you and the customer from worrying about redeeming vouchers, keeping track of vouchers, etc. You can still track your SHOPLocal transactions via your own dedicated account given by SG.SHOP.COM, so it will be easy to keep track of how it is working.