



9.9 CAMPAIGN PREPARATION

SELLER OPERATION SERVICES

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WHAT'S SHOPEE'S 9.9 CAMPAIGN AND HOW IT BENEFITS YOU

Get ready for **9.9 Super Shopping Day!**

What



Shopee 9.9 Super Shopping Day is here, now bigger and better than before!

Brace yourselves for **unbelievable deals, exciting offers and exclusive in-app mechanics** like no other.

Get extensive exposure with Shopee, as we tap on our array of **communications channels, campaign exclusives & top-tier celebrities** to boost your sales performance. What are you waiting for?

When



Wave 1

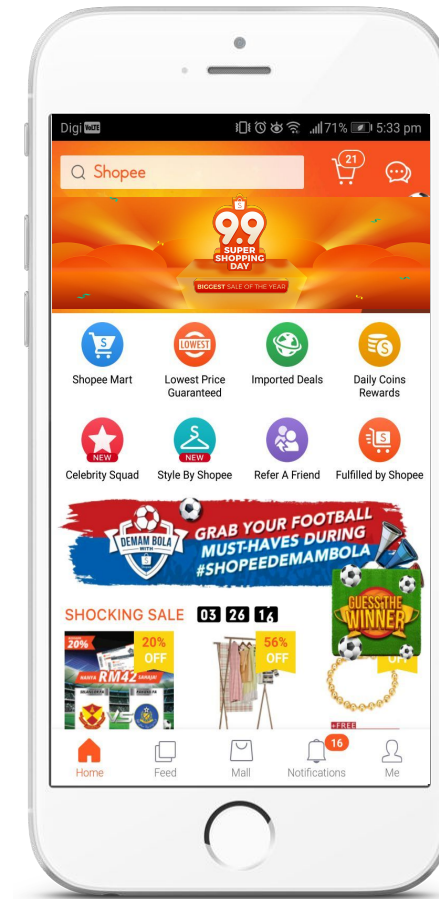
Pre-hype: 27 Aug – 8 Sep

Wave 2

Big Sale: 9 Sep

Wave 3

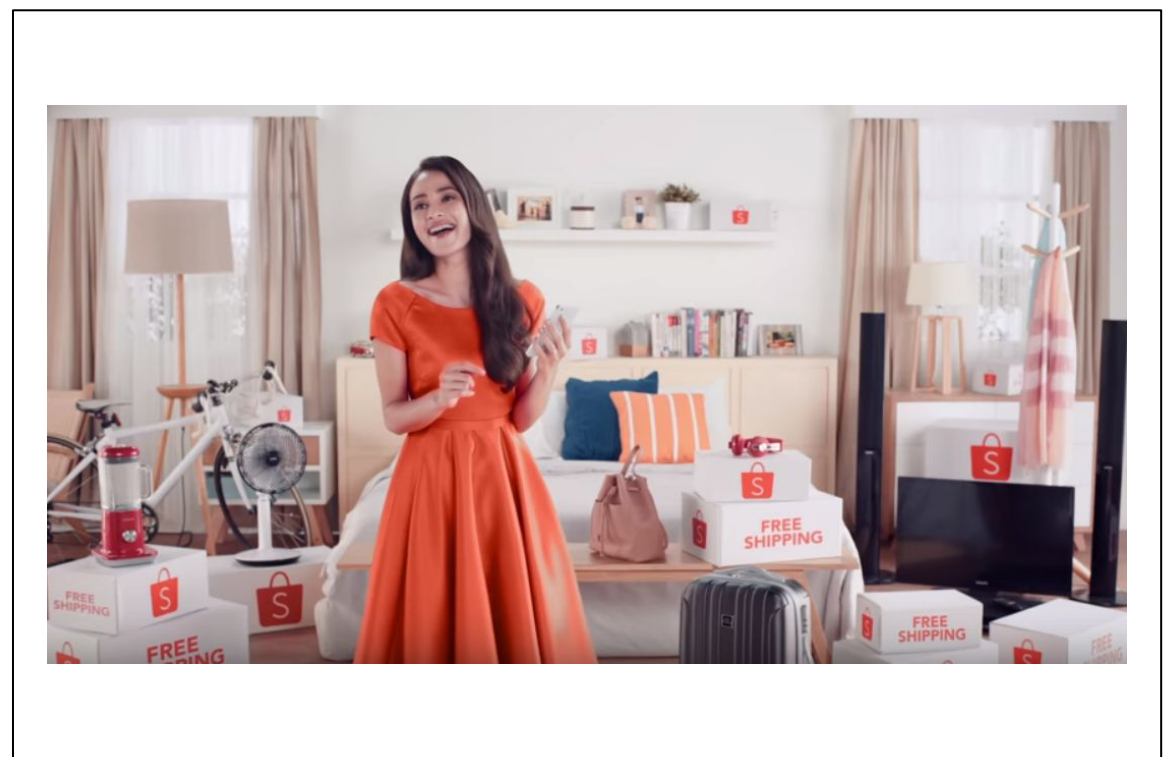
Post 9.9: 10 - 13 Sep





27 August to 13 September

MON	TUE	WED	THU	MON	TUE	WED	THU	FRI	SAT	SUN	
AUGUST			1	2	SEPTEMBER				1	2	
6	7	8	9	3	4	5	6	7	8	9	
13	14	15	16	10	11	12	13	14	15	16	
20	21	22	23	17	18	19	20	21	22	23	
27	28	29	30	24	25	26	27	28	29	30	



18 DAYS
of Super Sales

RM40 MILLION
Campaign Budget



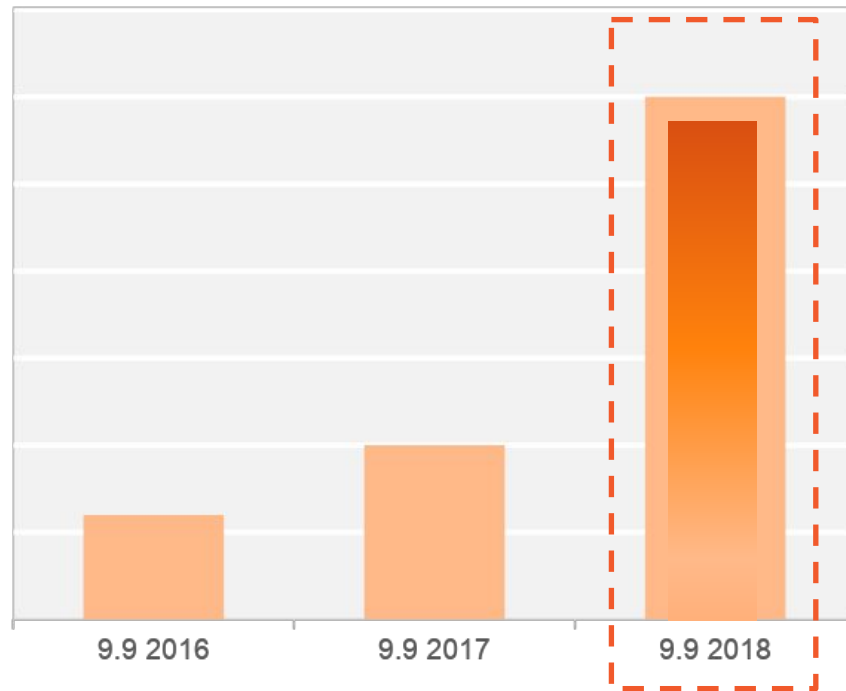
Join us again for **Shopee 9.9 Super Shopping Day** this year for **even more impressive results!**



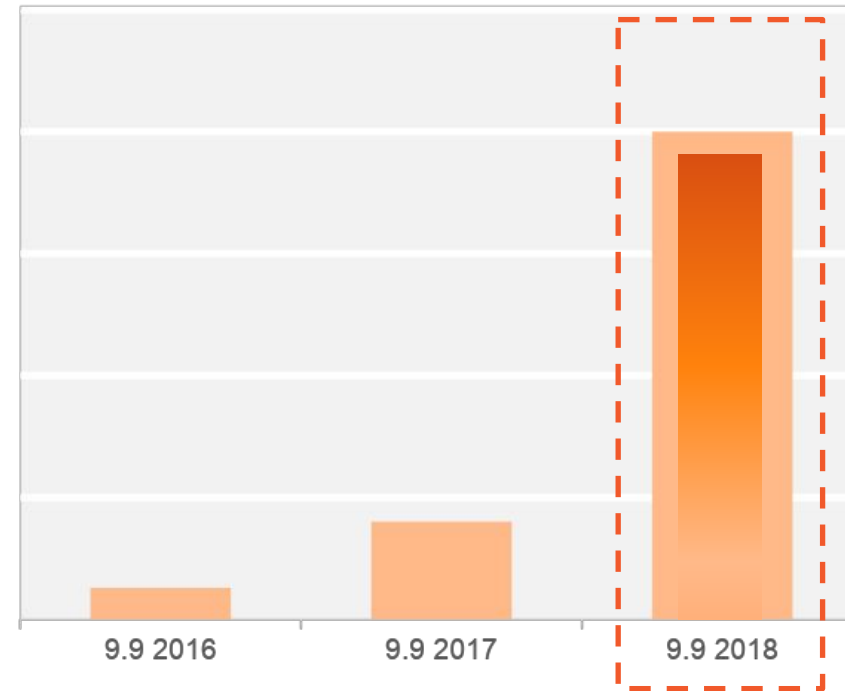
 **4x** INCREASE IN **ORDERS**

 **6x** INCREASE IN **VISITS**

Total Orders



Total Visits



What benefits will I get from joining 9.9?

Potentially drive sales

9.9 is Shopee's biggest campaign of the year. It is the golden opportunity for you to attract buyers and drive sales



Acquire new customers

By providing an exceptional buying experience, you get a chance to build relationships with new customers and gain future repurchase



Increase shop's traffic volume

Buyers who visit your shop tend to view other SKUs in addition to those on promotion



Build brand awareness

Shop with high ratings and positive customer reviews appears to be more reliable and attracts more buyers



KEY MISTAKES SELLERS MADE IN LAST 9.9

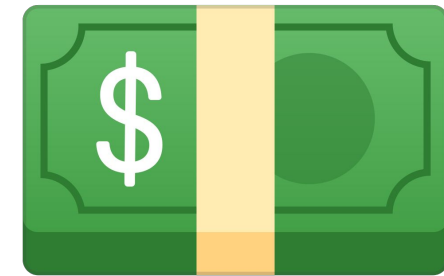
Avoid these mistakes and maximize the benefits of participating in Shopee 9.9 by preparing early!



Insufficient stocks or wrong stock count leading to **high out-of-stock cancellations** and **lost sales**



Insufficient manpower resulting in **late shipped orders, system cancellations** and **buyer's dissatisfaction**



Unattractive pricing and insufficient product details, leading to **lack of competitiveness** and **missed sales opportunities**



SELLER OPERATION SERVICES

KEY MISTAKES SELLERS MADE IN LAST 9.9

Overview of 9.9 seller fulfilment process



5 SUCCESS FACTORS TO GOOD PERFORMANCE

5 key success factors

1.

Prepare sufficient stocks and update accurately

2.

Make your products shine

3.

Set your shipping options

4.

Hire sufficient manpower and prepare packing resources

5.

Set up a good process for fulfilling orders



SELLER OPERATION SERVICES

5 SUCCESS FACTORS TO GOOD PERFORMANCE

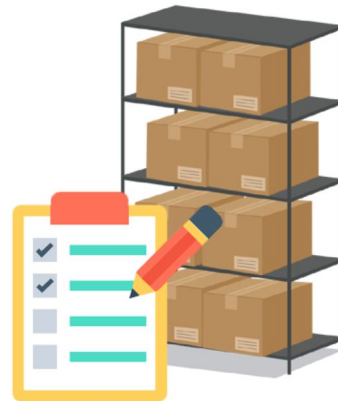
Plan your stock in advance

Demand Forecasting



- Sales history
- Discussion with RM about coming campaigns or promotions

Inventory Planning



- Price and quantity
- Lead time
- Safety stock

Replenishment Planning



- Types of stock
- Based on actual stock level in warehouse
- Holding cost/Logistic cost
- Product nature; perishable goods, expire date



SELLER OPERATION SERVICES

PREPARE SUFFICIENT STOCKS AND UPDATE ACCURATELY

3 questions to help you manage your stock

1

What to reorder?

- Classified stock into 4 categories based on their demand (1) Fast-moving, (2) Mid-moving, (3) Slow-moving, (4) Non-moving
- Synchronize online and offline stock to ensure accuracy

2

When to reorder?

- **Reorder point = Lead Time + Safety Stock**
- Lead Time is the waiting time from purchasing orders until orders arrive
- Safety Stock is extra stock we keep to mitigate the risk of “out-of-stock”

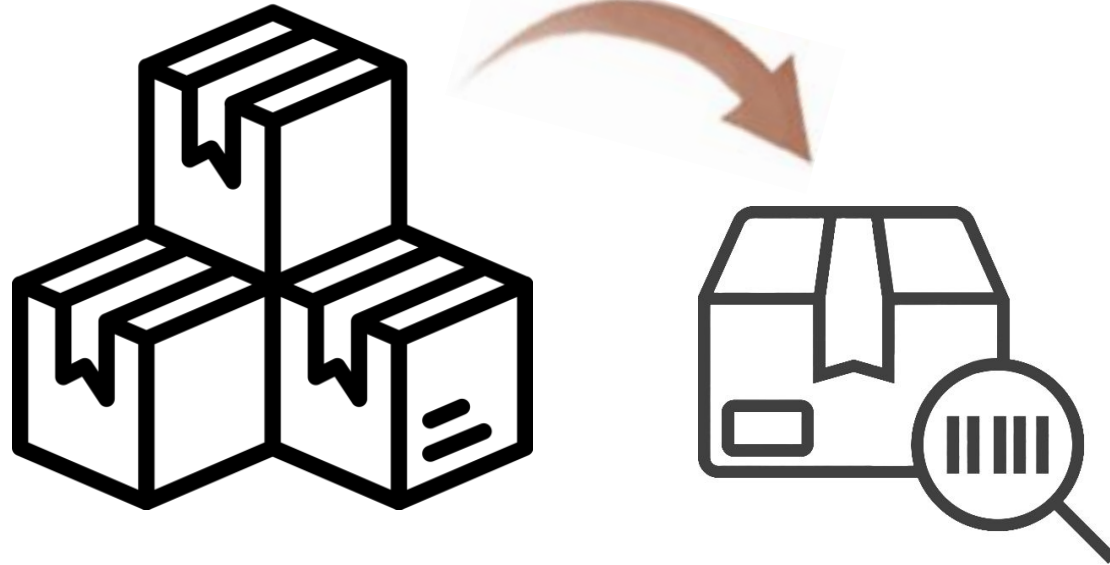
3

How many to reorder?

- **Demand of Products:** Identify the pattern of demand i.e. number of items sold per week
- **Campaigns/Promotions:** Consult with RM on stock projection



Adopt good stock tracking practices to optimize inventory



Practice stock tracking to ensure the accuracy in inventory, i.e. stock recorded online is equal to real stock available

Stock tracking practices:

1. Always record inbound and outbound stock
2. Perform cycle counting throughout the year, focusing on SKUs of higher value
3. Total stock available = Last inbound stock + existing stock – outbound stock



By having accurate inventory records, sellers can reduce out-of-stock instances and minimize order cancellations.



SELLER OPERATION SERVICES

PREPARE SUFFICIENT STOCKS AND UPDATE ACCURATELY

5 key success factors

1.

Prepare sufficient stocks and update accurately

2.

Make your products shine

3.

Set your shipping options

4.

Hire sufficient manpower and prepare packing resources

5.

Set up a good process for fulfilling orders



What are key elements to improve listing quality?

1 Competitive Price



- Benchmark your price with similar products
- Offer attractive discount
- Tag your products with discount
- Sell bundle products and give extra discount
- Offer free gifts/items

2 Photos



- Select a cover image that showcase the product in an attractive manner
- Upload multiple images to help buyers decision making
- Use high resolution photos

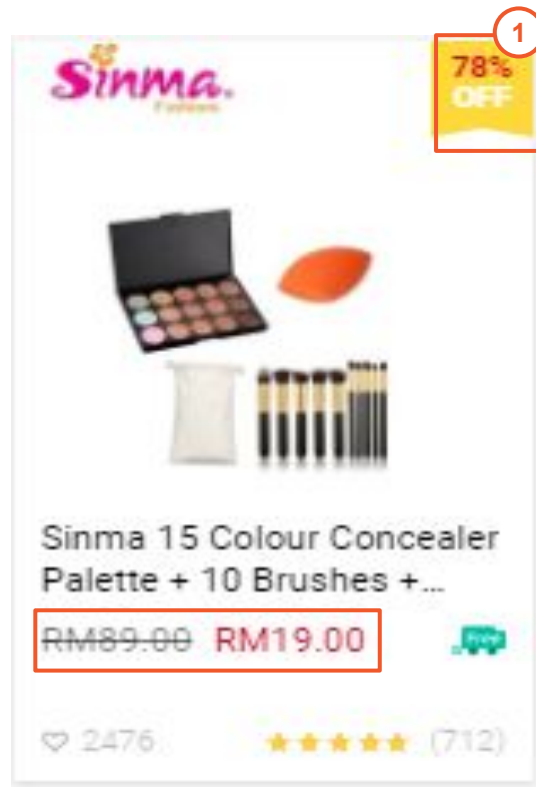
3 Informative Descriptions



- Providing clear and informative description
- Include these fields in description:
 - (1) Product specifications
 - (2) Use of product
 - (3) Dimension, size, materials
 - (4) Warranty (if available)



1) Benchmark against competitors' prices and provide special promotions



Compare product price with competitors and attract buyers by giving special promotion during the campaign.

1 Special Discount

Discounted products have a **banner on the top right and visibly marked down price** to attract buyers.

2 Personalized deals

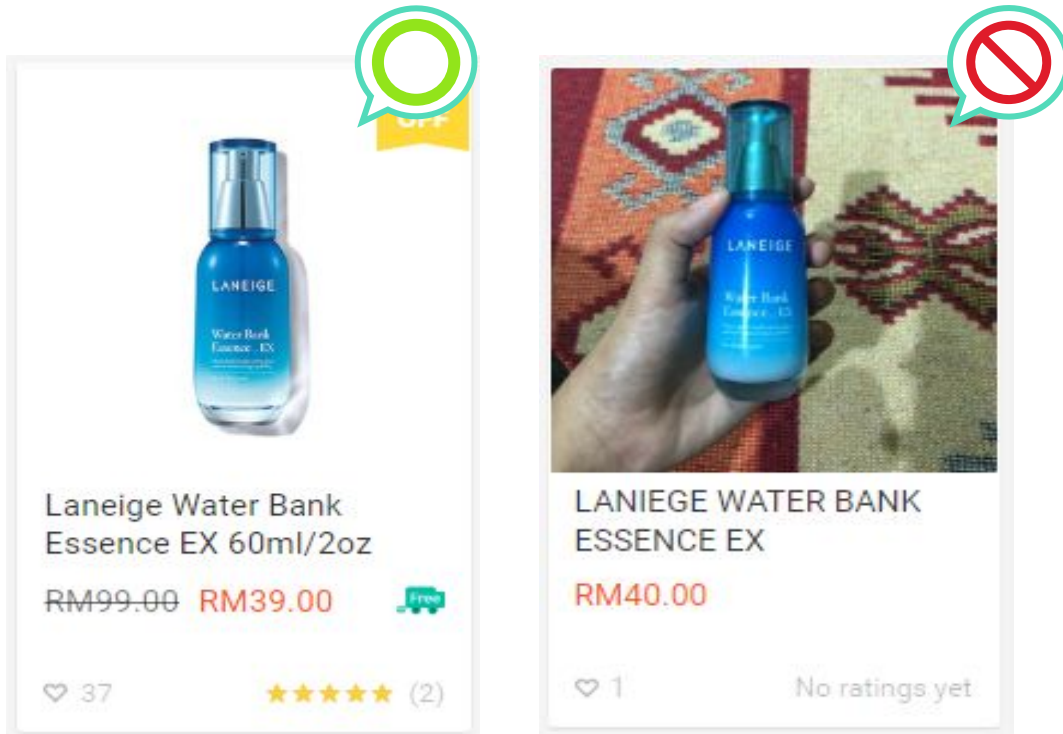
Use personalized **vouchers** or **discount codes**.



SELLER OPERATION SERVICES

MAKE YOUR PRODUCT SHINE

2) Upload relevant and high quality images



Avoid using distracting backgrounds which undermine the focus towards the product. Always **use plain bright colors**, such as plain white.



Present your product in **multiple perspectives**. Buyers will be better informed and able to make better decisions, leading to **reduced return and cancellation of orders**.



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MAKE YOUR PRODUCT SHINE

3) Write a structured product title and provide an informative description



Garnier Micellar Cleansing Water Gentle (Pink) 400ml

This All-in-One cleanser is surprisingly powerful yet gentle to skin. It is specially formulated to effectively cleanse, remove makeup, and refresh skin. Like a magnet, micelles capture and lift away dirt, oil and makeup without harsh rubbing, leaving skin perfectly clean, and refreshed without over-drying.

The result: Perfectly cleansed and refreshed skin without rubbing or rinsing.

Micellar Cleansing Water has a soothing and fragrance free formula that suits all skin types, even sensitive.

Micellar Cleansing Water comes in a generous 400ml format for up to 200 uses*.

*Based on 2ml per cotton pad.



SELLER OPERATION SERVICES

MAKE YOUR PRODUCT SHINE

Example of an ideal listing

Garnier Micellar Cleansing Water Gentle (Pink) 400ml



Is Garnier Micellar Cleansing Water Right for Me?

Yes, if you are looking for an efficient and easy to use product that cleanses and remove make-up gently in 1 step.

Why Is It Different?

Micellar Cleansing Water is an easy way to remove make-up, soothe and hydrate the face, eye area, and lips, in 1 step without rinsing.

The Result: Perfectly cleansed and refreshed skin without rubbing or rinsing.

Micellar Cleansing Water has a soothing and fragrance free formula that suits all skin types, even sensitive.

Micellar Cleansing Water comes in a generous 400ml format for up to 200 uses*.

*Based on 2ml per cotton pad.

Use Before: 28/12/2019
Volume: 400ml

How Does It Work?

- For even sensitive skin
- Removes make-up + cleanses + soothes
- No rinsing
- Face, eyes, lips - no perfume
- Dermatologically and ophthalmologically tested

1. Product Title

- ✓ Relevant and concise keywords

2. Product Images

- ✓ High resolution images
- ✓ Plain white background
- ✓ Other visual information such as different angles, lifestyle, or how-to-use process.

3. Product Description

- ✓ Relevant and informative description
- ✓ Attributes such as dimensions, volume, expiry date, etc.
- ✓ Other related information such as benefits, features, how-to-use, etc.



SELLER OPERATION SERVICES

MAKE YOUR PRODUCT SHINE

5 key success factors

1. Prepare sufficient stocks and update accurately
2. Make your products shine
3. Set your shipping options
4. Hire sufficient manpower and prepare packing resources
5. Set up a good process for fulfilling orders



Plan your logistics

1



Choose Logistic options and model

- **Shopee integrated** vs Non-integrated channels
- Pickup vs drop-off model

2



Enable preferred logistic providers in Seller Centre

- Go to **“My Shop”** and under **“My Shipping”** toggle to choose your preferable options

3



Edit your listings

- Revisit old listings and change the shipping options accordingly
- Input the data on **weight and dimension**

4



Use Mass Shipping during campaign

- **Pickup model:** Schedule daily pickup time with 3PL*
- **Drop-off model:** Lookup the list for drop-off point

Note: It's recommended to use Shopee integrated channels as the buyers can track the status of orders

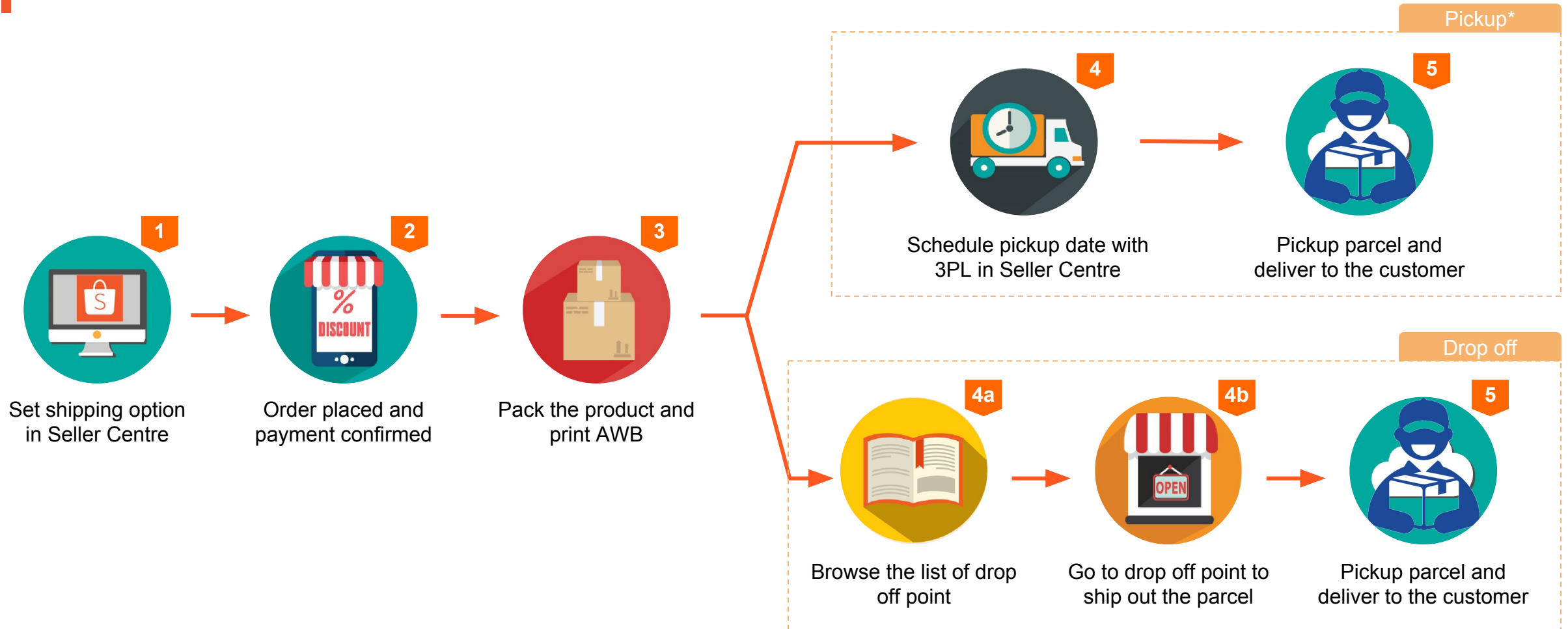
**Only applicable for selected sellers*



SELLER OPERATION SERVICES

SET YOUR SHIPPING OPTIONS

Two integrated logistics models



**Only applicable for selected sellers*



SELLER OPERATION SERVICES

SET YOUR SHIPPING OPTIONS

Set shipping option in Seller Centre

Home > My Shop

SHOP

- Shop Profile
- My Shipping**
- My Addresses
- Shop Rating
- My Performance
- Seller Penalty Points
- Bank Accounts / Cards

SETTINGS

- Shop Settings
- Privacy Settings
- Chat Settings
- Notification Settings

ACCOUNT

- My Account
- Change Password

My Shipping

Set your preferred shipping options and shipping fee

Shopee Supported Logistics

With Shopee Supported shipping options, buyers will be notified by Shopee of the latest tracking information of their packages.

Poslaju [COD disabled] [Preferred] ▼

More Shipping Options

Gdex (West Malaysia) ▼

Gdex (East Malaysia) ▼

Others (West Malaysia) ▼

Others (East Malaysia) ▼

Days to ship
Update "Days to Ship" for all Live products in your shop. Edit

I. Shopee Supported Logistics

Using Shopee Supported Logistics will help you to:

1. Keep track of your shipment.
2. Save your time with hassle-free shipping arrangement in app/ Seller Centre.
3. Improve your customer satisfaction by keeping them inform.

II. More Shipping Options

The fulfilment of these delivery options will need to be handled by yourself. Customer will not be able to keep track of the parcel through Shopee app/ website.

Channel	Pickup	Drop-off
GDex	N	Y
Others	N	Y

Note: After enabling a new logistic channel, you have to revisit the old listings and add the new channel accordingly



SELLER OPERATION SERVICES

SET YOUR SHIPPING OPTIONS

How to arrange for Mass Shipment?

Home > My Sales

All Unpaid **To ship (2)** Shipping (7) Completed Cancellation Return/Refund

Ship my orders

You can only mass arrange for orders that use the same logistics channel

Ship My Orders

Ship out your orders by batch and print shipping documents.

Orders To Ship Download Shipping Documents

Filter orders by: Poslaju (2) Other Logistics (1) 1 - 2 of 2 orders

<input checked="" type="checkbox"/>	Product(s)	Order ID	Buyer	Shipping Option	Order Status
<input checked="" type="checkbox"/>		180815200736XMS	cxtest1	Poslaju	Ship out products by 18-08-2018

MASS ARRANGE SHIPMENT

- Mass Arrange Pickup
Confirm and ship 1 selected order
- Mass Arrange Dropoff
Confirm and ship 1 selected order

Step 1

Click on **“Ship my orders”** to start mass shipping process

Step 2

Select the products intended for delivery and choose **“Mass Arrange Pickup”** to arrange mass shipping with the logistic provider **OR** choose **“Mass Arrange Drop-off”** to arrange Mass Drop-off

Sellers are required to ship orders before ship by date to avoid **“Late Shipment”**

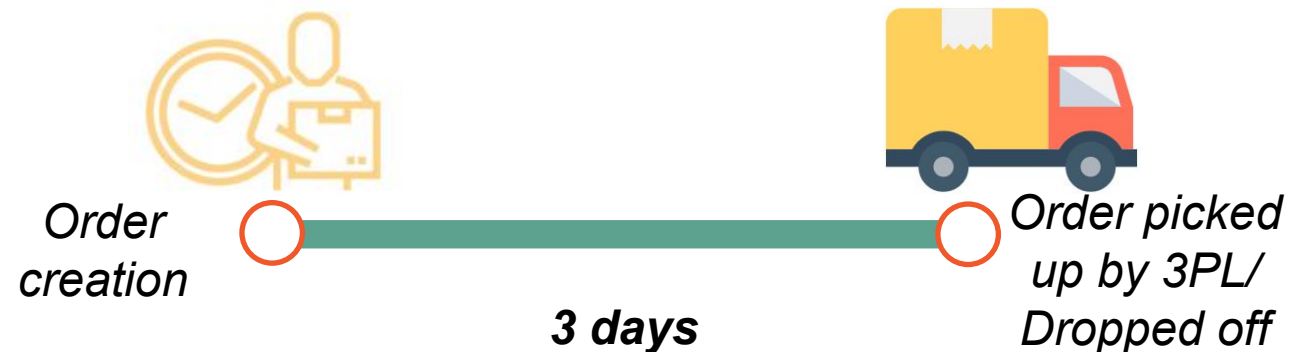
Important! Ship within your Day-to-Ship!

What's day-to-ship?

Days to ship is the number of days that sellers set to fulfill an order.

How is Day-to-ship calculated?

Days to ship is calculated from the day the order is paid up until the day where order is picked up by the 3rd Party Logistics, or the day the order is dropped off.



Ship out orders **within 3 days** to drive more sales and achieve better operational performance!



SELLER OPERATION SERVICES

SET YOUR SHIPPING OPTIONS

5 key success factors

1.

Prepare sufficient stocks and update accurately

2.

Make your products shine

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Hire sufficient manpower and prepare packing resources

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Set up a good process for fulfilling orders

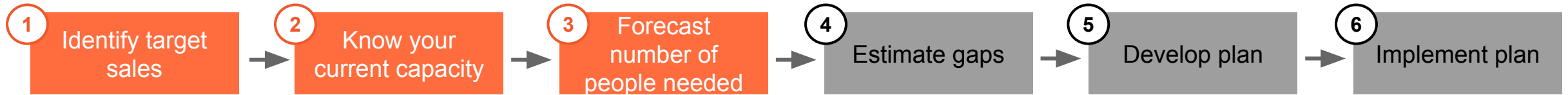


Conduct manpower planning to avoid insufficient resources

- 1 Identify target sales**
 - What is my hero SKU?
 - How many items I plan to sell this 9.9?
- 2 Know your current capacity**
 - How many manpower I currently have?
 - How many orders can a person finish (pick and pack) within 1 hour?
- 3 Forecast number of people needed**
 - How many orders I can fulfill in 1 day?
 - How many orders do I have to fulfill this 9.9?
- 4 Estimate gaps**
 - Compare your current capacity with your expected target on 9.9
- 5 Develop plan**
 - Decide either prepacking or hire temporary staff
 - If choose prepacking, how many days in advance should I start prepack?
 - If choose hire more staff, how many staff should I hire?
- 6 Implement plan**
 - How can I incentivize them to achieve my target?
 - Define clear role and assign SOP/instruction to individual



Do I have enough staff for this upcoming 9.9?



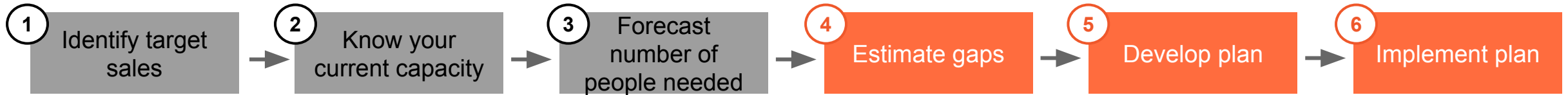
Ex. I confirmed my slot to sell 500 bags on 9th Sep, what should I do to make sure that I can fulfill my orders on time? Currently, I'm hiring 2 people for picking and packing. Usually they can finish packing 20 orders in 1 hour. How should I manage my people and plan ahead, so I can meet my target and not shipping out late?

Note: Expect to ship out orders from 9.9 within 2 days (11 Sep)! The faster you ship out, the better.

- 1. Identify target sales: 500 bags**
- 2. Know your current capacity:** (Assume 1 day = 8 working hour)
20 orders = 1 hour
1 day = 160 order (2 people)
- 3. Forecast number of people needed:**
Current capacity = 160 orders per day vs 9.9 = 500 orders
Number of days I need to fulfill 500 orders = $500/160 = 3.125$ days (late!)



Do I have enough staff for this coming 9.9?



? *My current capacity can't fulfill 9.9 orders on time, what should I do?*

4. Estimate gaps:

2 people = 20 orders per hour or **1 person = 10 orders per hour**

5. Develop plan:

Plan 1: Prepacking before campaign day

If I start prepacking 1 week in advance by asking my staff to work 2 extra hours, **I can prepack 200 orders**

$2 \text{ hours} * 2 \text{ people} * 10 \text{ orders/person/hour} * 5 \text{ days} = 200 \text{ orders}$

OR

Plan 2: Hire more staff during 9.9

If I hire 1 more staff during 9.9, my packing capacity will increase to **240 orders per day**

$3 \text{ people} * 10 \text{ orders/person/hour} * 8 \text{ hours} = 240 \text{ orders per day}$

Both plans can help you meet your fulfillment target on 9.9, the key is to plan in advance and avoid late shipment!



Provide detailed instructions and the right incentives to your fulfilment teams



Provide SOPs to each staffs



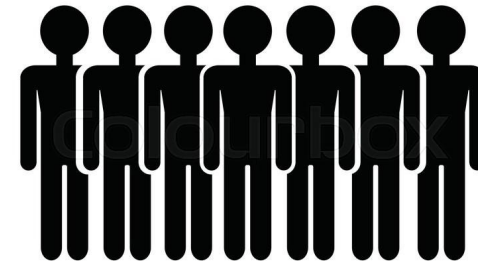
Designate a warehouse manager and group leader for each SKU group



Provide clear KPIs to staffs and track their performance



Offer incentives (or possibly penalty) based on their performance



Prepare backup staffs



SELLER OPERATION SERVICES

HIRE SUFFICIENT MANPOWER AND PREPARE PACKING RESOURCES

Materials for proper packing

Ensure that you have the necessary materials before you start packing. For proper packing, it is required that you have at least the following:



Carton Box



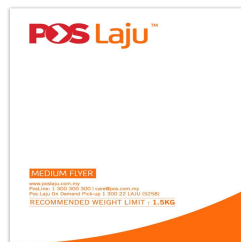
Packing
Tape



Bubble Wrap



Stretch Wrap



Pouch



Filler



Cement Paper



Printer



SELLER OPERATION SERVICES

HIRE SUFFICIENT MANPOWER AND PREPARE PACKING RESOURCES

5 key success factors

1. Prepare sufficient stocks and update accurately
2. Make your products shine
3. Set your shipping options
4. Hire sufficient manpower and prepare packing resources
5. Set up a good process for fulfilling orders



5 Elements to achieve efficient and accurate fulfillment

1



Warehouse Organization

- Arrange campaign SKUs to be in the same area/racks
- Labelled the racks/shelf to facilitate picking process

2



Order Management

- Frequently check your order status
- Ensure to fulfill all orders in **“To Ship”**
- Update listing to ensure accuracy
- Ensure stable

3



Packing

- Have plenty of packing materials available
- Ensure sufficient ink-cartridges for printers
- Always attach all document and use printed AWB
- Prepack hero SKUs

4



On-time Shipping

- Prioritize orders with sooner deadline to ship first
- Aim to **finish all packing before 3PL come to pickup** everyday

5



Customer Communication

- Reply customer concerns/questions consistently to earn customer trust and maintain your chat response rate
- Shop with high chat response attracts more buyers



SELLER OPERATION SERVICES

SET UP A GOOD PROCESS FOR FULFILLING ORDERS

Warehouse tools and equipment

Ensure that you have the necessary workspace area and you are encouraged to use the following tools and equipment to allow organized warehouse operation and fulfilment process.



Storage rack
(properly labelled)



Storage tray



Standard packing
materials



Stock tracking
equipment



Stock-transfer tools
(optional)



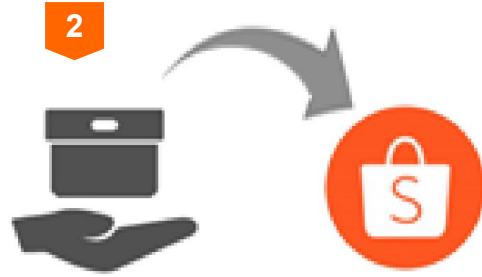
Packing table



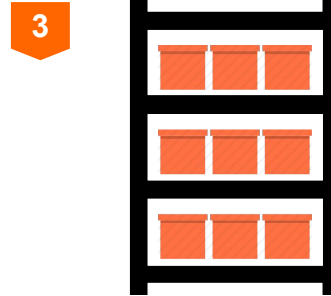
Step-by-step fulfillment preparation



Have your **stock ready at least 1-2 weeks** prior to the campaign



Allocate stock specifically for Shopee



Store similar SKU in the same area/rack



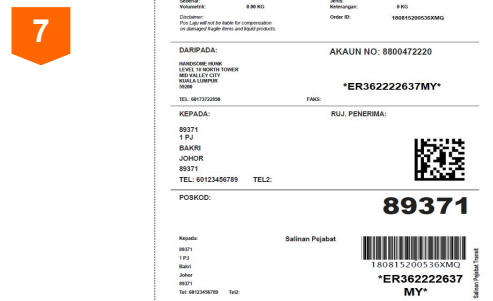
Prepare packing area and tools for packing (Packing area should located nearby the picking area)



Make sure your staff are **familiar with Shopee picklist** before campaign



Print out picklist and assign person in charge of each list



Print and group AWB and to match with the order ID in picklist



Pack product properly and include document in the package



Schedule the timeline of pick and pack to be done **before 3PL come to pickup**



SELLER OPERATION SERVICES

SET UP A GOOD PROCESS FOR FULFILLING ORDERS

How to utilize Shopee picklist and packlist?

Sellers can select number of orders to pick and pack by (1) select timeline of order creation or (2) manually select

- Download all documents: (1) picklist, (2) packlist, (3) AWB
- Pickup stock follow **picklist** SKUs and respective quantity
- Pack an order by mapping item(s) using **packlist**
- Use “**Order ID**” as a reference for all document

Picklist

Username: supershop
Download Time: 08:09 PM 15/08/2018

#	Parent SKU	Product Image	Name	SKU	Variation Name	Qty.	Order ID
2			Birthday Balloon 9 balloons doll		Birthday Balloon 9 balloons doll	1	180815200536XMQ
1			Coffee Mug		Coffee Mug	1	180815200536XMQ

AWB

POS Laju In collaboration with Shopee

MAKLUMAT ITEM: Tarikh: 19 April 2018, Berat: 0.00 KG, Volumetrik: 0.00 KG

RUJ. TRANSAKSI: Produk: COURIER CHARGES - DOMESTIC, Jenis: 0 KG, Keterangan: 0 KG, Order ID: 180815200536XMQ

DARIPADA: HANDSOME HUNK LEVEL 18 NORTH TOWER MID VALLEY CITY KUALA LUMPUR 59200, TEL: 60173722850

AKAUN NO: 8800472220, *ER362222637MY*

KEPADA: RUJ. PENERIMA: 89371, 1 PJ, BAKRI, JOHOR, 89371, TEL: 60123456789, TEL2:

POSKOD: 89371

Kepada: Salinan Pejabat, 89371, 1 PJ, Bakri, Johor, 89371, Tel: 60123456789

Barcode: 180815200536XMQ, *ER362222637MY*

Packlist

LIST OF ITEMS

Order ID 180815200536XMQ

#	Parent SKU	Name	SKU	Variation Name	Qty.	Unit Price	Total
1		Coffee Mug			1	25.00	25.00
2		Birthday Balloon 9 balloons doll			1	10.00	10.00

BUYER'S COMMENT

2 items matched with picklist



Answer these 5 questions and start getting ready for 9.9!

	Question	Answer
1	Do I know what is my hero SKU? And how many items I plan to sell?	
2	How can I make my listings more attractive i.e. promotions, photos?	
3	Which shipping option is the most convenient and best handle the large order volume?	
4	Do I have enough staff to fulfill target sales this 9.9? If not, what is my plan?	
5	Have I arranged the pick and pack area to be easily access?	



Cross the pre-campaign checklist before joining the Campaign

Pre-campaign

Commercial Strategy

- Know products
 - Track your historical data for popular SKUs
- Identify your hero SKU
- Develop product portfolio and set target sales
 - Project expected sales by using past data and consult with RM
- Confirm with RM committed campaign stock quantity

Operational Preparation - 1

- 1. Inventory Management**
 - Evaluate how much to order
 - Order in bulk and early to negotiate for big deals with suppliers
- 2. Listing**
 - Offer competitive pricing for campaign
 - Use high quality photos
 - Write informative description
- 3. Shipping and Logistics**
 - Set the preferable shipping option
 - Revisit old listings and enable all preferred shipping options
 - Understand “days to ship” concept

Operational Preparation - 2

- 4. Manpower Planning**
 - Identify number of staff needed for this coming 9.9
 - Choose to prepack or hire more staff
 - Offer instructions/train your staff in advance
 - Prepare packing tools
- 5. Set up a good process for fulfilling orders**
 - Organize your warehouse
 - Follow “Step-by-step fulfillment preparation” (p.35)

During Campaign

Efficient Operations

- Follow “5 Elements to achieve efficient and accurate fulfillment (p.33)”

Post-campaign

Post-campaign Evaluation

- Handle return and refund requests
- Collect customer feedback from chat and reviews
- Plan for stock replenishment





Thank you

Learn more about best practices for selling on Shopee on Seller Education Hub:

<https://seller.shopee.com.my/help/start>