

Other recommended guidelines for customer-facing operations

A. Queue management

- Queues should not cause congestion for neighbouring establishments or at other parts of the mall.

B. Crowd management

- Limit groups of customers entering the store to no more than 5 persons.
- Do not hold activities that would attract large crowds inside and outside of the retail establishment (e.g. celebrity appearances, aggressive shopping deals, closed-door members sales).
- A standard operating procedure (SOP) should be put in place to manage long queues and large crowds that could form inside or outside stores (e.g. where popular products are displayed) and/or the mall.
- Encourage the use of self-checkout, and cashless or contactless payment to reduce contact between employees and customers.
- Encourage customers to book appointments, for the viewing and testing of products, as well as for services (e.g. consultation, repairs).
- Consider placing frequently purchased goods and necessities near the entrance or checkout to facilitate movement and reduce in-store dwell time.
- Operators should take additional steps to manage the capacity within common play areas for children/toddlers/infants (e.g. deploying an employee to man the area), where practicable.

C. Cleanliness and hygiene

- Limit display and testing of products, e.g. stationery, laptops, mobile phones, etc. Employees to conduct product demonstrations if required. Such products should also be sanitised regularly.
- Where possible, place hand sanitisers in close proximity of store entrances, high-touch surfaces like door handles, as well as common play areas. Encourage customers to sanitise their hands before entering stores and/or handling products on display.
- Supermarkets and other retail establishments which provide trolleys and baskets to their customers are encouraged to provide disinfectant wipes for customers to clean the handles of such trolleys and baskets.
- Products that customers touch frequently such as clothes, footwear, jewellery, accessories and optical products, should be cleaned, sanitised or sterilised frequently, where possible.

D. Encourage online retail, and “click & collect” for goods and delivery

- Encourage online retail and click-and-collect from store, to reduce dwell time
- Where practicable, collection and delivery from the store must be spaced out and contactless.
- Take reasonable steps to ensure that delivery personnel observe at least one-metre spacing at all times and do not cluster together.
- Refer to the [Advisory for Delivery Businesses](#) for guidelines on delivery requirements.

E. Use of retail establishments as a third-party venue for work-related events

- If a retail outlet is used as a third-party event space, as a best practice, only one event should be held in the outlet at a time. If not feasible, each third-party event should be clearly demarcated from the others, as well as from the main consumer shopping area. Each area should be kept completely separate by either a solid partition (at least 1.8-metre high, from wall to wall), or a minimum 3-metre spacing demarcated by continuous physical barriers (e.g. plexiglass screens, barricade tape, queue poles). There should be no mixing or intermingling of guests from separate events. Food and drinks must not be served.