



# CHINGAY MAMA SHOP

chingay  
PARADE SINGAPORE

## *Exclusive Invite*

chingay  
PARADE SINGAPORE

Dear Merchant,

You are invited to be part of  
**CHINGAY MAMA SHOP!** Be part of  
our movement to  
**#SupportLocal** businesses and  
**#DoGoodWithUS!**

**Early Jan to  
End Mar 2023**

on



Sincerely,  
**Chingay Team**

chingay  
PARADE SINGAPORE



Sell your  
Products of Singapore on

chingay

X



Lazada

Page



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Opportunity to get **FEATURED** on:

**Laz LIVE**

**chingay**  
PARADE SINGAPORE



# Get Featured

on the

**CHINGAY Website**

and

Experience a **Potential Outreach** to

**Facebook** and **Instagram**



@chingayparadesg



@chingayparadesg

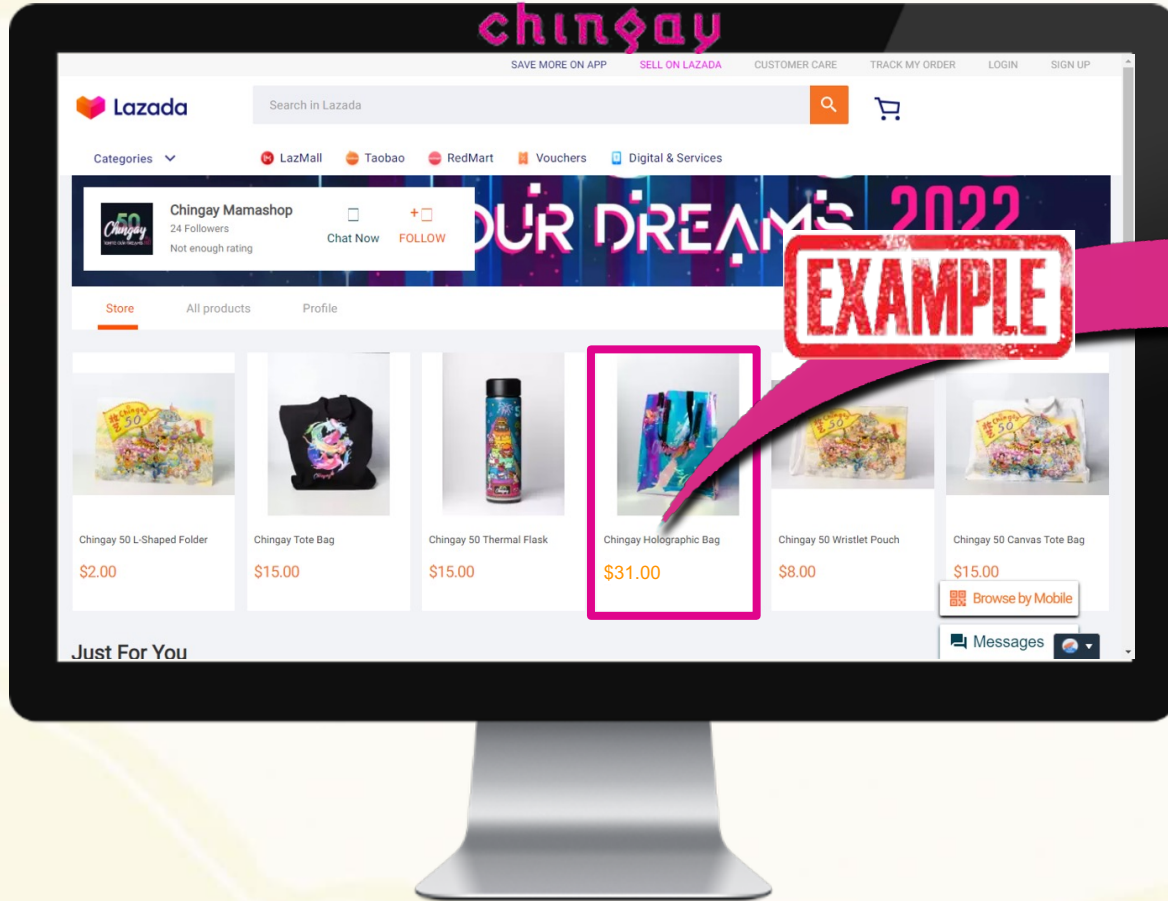
**chingay**  
PARADE SINGAPORE

\*Last year's image is used in this slide





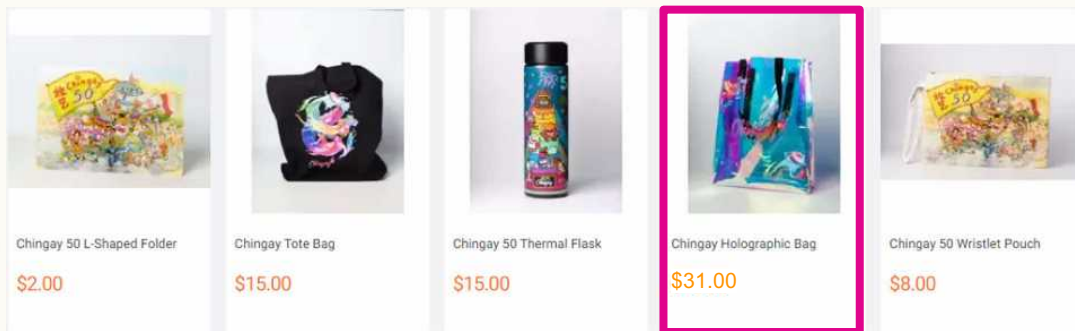
Place as  
**MANY**  
**Products**  
as you wish  
to sell!



10% of  
the profit from  
at least  
**ONE**  
product to be  
Donated to Towards  
a Good Cause

# #DoGoodWithUS - Optional for Social Enterprises

## Example - Local Shop A





**10%**  
TO CHARITY  
(\$3.10)

**90%**  
TO KEEP  
(\$27.90)

**\$3.10 (10% to Charity)**

**\$27.90 (You Keep)**

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**\$31.00 (Selling Price)**

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\*We will handle the administrative work for this

## Chosen Product **MUST** Be:

- Product of Singapore
- ≥\$20
- One of the top selling Products

\*Chosen Product **CAN** be a **bundle** but **ALL** products in bundle **MUST** be **Product of Singapore**





## How to **JOIN**?

1. Simply fill up the registration form [here](#)
2. We will contact you within **3 - 7 Working Days** to confirm your participation
3. We will give you **instructions** on how to **upload your products** etc. after confirmation

Just set up your  
e-store on  **Lazada**

## Any Questions?

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**Ting Min Er**

✉ [TING\\_Min\\_Er@pa.gov.sg](mailto:TING_Min_Er@pa.gov.sg)

**Hazel Soe**

✉ [Hazel\\_SOE@pa.gov.sg](mailto:Hazel_SOE@pa.gov.sg)

## Connect with us at:

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[PA\\_ACD@pa.gov.sg](mailto:PA_ACD@pa.gov.sg)



[www.chingay.gov.sg](http://www.chingay.gov.sg)



Chingay Parade SG



[ChingayParadeSG](https://www.instagram.com/ChingayParadeSG)



[ChingayParadeSG](https://www.youtube.com/ChingayParadeSG)