The Direct Selling Association of Hong Kong Limited
A member of the World Federation of Direct Selling Associations
www.hkdsa.org.hk

ACTIVE MEMBERSHIP APPLICATION

Please type or print all information

Company:		
Address:		
Phone:	Fax:	Website:
Head of Company* :	Title:	Email:
HKDSA Executive Contact* :	Title:	Email:

* Name and title of the Head and Executive contact to be listed in the Association's membership directory.

Section A Company Background

Ownership: ☐ Public ☐ Private

Parent Company

Name:

Address:

Founding Year:

If Limited Company in Hong Kong:
Date of incorporation:

Registration no.:

Year your company entered direct selling in HK:

Current number of employees in HK:

Current number of sales force in HK:

Total sales at retail in last 12 months (HK$ million):

☐ < 50 ☐ 50 – 100 ☐ >100

Have there been, within the last three years, any legal actions taken against your company or any deceptive trade practices allegations made by an overseas federal, state or local government agency?

☐ Yes ☐ No

If yes, please provide details and current status on separate sheet.

Section B Marketing Method

Primary marketing method (can check more than one):

☐ Single level ☐ Party Plan ☐ Door-to-door

☐ Multi-level ☐ Others (e.g. direct mail, telemarketing)

Primary products marketed:

Section C Terms of Guarantee / Warranty

What is the start-up cost for signing up as a sales representative of your company? Sales Kit HK$ _____ Annual Fee HK$ _____
Any mandatory initial inventory purchases?

☐ Yes If yes, what amount _____ ☐ No

Does your company buy back all currently marketable inventory from your sales representative?

☐ Yes If yes, please indicate % of handling fees charged_____
☐ No

Does your company offer a 7 days cooling off period?

☐ Yes ☐ No

Are terms of guarantee / warranty clearly stated in your sales literature?

☐ Yes ☐ No

Section D DSA Membership

Is your parent company a member of the national DSA?

☐ Yes If yes, name of the DSA _____
Joining Year _____
☐ No

Who recommended HKDSA membership to you?
(Name of person / company)

Reasons for joining HKDSA:

Application Authorization

I understand that membership in HKDSA is predicated upon acceptance of, and adherence to all rules and regulations adopted by HKDSA. My signature on this application signifies my intent to be bound by such rules and regulations. It further signifies that I have read the HKDSA Code of Ethics, and I understand what the Code requires and agree to conform company policies to the Code of Ethics and abide by Code procedures for the resolution of any Code complaints.

I have designated as our Code Responsibility Officer:
(Name) _____ (Title) _____
who is familiar with the HKDSA Code of Ethics and will assure company cooperation in the event of a Code complaint.

Signature: _____ Date: _____

Title: _____

Office use: ☐ Full Date ☐ Associate Period 1 Accepted Rejected Period 2 Accepted Rejected