



SINGAPORE  
SERVICE STAR

## CODE OF PRACTICE

The Code of Practice under the Singapore Service STAR scheme sets out the standards that businesses should observe when conducting their business. Sub-categories for Retail, Food & Beverage and Nightspot industries have been used for easy reference.

### **1. Display of Price Tags**

Retail: Ensure the display of price tags or shelf tickets for individual merchandise are carried out at prominent places. The text should be clear and the price reflected for the correct merchandise.

Food & Beverage and Nightspot: Ensure the price of food items is clearly indicated in the menu or at the order counter. Applicable GST and service charge should be stated in writing.

### **2. Product Promise**

Retail: Ensure goods sold are/have:-

- Complete (i.e. for electrical/electronics goods: ensure that warranty cards, parts and accessories that are indicated in the standard package are included)
- New as in “unused” and working condition (unless otherwise stated)
- Proper communication of cost & pricing (i.e. no hidden charges)
- Authentic (unless otherwise stated)
- Not expired

Food & Beverage and Nightspot: Ensure food & beverage products are/have:-

- Met all required storage and food preparation standards
- Authentic (unless otherwise stated) or Made of authentic ingredients (unless otherwise stated)
- Not expired

### **3. Receipt**

Retail and Food & Beverage: Ensure that each customer is given a receipt upon any purchase of goods. The receipt should reflect transaction details such as date/time of purchase, name of staff (optional), contact details, operating hours (optional), name and price of item purchased. Receipt can state refund / replacement policy.

#### **4. Goods Refund / Replacement Policy**

Retail: Communicate clearly the refund policy for the goods at the point of sale / transaction. This should be done so in writing and/or communication with the customer. Displaying the refund policy through visible signage at the cashier counter and on the receipt is highly encouraged.

#### **5. GST Tourist Refund Policy**

Retail: Communicate clearly the GST tourist refund policy for the goods at the point of sale / transaction. This should be done so in writing and/or communication with the customer. Ensure there is visible signage at the cashier counter and all refund forms are completed correctly.

#### **6. Misrepresentation**

Retail, Food & Beverage and Nightspot: Strictly no misrepresentation to the customer with falsified advertisements, information, publicity materials and promotions.

#### **7. Anti-Touting**

Retail, Food & Beverage and Nightspot: Strictly no engagement or support in any form of touting of services / products, where touting may be defined as soliciting customers or patronage.

#### **8. Legislation**

Retail: Strictly adhere to all laws and regulations relating to the sale of goods. Do not engage in any unfair practices as set out in the second schedule of the Consumer Protection (Fair Trading) Act.

Food & Beverage and Nightspots: Strictly comply with food laws and regulations under the Agri-Food and Veterinary Authority of Singapore (AVA), and all custom laws and regulations relating to the sale of food & beverage products.

Nightspot: Strictly adhere to all laws and regulations relating to the operation of entertainment outlets, and all licensing conditions set out by the Singapore Police Force. It is the duty of operators to remind guests of mandatory laws and safety rules, i.e. smoking ban, drink driving, underage patrons etc. Visible signage, to serve as reminders, should be made available within the premise in the form of writing, posters, signage, etc.

Retail, Food & Beverage and Nightspot: Strictly no sale of products that are restricted by law to minors under 18 years old or less. Such products include:-

- Liquors
- Cigarettes

## **9. Customer Experience**

Retail, Food & Beverage and Nightspots: Establish and check service standards for which service staff are trained to ensure a meaningful customer experience.

## **10. Customer Feedback**

Retail, Food & Beverage and Nightspot: Provide an open and easy access system for customers' feedback. Track all complaints and resolve them quickly. If necessary, deploy empowerment measures to enable staff to delight customers / perform service recovery.

## **11. Customer Personal Information**

Retail, Food & Beverage and Nightspot: All customers' personal information (such as credit card information and feedback) should be safeguarded and kept confidential. In any case of information may be used for database and other promotional efforts, it should be stated. Customers should also be given the option to agree or disagree with the terms.

## **12. Advertising and Promotion**

Retail, Food & Beverage and Nightspot: If a Merchant wishes to promote itself as being accredited under the Singapore Service Star Scheme, Merchant should refrain from making statements which indicate or may give the impression that the Board has approved or recommended Merchant or its services. Such statements are misleading as they give customers the wrong impression that the Board has endorsed or sponsored the Merchant or its services or given a guarantee or warranty on behalf of the Merchant.

The following are examples of acceptable and unacceptable advertising and promotional language:

### ***Acceptable:***

[Merchant's service] is accredited under the Singapore Service Star Scheme.

### ***Unacceptable:***

[Merchant name or Merchant's service] is endorsed/ recommended/ approved/ sponsored/ supported/ guaranteed by the Singapore Tourism Board.

[Merchant name or Merchant's service] is under a guarantee/ warranty by the Singapore Tourism Board.

Merchants are also to abide by the Singapore Code of Advertising Practice of the Advertising Standards Authority of Singapore.