

Start Selling On Shopee

- Document / item needed
- Account setting
- Upload product – 5 things you should know before uploading your first product in online store
 - Cover Photo
 - Tittle
 - Product Description
 - Dimension
 - Category

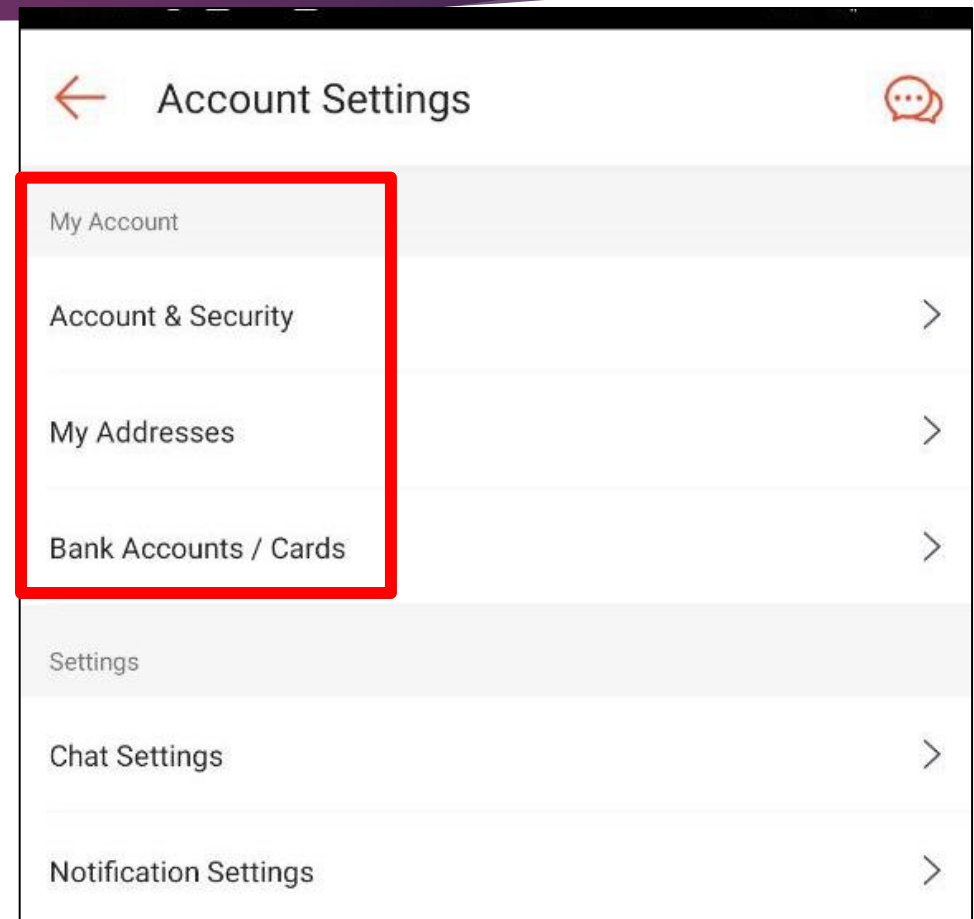
DOCUMENTS/ ITEM NEEDED TO OPEN SHOPEE ACCOUNT

- Phone number
- Email
- IC / SSM
- Current / Saving Account

BASIC SETTING

Me > Account Setting

- ▶ Once downloaded Shopee Apps, fill up information in 'My Account'



ADDRESS TYPE

DEFAULT

Your delivery address
Home or office

PICKUP

Address for courier to
pickup your parcels
Min 10 orders daily for the
past 30 days – eligible for
pickup

RETURN

Address for return parcel

BANK ACCOUNT SETTING

Set Wallet PIN

For your security

To ensure that only you have access to your money, please set up a Wallet PIN for verification purposes.

Learn More

Create Wallet PIN

OTP

Verify Phone Number

Please verify your identity by entering the OTP sent to your phone (*****51)

890647 Resend (20s)

The verification code has been sent, please check.

Confirm

Other Methods

Bank Account

Bank Account

Full Name in the Bank Account

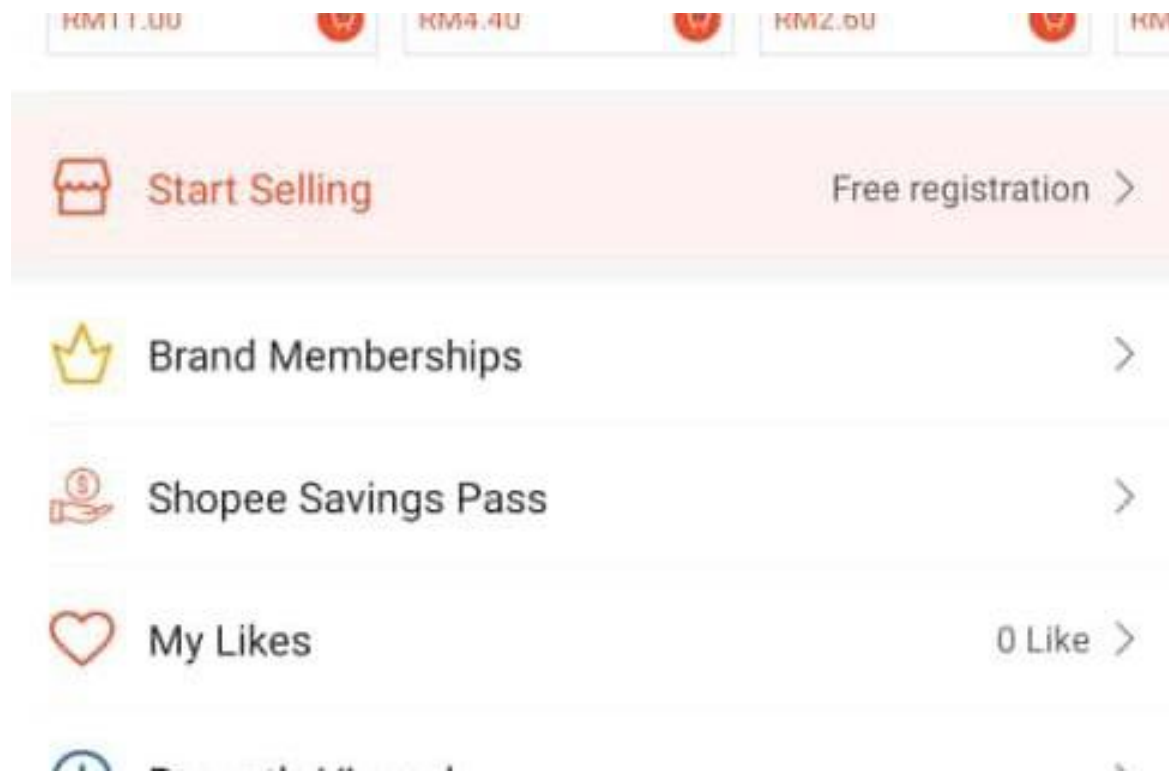
Account No

Bank Name

Close Save

REGISTER AS SELLER

Apps > Me > Start Selling



← Seller Information Save

Seller Information Shop Information Shipping Channel

Seller Type *

Individual

Registered Business

Full Name * 0/80

Input

As per IC/Passport

IC Number/Passport Number * 0/20

Input

Back Next

← Shop Information Save

Seller Information Shop Information Shipping Channel

Shop Name * 11/35

Pickup Address * >

Email * >

Phone Number * >

Back Next

← Shipping Channel

Seller Information Shop Information Shipping Channel

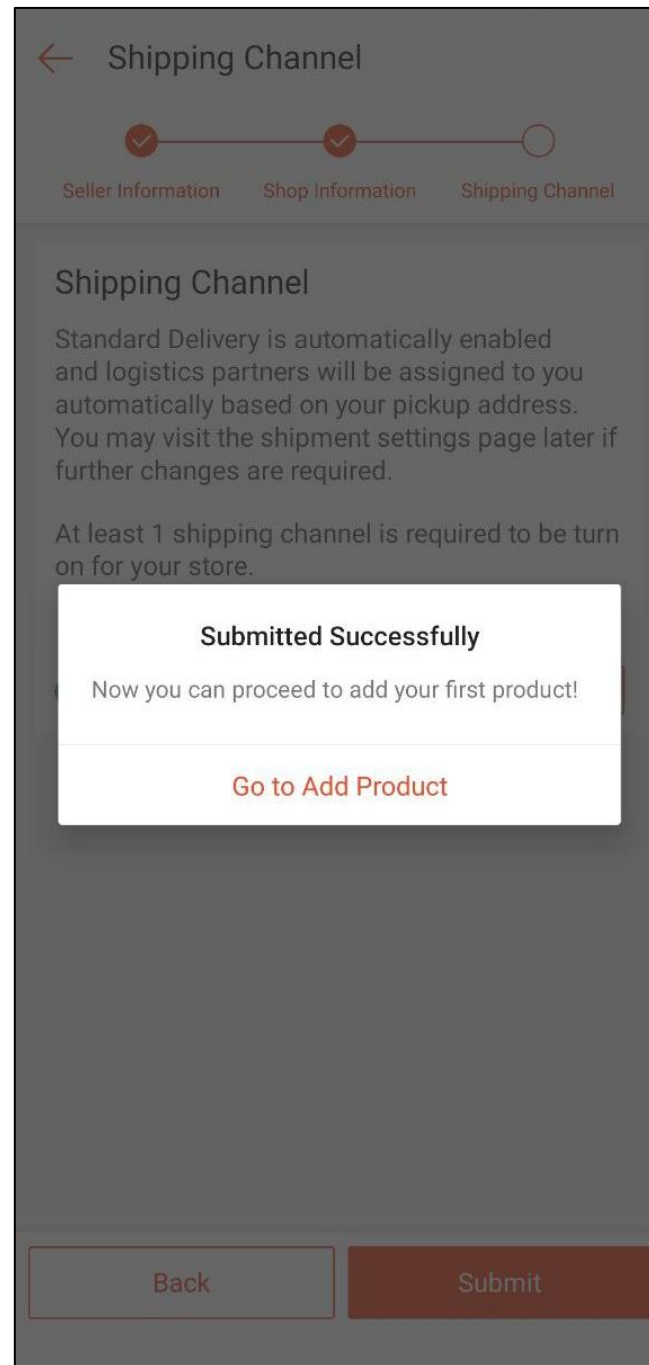
Shipping Channel

Standard Delivery is automatically enabled and logistics partners will be assigned to you automatically based on your pickup address. You may visit the shipment settings page later if further changes are required.

At least 1 shipping channel is required to be turned on for your store.

Completed View Details

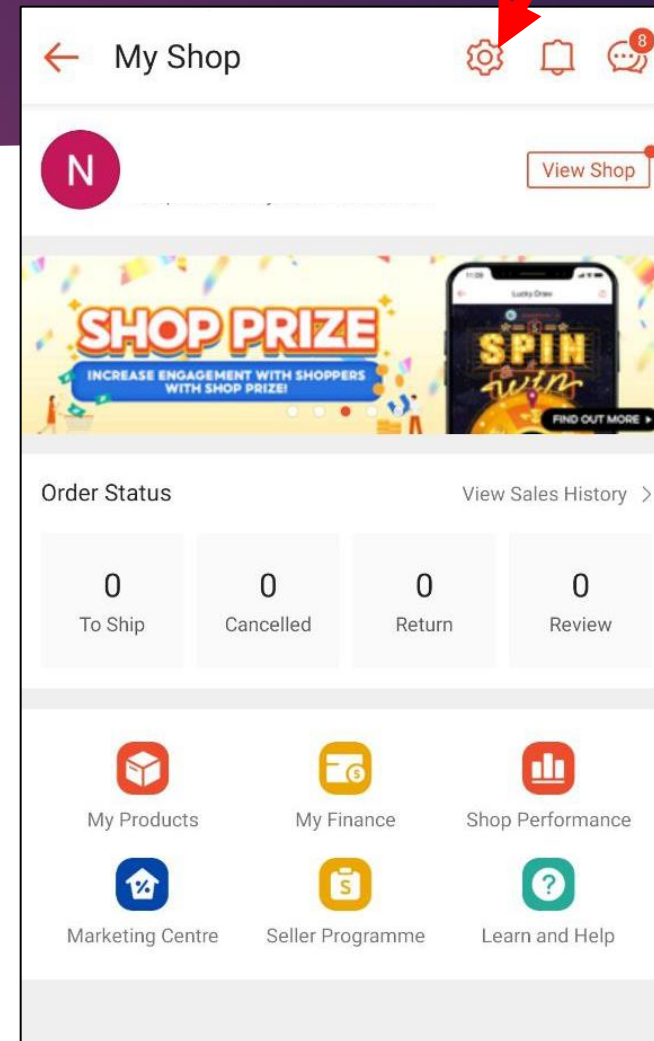
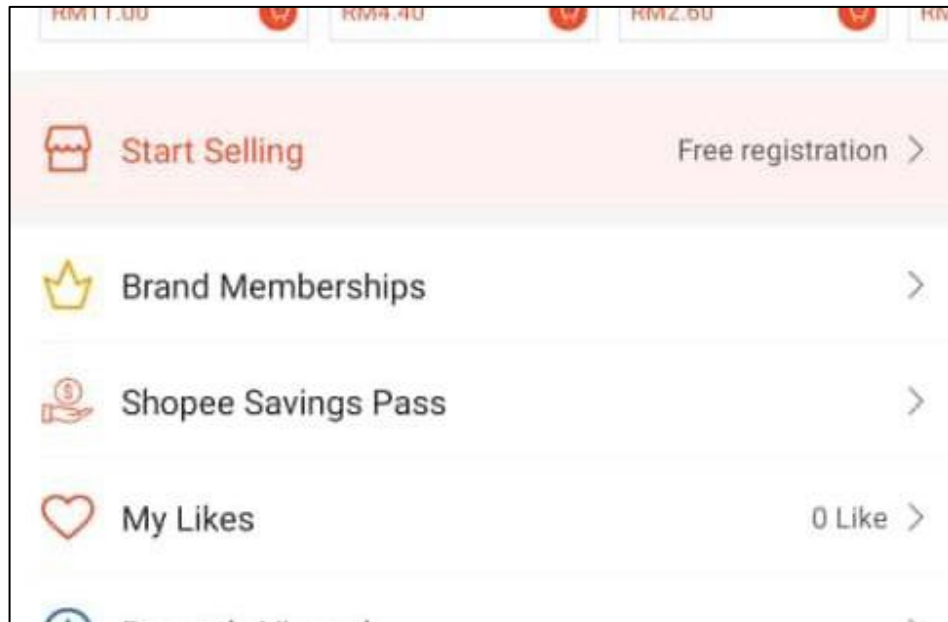
Back Submit

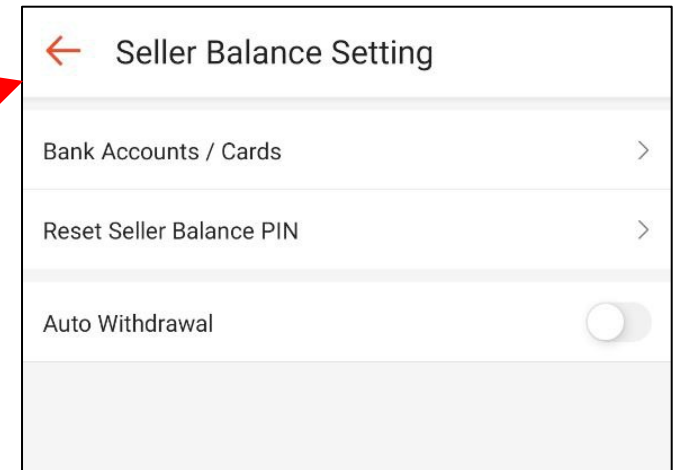
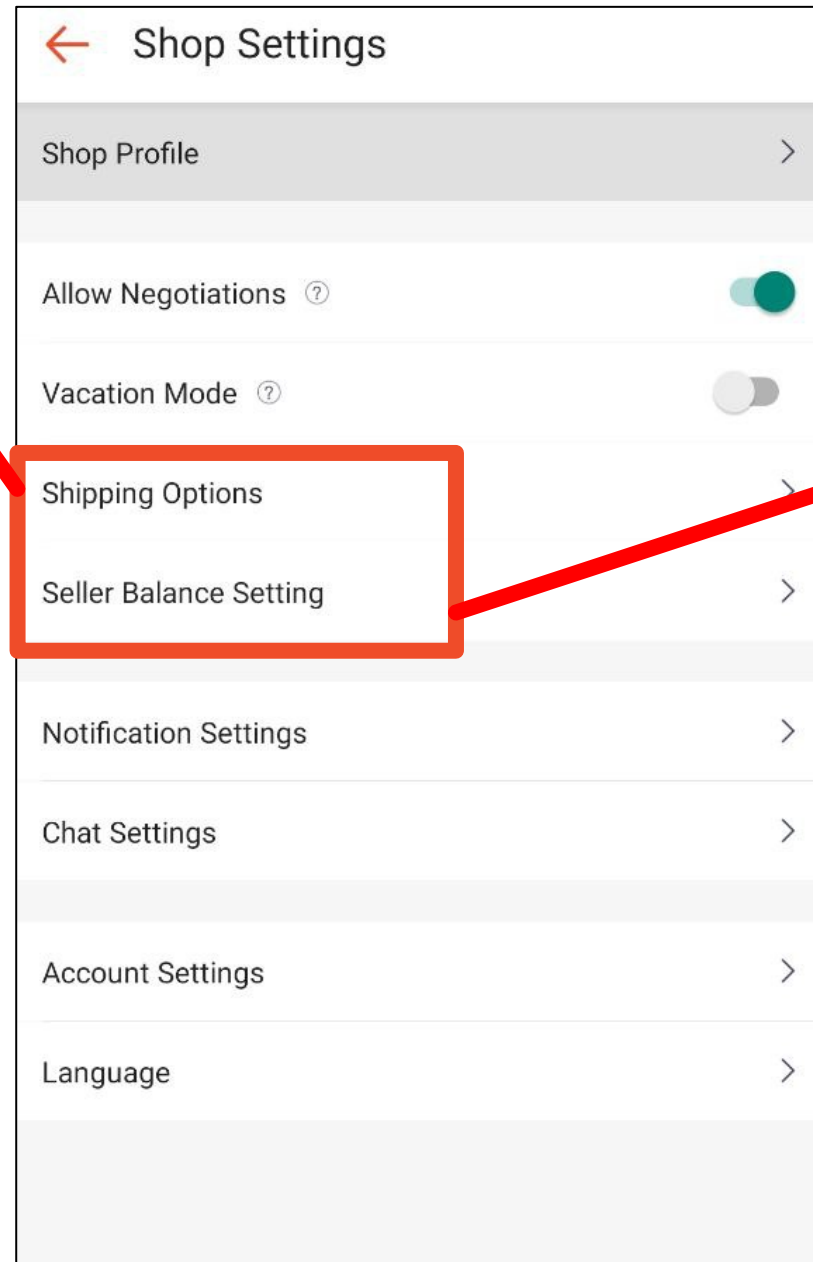
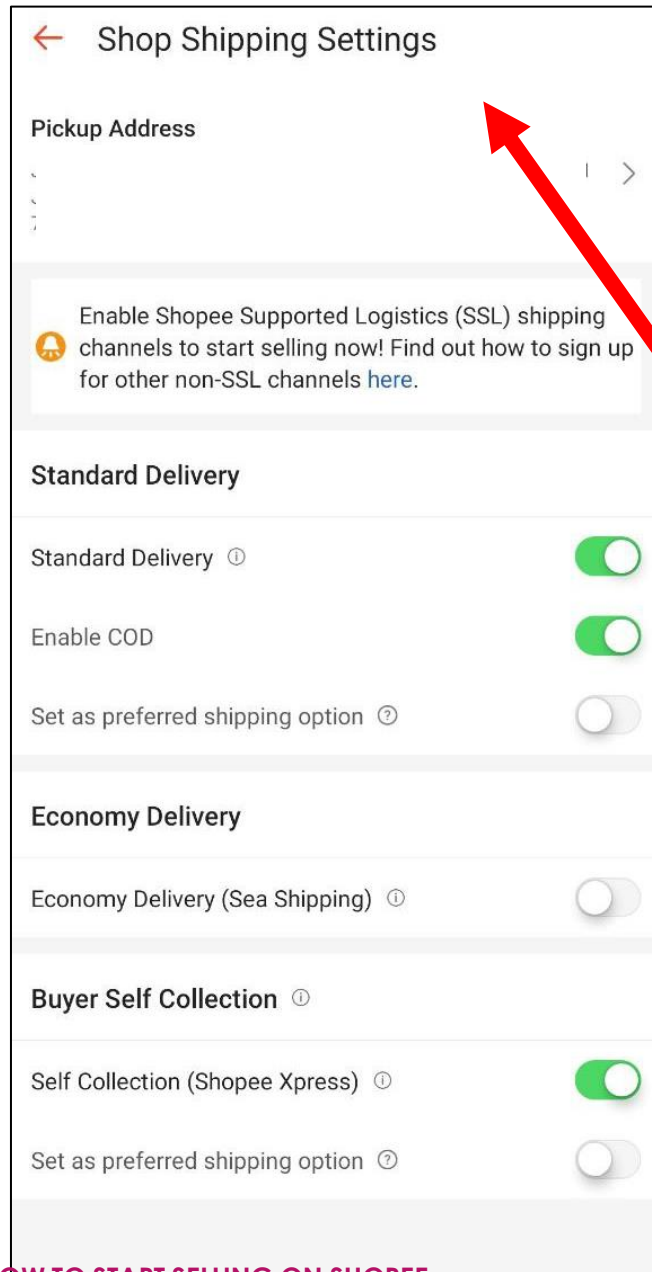


Tap and back
No need to upload immediately
Need to complete the shop setting

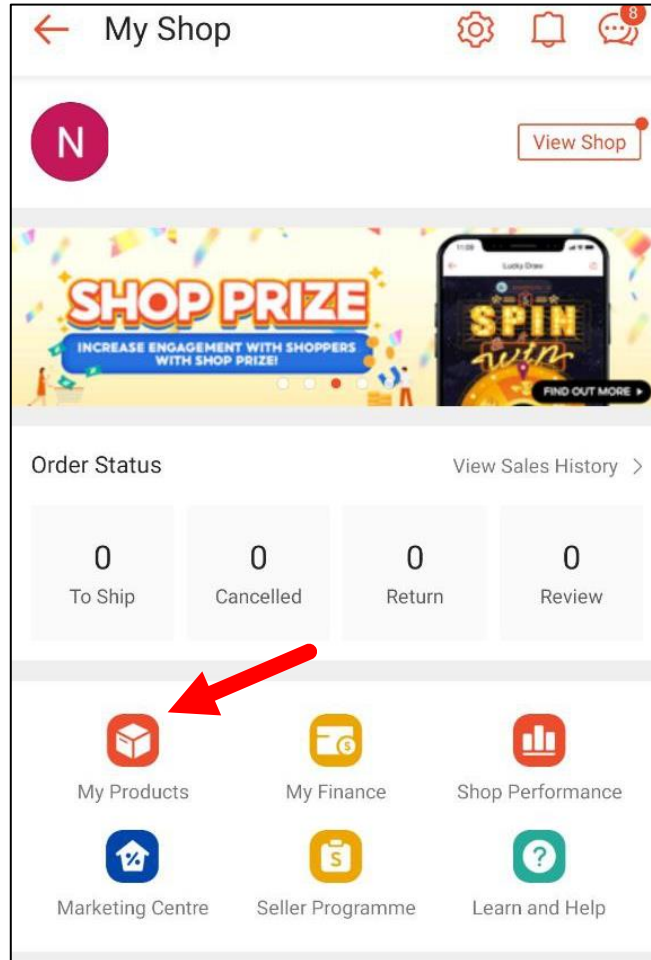
SHOP SETTING

Me > My Shop > Setting





PRODUCT UPLOAD



The screenshot shows the 'Add Product' form. At the top, there's a back arrow and the text 'Add Product'. Below this is a dashed box for '+ Add Photo'. The form has several sections:

- Product Name ***: 0/120 characters. Input field: 'Enter Product Name'.
- Product Description ***: 0/3000 characters. Input field: 'Enter Product Description'.
- Category ***: A dropdown menu with a right arrow.
- Dangerous Goods ***: A dropdown menu with a right arrow and a help icon.
- Variations ?**: A dropdown menu with a right arrow.
- Price ***: Input field: 'Set'.
- Stock ***: Input field: 'Set'.
- Wholesale ?**: A dropdown menu with a right arrow.
- Shipping Fee (Weight/Size) ***: A dropdown menu with a right arrow.

At the bottom, there are two buttons: 'Save' and 'Publish'.

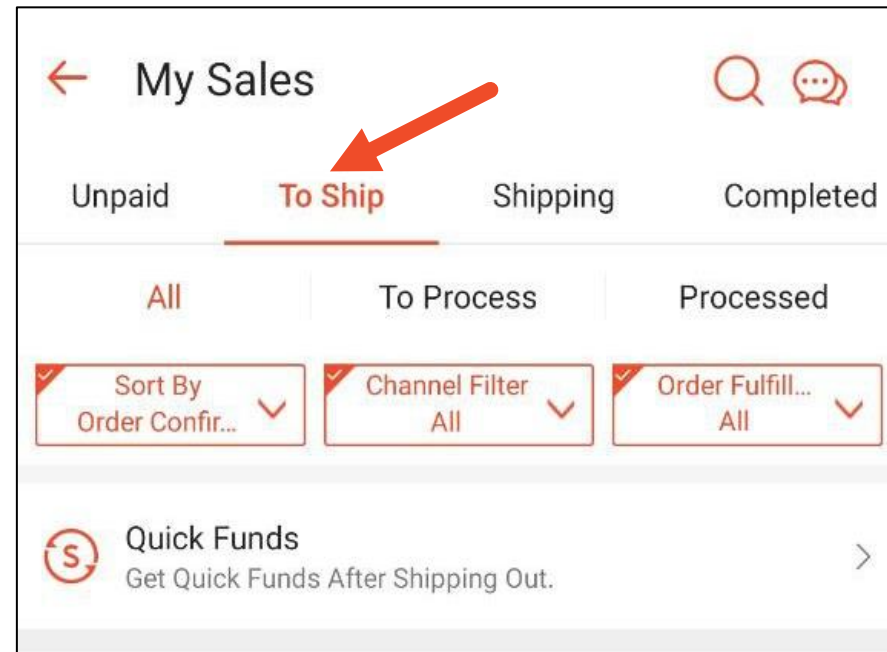
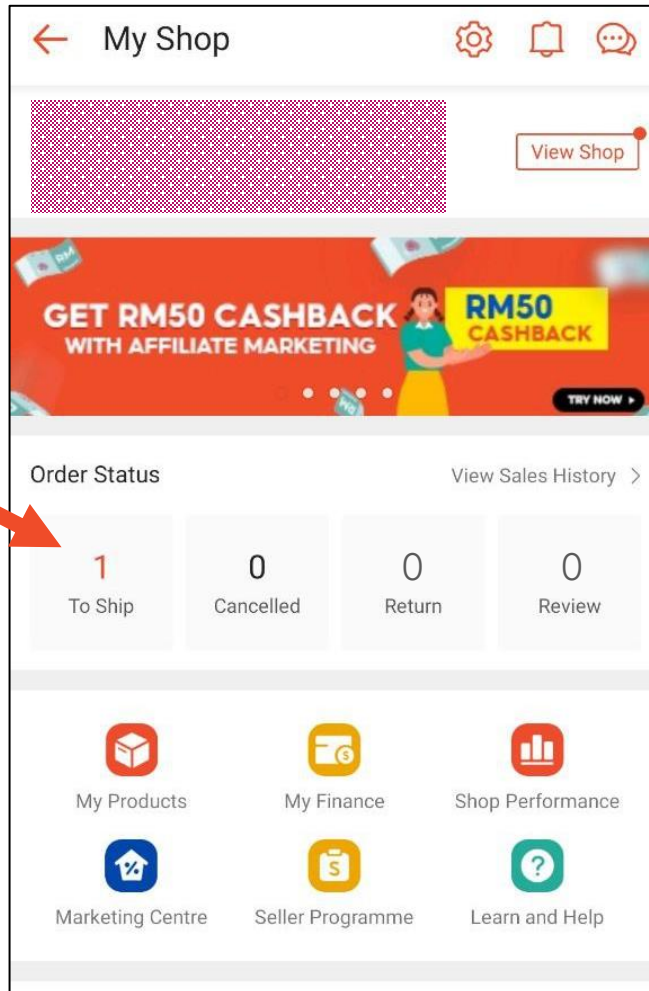
SEH - Panduan muat naik produk

- ▶ BM <https://seller.shopee.com.my/edu/article/6374>
- ▶ English
https://seller.shopee.com.my/edu/category?sub_cat_id=34

ORDER MANAGEMENT

▶ <https://seller.shopee.com.my/edu/article/385>

- Standard Delivery
- nonstandard Delivery



- Refer to TO SHIP tab only.
- Do not fulfill order under UNPAID tab


← My Sales 🔍 💬 3

Unpaid **To Ship** Shipping Completed

All To Process Processed

Sort By Order Confirmed Date -... Channel Filter All

Shopee Buyer **To Ship**


 L'Oreal Hair Oil - 3 in 1 use
Hair Treatment,100 ml x 1
RM1.00

1 item **Total Payment: RM5.50**

! Please ship / arrange pickup or order will be cancelled on 26 Mar 2022. **Arrange Shipment**

Order ID #2203188SKSCMDF

Shopee Buyer **To Ship**


 L'Oreal Hair Oil - 3 in 1 use
Enhancer,10 ml x 2
RM1.00


2 items **Total Payment: RM6.50**

Waiting for courier to confirm shipment. **View Shipping Details**

Order ID #22031880ENS27U

← Arrange Shipment

 Shipping deadline has passed. Please make future shipments on time

 **Drop Off**
You can drop off your parcel at any Shopee Express Drop Points. ✓


Drop your packages directly to any [Shopee Express Drop Points](#)

Kindly refer to drop points opening hours.

2 **CONFIRM**

← Drop-off Details

Shopee Xpress (Self Collection) Tracking Number

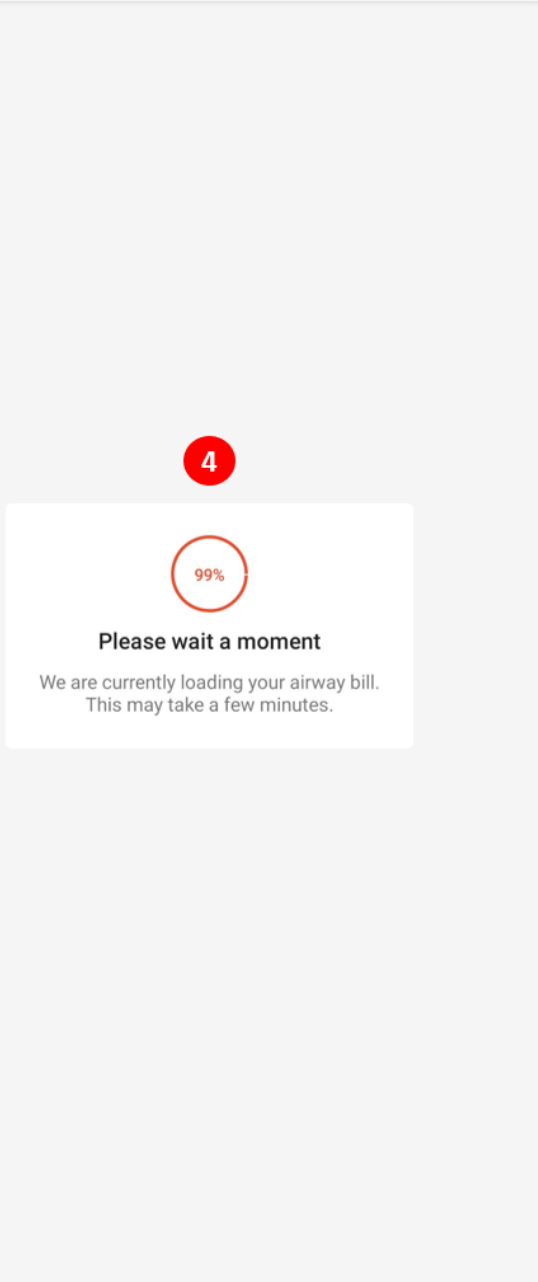


SPXMY026943363433

[Shopee Express Drop Points Locator](#)
Please proceed to print the Airwaybill via [Seller Centre](#)

3 **Print Waybill** **OK**

← Preview



4

99%

Please wait a moment

We are currently loading your airway bill.
This may take a few minutes.

← Preview



✓ 1 of 1 parcels are generated successfully.

5

| | | |
|---|--------------------------------|---|
|  | |  |
| SPXMY026943363433 | | |
| Order Details | Order Details (Courier) | |
| Ship By Date: 25-03-2022 | | |
| Weight (kg): 2 | | |
| Order ID: 2203188SKSCMDF | | |
| Sender Details (Pengirim) | | |
| Name: | | |
| Phone: | | |
| Address: | | |
| Recipient Details (Penerima) | | |
| Name: | | |
| Address: | | |
| Postcode: 47301 | | |
| POD | | |
| Name: | | |
| I.C.: | | |
| Signature: | | |
| | | 47301 BUYER SELF COLLECTION |
| | |  |
| | |  SPXMY026943363433 |

DAY TO SHIP & SHIP BY DATE

- DTS – days to ship
 - Days given by Shopee for sellers to process order and ship out
 - Default: 2 working days after getting order. Refer 'To Ship' tab.
 - Pre-order: 7-30 days only
- ▶ SBD - Ship by Date
 - ▶ Last day to ship out order
 - ▶ If seller ship out later than this date, will be counted in Late Shipment Rate (LSR) and may be penalized if LSR exceeds 15%.
 - ▶ If sellers did not fulfill order after 7 days, Shopee will cancel the order and subjected to Non Fulfillment Rate (NFR). Penalty if NFR exceeds 10%

5 things you should know before uploading your first product on SHOPEE

1. COVER PHOTO / PICTURE

Use neat and clear photo. Avoid flatlay type.

2. PRODUCT TITLE

Use format: Brand + Product + Model/ Type + SEO Keywords

3. PRODUCT DESCRIPTION

Answer 4W1H to write content for product description

4. DIMENSION

Measure Height x Length X Width of the parcel to avoid overcharge shipping

5. PRODUCT CATEGORY

Ensure the product category is correct and do not use 'others'

COVER PHOTO

- Very important in marketplace
- Bad cover photo is hard to convert
- Ratio 1:1
- Min size 800 x 800
- Video as cover photo elevate 3% chances of sales conversion.





31% OFF

74
PILIHAN WARNA

BAWAL COTTON
VOILE PREMIUM
SET A

SEP 25
WARDROBE SALE

FREE SHIPPING
MIN. SPEND 15

Ad

Bawal Tudung Cotton Voile Bidang 45 | Set A | Tudung...

50% off DE Dagang

RM3.43 - RM4.58



★★★★★ 202k sold

Selangor

YASMIN

HEJAB

Ad

Tudung Bawal Printed Bidang 47

DE Dagang Local Seller

RM59.00

Perlis

Preferred

Pakej Kombo Sale!
5 RM100

SEP 25
WARDROBE SALE

FREE SHIPPING
MIN. SPEND 15

Ad

Zihaluv - Naura Printed Bawal Sarung

50% off DE Dagang

RM26.00

★★★★★ 2.9k sold

Putrajaya

10% OFF

Candra
Printed
8.0

Red
Brown

SEP 25
WARDROBE SALE

FREE SHIPPING
MIN. SPEND 15

10%
CASHBACK

Ad

Tudung Bawal Express Chiffon Awning Scuba [CANDRA...

50% off DE Dagang

RM44.10 - RM53.10

★★★★★ 495 sold

Selangor

BEST PRACTICE - PICTURE

- Off white background
- Product must be 70% from whole picture
- Use your own picture
- Company/shop logo on cover photo
- Upload 8 pictures
- Product video
- Clothes/fashion – must be worn / use model
- Food – looks appetizing
- Things – how to use
- Use icon/vector to convey message. No excessive writing on cover photo.
- Change cover photo regularly.

1. COVER PHOTO / PICTURE

Use neat and clear photo. Avoid flatlay type.

2. PRODUCT TITLE

Use format: Brand + Product + Model/ Type + SEO Keywords

3. PRODUCT DESCRIPTION

Answer 4W1H to write content for product description

4. DIMENSION

Measure Height x Length X Width of the parcel to avoid overcharge shipping

5. PRODUCT CATEGORY

Ensure the product category is correct and do not use 'others'

PRODUCT TITLE

- Min 20 characters.
- Max 120 characters.
- Optimized 80 characters

Tip

To look more professional, practice the following product naming tips:

- Brand + specifications and type + model
- Avoid ALL CAPS, unnecessary symbols, and keyword spams



Samsung 49-inch Full HD Smart TV J5250 Series 5



Typical Product Title Format

BRAND + PRODUK + TYPE/ MODEL/ SPEC

FAREHA

Tudung Bawal Akasia

Printed Bidang 45

AISYMOM

Nursing Kurung Dahlia

Plain Kain Jersey

Optimized Product Title

BRAND + PRODUCT + TYPE/ MODEL/ SPEC + SEO KEYWORDS

Who should buy this?

What is the solution?

F. A. B (feature, advantage, benefit) of the product

CONTOH: TUDUNG SEKOLAH

- Siapa - Budak sekolah
- Penyelesaian - pakai tudung dengan kemas dan selesa
- **Feature** - Kain sejuk, dagu getah, awning scuba, banyak saiz dan warna
- **Advantage** - Tak berpeluh, tak perlu brooch, awning tudung tak penyek
- **Benefit** - tampil yakin dan kemas bertudung

CONTOH: TUDUNG SEKOLAH

- Kemudian susun jawapan tadi supaya membentuk tajuk produk yang sedap dibaca pada awal-awal dan sedikit aneh diujung-hujungnya
- eg. MK Tudung Putih Sekolah Rendah 7 tahun Dagu Getah Tanpa Brooch Awning Scuba Kemas Selesa Kain Sejuk Tak Panas Berpeluh

CONTOH: TUDUNG SEKOLAH

- Brand: MK
- Spec/type: Tudung Putih
- Model: Sekolah Rendah 7 tahun / saiz S
- SEO Keywords: Dagu Getah Tanpa Brooch Awning Scuba Kemas Selesa Kain Sejuk Tak Panas Berpeluh

BEST PRACTICE - TITLE

- Avoid emoji/symbol
- Avoid all capital letters (except brand)
- Keep tuning your product tittle until you get sale.
- Once you get sale, stop edit your product title.
- Repeat this step if your product sale starts to decline.

1. COVER PHOTO / PICTURE

Use neat and clear photo. Avoid flatlay type.

2. PRODUCT TITLE

Use format: Brand + Product + Model/ Type + SEO Keywords

3. PRODUCT DESCRIPTION

Answer 4W1H to write content for product description

4. DIMENSION

Measure Height x Length X Width of the parcel to avoid overcharge shipping

5. PRODUCT CATEGORY

Ensure the product category is correct and do not use 'others'

PRODUCT DESCRIPTION

- Space for seller to describe the product
- Can be in picture / chart / banner etc
- Min 20 characters. Max 3000 characters. Optimized 300 characters
- Use 4W1H guideline for product description

4W1H

WHAT

What is the product?
What is the ingredients?
What is the advantage?

WHO

Who can use/buy?
Who cannot use?

HOW

How it works?
How to use?

WHY

Why must buy/ use?

WHERE

Where you can use this product?

EXAMPLE

- ▶ What –Serum Annona
- ▶ Where –face
- ▶ Who –man & woman
- ▶ Why –jeragat, jerawat, kusam
- ▶ How –Vitamin c

BEST PRACTICE - PRODUCT DESCRIPTION

- No essay
- Avoid storytelling. This is not social media.
- Separate to 3-5 main points and elaborate in 1-3 sentences below the main points
- Numbering/ bullet points

• What is it ?

Maybelline's Malaysia Best-Selling Eyeliner!

Now, ultra-sharp laser precision goes power black!
Up to 24 hours

- 0.05mm tip
- Easy application
- Blacker than black intensity*
- Waterproof & smudgeproof
- Long-lasting effect up to 24 hours
- Easy to remove with Maybelline's Eye + Lip Make Up Remover, leaves no stains

*Compared to Hypersharp Laser Black shade

• Benefits

- 0.05mm tip
- Easy application
- Blacker than black intensity*
- Waterproof & smudgeproof
- Long-lasting effect up to 24 hours
- Easy to remove with Maybelline's Eye + Lip Make Up Remover, leaves no stains

*Compared to Hypersharp Laser Black shade

• Results

N/A



Chat Now



Add to Cart

Buy Now

Ships From

Selangor

4 stars stainless steel blade for effective blending and mixing. The newly designed blade will blend and cut soft and hard ingredients and make a perfect smoothies and sauces for you and your family. 1 Speed & pulse for both soft and hard ingredients like ice Integrated power cord storage Save space with the handy cord storage system under the housing of the blender. All removable parts can be cleaned in the dishwasher. Your Philips blender motor is designed to be protected from overheating and over-current conditions during use 2 years of worldwide guarantee Philips offers a full 2 years guarantee for this product to ensure you have long lifetime product to use every day. Strong 450 W motor for fine blending. From morning smoothies, to sauces and ice crushing was never easier Two break-resistant plastic jars Avoid breakages with these two reinforces plastic jars. The 1.2-liter jars have a working capacity of 1 liter. Comfortable thumb grip handle New handle with thumb grip position to hold and carry the jar easily. Mill to grind multiple ingredients like spices, nuts and coffee beans. Specification highlights 2-year worldwide guarantee :Yes Included: Mill,2 Jars Power:450 W Number of speed settings: 1 Product features: Dishwasher safe, Integrated cord storage, Non-slip feet,Pulse Technical specifications Capacity jar: 1 L Power: 450 W Finishing Material blade: Stainless steel Material jar: Plastic General specifications Sustainability Packaging: > 90% recycled materials User manual: 100% recycled paper Design Color: Black



Chat Now



Add to Cart

Buy With Voucher



1. COVER PHOTO / PICTURE

Use neat and clear photo. Avoid flatlay type.

2. PRODUCT TITLE

Use format: Brand + Product + Model/ Type + SEO Keywords

3. PRODUCT DESCRIPTION

Answer 4W1H to write content for product description

4. DIMENSION

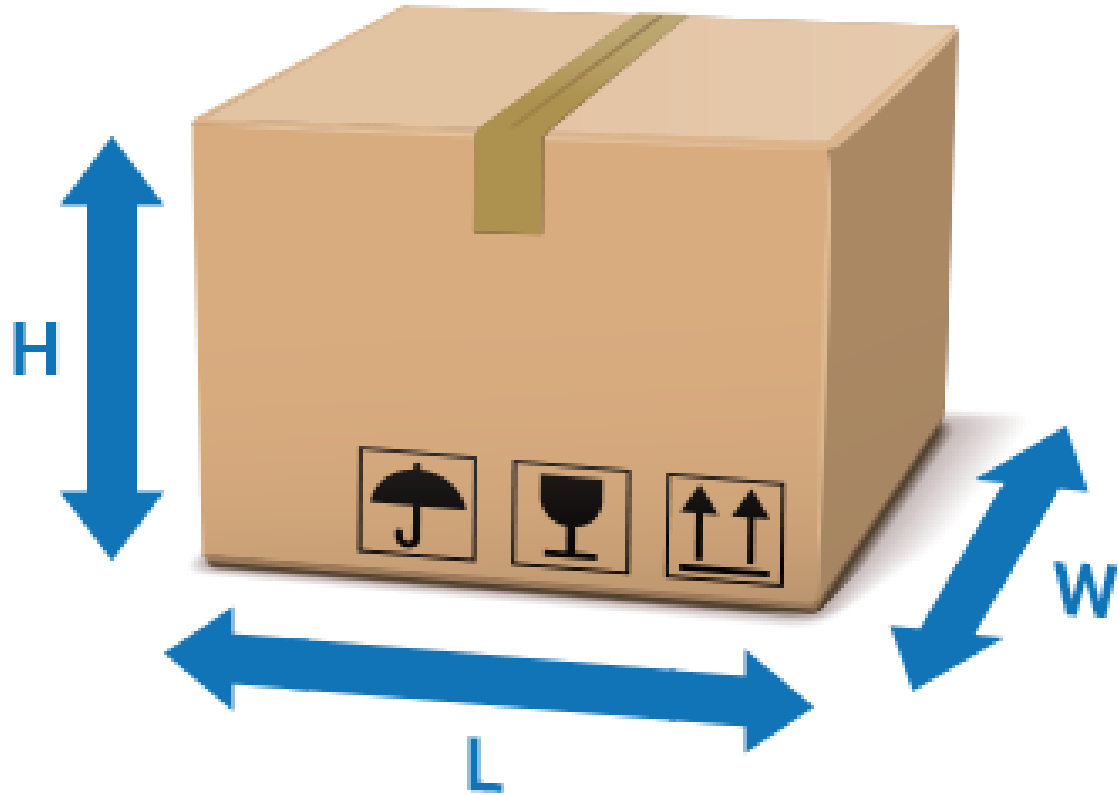
Measure Height x Length X Width of the parcel to avoid overcharge shipping

5. PRODUCT CATEGORY

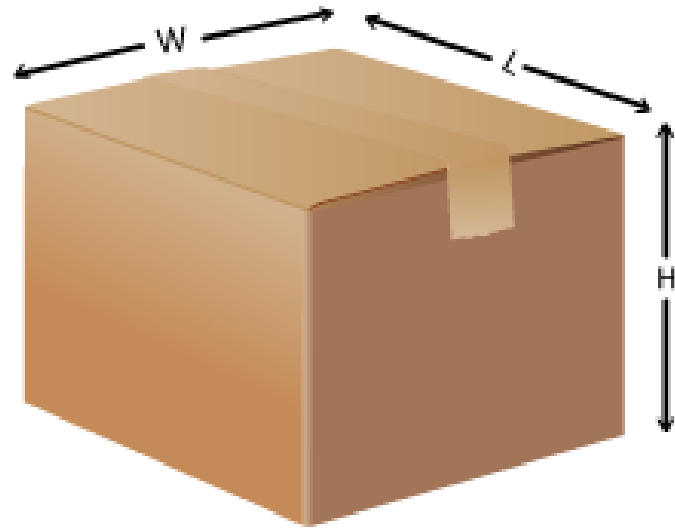
Ensure the product category is correct and do not use 'others'

DIMENSION

- ▶ For volumetric weight / dimensional weight
- ▶ Courier will charge shipping fee according to heavier weight. Either actual weight or volumetric weight.
- ▶ Hence sellers must measure the Height x Length X Wide to avoid overcharge shipping if weight is more than declared weight.



Volumetric Weight



$$\text{Volumetric Weight} = \frac{L \times W \times H}{6000}$$

L = Length in cm.

W = Width in cm.

H = Height in cm.

Sending Bulky Parcel

Parcel weight will be determined by actual or volumetric weight (VW), whichever higher. E.g., the actual weight of this parcel is 3kg and the VM is 6kg, hence book 6kg on the website to avoid weight discrepancy.



Jika anda menggunakan plastic flyers/ courier bag begini, tak perlu ukur ikut saiz beg.

Ini akan menyebabkan nilai berat menjadi besar.

Ukur barang yang telah siap berbalut dengan bubble wrap sahaja

VOLUMETRIC CALCULATOR

<https://easyparcel.com/my/en/calculator/>

1. COVER PHOTO / PICTURE

Use neat and clear photo. Avoid flatlay type.

2. PRODUCT TITLE

Use format: Brand + Product + Model/ Type + SEO Keywords

3. PRODUCT DESCRIPTION

Answer 4W1H to write content for product description

4. DIMENSION

Measure Height x Length X Width of the parcel to avoid overcharge shipping

5. PRODUCT CATEGORY

Ensure the product category is correct and do not use 'others'

PRODUCT CATEGORY

- Must have category
- If you have no idea what's your product category, just follow same item category on Shopee.
- Don't pick / choose 'others'