

Shopee 101 – What Should You Know Before Becoming Shopee Seller

ONLINE MARKETPLACE

An e-commerce site that connects sellers with buyers

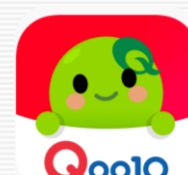
Online e-commerce platform for selling and buying activities

TYPE OF MARKETPLACE

B2B – Business to business

B2C – Business to customer

C2C – Customer to customer



MARKETPLACE RANKING (Q4 2021)

Mapping Malaysia's Leading E-commerce Players

Filter by




Business Model ▼

Store Type ▼

Store Origin ▼

Select Data Per Quarter

Q4 2021 ▼

Merchant	Monthly Web Visits	AppStore Rank	PlayStore Rank	Twitter	Instagram	Facebook	Number of Employees
1  Shopee	56,220,000	#1	#1	66,700	989,170	23,529,020	3,378
2  Lazada	14,196,700	#2	#2	45,800	736,070	31,677,330	1,663
3  PG Mall	9,780,000	#9	n/a	50	35,150	24,530	150

<https://iprice.my/insights/mapofecommerce/en/>

What Should You Know Before Becoming Shopee Seller

MARGIN CALCULATION

The difference of margin & markup. In marketplace, margin is more important

FEES & CHARGES

Transaction fee + Service fee + marketplace commission fee

BUYING & SELLING PROCESS FLOW

Buyer is paying to seller or platform?

OPERATIONAL

- Account opening
- Shipping type
- Seller Center
- Penalty
- Return & refund
- Marketing

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MARGIN VS MARKUP

Cost : RM12

Sell : RM15

Profit: RM3

MARK UP
%

To determine selling price

$$\frac{\text{Selling Price} - \text{Cost}}{\text{Cost}} = \frac{\text{RM3}}{\text{RM12}} = 25\%$$

MARGIN
%

To determine gross profit

$$\frac{\text{Selling Price} - \text{Cost}}{\text{Selling Price}} = \frac{\text{RM3}}{\text{RM15}} = 20\%$$

COST	SELL	PROFIT	MARKUP	MARGIN
12	15	3	25.0%	20.0%
12	16	4	33.3%	25.0%
12	17	5	41.7%	29.4%
12	18	6	50.0%	33.3%
12	19	7	58.3%	36.8%
12	20	8	66.7%	40.0%

THE IMPORTANCE OF MARGIN

Loss or profit gain

Marketing fee, service fees, commission etc will be deducted from your margin.

▼ Seller Education Hub

<https://seller.shopee.com.my/edu/home>

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▶ FEES & CHARGES TO SHOPEE SELLER

2 types of charges

▶ **Compulsory** charge:

- ▶ transaction fee / payment fee & commission fee

▶ **Optional** charge:

- ▶ service fee, return fee due to seller's fault

COMPULSORY CHARGE

Transaction Fee

- Fees by financial service provider [payment gateway] for each transaction made on platform
- Transaction fee is subjected to the service provider.
- To date, 2.12% from buyers' final payment during checkout

Commission Fee

- Normal merchant: 2.12% from selling price on sold item
- Sellers with 100 orders since shop established

OPTIONAL CHARGE

Service Fee

- Depends on seller's program.
- Charged on sold item.
- Sellers shall alert with the T&C before commit with the program

Return Fee

- If buyer wish to return the sold item, cost of return will be borne by seller – provided it is seller's fault.
- In some unfortunate situation, seller will born both shipping and return fee.

FEES & CHARGES

Type	SHOPEE	LAZADA	PGMALL	TIKTOK SHOP
Transaction Fee	2.12%	2.12%	5.6% - physical product 10.6% - digital product	2.12%
Commission Fee	2.12%	2.12%		n.q
Service Fee	3.18% - 7.42%	3.18% - 5.6%		n.a
Return Fee	Fully by seller	Fully by seller	Fully by seller	Fully by seller

Shopee Seller's Program



- Each program will have different 'service fee'.
- 30 days commitment

SERVICE FEE COMPARISON

PROGRAMME	RM15 Free Shipping Programme	RM40 Free Shipping Programme
 Free Shipping	5%	3%
 10% Cashback	3%	3%
 Free Shipping  10% Cashback	7%	6%

Note: All service fees listed are subjected to 6% SST

FS15

- Subsidized Free Shipping
- Service fee: 5.3% from selling price
- Transaction fee: 2.12% from final payment
- Commission Fee: 2.12% from selling price

Preferred


Instant BARLEY Powder
7M+



PLAIN
200g RM20



SWEET CORN
150g RM22

 Add hot water
 No added salt and sugar
 Travel friendly
 Combine order for bulky foods only

FREE SHIPPING
15
MIN. SPEND

SERBUK BARLI IBU ANIS
BARLEY POWDER

Local Seller

RM20.00
21 sold

FS15+CB

- Subsidized Free Shipping
- Service fee: 7.42% from selling price
- Transaction fee: 2.12% from final payment
- Commission Fee: 2.12% from selling price

Preferred
LOWEST PRICE
BEST DEAL
34% OFF

Sky Blue, Brown, Yellow, Light Blue, Pink, Light Green
Black, Light Purple, Dark Green, White, Orange, Cream White
Gold, Blue, Red, Grey, Dark Purple, Sky Blue

FREE SHIPPING MIN. SPEND 15 + 10% CASHBACK + READY STOCK

♥ Ready Stock ♥ 10g Gift Pack 50 Colourful Shredded...

10% off Local Seller

RM0.99 26.4k sold

FS40

- Subsidized Free Shipping
- SSL Program
- Service fee: 3.18% from selling price
- Transaction fee: 2.12% from final payment
- Commission Fee: 2.12% from selling price

Preferred+
MMT2U

Cleaning

100ml

FREE SHIPPING MIN. SPEND **40**

OPULA KCL-1025 4 IN 1 100ML CLEANING KIT SET FOR PC /...

Local Seller [wholesale](#)

RM12.00

The image shows a product listing for a cleaning kit. At the top, there is a red 'Preferred+' badge and the 'MMT2U' logo. Below this, the product name 'OPULA KCL-1025 4 IN 1 100ML CLEANING KIT SET FOR PC /...' is displayed. The product image shows a blue spray bottle, a black brush, two blue cloths, and a retail box. A red badge indicates '100ml'. A red banner below the image says 'FREE SHIPPING MIN. SPEND 40'. Below the product name, there are two buttons: 'Local Seller' and 'wholesale'. At the bottom left, the price 'RM12.00' is shown in red. At the bottom right, there is a red circular button with a white shopping cart icon.

FS40+CB

- Subsidized Free Shipping
- SSL Program
- Service fee: 6.36% from selling price
- Transaction fee: 2.12% from final payment
- Commission Fee: 2.12% from selling price

Preferred+

8% OFF

Triangles Salim cheeses, 8 portions, Segitiga keju salem, ...

Local Seller Any 10 enjoy 2% off

~~RM4.90~~

RM4.50

NORMAL SELLER

- No Free Shipping Voucher (FSV)
- Service fee: 0% from selling price
- Transaction fee: 2.12% from final payment
- Commission Fee: 2.12% from selling price



INNER ELASTIK SEJUK

tidak mudah kembang

Elastik

pengaliran udara

material cotton

UKHUWAH BOUTIQUE SHOP

Anak Tudung Budak Inner Kids Sejuk Selesa Untuk Kanak-...


Local Seller

RM15.00

10 sold

CB10%

- No Free Shipping Voucher (FSV)
- Service fee: 3.18% from selling price
- Transaction fee: 2.12% from final payment
- Commission Fee: 2.12% from selling price



Home Design

10x CASHBACK Seller

LOWEST Price

Ad ORIGINAL

🔥 Limited stock 🔥 Jewellery Storage Box Watch Case Rings...

RM1 off Local Seller

RM29.90 916 sold

	Seller A	Seller B
Selling Price	RM20	RM20
Postage Fee	RM5.04	RM5.04
Coins	-	-
Total Payment	RM25.04	RM25.04
Transaction Fee (2.12% x Payment)	$2.12\% \times \text{RM}25.04 = \text{RM}0.53$	$2.12\% \times \text{RM}25.04 = \text{RM}0.53$
Service Fee (pakej x Selling Price)	0%	0%
Commission Fee (2.12% x x Selling Price)	0%	$2.12\% \times \text{RM}20 = \text{RM}0.42$
Seller dapat (Selling price– all fees)	$\text{RM}20 - \text{RM}0.53 = \text{RM}19.47$	$\text{RM}20 - \text{RM}0.53 - \text{RM}0.42 = \text{RM}19.05$

- No program
- Total order LESS than 100

- No program
- Total order MORE than 100

	Seller FS15 – A1	Seller FS15 – A2
Selling Price	RM20	RM20
Postage Fee	RM0	RM0
Coins	-	-
Total Payment	RM20	RM20
Transaction Fee (2.12% x Payment)	2.12% x RM20= RM0.42	2.12% x RM20= RM0.42
Service Fee (pakej x Selling Price)	5.3% x RM20 = RM1.06	5.3% x RM20 = RM1.06
Commission Fee (2.12% x x Selling Price)	0%	2.12% x RM20= RM0.42
Seller dapat (Selling price– all fees)	RM20 – RM0.42 – RM1.06 = RM18.52	RM20 – RM0.42 – RM1.06 – RM0.42 = RM18.10

- **FS15**
- **Buyer use FSV**
- **Total order LESS 100**

- **FS15**
- **Buyer use FSV**
- **Total order MORE 100**

	Seller FS15 – B1	Seller FS15 – B2
Selling Price	RM20	RM20
Postage Fee	RM5.04	RM5.04
Coins	-	-
Total Payment	RM25.04	RM25.04
Transaction Fee (2.12% x Payment)	2.12% x RM25.04= RM0.53	2.12% x RM25.04= RM0.53
Service Fee (pakej x Selling Price)	5.3% x RM20 = RM1.06	5.3% x RM20 = RM1.06
Commission Fee (2.12% x x Selling Price)	0%	2.12% x RM20= RM0.42
Seller dapat (Selling price– all fees)	RM20 – RM0.53 – RM1.06 = RM18.41	RM20 – RM0.53 – RM1.06 – RM0.42 = RM17.99

- FS15
- Buyer DO NOT USE FSV
- Total order LESS 100

- FS15
- Buyer DO NOT USE FSV
- Total order MORE 100

	Seller FS15 – C1	Seller FS15 – C2
Selling Price	RM20	RM20
Postage Fee	RM5.04	RM5.04
Coins	RM2	RM2
Total Payment	RM23.04	RM23.04
Transaction Fee (2.12% x Payment)	2.12% x RM23.04= RM0.48	2.12% x RM23.04= RM0.48
Service Fee (pakej x Selling Price)	5.3% x RM20 = RM1.06	5.3% x RM20 = RM1.06
Commission Fee (2.12% x x Selling Price)	0%	2.12% x RM20= RM0.42
Seller dapat (Selling price– all fees)	RM20 – RM0.48 – RM1.06 = RM18.46	RM20 – RM0.48 – RM1.06- RM0.42 = RM18.04

- FS15

- Buyer DO NOT use FSV, but utilized coins/ voucher-

- Total order LESS 100

- FS15

- Buyer DO NOT use FSV, but utilized coins/ voucher-

- Total order MORE 100

	Seller FS15 – D1	Seller FS15 – D1
Selling Price	RM20	RM20
Postage Fee	RM0	RM0
Coins	RM3	RM3
Total Payment	RM17	RM17
Transaction Fee (2.12% x Payment)	2.12% x RM17= RM0.36	2.12% x RM17= RM0.36
Service Fee (pakej x Selling Price)	5.3% x RM20 = RM1.06	5.3% x RM20 = RM1.06
Commission Fee (2.12% x x Selling Price)	0%	2.12% x RM20= RM0.42
Seller dapat (Selling price– all fees)	RM20 – RM0.36 – RM1.06 = RM18.58	RM20 – RM0.36 – RM1.06 – RM0.42 = RM18.16

- **FS15**
- **Buyer use FSV + coins/ voucher**
- **Total order LESS 100**

- **FS15**
- **Buyer use FSV + coins/ voucher**
- **Total order MORE 100**

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BUYING & SELLING PROCESS FLOW

Order
Placed



Payment
Made



Shipping



Order
received



Payment
Released



Buyer pays to Shopee,
not seller

Shopee will release
payment after order
completed. Seller will not
get full amount (deduct
fees & charges)

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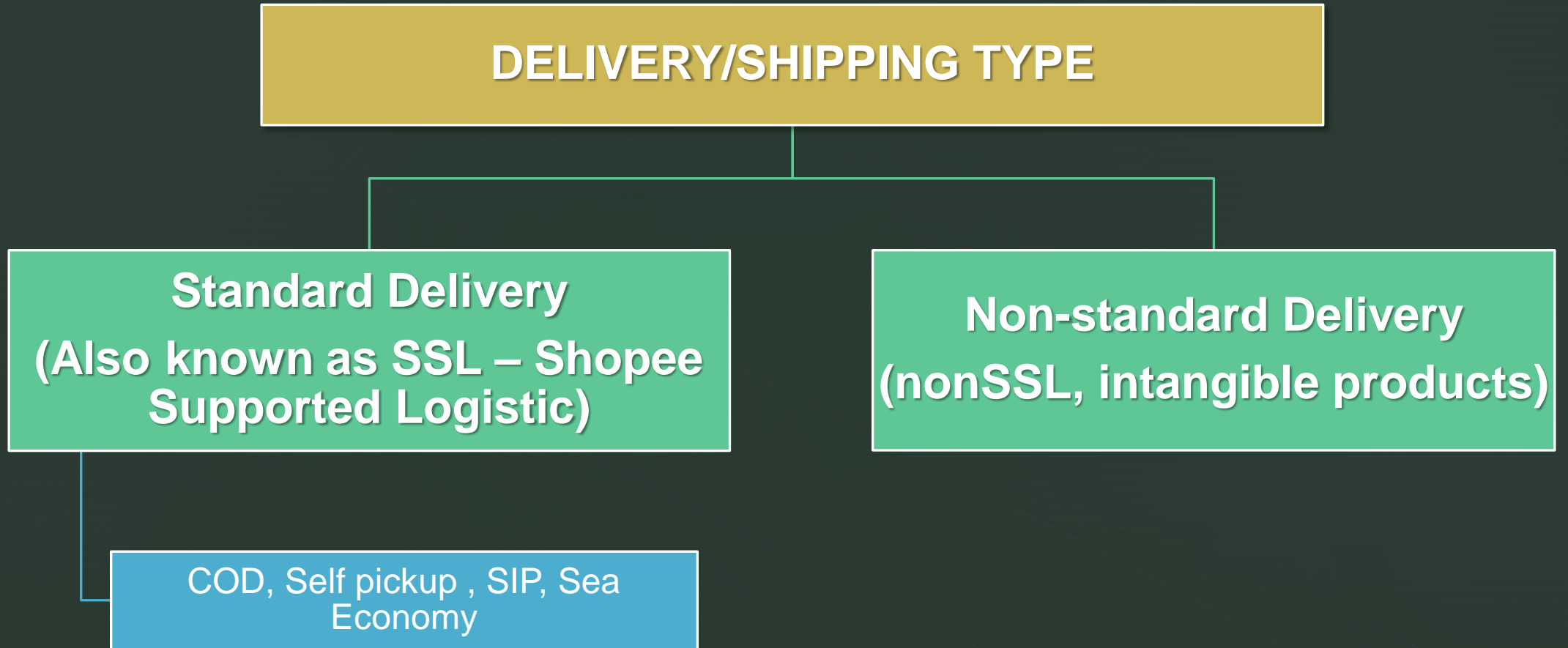
Transaction fee + Service fee + marketplace commission fee

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Standard Service Types	Shipping Channels
Standard Delivery	<i>Shopee X^{PRESS}</i>
	
	
	
	
	
	
Economy Delivery (Sea Shipping)*	Shopee Express (Sea Shipping)

***Note:** Economy Delivery (Sea Shipping) is only available for Shopee Express sellers in West Malaysia, and applicable for deliveries to Sabah & Sarawak.

SHOPEE STANDARD DELIVERY	NON-SSL
Pembeli perlu membayar kos pengeposan yang ditetapkan oleh Shopee .	Pembeli perlu membayar kos pengeposan yang ditetapkan oleh penjual
Tidak perlu daftar	Perlu daftar untuk aktifkan
Kurier ditetapkan oleh Shopee. Buyer & seller tak boleh pilih courier	Kurier mengikut pilihan penjual. Buyer tidak boleh memilih courier; tetapi boleh chat dengan seller sekiranya mahu menggunakan courier tertentu.

SHOPEE STANDARD DELIVERY	NON-SSL
Syarat: - Pegang stok - Kena ada printer	Tiada syarat - Tak wajib ada printer
Penjual tidak perlu bayar kos pengeposan ketika 'drop off' barang atau semasa kurier datang 'pick up'	Penjual dahulukan duit untuk pengeposan
Berat dikira secara automatik. Jika pembeli membeli lebih dari barangan, pembeli akan membayar kos lebihan postage sekiranya ada	Berat tidak dikira secara automatic. Sekiranya pembeli membeli lebih dari satu item, pembeli tetap membayar kos postage yang telah ditetapkan dari awal.
Tracking number daripada system Shopee	Tracking number dari 'consignment note' kurier yang digunakan oleh penjual

SHOPEE STANDARD DELIVERY	NON-SSL
<p>Penjual hanya terima bayaran mengikut harga jualan selepas ditolak kos transaksi (2.12%), kos servis (sekiranya ada bergantung kepada pakej seller) dan komisyen.</p> <p>Penjual tidak terima bayaran pos yang dibayar oleh pembeli</p>	<p>Shopee bayar semula harga barang + kos pengeposan yang ditetapkan (selepas ditolak caj transaksi, komisyen dan kos servis sekiranya ada)</p>