



Shopee University Basic: Start your eCommerce Business with Shopee!

Edited: 01/06/2020

LEARNING OBJECTIVES

To teach sellers how to start selling on Shopee by covering the basics of the platform from setting up a shop to marketing and managing finances.

CONTENTS

1. Introduction to Shopee
2. Setting up a Shop on Shopee
3. Seller Centre
4. Orders
5. Marketing Centre
6. Integrated Shipping Program
7. My Finance

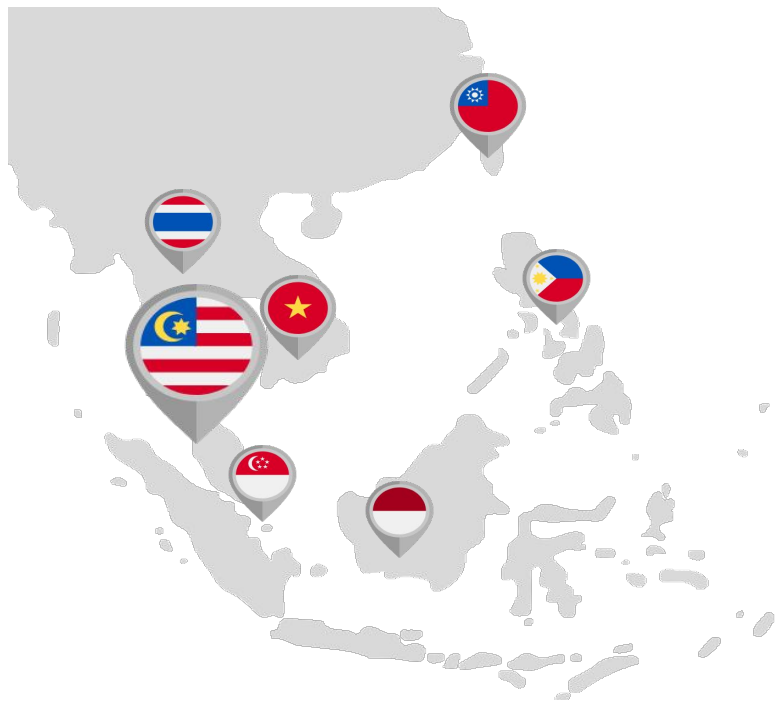


Shopee

1. Introduction to Shopee



Introduction of Shopee



Shopee numbers across the region

SHOPEE IS THE **LARGEST E-COMMERCE PLATFORM** IN SOUTHEAST ASIA & TAIWAN



More than **200 million** app downloads



GMV of **USD 17.6B** in 2019



Gross Orders of **1.2 bil** in 2019

Shopee Malaysia Has Been Growing



Around
20 mil
downloads



More than
800,000
active sellers

Shopee Mall

Around
1150
brands & retailers on
Shopee Mall

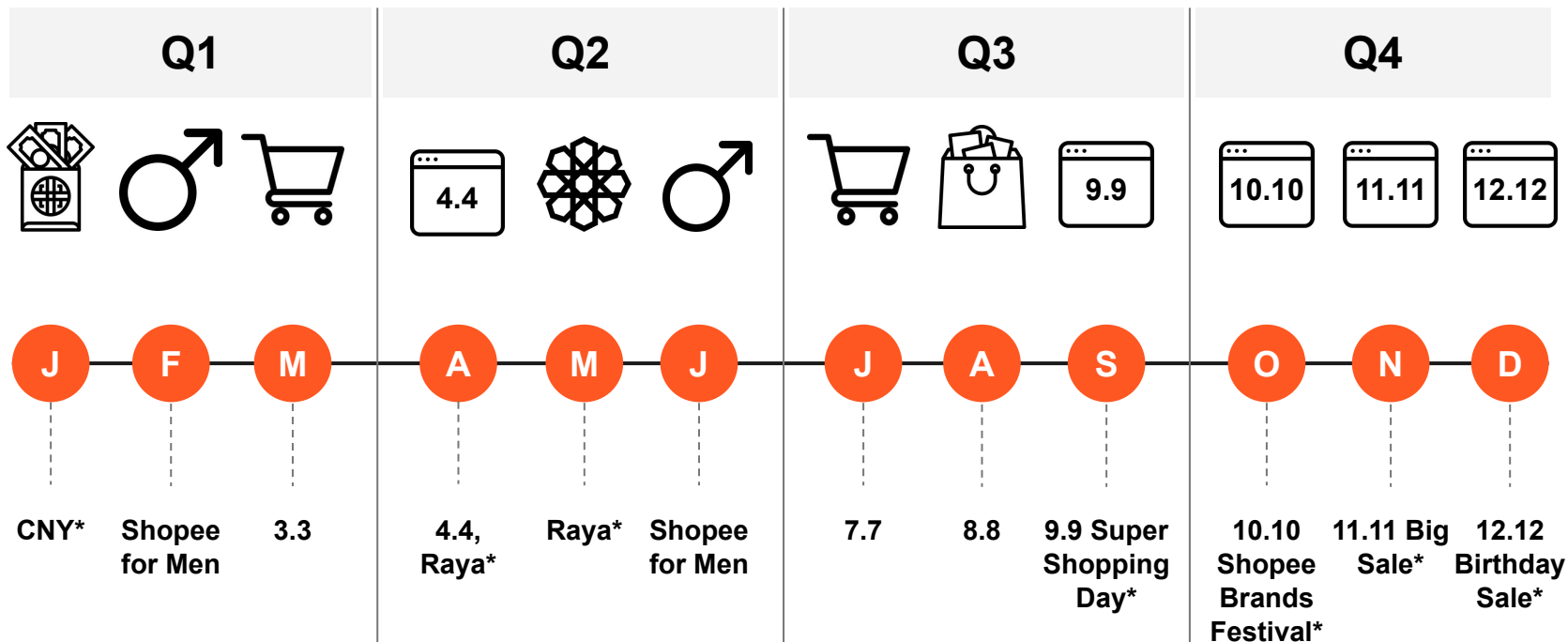


Around
17 mil
Social Media Fans



Around
10,000
sellers attended
Shopee University

Shopee 2020 Campaign Timeline



2. Setting Up a Shop on Shopee



5 Steps to Set Up Your Shopee Store



1 OPEN ACCOUNT

 30 MINS

Sign up with valid login details:

- Registered mobile phone number
- Valid email address



2 UPLOAD LISTINGS

 2 HOURS

Upload your product listings with the following details:

- Product name
- Product images
- Product specifications



3 SET UP SHOP

 1 HOUR

Set up your Shop Profile with complete details and using Shop Deco to create product categories for easy browsing by your customers



4 MARKET STORE

 1 HOUR

Join Shopee campaigns to gain exposure for your store and create discounts to entice new buyers



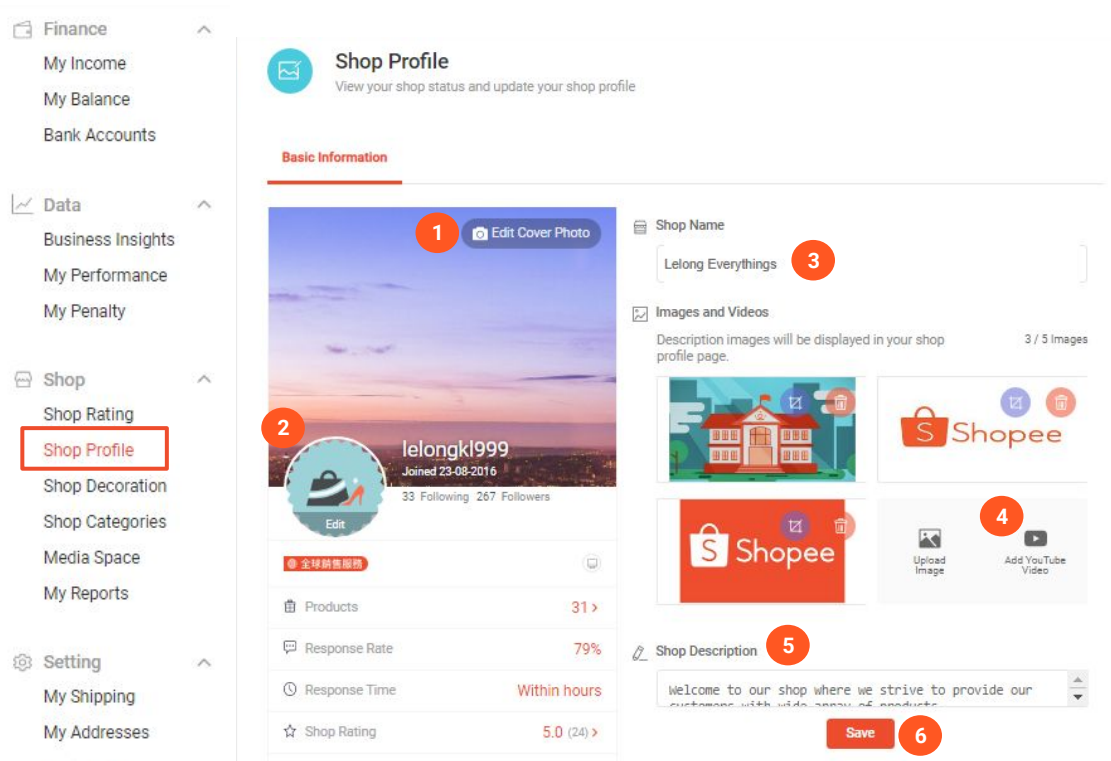
5 SELLING PROCESS

 30 MINS

Familiarize with payment and interaction functions to begin operations:

- Bank account details
- Shipping methods
- Chat auto-reply

Setup your Shop Profile



The screenshot shows the 'Shop Profile' setup page in the Shopee Seller Center. The left sidebar contains navigation options: Finance, Data, Shop, and Setting. The 'Shop Profile' option is highlighted in a red box. The main content area is titled 'Shop Profile' and includes a 'Basic Information' section. A large cover photo is shown with a red circle '1' and an 'Edit Cover Photo' button. Below it is a circular profile photo with a red circle '2' and an 'Edit' button. The shop name is 'Lelong Everything's' with a red circle '3'. The 'Images and Videos' section shows a grid of images and videos, with a red circle '4' over the 'Add YouTube Video' button. The 'Shop Description' field has a red circle '5' and a 'Save' button with a red circle '6'.

1. Add a **Cover photo** to attract buyers
2. Add a **Profile photo** so buyers will be familiar with your brand
3. Change your **shop name** to make it memorable
4. Add up to 5 **images** or 4 **images and 1 video**
5. Add **shop description**:
 - Provide a brief and informative shop description in **2 - 4 sentences** to increase buyer confidence to shop from your shop.
 - Insert business hours if applicable.
 - Make sure there are no grammar/spelling errors.
6. Once you are done, save it!

Setup your Shop Profile

Make your shop attractive to buyers with Shop Decoration Tools (e.g. video, carousel, banner, etc.).

ABOUT SHOP



ABOUT SHOP



S-Mart (Sold by Shopee)

↓↓S-Mart Shopping Vouchers Offered Here↓↓

Shopee Malaysia's S-Mart Official Shop offers next day delivery! Buy 100% authentic Milo, Maggi, F&B products, household items and skincare items online. Spend over RM40 to get Free Shipping deals!

Exclusive vouchers for you --> MARTK15 [15% min spend RM80 capped at RM15] (All products with standard exclusions)

Seller Tip!



Personalise and beautify your shop with [Shop Decoration tools](#) to attract more buyers to purchase from your shop!

CR7 Official Store

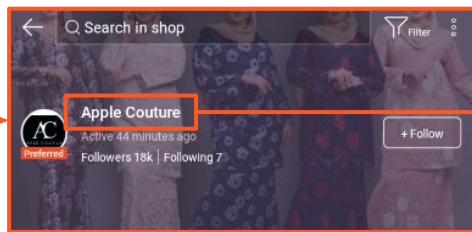
Working with quality materials and many years of experience of producing underwear, the CR7 collections delivers a perfect and unique fit.

LIVE DEMO

Now, let's look at a GOOD store!

Cover Photo

A visual description of their store which can increase buyer confidence



Customised store name

Clear and easy to remember store name - can be different from the username

Shop Products Categories Po

Rating: 4.9 out of 5 (15.4k Ratings)

Chat performance: 98% (Within hours)

Products: 562

Joined: 2 years

Lots of positive ratings

Customers like their service!

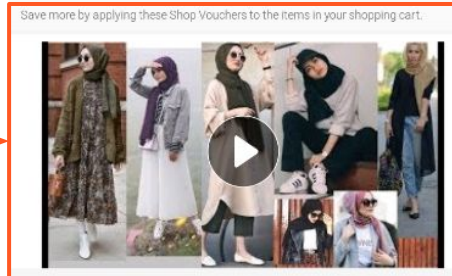
5% off Min. Spend RM30
Valid Till: 28.04.2020
Claim

Seller Voucher

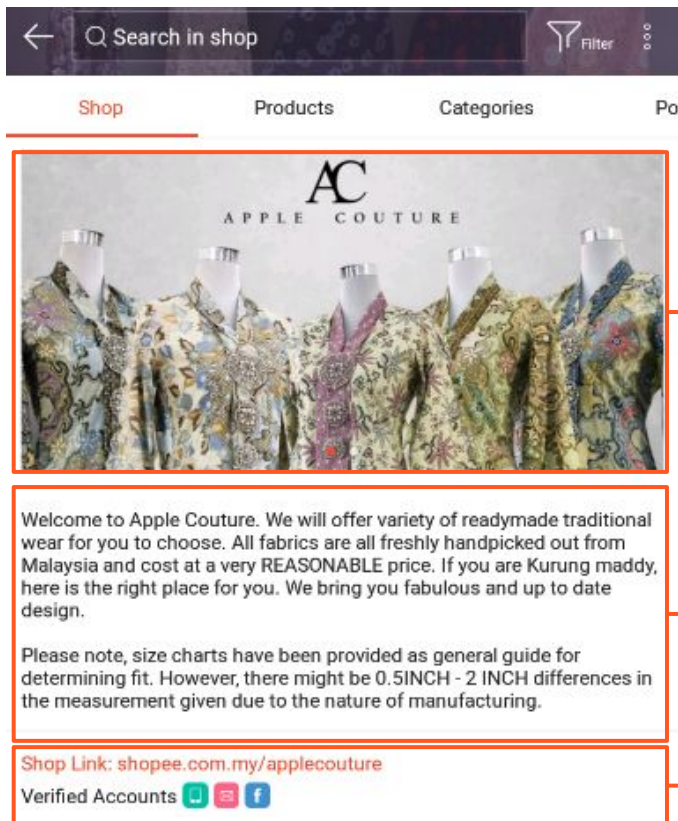
To attract more buyers to buy from your shop

Shop Video

A visual description of their store which can increase buyer confidence



Now, let's look at a GOOD store! (con't)






The screenshot shows the top navigation bar with a search bar, a filter icon, and a menu icon. Below the navigation bar are tabs for 'Shop', 'Products', 'Categories', and 'Po'. The main content area features a carousel of colorful, patterned shirts on mannequins. Below the carousel is a welcome message, a note about size charts, and a shop link. At the bottom, there are social media icons for WhatsApp, Instagram, and Facebook.

Welcome to Apple Couture. We will offer variety of readymade traditional wear for you to choose. All fabrics are all freshly handpicked out from Malaysia and cost at a very REASONABLE price. If you are Kurung maddy, here is the right place for you. We bring you fabulous and up to date design.

Please note, size charts have been provided as general guide for determining fit. However, there might be 0.5INCH - 2 INCH differences in the measurement given due to the nature of manufacturing.

Shop Link: shopee.com.my/applecouture

Verified Accounts   

Well-designed cover photos

Complete with custom store logo and carousel

Informative description

Lets buyers know what their products are, how they are shipped, and contact details of the seller

Shopee account linked with store's social media accounts

Increase buyer confidence when they see your store's social media presence

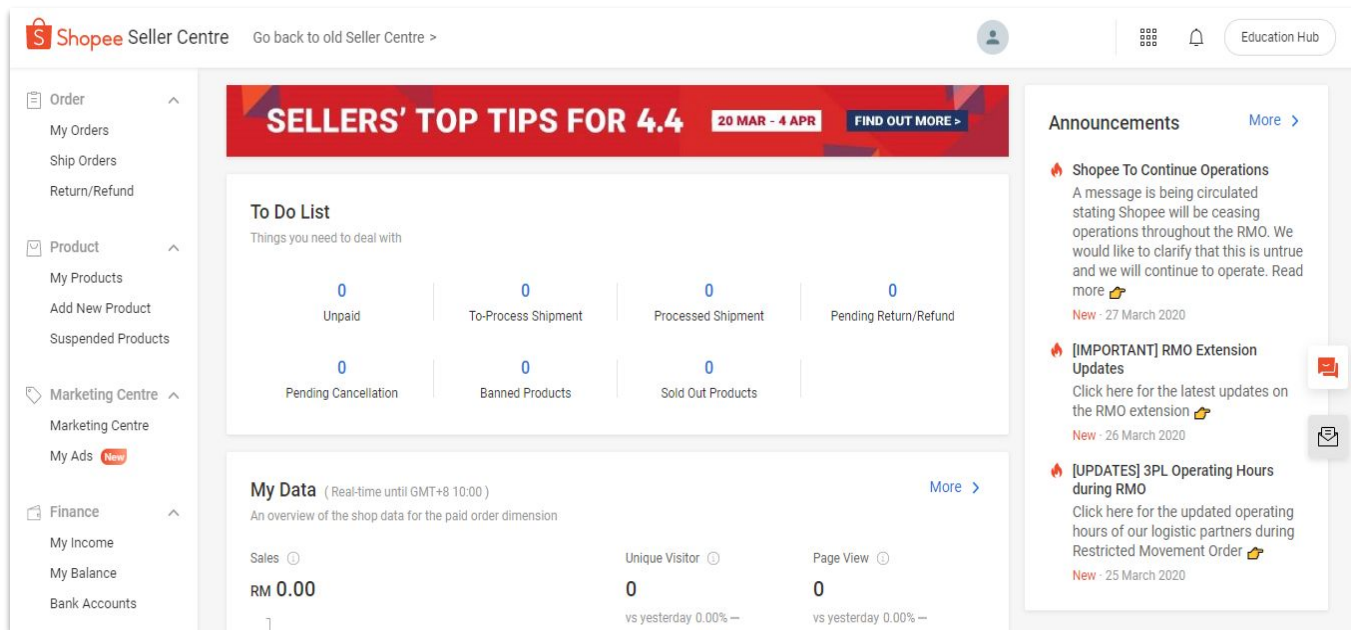


Shopee

3. Seller Centre



What is Seller Centre?



The screenshot shows the Shopee Seller Centre interface. At the top, there's a navigation bar with the Shopee logo, 'Seller Centre', and a link to 'Go back to old Seller Centre'. A user profile icon, a grid icon, a bell icon, and an 'Education Hub' button are also present.

The main content area features a red banner for 'SELLERS' TOP TIPS FOR 4.4' with dates '20 MAR - 4 APR' and a 'FIND OUT MORE >' button. Below this is a 'To Do List' section titled 'Things you need to deal with', which includes a grid of metrics:

Unpaid	To-Process Shipment	Processed Shipment	Pending Return/Refund
0	0	0	0
Pending Cancellation	Banned Products	Sold Out Products	
0	0	0	

Below the 'To Do List' is a 'My Data' section (Real-time until GMT+8 10:00) with a 'More >' link. It provides an overview of shop data for the paid order dimension:

Sales	Unique Visitor	Page View
RM 0.00	0	0
	vs yesterday 0.00% —	vs yesterday 0.00% —

On the right side, there's an 'Announcements' section with three items:

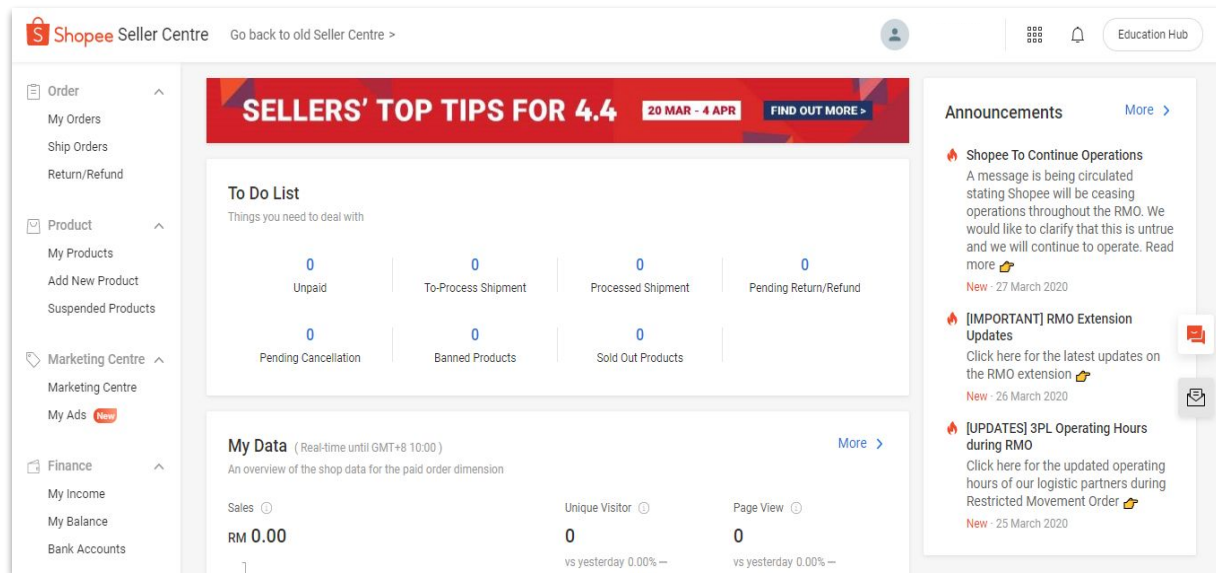
- Shopee To Continue Operations**: A message is being circulated stating Shopee will be ceasing operations throughout the RMO. We would like to clarify that this is untrue and we will continue to operate. Read more 📄
New · 27 March 2020
- [IMPORTANT] RMO Extension Updates**: Click here for the latest updates on the RMO extension 📄
New · 26 March 2020
- [UPDATES] 3PL Operating Hours during RMO**: Click here for the updated operating hours of our logistic partners during Restricted Movement Order 📄
New · 25 March 2020

The left sidebar contains navigation menus for Order (My Orders, Ship Orders, Return/Refund), Product (My Products, Add New Product, Suspended Products), Marketing Centre (Marketing Centre, My Ads), and Finance (My Income, My Balance, Bank Accounts).

Seller Centre is the **main portal for sellers to access all the shop features and settings from Shopee.**

You may use it to edit / upload product details, process orders / arrange shipment, withdraw payment, boost sales and many more.

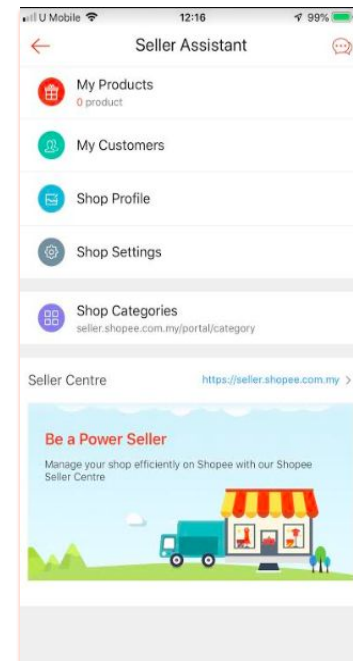
Mode of Accessing Seller Centre




Seller Tip!

It is recommended to use Seller Centre on PC as it provides a broader range of access to key features with less hassle.

Seller Centre on PC (<https://seller.shopee.com.my/>)



Seller Centre, a.k.a Seller Assistant on App



Shopee

How to use Seller Centre



LIVE DEMO

3.1 How to Add New Product

Listing a Product Overview

1. Add New Product
1. Add Product Name and Product Category
1. Add Product Description
1. Add Product Images
1. Add Shipping Information

1

Product ^

My Products

[Add New Product](#)

Suspended Products

Things you need to deal with

Unpaid **0**

To-Process Shipm **0**

2

Product Name:

Categories Name

3

*Product Description

4

Product Images

* Cover Photo

Image 1

Image 2

Image 3

Image 4

Image 5

5

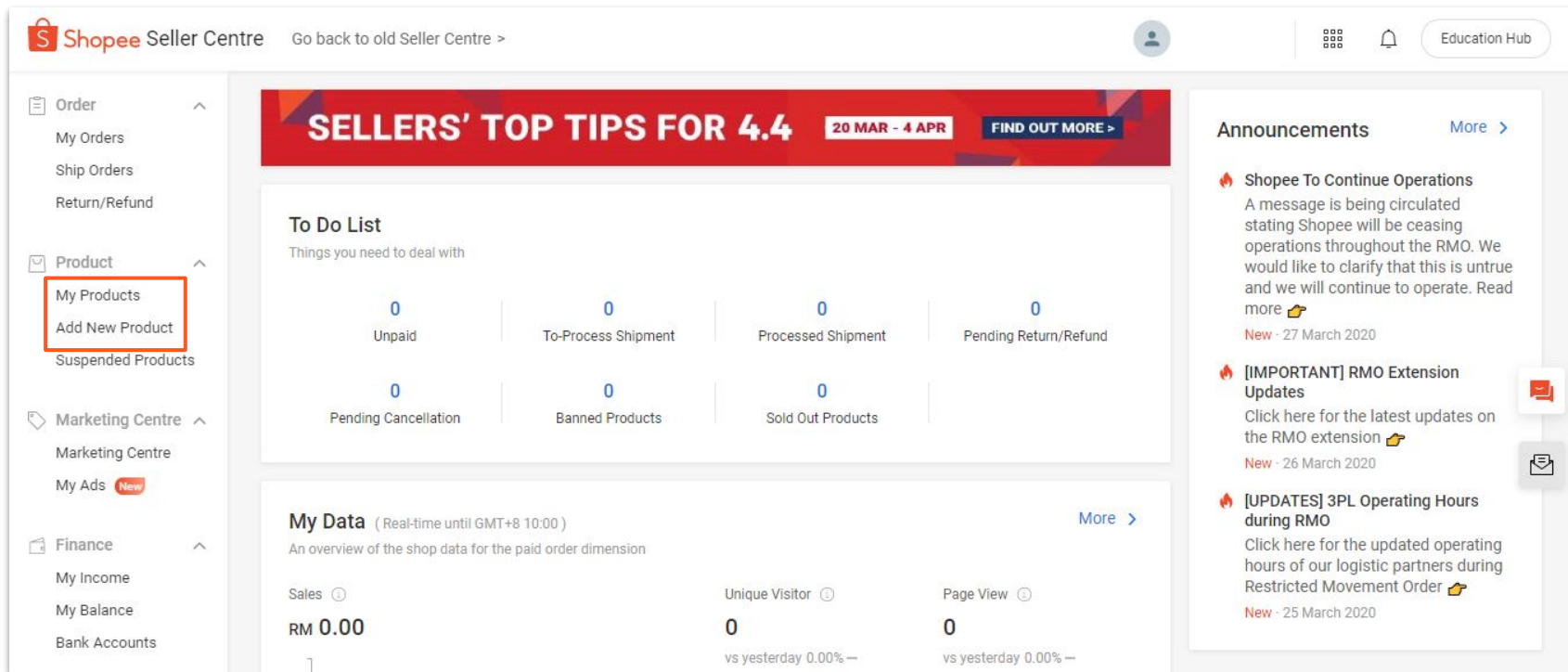
Shipping

* Weight kg

Parcel Size W cm L cm H cm

Shipping Fee RM5.00

Where to Find - My Products or Add New Product



Shopee Seller Centre [Go back to old Seller Centre >](#) Education Hub

- Order
 - My Orders
 - Ship Orders
 - Return/Refund
- Product**
 - My Products**
 - Add New Product**
 - Suspended Products
- Marketing Centre
 - Marketing Centre
 - My Ads New
- Finance
 - My Income
 - My Balance
 - Bank Accounts

SELLERS' TOP TIPS FOR 4.4 20 MAR - 4 APR [FIND OUT MORE >](#)

To Do List
Things you need to deal with

0 Unpaid	0 To-Process Shipment	0 Processed Shipment	0 Pending Return/Refund
0 Pending Cancellation	0 Banned Products	0 Sold Out Products	

My Data (Real-time until GMT+8 10:00) [More >](#)

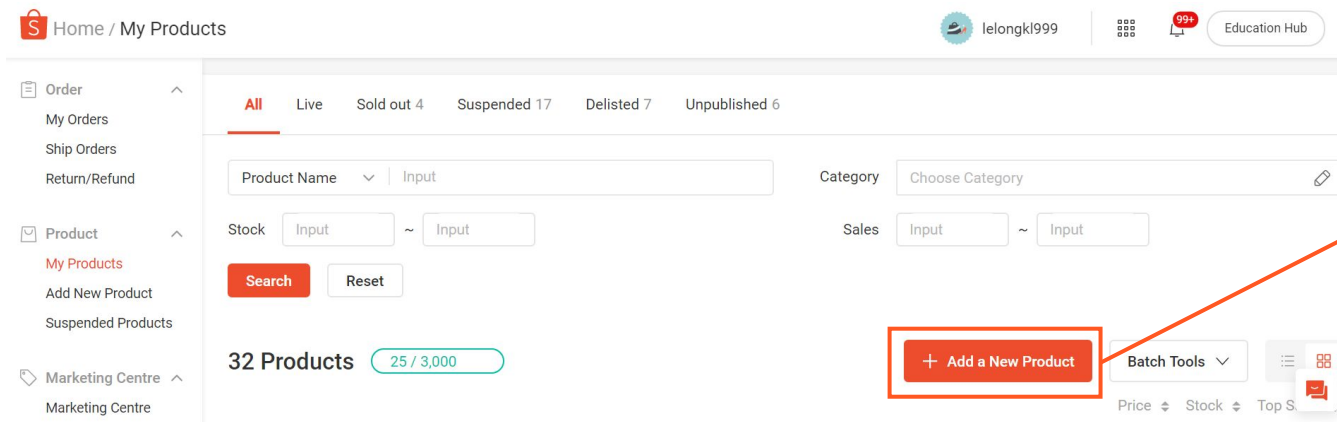
An overview of the shop data for the paid order dimension

Sales ⌵ RM 0.00	Unique Visitor ⌵ 0 vs yesterday 0.00% —	Page View ⌵ 0 vs yesterday 0.00% —
--	---	--

Announcements [More >](#)

- Shopee To Continue Operations**
A message is being circulated stating Shopee will be ceasing operations throughout the RMO. We would like to clarify that this is untrue and we will continue to operate. [Read more](#) 📄
New - 27 March 2020
- [IMPORTANT] RMO Extension Updates**
Click here for the latest updates on the RMO extension 📄
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- [UPDATES] 3PL Operating Hours during RMO**
Click here for the updated operating hours of our logistic partners during Restricted Movement Order 📄
New - 25 March 2020

Single Product Uploading (Seller Centre)



Home / My Products

lelongk1999 Education Hub

Order
My Orders
Ship Orders
Return/Refund

Product
My Products
Add New Product
Suspended Products

Marketing Centre
Marketing Centre

All Live Sold out 4 Suspended 17 Delisted 7 Unpublished 6

Product Name Input Category Choose Category

Stock Input ~ Input Sales Input ~ Input

Search Reset

32 Products 25 / 3,000

+ Add a New Product Batch Tools

Price Stock Top S

Click + Add a New Product

Single Product Uploading - Product Name and Category

Product Name: 34/120

RECOMMENDED CATEGORIES

- 1、 Home & Living > Stationery > Writing Utensils
- 2、 Home & Living > Stationery > School & Office
- 3、 Home & Living > Stationery > Arts & Graphics

1

Choose a suitable product name

2

Choose a recommended category

Single Product Uploading - Product Name and Category

Add a New Product

Please choose the right category for your product.

Product Name: 0/120

Q Categories Name

Women Clothes

Health & Beauty

Women's Bags

Men Clothes

Mobile & Accessories

Watches

Home & Living

Baby & Toys

Home Appliances

Groceries & Pets

Dresses

Tops

Outerwear

Playsuits & Jumpsuits

Skirts

Traditional Wear

Pants & Shorts

Lingerie & Nightwear

Sports & Beachwear

Socks & Tights

Blouse

Crop Tops

T-Shirts

Shirts

Tanks & Camisoles

Off Shoulder Tops

Others

Bodysuits

Tunics

3

Select the correct category for the product that you would like to upload on Shopee, and press **next**.

Avoid selecting “Others” in the sub-category selection.

(P/S: Do remember to put in a product name)

Seller Tip!



Products which are correctly categorised and have detailed product attributes will get more views

Single Product Uploading - Product Name and Description

Basic information Visual effect

* Product Name 22/120

* Product Description

Bag Bugs T-shirt

Since its inception in 2013 the Fendi Monster has amassed a large scale following leading to it becoming one of the most iconic symbols set to revolutionise fashion and make it fun again. Black cotton Bag Bugs T-shirt from Fendi featuring a round neck, short sleeves, a print to the front and a straight hem.

Designer Style ID: FY072294T

Colour: F0QA1

Made in Italy

Composition

lamb skin 100%
cotton 100%

Washing instructions:
hand wash

459/3000

Product Name:

Naming convention is always **Brand + Product Name + [Promotional Term]**

Eg: SanDisk ULTRA Dual USB OTG Drive 16GB [Buy 1 Free 1]

A character limit of 120. Clear and concise, correctly capitalized, no emoji, and correct use of measurement units.

Product Description:

Keep it clear and concise by using simple English and describe the product's key features such as size, colour, and composition.

Include enough information for buyers to know what they are getting. There is a minimum requirement of 50 character or 15 words.

Seller Tip!



Detailed product descriptions will increase buyer confidence

Tips for adding a new product - Variations

Sales Information

* Price

* Stock

Variations

Wholesale

① Wholesale price will be hidden when the product is under promotion.

Seller Tip!



Use “Enable Variations” for products with different sizes or colors

Variations

Variations are different options within the same listing. Variations allow buyers to make their selection based on different attributes including size, color, or other characteristics of the same product on a single product detail page.

Type of variation	When to use	Example
No Variation	There is only one type of product available	Any non-variant products
Single Variation	There is one variation available for the product which buyers can choose from	<ol style="list-style-type: none"> Hats available with different colors Laptop model available in 13-inch and 15-inch
Two-tier Variation	There are two types of variation available for the product for buyers to choose from	<ol style="list-style-type: none"> Dress with different colors <u>and</u> sizes iPhone with different memory sizes <u>and</u> colors

Variations (con't)



Enable two-tier variation for product listings with two different variations to assist buyers in selecting their desired variation of the product.

Color:

Black

White

Gray-Blue

Sky Blue

Navy Blue

Apricot



Size:

M

XL

XXL

3XL

L

Do not mix different product variations into a single-tier variation as it will be an inconvenience to the buyers.

Variations:

Blue_M

Blue_L

Blue_XL

Blue_XXL

Grey_M

Grey_L

Grey_XXL

White_M

White_L

White_XL

White_XXL

Blue-L

Blue-XL

Blue-XXL

Blue-XXXL

Black-M



Tips for Adding a New Product - Shipping Information

Shipping

* Weight kg

Parcel Size W cm L cm H cm

Shipping Fee

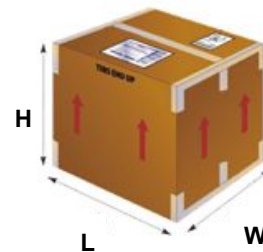
Seller Tip!



Fill in accurate Parcel Size details to avoid overcharges

How is Volumetric Weight Calculated?

1. The maximum accepted actual weight or volumetric weight (whichever is higher) for **Pos Laju and DHL is 30kg**, whereas for **J&T Express is 50kg**
2. Calculation of volumetric weightage varies depending on the courier company:
 - Pos Laju and J&T Express: **Length (cm) X Width (cm) X Height (cm) / 6000**
 - DHL : **Length (cm) X Width (cm) X Height (cm) / 5000**



Please refer to the links below to calculate volumetric weight for each courier company:



<https://ezisend.poslaju.com.my/volumetric>



http://www.dhl.com/en/tools/volumetric_weight_express.html



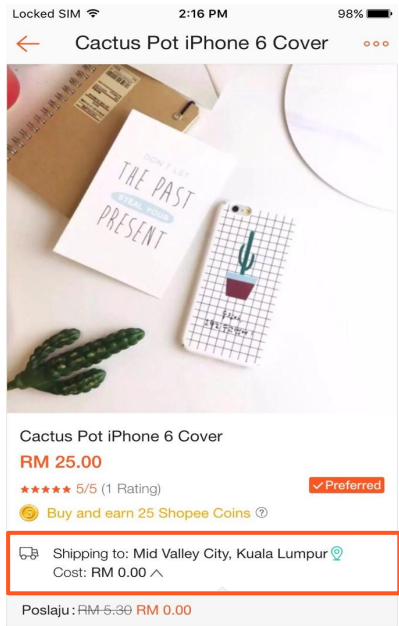
<https://www.jtexpress.my/rates.php>

Seller Tips!



1. Parcels exceeding these dimensions may be accepted if the shipment can be physically carried by the delivery person
2. Always remember to **update the weight which is higher** (actual weight / volumetric weight) in your product listing

Estimated Shipping Fee and Actual Shipping Fee



SCENARIO 1

Estimated shipping fee = Actual shipping fee

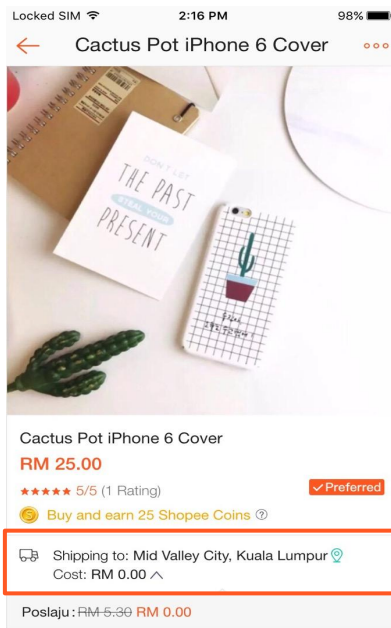
- Actual and estimated shipping fee will offset each other
- Seller receives the product selling price in full

SCENARIO 2

Estimated shipping fee > Actual shipping fee

- If estimated shipping fee paid by the buyer exceeds actual shipping fee, the excess amount will be released to the seller along with the product price

Estimated Shipping Fee and Actual Shipping Fee (con't)



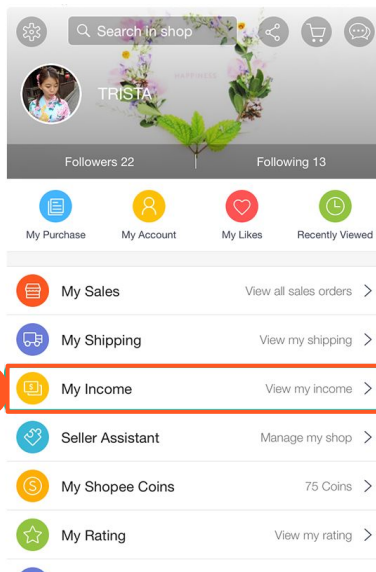
SCENARIO 3

Estimated shipping fee < Actual shipping fee

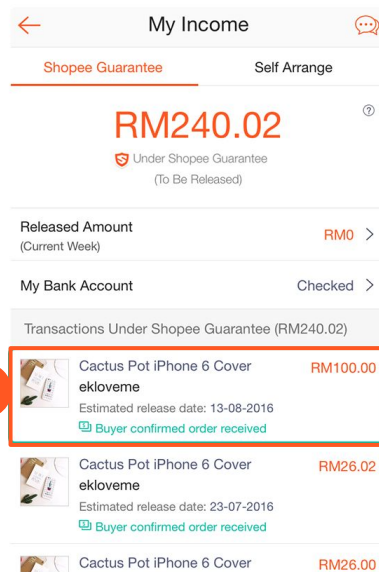
- If the actual shipping fee exceeds the estimated shipping fee, the difference in shipping fee will be deducted from the escrow amount to be released to the seller

Check Actual Shipping Fee & Escrow Amount

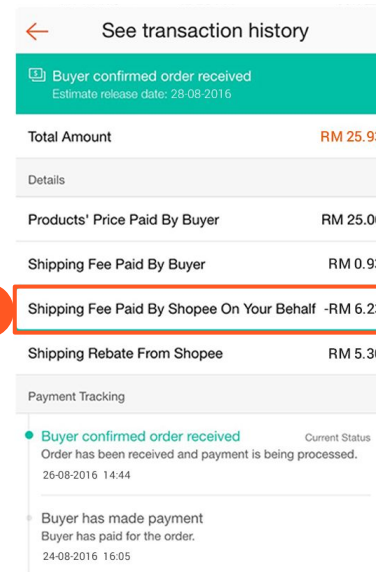
STEP 1



STEP 2



STEP 3



3.2 Do's & Don'ts for Product Listings

Product Naming Do's and Don'ts


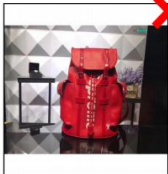




Product Naming Rules	Accepted Examples	Rejected Examples
No emoticons	Listerine Cool Mint 750ml x 2 + Healthy White 250ml [Value Pack]	🔥 HOT DEAL!!! 🔥 New Japan Yoshida PORTER Men's Shoulder SLING BAG Waterproof Nylon
Proper use of capitalisation, measurement units, and descriptives	<ul style="list-style-type: none"> • Getha Baby Latex Mattress & Baby Dimple Pillow • 888 2 in 1 Kopi O Arabica (25g x 20 Sachets) [Buy 1 Free 1] • Twisties Cheezels Cheezy BBQ Rings 60g 	<ul style="list-style-type: none"> • MARVLE SCHOOL BAG 3D • KOREA STYLE Electric Multi-function cooker & pan Grill • Hot Selling!!! [GUARANTEE WANGI GILERR!] Air Freshener - CAR PERFUME!!!
Clear and concise name	Hiruscar Anti Acne Spot Gel 10g	ALX Leather Women Handbag Sling Bag Shoulder Clutch Beg Wallet Purse

Categorize Your Product Correctly

Product categories and product attributes help to increase visibility of your product. By categorizing your items accurately, you can ensure that your product shows up at the right places.

Shopee Recommends	
Category	Locate the right category and subcategory for your products
Attributes	<ul style="list-style-type: none">● Select the correct value for each attribute● Make sure that non-numerical values (e.g. brand name) are spelled correctly
Price and Inventory	<ul style="list-style-type: none">● Include different variations and the stock count for each variation● Select wholesale if you are selling in bulk
Others	<ul style="list-style-type: none">● Don't forget to select all the shipping options & applicable shipping fees for each item● Specify whether the product is new, pre-order, etc.

Product Listing Guide - How to Take The Perfect Photo

Shopee Recommends		Relevant examples	
Image size and background	<ul style="list-style-type: none"> Image resolution of 1024x1024 pixels and above 1 : 1 ratio (square) will be best displayed on Shopee Photo is clear, original, and taken against a white background with good lighting (characters on the product can be read) No distracting objects in the background 		
Product appearance in photo	<ul style="list-style-type: none"> Product should take up more than 75% of the longer axis of the image Image should capture the entire product, viewed from the front Product should appear clean and free from dirt or stain Photo should not show reflection of people or other objects Photo should not alter the shape of the product (not stretched or compressed due to image resizing) 		
Appearance and aesthetics	<ul style="list-style-type: none"> Refrain from having text or logo that prevents buyers from seeing the product Watermarks are permitted provided that it doesn't obstruct buyers from seeing the product Include more photos showcasing other angles of the product, or any tips when using it 		

Photography Tips For Your Product Image

1. Brighter photos look nicer

Edit your photos and manually up the brightness

1. Keep watermarks small

If your watermark covers the product, it doesn't convince buyers to purchase the item

1. Keep it simple

If you have multiple designs or colors, split the photos into a neat collage with no more than four pictures, and make each photo look as similar as possible.

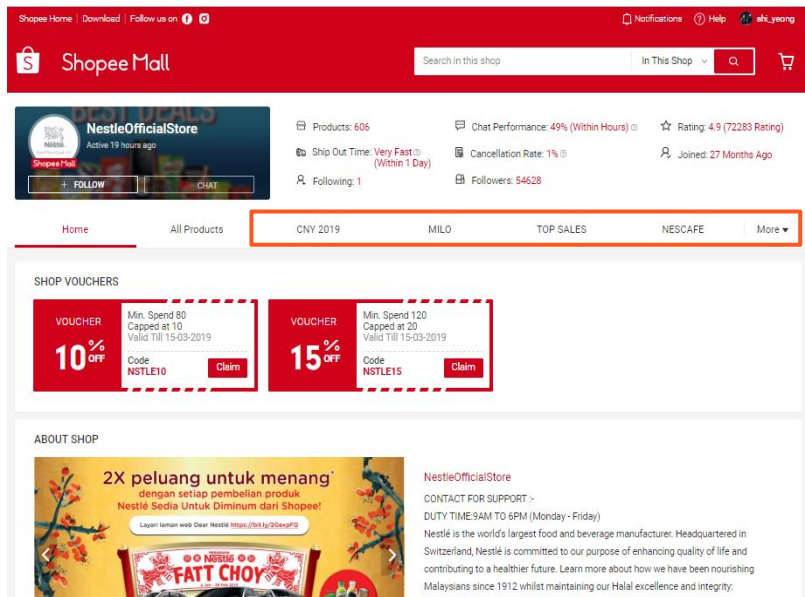




Shopee

3.3 Shop Categories

Example of Shop Categories



Shopee Home | Download | Follow us on [f](#) [i](#) [t](#) [v](#) | Notifications | Help | shi_yeong

Shopee Mall | Search in this shop | In This Shop | [+](#) [-](#) [🛒](#)

NestleOfficialStore
Active 19 hours ago

Products: 606 | Chat Performance: 49% (Within Hours) | Rating: 4.9 (72283 Rating)
Ship Out Time: Very Fast (Within 1 Day) | Cancellation Rate: 1% | Joined: 27 Months Ago
Following: 1 | Followers: 54628

Home | All Products | **CNY 2019** | MILO | TOP SALES | NESCAFE | More

SHOP VOUCHERS

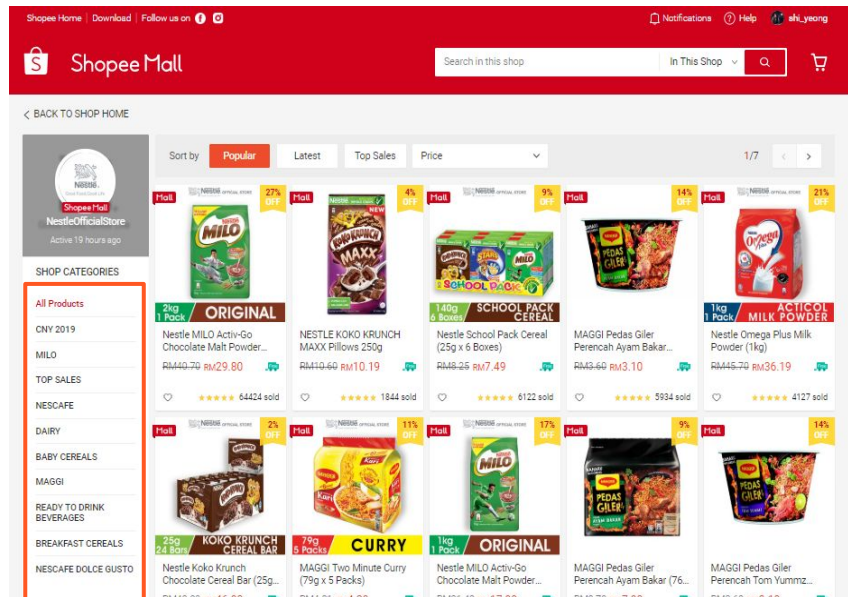
- 10% OFF** Voucher: Min. Spend 80, Capped at 10, Valid Till 15-03-2019, Code NSTLE10
- 15% OFF** Voucher: Min. Spend 120, Capped at 20, Valid Till 15-03-2019, Code NSTLE15

ABOUT SHOP

2X peluang untuk menang dengan setiap pembelian produk Nestlé Sedia Untuk Diminum dari Shopee!

Laporkan laman web Dear Nestlé <https://sh.li/2020e9f5>

NestleOfficialStore
CONTACT FOR SUPPORT :-
DUTY TIME: 9AM TO 6PM (Monday - Friday)
Nestlé is the world's largest food and beverage manufacturer. Headquartered in Switzerland, Nestlé is committed to our purpose of enhancing quality of life and contributing to a healthier future. Learn more about how we have been nourishing Malaysians since 1912 whilst maintaining our Halal excellence and integrity.



Shopee Home | Download | Follow us on [f](#) [i](#) [t](#) [v](#) | Notifications | Help | shi_yeong

Shopee Mall | Search in this shop | In This Shop | [+](#) [-](#) [🛒](#)

NestleOfficialStore
Active 19 hours ago

BACK TO SHOP HOME

Sort by: Popular | Latest | Top Sales | Price

SHOP CATEGORIES

- All Products
- CNY 2019**
- MILO
- TOP SALES
- NESCAFE
- DAIRY
- BABY CEREALS
- MAGGI
- READY TO DRINK BEVERAGES
- BREAKFAST CEREALS
- NESCAFE DOLCE GUSTO

Product Grid:

- MILO ORIGINAL** (2kg 1 Pack): Nestlé MILO Activ-Go Chocolate Malt Powder... RM40.70 RM29.80
- MILO MAXX** (140g 6 Boxes): NESTLE KOKO KRUNCH MAXX Pillows 250g RM40.60 RM10.19
- MILO SCHOOL PACK CEREAL** (1kg 1 Pack): Nestlé School Pack Cereal (25g x 6 Boxes) RM8.25 RM7.49
- MAGGI PEDAS GILER** (1kg 1 Pack): MAGGI Pedas Giler Perencah Ayam Bakar... RM9.60 RM3.10
- ACTICOL MILK POWDER** (1kg 1 Pack): Nestlé Omega Plus Milk Powder (1kg) RM45.70 RM36.19
- MILO KOKO KRUNCH CEREAL BAR** (25g 24 Boxes): Nestlé Koko Krunch Chocolate Cereal Bar (25g... RM8.90 RM4.60
- MILO CURRY** (70g 5 Packs): MAGGI Two Minute Curry (75g x 5 Packs) RM8.90 RM4.70
- MILO ORIGINAL** (1kg 1 Pack): Nestlé MILO Activ-Go Chocolate Malt Powder... RM47.90 RM37.00
- MAGGI PEDAS GILER** (1kg 1 Pack): MAGGI Pedas Giler Perencah Ayam Bakar (76... RM9.70 RM7.00
- MAGGI PEDAS GILER** (1kg 1 Pack): MAGGI Pedas Giler Perencah Tom Yummm... RM9.60 RM7.10

Organize your product listings and make it easier for buyers to explore your store

Where to find - Shop Categories

Shopee Seller Centre [Go back to old Seller Centre >](#) Education Hub

Finance

- My Income
- My Balance
- Bank Accounts

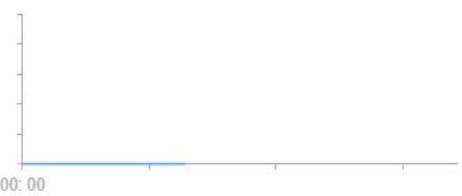
Data

- My Data
- My Performance
- My Penalty

Shop

- Shop Rating
- Shop Profile
- Shop Decoration New
- Shop Categories
- My Reports

An overview of the shop data for the paid order dimension

<p>Sales ⓘ</p> <p>RM 0.00</p> 	<p>Unique Visitor ⓘ</p> <p>0</p> <p>vs yesterday 0.00% —</p>	<p>Page View ⓘ</p> <p>0</p> <p>vs yesterday 0.00% —</p>
<p>Orders ⓘ</p> <p>0</p> <p>vs yesterday 0.00% —</p>	<p>Conversion Rate ⓘ</p> <p>0.00%</p> <p>vs yesterday 0.00% —</p>	

Marketing Centre [More >](#)

Marketing Tools & Nominations for Promotion



ⓘ Your ads credit has fallen to RM0.00, [please top up.](#) ✕


Shopee Event

Click here for the updated operating hours of our logistic partners during Restricted Movement Order 📄

New · 25 March 2020




How To Create My Shop Categories (1/3)

Shopee Seller Centre Shopee Homepage NEW |  

Search Products  Preview

1 + Add customised category

Your edits will be displayed in your Shop Page within 30 minutes. ×

Category Name	Attribute	Quantity of Product(s)	Visibility	Sort	Options
- Inactive Categories -					
2 Enter a category name 0/50	Customised	3 + Add Products	<input type="checkbox"/>	^ v	
On Sale Now 11/50	Customised	1 Details	<input type="checkbox"/>	^ v	
Fashion 7/50	Customised	5 Details	<input type="checkbox"/>	^ v	


Click here to save your operation

Cancel Save

Step 1:
Click "Add customised category"

Step 2:
Create a category name

Step 3:
Add Products

Seller Tip! 

Categorize your shop based on:
Product, Category, Price Range, New Arrivals, Clearance Sale

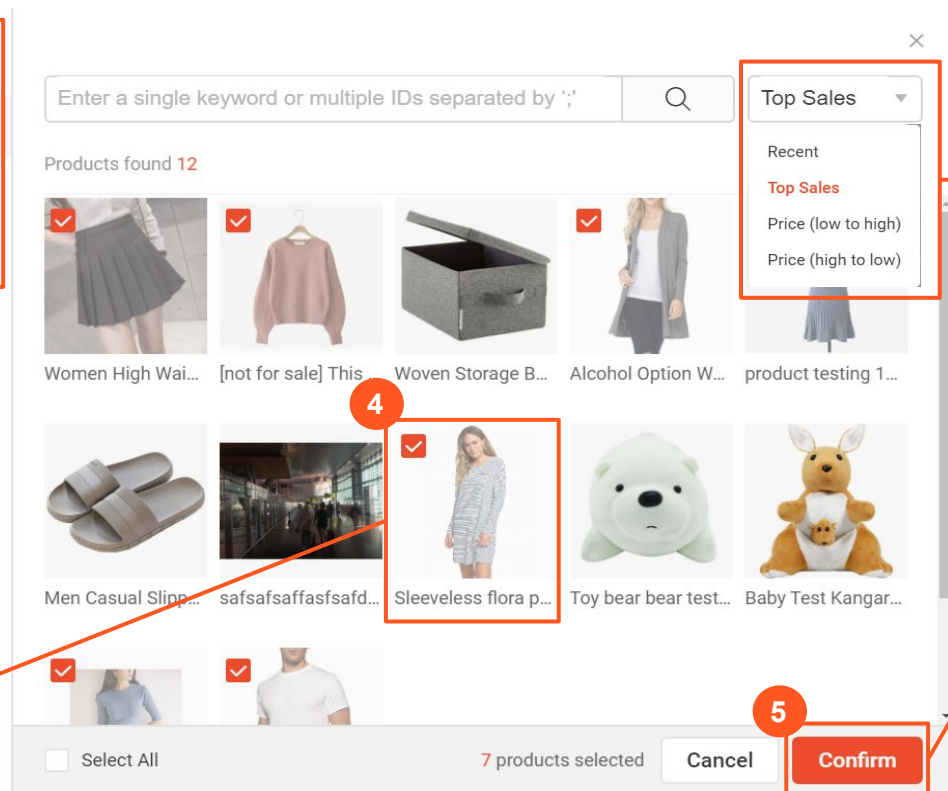
How To Create My Shop Categories (con't)

Selected Products (7)

- All products
- ▶ Shopee Categories
- ▶ My Shop Categories

You can search your products by Shopee categories or My Shop Categories

Step 4:
Select which products to be in the category.






Arrange your product view by:

- Recent
- Top Sales
- Price (Low to High)
- Price (High to Low)

Step 5:
Click "Confirm" once you're done




How To Create My Shop Categories (3/3)

Shopee Seller Centre Shopee Homepage NEW |  

Search Products  Preview

+ Add customised category

🔔 Your edits will be displayed in your Shop Page within 30 minutes. ✕

Category Name	Attribute	Quantity of Product(s)	Visibility	Sort	Options
<input type="text" value="Shopee Uni Basic"/> 16/50	Customised	+ Add Products (7)	<input checked="" type="checkbox"/>	^ v	
- Inactive Categories -					
<input type="text" value="On Sale Now"/> 11/50	Customised	1 Details	<input type="checkbox"/>	^ v	
<input type="text" value="Fashion"/> 7/50	Customised	5 Details	<input type="checkbox"/>	^ v	

Click here to save your operation

Cancel Save

Step 6:

Toggle on for your shop categories to be fully displayed on your shop

Step 7:

Click "Save" once done

4. Orders



4.1 What to do when I receive an order?

My Orders - Where to Find

- Order ^
 - My Orders**
 - Ship Orders
 - Return/Refund
- Product ^
 - My Products
 - Add New Product
 - Suspended Products
- Marketing Centre ^
 - Marketing Centre
 - My Ads New
- Finance ^
 - My Income
 - My Balance
 - Bank Accounts
- Data ^
 - My Data
 - My Performance New
 - My Penalty

SELLERS' TOP TIPS FOR 4.4 20 MAR - 4 APR [FIND OUT MORE >](#)


To Do List

Things you need to deal with

0 Unpaid	0 To-Process Shipment	0 Processed Shipment	0 Pending Return/Refund
0 Pending Cancellation	0 Banned Products	0 Sold Out Products	


My Data (Real-time until GMT+8 15:00) [More >](#)

An overview of the shop data for the paid order dimension


<p>Sales ⓘ</p> <p>RM 0.00</p> 	<p>Unique Visitor ⓘ</p> <p>0</p> <p>vs yesterday -100.00% ↓</p>	<p>Page View ⓘ</p> <p>0</p> <p>vs yesterday -100.00% ↓</p>
	<p>Orders ⓘ</p> <p>0</p> <p>vs yesterday 0.00% —</p>	<p>Conversion Rate ⓘ</p> <p>0.00%</p> <p>vs yesterday 0.00% —</p>

Announcements [More >](#)


- 🔥 **Shopee To Continue Operations**

A message is being circulated stating Shopee will be ceasing operations throughout the RMO. We would like to clarify that this is untrue and we will continue to operate. [Read more](#) 

New · 27 March 2020
- 🔥 **[IMPORTANT] RMO Extension Updates**

[Click here for the latest updates on the RMO extension](#) 

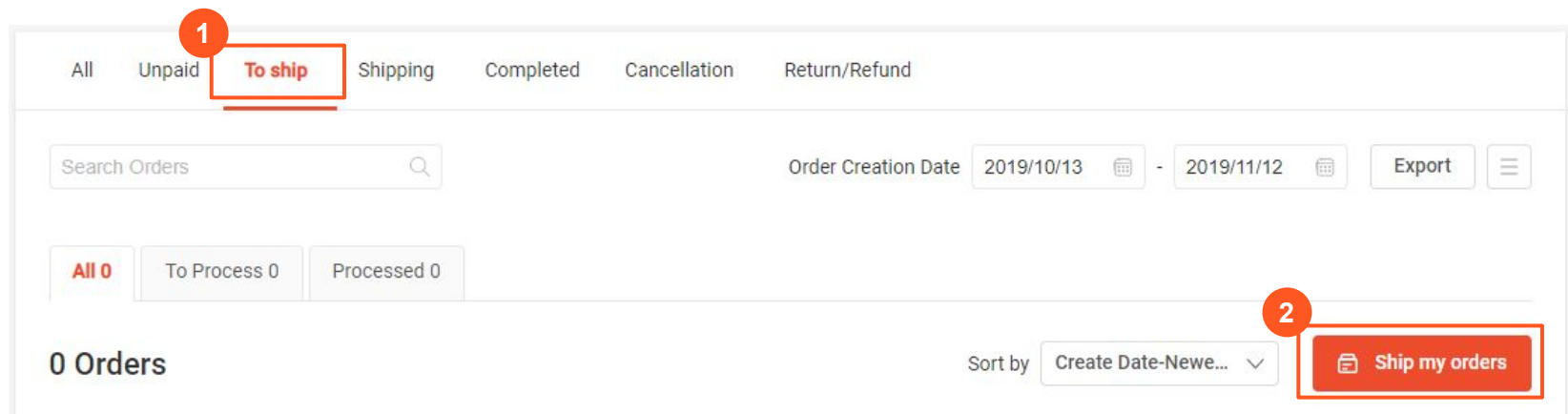
New · 26 March 2020
- 🔥 **[UPDATES] 3PL Operating Hours during RMO**

[Click here for the updated operating hours of our logistic partners during Restricted Movement Order](#) 

New · 25 March 2020



Arrange Shipment

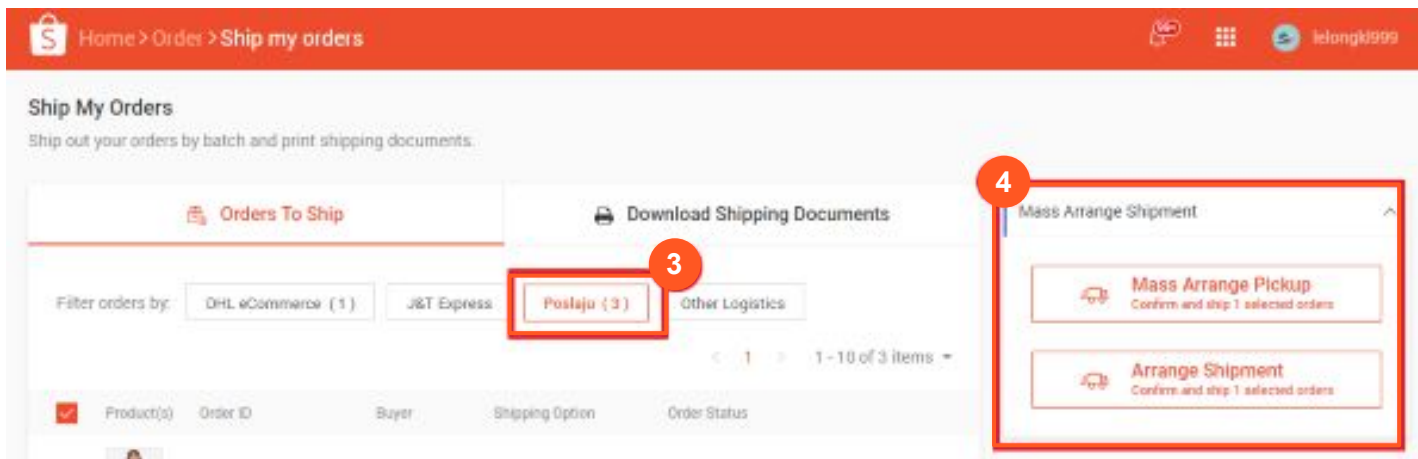


The screenshot displays the Shopee order management dashboard. At the top, there are tabs for 'All', 'Unpaid', 'To ship', 'Shipping', 'Completed', 'Cancellation', and 'Return/Refund'. The 'To ship' tab is highlighted with a red box and a circled '1'. Below the tabs is a search bar labeled 'Search Orders' and a date range filter for 'Order Creation Date' set to '2019/10/13' to '2019/11/12'. There are also 'Export' and a menu icon. Below the filters, there are buttons for 'All 0', 'To Process 0', and 'Processed 0'. The main area shows '0 Orders'. On the right, there is a 'Sort by' dropdown set to 'Create Date-Newe...' and a red button labeled 'Ship my orders' with a document icon, which is highlighted with a red box and a circled '2'.

Step 1:
Click "To ship"

Step 2:
Click "Ship my orders"

Arrange Shipment (con't)



Step 3:
Choose the correct logistics provider to process the order

Step 4:
Choose either “Mass Arrange Pickup” or “Mass Arrange Drop Off” to arrange mass shipping with the logistics provider

Download Shipping Documents

Orders To Ship
Download Shipping Documents

Filter orders by: J&T Express DHL eCommerce Other Logistics

1 - 10 of 0 items

Process Status: All Orders | Sort By: All order (Order)

Product(s)	Order ID	Buyer	Shipping Option	Tracking #	Printed
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="border: 1px solid #ccc; padding: 5px;"> <p>5</p> <p>Select the shipping documents to download</p> <p><input type="checkbox"/> Air Waybill</p> <p><input type="checkbox"/> Picklist</p> <p><input type="checkbox"/> Packing List</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <p>6</p> <p> Download Shipping Documents Confirm and print 0 orders</p> </div> </div>					

Step 5:
Select the documents you wish to print
(Air Waybill, Picklist, Packing List)

Step 6:
Click “Download Shipping Documents”

Pack your Orders

Step 7:

Proceed to packing and shipping
your order





Shopee

4.2 Shipping an Order

Shipping an order (3/3)

Packing a Parcel

- 1 Print out 1 copy of air waybill in A6 size
- 2 Attach the air waybill securely to your parcel in the protective air waybill docket.
- 3 Handover your parcel to the courier along with your **PL9 form**.



Pos Laju Shopee Priority Lanes!



Benefits:

Skip the queue

Just prepare your parcels and a PL9 Form

Your parcels will be updated in the system within 4 hours after drop off

Over 88 Pos Laju Branches have priority lanes for Shopee

Find out whether a Pos Laju Shopee priority lane is near you [here](#)




Shopee

4.3 Shopee Integrated Shipping


Shopee Subsidized Shipping Program

Benefits

- All Shipping programs can co-exist!
- Drop off an order without upfront payment
- Automated air waybills
- Automatic calculation of shipping fee




POS Laju
Your National Courier




<5kg WM
<1kg EM

For more details:
[Poslaju](#)




DHL
eCommerce




<3kg WM
only

For more details:
[DHL](#)



J&T EXPRESS



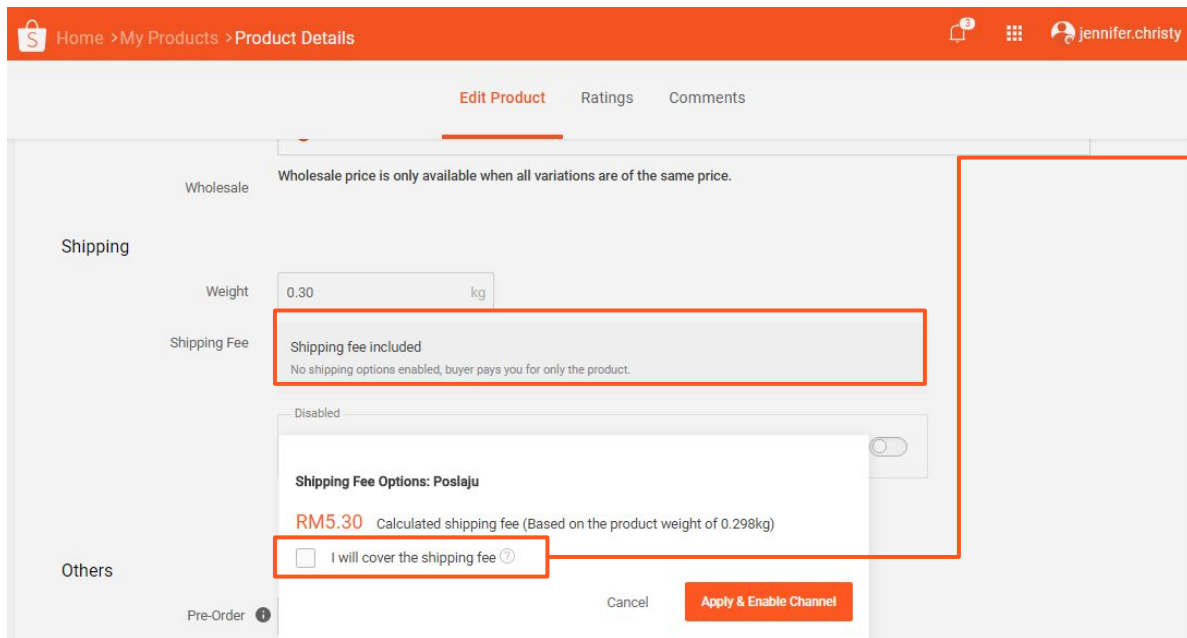
3kg WM only

For more details:
[J&T](#)

Shipping Rate

SHOPEE FREE SHIPPING CHANNEL*	REGION	BY SPENDING MINIMUM RM40
Pos Laju	West Malaysia (WM)	RM4.03 (Partial Subsidy for first 5kg)
	East Malaysia (EM)	RM5.30 (Free Shipping for first 1kg)
DHL eCommerce	West Malaysia (WM)	RM4.03 (Partial Subsidy for first 3kg)
J&T Express	West Malaysia (WM)	RM4.03 (Partial Subsidy for first 3kg)
Ninja Van	West Malaysia (WM)	RM4.03 (Free Shipping for first 3kg)

Shopee Logistics - Product Shipping Setting (1/2)



Home > My Products > Product Details

Edit Product Ratings Comments

Wholesale Wholesale price is only available when all variations are of the same price.

Shipping

Weight 0.30 kg

Shipping Fee

Shipping fee included
No shipping options enabled, buyer pays you for only the product.

Disabled

Shipping Fee Options: Poslaju

RM5.30 Calculated shipping fee (Based on the product weight of 0.298kg)

I will cover the shipping fee

Cancel Apply & Enable Channel

Untick "I will cover shipping fee"

If you do not enable any shipping options at product level, in the front end it will show as "Shipping fee included" which means that seller will bear the shipping cost.

Shopee Logistics - Product Shipping Setting (2/2)

Shipping

* Weight kg

Parcel Size cm cm cm

Shipping Fee

Shipping fee included

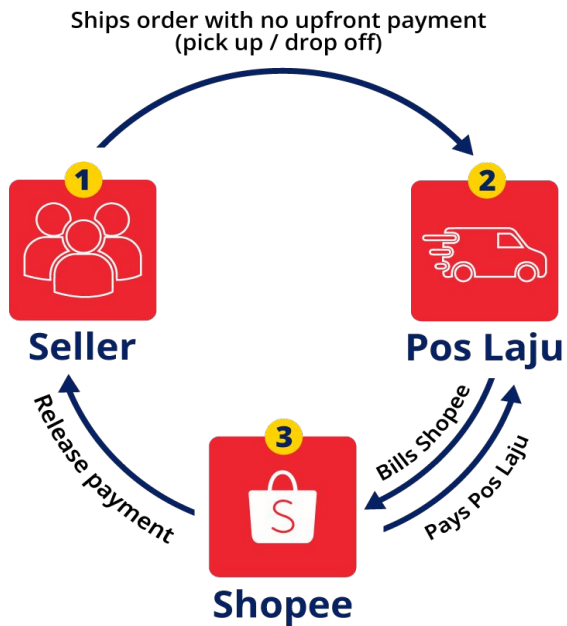
No shipping options enabled, buyer pays you for only the product.
You can also [click here](#) to open more shipping channels for your products.

J&T Express (max 50kg)	SHOPEE SUPPORTED LOGISTICS	Requires weight	<input type="checkbox"/>
DHL eCommerce (max 30kg)	SHOPEE SUPPORTED LOGISTICS	Requires weight	<input type="checkbox"/>
Poslaju (max 30kg)	SHOPEE SUPPORTED LOGISTICS	Requires weight	<input type="checkbox"/>
Gdex (West Malaysia)		Set shipping fee	<input type="checkbox"/>
Gdex (East Malaysia)		Set shipping fee	<input type="checkbox"/>
Others (West Malaysia)		Set shipping fee	<input type="checkbox"/>

Update product weight by product level.
You can mass edit using "[Batch Actions](#)" feature.

Enable J&T and/or DHL and/or
Pos Laju for your products

Poslaju 5kg Free Shipping Program (1/3)

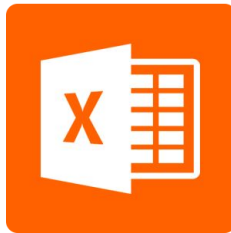


For more information can refer to this [LINK](#)

Poslaju 5kg Free Shipping Program (2/3)



A laser / inkjet printer



Product weight update file



Update Pickup Address



ARE YOU A DROPSHIPPER?

If you have a supplier that ships the order to your buyer directly, you will not be able to do so with this Poslaju free shipping program.

Poslaju 5kg Free Shipping Program (3/3)

Activation Requirements



Step 1:

Sign-up

[Shopee Free 5KG Shipping Program](#)

Step 2:

Update Pick Up Address

From Me > My Account > My Address

Step 3:

Add Address & save as Pick Up

Example of a self printed waybill from Seller Centre

 	
ER1234593768MY	
Order Details Ship By Date: 21-04-2020 Weight (kg): 1.2 Order ID: 200406RNDGYTF2	Order Details (Courier) Account Number: 8800472220 Product: Courier Charges Domestic Type: Document
Sender Details (Pengirim) Name: Shopee Warehouse Phone: +60355451773 Address: Block 2 - Unit 6, First Floor, Lot 10003, Jalan Jubli Perak 22/1A, Seksyen 22, 40300 Shah Alam, Selangor Shah Alam Shah Alam Selangor Postcode:40300	SHA-AS-SPI 08000
Recipient Details (Penerima) Name: Bernice Lee Phone: 60123456789 Address: No 123A, Taman ABC, 08000 Sungai Petani, Kedah Postcode:08000	
POD Name: I.C.: Signature:	 ER1234593768MY

What Happens On Activation Day

EXISTING POS LAJU SHIPPING OPTIONS WILL BE REPLACED

- New orders coming in after activation have to be shipped using the self-printed Airway bill from Shopee Seller Centre.
- Your previous orders before the activation date can still be shipped using the old way, with a handwritten waybill.
- Enable Poslaju at product level immediately once you receive a notification upon the successful activation

ALL PRODUCTS' WEIGHT WILL BE DEFAULTED AT 1KG

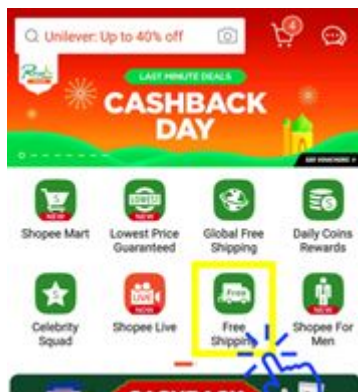
- Once your account is activated, you will have to **update your product weight** through Seller Centre with the product weight upload file prepared beforehand.



Shopee

4.4 Reminder for your buyers

How to enjoy Shopee Free Shipping (1/4)



Step 1:

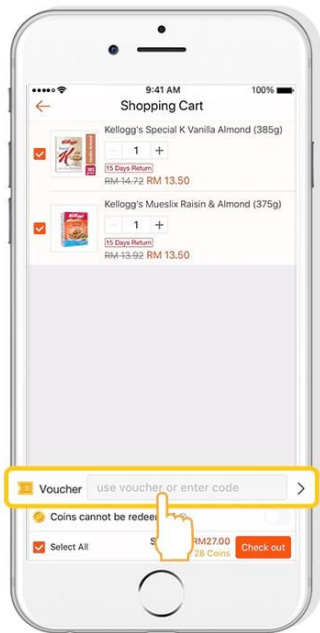
Click on **"Free Shipping"** from Shopee App Homepage.



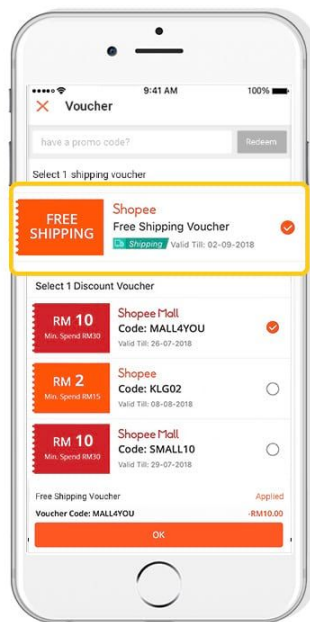
Step 2:

Click on **"Claim Now"** to claim the Free Shipping Voucher to your account.

How to enjoy Shopee Free Shipping (2/4)

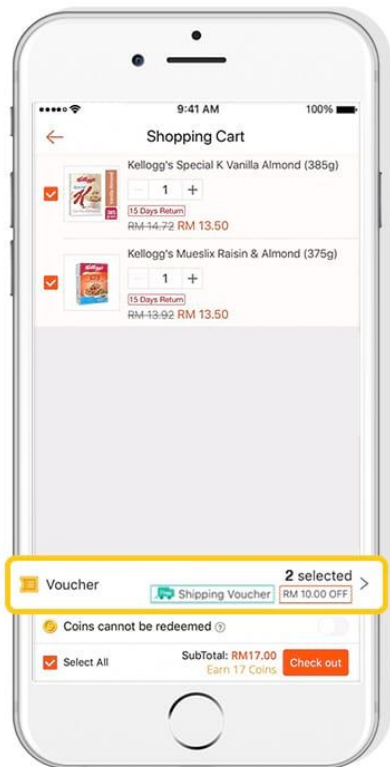


Step 3:
Tap on the **“Voucher”** field
in your Shopping Cart.



Step 4:
Your free shipping voucher
will be **pre-selected**. Choose
a discount voucher and tap
“Ok”.

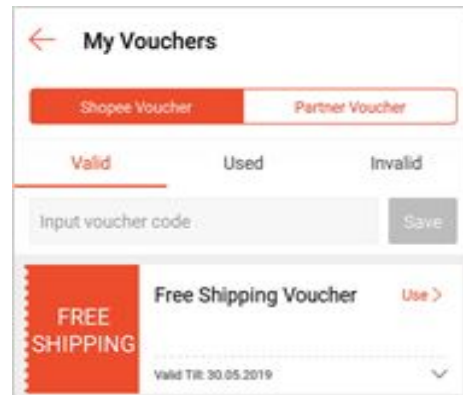
How to enjoy Shopee Free Shipping (3/4)



Step 5:

The selected vouchers are applied. You may proceed to checkout.

Tip: Free shipping vouchers may be used together with other discount vouchers.



Shoppers can also click on **"Me"** then click on **"My Vouchers"** to see all your vouchers including Free Shipping Vouchers.

How to enjoy Shopee Free Shipping - Q&A (4/4)

Q1: Can I use free shipping voucher with other discount voucher?

Yes, free shipping vouchers may be used together with other discount vouchers.

Q2: How does free shipping voucher affect me as a buyer?

You can still enjoy free shipping like before. The only difference is to remember to apply the free shipping voucher in your shopping cart before proceeding to checkout.

Q3: If my order using free shipping voucher is returned, will I be able to get back my free shipping voucher?

Yes, the free shipping voucher will be returned to you provided the free shipping voucher is applied to the order. However, the Free Shipping checkout limit will not be credited back to you at this moment of time.



Shopee

5. Marketing Centre





What is Marketing Centre?

Marketing Centre is a platform **to help sellers manage their promotions and discounts**. It can be easily accessed from the Seller Centre homepage. There are **many features and tools*** to help sellers participate in ongoing marketing campaigns, bring more traffic to their shops, and increase order volume.










- Product
 - My Products
 - Add New Product
 - Banned Products
- Marketing Centre
 - Marketing Centre**
 - My Ads
- Finance
 - My Income
 - My Balance
 - Bank Accounts

Shopee Event

 Campaigns <small>Official promotion</small>	 Shopee Shocking Sale <small>Official promotion</small>
---	---

Marketing Tools

[All](#)
[Paid Ads](#)
[Conversion](#)
[Traffic](#)

 My Ads <small>Increase exposure for products</small>	 Discount Promotions <small>Increase conversion rate</small>	 Vouchers <small>Increase conversion rate</small>
 My Shop's Shocking Sale <small>Increase conversion rate</small>	 Top Picks <small>Drive traffic to best-selling products</small>	 Bundle Deal <small>Sell more of any variety with bundle discounts</small>
 Follow Prize <small>Increase shop followers</small>	 Shipping Fee Promotion <small>Increase conversion rate</small>	 Add-on Deal <small>Sell specific products with add-on discounts</small>

Note: *Some features are available for selected sellers only Private & Confidential

Overview of Marketing Centre Features

Features	Benefits
Discount Promotions	Allows sellers to set custom discounts for any products for a selected period of time, so that sellers can provide potential buyers with the best deals.
Vouchers	Create vouchers for buyers to use in-shop. Seller voucher will attract buyers to purchase a minimum amount that has been set for the voucher, or specific products that the voucher is applicable for.
Follow Prize	Allows sellers to set custom voucher to reward buyers who follow their store
Top Picks	Designed for you to increase cross sales of your products. You can create a collection of 4-8 products to display on your products' pages



Shopee

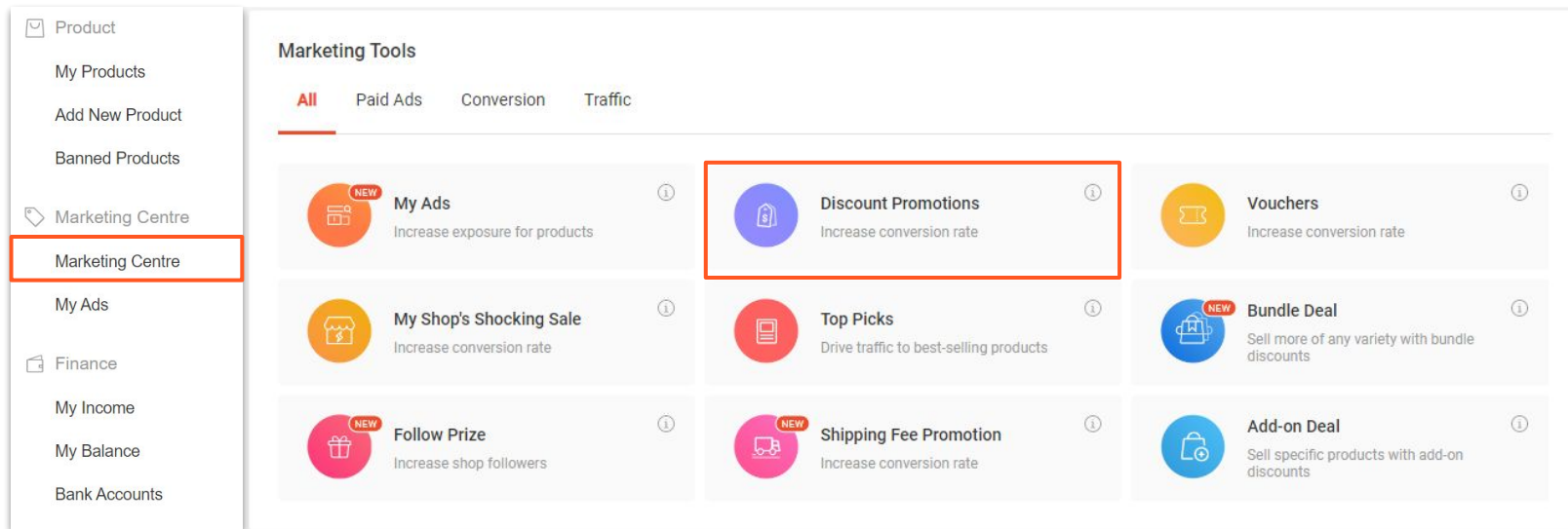
5.1 Discount Promotions

What is Discount Promotions?

Discount Promotions allow you to **set your own custom discounts** for a selected period of time for any product.



Where to find - Discount Promotions



Marketing Tools

All Paid Ads Conversion Traffic

<p>My Ads (NEW)</p> <p>Increase exposure for products</p>	<p>Discount Promotions</p> <p>Increase conversion rate</p>	<p>Vouchers</p> <p>Increase conversion rate</p>
<p>My Shop's Shocking Sale</p> <p>Increase conversion rate</p>	<p>Top Picks</p> <p>Drive traffic to best-selling products</p>	<p>Bundle Deal (NEW)</p> <p>Sell more of any variety with bundle discounts</p>
<p>Follow Prize (NEW)</p> <p>Increase shop followers</p>	<p>Shipping Fee Promotion (NEW)</p> <p>Increase conversion rate</p>	<p>Add-on Deal</p> <p>Sell specific products with add-on discounts</p>

Click [HERE](#) to learn more about Discount Promotions.

LIVE DEMO

How to Create Discount Promotions (1/7)

My Discount Promotions

Start offering the best prices for your products on Shopee! Click here for our User Guide on how to create your own discounts. [Learn More](#)

Promotion Name Search for promotions

1

+ New Discount Promotion

Step 1:
Click "+ New Discount Promotion"

How To Create Discount Promotions (2/7)

Create New Discount Promotion

Fill in promotion details and set product prices to create new discount promotion

Promotion Details

2 Promotion Name

3 Promotion Period 2019-11-12 17:00 — 2019-11-12 18:00

4 [Save & Continue](#)

Step 2:

Create a promotion name
Example: Clearance Sale 16-17 Nov

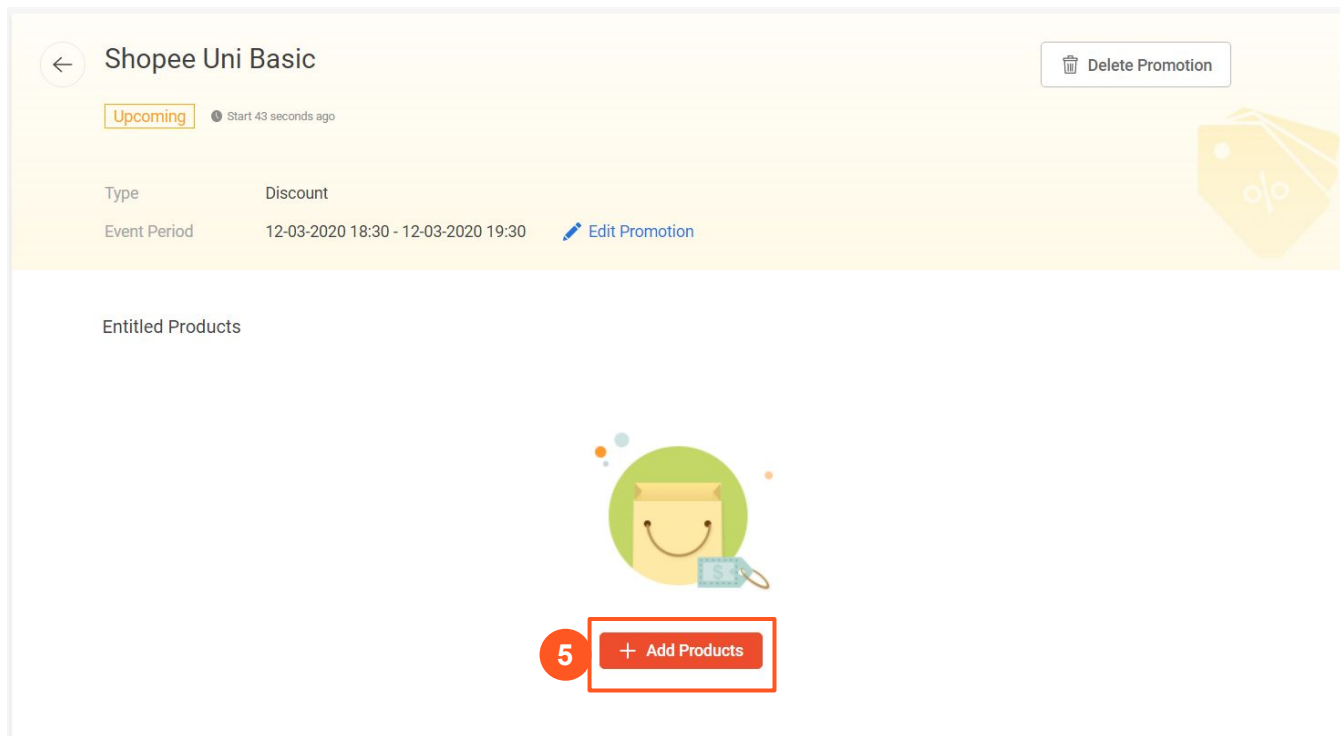
Step 3:

- Set promotion period
- Promotion period needs to start at least 24 hours from your current time.
 - You may set your Promotion Period to end anytime.

Step 4:

Save & Continue

How To Create Discount Promotions (3/7)



Shopee Uni Basic

Upcoming Start 43 seconds ago

Delete Promotion

Type Discount

Event Period 12-03-2020 18:30 - 12-03-2020 19:30 Edit Promotion

Entitled Products

5 + Add Products

Step 5:
Click + Add Products






How To Create Discount Promotions (4/7)

Select Products

Select Upload Product List

All Categories Product Name

Show available products only

<input type="checkbox"/>	Products	Sales	Price	Stock
<input type="checkbox"/>	 change DTS 5-10 test ID: 3400089532	0	RM36.00	500
<input type="checkbox"/>	 Sleeveless flora printed mini dress ID: 2562912410	1	RM111.00	3
<input type="checkbox"/>	 Woven Storage Box - Grey ID: 2478450537	6	RM88.00	4
<input type="checkbox"/>	 Women High Waist A Live Short Skir... ID: 2464191800	12	RM20.00	1
<input type="checkbox"/>	 [not for sale] This is not for SALE ID: 1760516788	10	RM1.00	1

Cancel Confirm

Select Products

Select Upload Product List

All Categories Product Name

Products

Product Name
Product ID

Select Products

Select Upload Product List

All Categories Product Name

All Categories Women Clothes > T-shirts & Singlets >
Shopee Categories > Baby & Toys >
My Shop Categories > Men Clothes >
Health & Beauty >
Home & Living >

Step 6:

Search for products by category or by name and select those you wish to discount.

Step 7:

Once you're done, click Confirm

How To Create Discount Promotions (5/7)

Entitled Products 0 products entitled in this promotion



Product Name Search products

A **B** **C**

Batch setting

Set discount at , Purchase limit (per customer) at

D

<input type="checkbox"/>	Product Name	Variation	Original Price	Discounted Price	Discount	Purchase Limit	Action
<input type="checkbox"/>			RM40.00	<input type="text" value="RM 36.00"/>	or <input type="text" value="10"/> %OFF	<input type="text" value="5"/>	<input type="button" value="🗑"/>
<input type="checkbox"/>		<input checked="" type="checkbox"/> Venti	RM30.00	<input type="text" value="RM 27.00"/>	or <input type="text" value="10"/> %OFF	<input type="text" value="2"/>	<input type="button" value="🗑"/>
	<input checked="" type="checkbox"/> Grande	RM30.00	<input type="text" value="RM 27.00"/>	or <input type="text" value="10"/> %OFF			
	<input checked="" type="checkbox"/> Tall	RM30.00	<input type="text" value="RM 27.00"/>	or <input type="text" value="10"/> %OFF			

Apply discounts to multiple products via batch setting:

- To set a discount across multiple products, first **input the desired discount rate** here.
- Next, set the desired **Purchase Limit** for each buyer. This limits the purchase quantity for products under promotion.
- To apply the discount for all products, simply click on **Update All Products**.
- To apply the discount for selected products, first choose your products by clicking on their respective checkboxes, then click on **Update Selected Products**.
- Once finished, click **Done**.



How To Create Discount Promotions (6/7)

Entitled Products 0 products entitled in this promotion

Product Name Search products

Batch setting

Set discount at , Purchase limit (per customer) at

<input type="checkbox"/>	Product Name	Variation	Original Price	Discounted Price	Discount	Purchase Limit	Action
<input type="checkbox"/>			RM40.00	<input type="text" value="RM 36.00"/>	or 10 %OFF	<input type="text" value="5"/>	<input type="button" value="Bin"/>
<input type="checkbox"/>		<input checked="" type="checkbox"/> Venti <input checked="" type="checkbox"/> Grande <input checked="" type="checkbox"/> Tall	RM30.00	<input type="text" value="RM 27.00"/>	or 10 %OFF	<input type="text" value="2"/>	<input type="button" value="Bin"/>

Apply tailored discounts to specific products:

- To tailor discounts for specific products or variations, you may edit the products **Discounted Price** or **Discount % value**.
- Next, set the desired **Purchase Limit** for each buyer.
- If you wish to remove the product from the Promotion Period, click on the **Bin** icon.
- Once finished, click on **Done**.

How To Create Discount Promotions (7/7)




Women High Waist A Live Short Skirt (Black)

No Ratings Yet | 12 Sold

~~RM40.00~~ **RM36.00** **10% OFF**

Shipping Fee  Free shipping

 Shipping Fee To **Bandar Menjalara, Kuala Lumpur** ▾

Shipping Fee **RM0.00** ▾

Quantity 14 piece available

 **Shopee Guarantee** Get the items you ordered or get your money back.



Once the Promotion Period has begun, your discounts will be shown on your relevant product listings.

FAQ - Discount Promotions

Q: Will promotion names be seen by the buyer?

A: Promotion names are for your own reference only and will not be displayed to your buyers.

Q: Can sellers extend the promotion period?

A: Promotion periods cannot be extended due to potential clashes with other promotions that you may have scheduled for the same products.

Q: How many My Discount Promotions can be created?

A: As long as you are prepared to handle the spike in orders, you can create as many promotions as you desire.

Q: Is there a limit to the number of products we can add in one discount promotion?

A: There is no limit to the number of products you can discount in one promotion.

Q: Is there a purchase limit that can be setup by seller for the buyer?

A: Yes. Purchase limit is the **maximum quantity of a product that one buyer can purchase from a particular promotion**. This helps to prevent a single buyer from snapping up all your best deals before other buyers get a chance to purchase.



Shopee

5.2 Vouchers

What are Vouchers?

Vouchers is a tool designed to help sellers create their own vouchers to **support their own promotions**. Sellers are able to easily create shop and product vouchers, straight from the Shopee Platform.

You have the full flexibility to choose:

- Voucher type, value and quantity
- Voucher promotion period
- Products the voucher can apply to

Buyers will see your vouchers when browsing your shop and products.

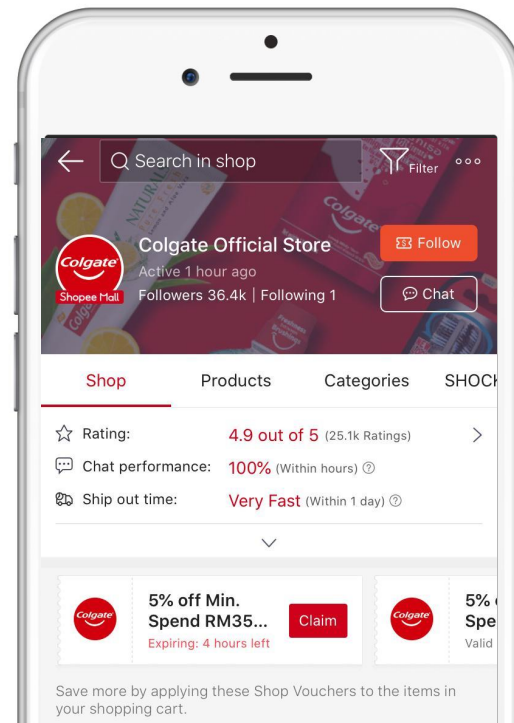
Why should you create vouchers?

To attract buyers to your shop and drive orders for your products

Seller Tips!



One in twelve shoppers purchase with seller vouchers












Where to find - Vouchers

- Product
 - My Products
 - Add New Product
 - Banned Products
- Marketing Centre
 - Marketing Centre**
 - My Ads
- Finance
 - My Income
 - My Balance
 - Bank Accounts

Marketing Tools

All
Paid Ads
Conversion
Traffic

 <p>My Ads Increase exposure for products</p>	 <p>Discount Promotions Increase conversion rate</p>	 <p>Vouchers Increase conversion rate</p>
 <p>My Shop's Shocking Sale Increase conversion rate</p>	 <p>Top Picks Drive traffic to best-selling products</p>	 <p>Bundle Deal Sell more of any variety with bundle discounts</p>
 <p>Follow Prize Increase shop followers</p>	 <p>Shipping Fee Promotion Increase conversion rate</p>	 <p>Add-on Deal Sell specific products with add-on discounts</p>

Click [HERE](#) to learn more about Vouchers.

Vouchers How-to Overview





Vouchers is a tool designed to help sellers create their own vouchers to **support their own promotions**. With Vouchers, you can easily create vouchers specific to your shop, with full control over the value, duration and quantity of such vouchers.



LIVE DEMO

How to create Vouchers? (1/6)

All ▼ User Manual 1 + Create New Voucher

Voucher Code	Voucher Name	Type	Amount	Quantity	Claimed	Usage	Status	Date Range	Action
	MBFSMART Shopee Created MarchBrandFest (all products)	Shop Voucher	15% OFF	2000	2000	186	Ended	28-03-2019 to 31-03-2019	Details
	SMARM30 MILO30 (1)	Product Voucher	30% OFF	200	200	114	Ended	28-03-2019 to 28-03-2019	Details
	SMARM20 MILO 20 (1)	Product Voucher	20% OFF	300	279	109	Ended	27-03-2019 to 27-03-2019	Details
	SMAR2012 12.12 MILO (1)	Product Voucher	20% OFF	1	1	0	Ended	12-12-2018 to 12-12-2018	Details

This page will show all the vouchers that you've created.

Step 1:
Click on 'Create New Voucher' to set up a new voucher.

How to create Vouchers? (2/6)

2

Create New Voucher



Shop Voucher

The voucher can be used for all products in the shop.



Product Voucher

The voucher can be used for selected products in the shop.

Step 2:

You may choose the type of vouchers that you would like::

- Shop Voucher is applicable to all products
- Product Voucher is only applicable to specific products

Step 3:

Fill all these information accordingly.

Voucher Info

3

Voucher Name

Voucher Code

Voucher Type | Amount

Minimum Basket Size

Voucher Start/End Date

Voucher Quantity

SMAR

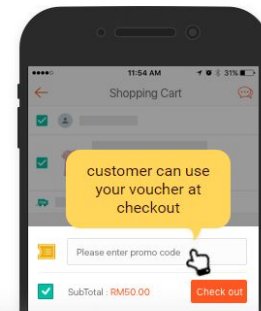
Please enter A-Z, 0-9; 5 characters maximum.
Your complete voucher code is: SMAR

Fix Amount | RM

RM

Start Time to End Time

(Total number of vouchers available for claim)



(Note: One customer can only use once.)

How to create Vouchers? (3/6)

| voucher info

- 1** Voucher Name: Payday Sale
- 2** Voucher Code: EUGE SEPT
Please enter A-Z, 0-9; 5 characters maximum.
Your complete voucher code is : EUGESEPT
- 3** Voucher Type | Amount: Fix Amount ▼ RM 15.00

Minimum Basket Size: RM 70.00

Voucher Start/End Date: 22-10-2018 to 31-10-2018

Voucher Quantity: 2000
(Total number of vouchers available for claim)

To set up your voucher, you will need to enter the following details:

- 1) Voucher Name:** This name is not public and is for the seller's reference only
- 2) Voucher Code:** The first 4 letters of the voucher code will be taken from your username by default. You can decide the last 1- 5 characters of the voucher code.
- 3) Voucher Type & Amount:** This determines the voucher value. You can set a price discount (e.g RM10) or percentage discount (e.g 10%)

Note: If you choose to set a percentage discount, you can opt to set a maximum discount price (e.g 10% off, capped at RM5). You can also set a minimum spend value for a percentage discount voucher

How to create Vouchers? (4/6)

voucher info

Voucher Name

Voucher Code
ⓘ Please enter A-Z, 0-9; 5 characters maximum.
Your complete voucher code is : EUGESEPT

Voucher Type | Amount

4 Minimum Basket Size

5 Voucher Start/End Date

6 Voucher Quantity
(Total number of vouchers available for claim)

To set up your voucher, you will need to enter the following details:

4) Minimum Basket Size: Minimum spend required to use the voucher

5) Voucher Start/End Date: The start and end date of the voucher duration.

6) Voucher Quantity: The total voucher quantity buyers can claim. Claiming voucher is different from using a voucher. A buyer may claim but choose not to use the voucher.

How to create Vouchers? (5/6)

Voucher Display Settings

Display on all pages ⓘ

Specific Channels

Shopee Live ⓘ Shopee Feed ⓘ

To be shared through voucher code ⓘ

| Applicable Products



Save

Cancel

You can choose to **make your voucher applicable to all products** in your shop, or **limit the voucher to specific channels** or to be **shared through voucher code**.

If your voucher is applicable to the whole shop, you can select '**Display on all pages**' to allow your vouchers to be displayed in your Shop Homepage, Product Detail Page and in users shopping carts.


Once you are done, click **Save** to finish.

For more information can refer to this [LINK](#)

How to create Vouchers? (6/6)

Vouchers User Manual

Ongoing + Create New Voucher

Voucher Code	Voucher Name	Voucher Type	Discount Amount (Off)	Quantity	Claimed	Usage	Status	Date Range	Action
 LEL0123	test(all products)	Shop Voucher	RM2.00	2	0	0	Ongoing	21-03-2020 to 27-03-2020	Action Details Edit Stop

< 1 > Go to page

You can keep track of the voucher usage from the My Voucher page.

Click on **'Details'** to edit your voucher settings

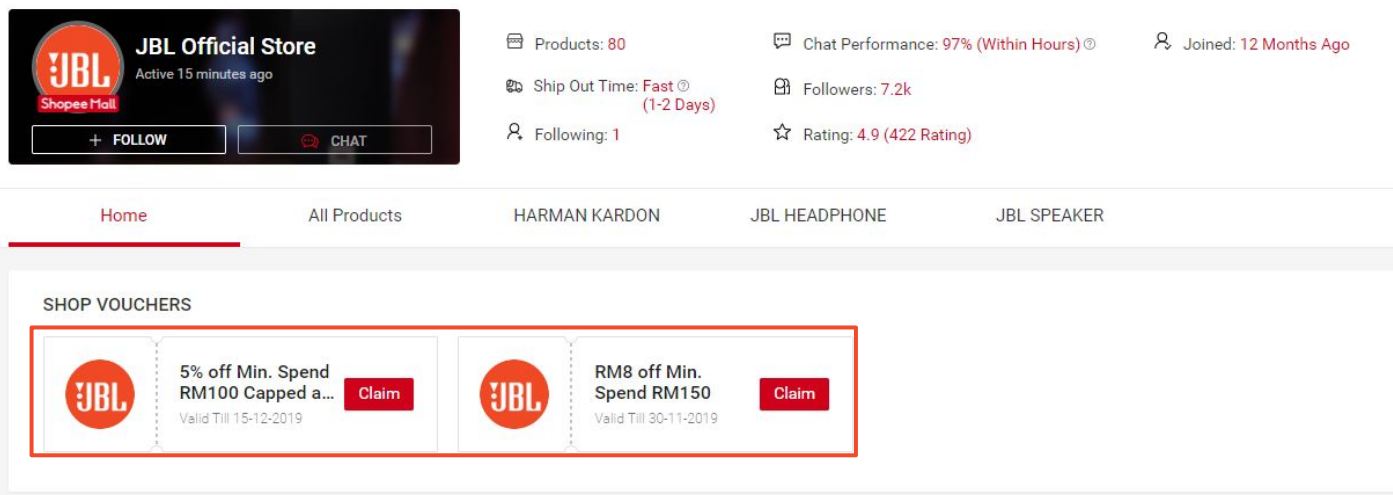
You will be able to edit most settings, except for the voucher code.

Once the voucher is available for use, you can also check 'Details' to see a record of orders that applied the voucher.

Vouchers - Buyer View (1/3)

If your voucher is applicable to your entire shop and you choose to display this voucher to users, the voucher will automatically be displayed in your **Shop Page** and in your **Product Pages**.

Buyers will also be able to see your voucher, via a 'Get Vouchers' button in the **Shopping Cart Page**. If they add your products to their Shopping Cart.



The screenshot displays the JBL Official Store page on Shopee. The store is active 15 minutes ago and has 80 products, a chat performance of 97% (within hours), and was joined 12 months ago. It has a ship out time of fast (1-2 days), 7.2k followers, and a 4.9 rating from 422 reviews. The 'SHOP VOUCHERS' section is highlighted with a red box and contains two vouchers:

- Voucher 1:** 5% off Min. Spend RM100 Capped a... Valid Till 15-12-2019. Claim button.
- Voucher 2:** RM8 off Min. Spend RM150 Valid Till 30-11-2019. Claim button.

Vouchers - Buyer View (2/3)

nano^{white}[®]
OFFICIAL STORE



4.4



nano^{white}

Mall Nanowhite Dark Spot Corrective Serum (30ml)

5.0 ★★★★★

2.6k Ratings

4.7k Sold

RM69.20 **RM55.36** **20% OFF**

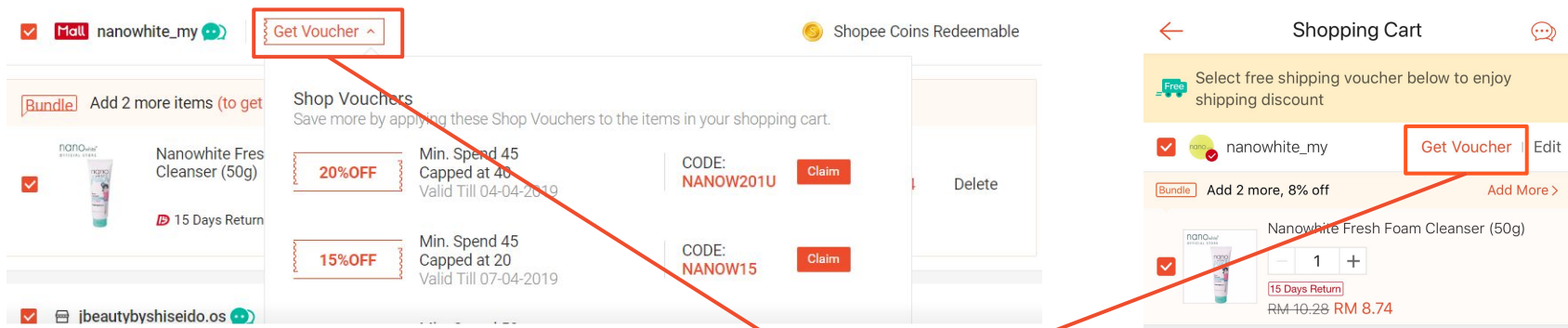
Shop Vouchers **10% off** **12% off**

Shop Vouchers

Save more by applying these Shop Vouchers to the items in your shopping cart.

	<p>10% off Min. Spend RM60 Capped at RM8</p> <p>Valid Till 04-04-2020</p>	<p>Claim</p>
	<p>12% off Min. Spend RM80 Capped at RM12</p> <p>Valid Till 04-04-2020</p>	<p>Claim</p>

Vouchers - Buyer View (3/3)



The image shows two screenshots from the Shopee app. The left screenshot is a storefront for 'nanowhite_my' with a 'Get Voucher' button highlighted in a red box. Below it, a 'Shop Vouchers' pop-up is displayed, listing two vouchers: a 20% OFF voucher with code 'NANOW201U' and a 15% OFF voucher with code 'NANOW15'. The right screenshot is the 'Shopping Cart' for the same store, showing the 'Nanowhite Fresh Foam Cleanser (50g)' item. A 'Get Voucher' button is also highlighted in a red box in the cart view.

Buyers will also be able to see your voucher if they add your products to their Shopping Cart, via the 'Get Voucher' Button

FAQ - Vouchers (1/2)

Q: How will the voucher claim system work?

A: Shop vouchers will be made claimable to buyers directly from your shop front. Buyers may only claim a voucher once. Once a voucher is claimed, voucher usage will be reserved for the buyer. Once a voucher is fully claimed, the voucher will be removed from your shop front.

Q: How should I determine my voucher Dispatch Quantity?

A: Since a buyer may claim a voucher but choose **not** to use it, sellers are encouraged to take into account the voucher conversion rate when determining the right **Voucher Quantity** to set.

Sellers are advised to use an estimate based on their voucher's historical performance and/or voucher attractiveness.

Q: Can buyers use my shop vouchers if they have not claimed the voucher from my shop before?

A: Yes, buyers can still manually enter the voucher code in the shopping cart if they have not claimed the voucher previously.

FAQ - Vouchers (2/2)

Q: How will I be charged for the cost of these vouchers?

A: The total value of the vouchers used will be deducted from your escrow amount.

Q: Are there regulations over the usage of vouchers created using Vouchers?

A: Most of the voucher's setting (e.g. the start and end date, voucher value, voucher quantity, etc.) are determined by the seller. Buyers may only claim and use each voucher code.

Q: Can I reuse a voucher code that I have created previously?

A: You may reuse a voucher code 30 days after the end date of the initial voucher. You cannot create a new voucher with the same voucher code as an ongoing voucher.

Q: Once I've created a voucher, can I edit the voucher's details or settings?

A: Yes. In the Vouchers page, click on the 'Details' button next to the voucher that you want to edit.

If the voucher has not started, you can edit most settings, except for the voucher code. If the voucher is ongoing, you may only edit the voucher end date and increase the voucher quantity.



Shopee

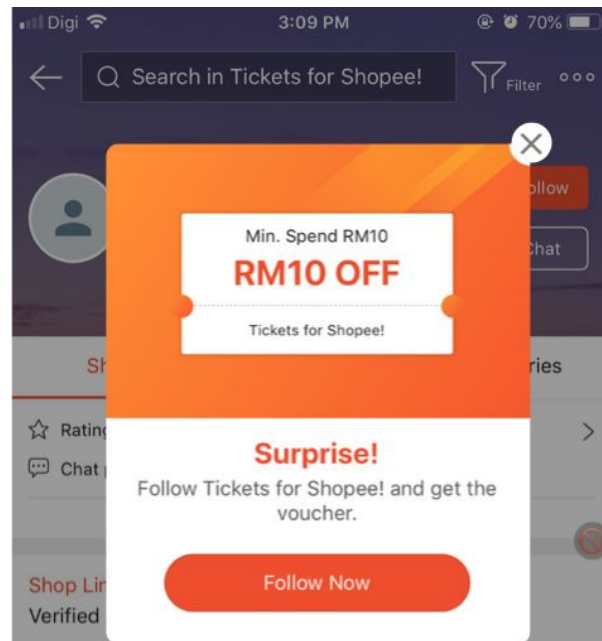
5.3 Follow Prize

What is Follow Prize?

- Follow Prize allows you to set your own custom voucher which you can use to **reward customers for following your store.**
- Follow the simple instructions below to create your very own Shop Follow Prize now!

Which Buyers are qualified to receive a Follow Prize?

- 1 Did not Follow the shop before the Follow Prize event
- 2 Have never received a Follow Prize from the shop in their life-time
- 3 Buyer enters the Shop during the Follow Prize event period












Click [HERE](#) to learn more about Follow Prize

Where to find - Follow Prize

- Product
 - My Products
 - Add New Product
 - Banned Products
- Marketing Centre
 - Marketing Centre**
 - My Ads
- Finance
 - My Income
 - My Balance
 - Bank Accounts

Marketing Tools

All Paid Ads Conversion Traffic

 My Ads Increase exposure for products	 Discount Promotions Increase conversion rate	 Vouchers Increase conversion rate
 My Shop's Shocking Sale Increase conversion rate	 Top Picks Drive traffic to best-selling products	 Bundle Deal Sell more of any variety with bundle discounts
 Follow Prize Increase shop followers	 Shipping Fee Promotion Increase conversion rate	 Add-on Deal Sell specific products with add-on discounts

LIVE DEMO

How To Create Follow Prize (1/6)

Follow Prize Follow Prize Dashboard

Create Follow Prize to gain more followers! [Learn more](#)

Create Follow Prize

Status	Follow Prize Name	Total Quantity	New Followers/Claimed	Period	Action
Expired	金額	5	5	28-11-2019 to 30-11-2019	Action ▾
Expired	WELCOME	3	1	01-11-2019 to 02-11-2019	Action ▾
Expired	Follow & Get Rebates	100	32	18-09-2019 to 18-10-2019	Action ▾
Expired	Test	2	2	03-09-2019 to 12-09-2019	Action ▾
Expired	test1	2	2	23-08-2019 to 31-08-2019	Action ▾

< 1 > 10 / page ▾ Go to page 1 Go

Click '**Create Follow Prize**' to set up a new follow prize

A summary of the details of the previously set Follow Prize is shown here

How To Create Follow Prize (2/6)

To set up a Follow Prize, you will need to enter the following details:

Basic Information

1. Follow Prize Name

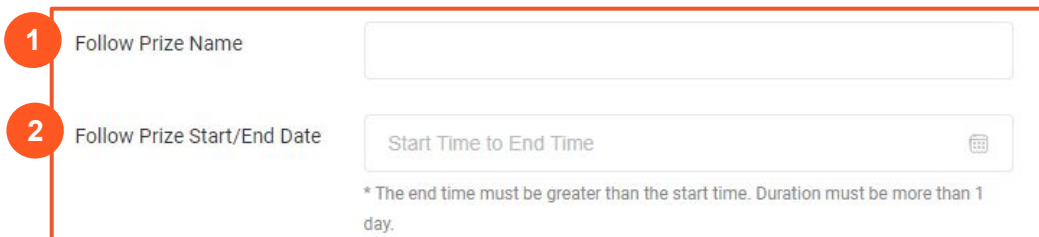
This name is not public and is for seller's reference only
(Limit: 20 Characters)

2. Follow Prize Start/End Date

Start time can be from today and the end time must be **more than one day** after start time!
(Maximum duration: 90 days)

Create Follow Prize

| Basic Info



1 Follow Prize Name

2 Follow Prize Start/End Date

* The end time must be greater than the start time. Duration must be more than 1 day.

How To Create Follow Prize (3/6)

To set up a Follow Prize, you will need to enter the following details:

Follow Prize Settings

3. Follow Prize Type

Currently only Voucher is available and the buyer will get the voucher straight to their voucher wallet when they click 'Follow'

4. Reward Type

You can choose either a Discount or Coin Cashback to give to your followers

Follow Prize Settings

3 Follow Prize Type Voucher
* Voucher code will be automatically generated

4 Reward Type Discount Coins Cashback

How To Create Follow Prize (4/6)

To set up a Follow Prize, you will need to enter the following details:

5. Discount Type/Amount

You can set a fixed amount or percentage discount, but make sure it is larger than other coupons in the store to make it attractive!

6. Maximum Discount Price

If you are giving **percentage discount**, you can choose to set a *Maximum Discount Price amount* for your Follow Prize

5	Discount Type/Amount	By Percentage <input type="text" value=""/>	<input type="text" value=""/> %OFF
* Get users to follow your shop by giving attractive discount vouchers.			
6	Maximum Discount Price	<input checked="" type="radio"/> Set Amount <input type="radio"/> No Limit	
<input type="text" value="RM Maximum Discount Price"/>			
Minimum Basket Price		<input type="text" value="RM"/>	
Follow Prize Quantity		<input type="text" value=""/>	
* Total voucher quantity available for claim			
Expiration Date		Time of receiving voucher + 7 days	

How To Create Follow Prize (5/6)

To set up a Follow Prize, you will need to enter the following details:

Discount Type/Amount %OFF
* Get users to follow your shop by giving attractive discount vouchers.

Maximum Discount Price Set Amount No Limit

7 Minimum Basket Price

8 Follow Prize Quantity
* Total voucher quantity available for claim

Expiration Date

7. Minimum Basket Price

Minimum spend required to use the voucher

8. Follow Prize Quantity

Set limit for the total follow prize quantity buyers can claim in total for this event
(Note: Claiming a voucher is different from using a voucher.

i.e. A buyer may claim but choose not to use the voucher)

How To Create Follow Prize (6/6)

For Follow Prize, by default the voucher will be **applicable to ALL products** in your shop.

Expiration Date Time of receiving voucher + 7 days

Expiration Date

Prize claimed by user can be claimed until **7 days** after they received the voucher

Cancel

Save

Once you're done, click '**Save**' to finish **Congratulations!** You've successfully created a 'Follow Prize' for your shop!

Set Details For Your Follow Prize

The main Follow Prize page shows all the Follow Prizes that you have created

1. Status

There are three status types:

Ongoing - The Follow Prize is active

Upcoming - The Follow Prize has not started yet

Expired - The Follow Prize has ended

2. Action

You can view/edit details for all of your prizes, and can change details or end the event prematurely for ongoing Follow Prizes

Click here to **create a new Follow Prize**

Follow Prize

Create Follow Prize to gain more followers! [Learn more](#)

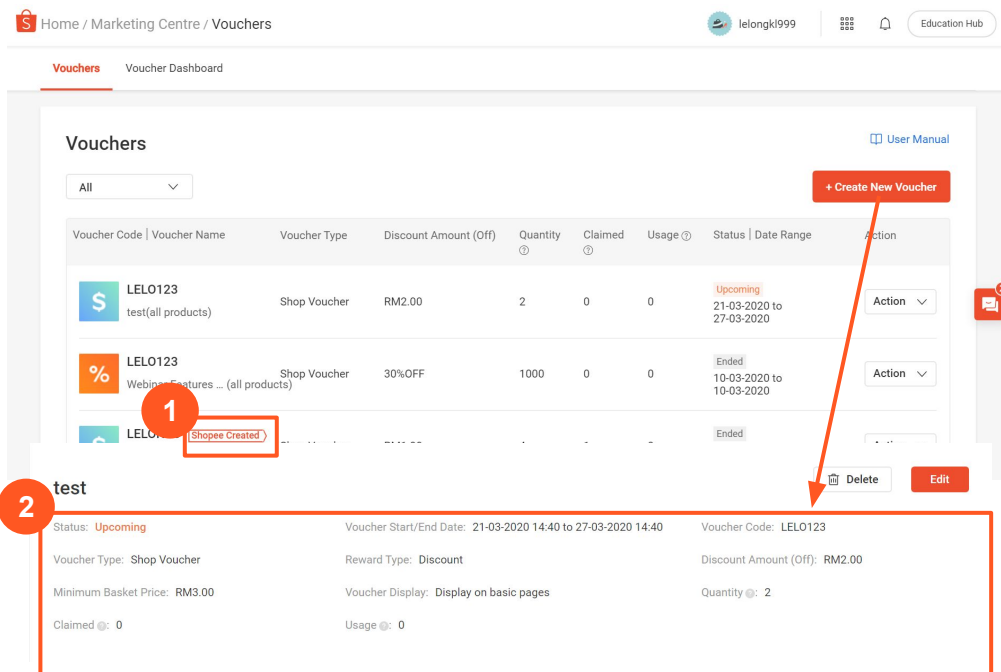
1

Status	Follow Prize Name	Total Quantity	New Followers/Claimed	Period	Action
Ongoing	test	1	0	03-01-2020 to 05-01-2020	2 Action ▾ Edit Stop Delete

< 1 > 10 / per

Shopee Seller Centre

Manage your Follow Prize | View details in 'My Voucher'



The screenshot shows the 'Vouchers' dashboard in the Shopee Marketing Centre. A table lists several vouchers, with the 'Follow Prize' voucher (LELO123, 30% OFF) highlighted. A red box and the number '1' point to the 'Shoppe Created' label in the 'Voucher Name' column. A red arrow points from the 'Action' dropdown of this voucher to a detailed view window. In this window, a red box and the number '2' highlight the 'Status: Upcoming' label, which indicates it is a Follow Prize voucher. The detailed view also shows other voucher details like start/end date, discount amount, and quantity.

Voucher Code	Voucher Name	Voucher Type	Discount Amount (Off)	Quantity	Claimed	Usage	Status	Date Range	Action
LELO123	test(all products)	Shop Voucher	RM2.00	2	0	0	Upcoming	21-03-2020 to 27-03-2020	Action
LELO123	Webinar Features ... (all products)	Shop Voucher	30%OFF	1000	0	0	Ended	10-03-2020 to 10-03-2020	Action
LELO123	Shoppe Created	Shop Voucher	30%OFF	1000	0	0	Ended	10-03-2020 to 10-03-2020	Action

Status: Upcoming	Voucher Start/End Date: 21-03-2020 14:40 to 27-03-2020 14:40	Voucher Code: LELO123
Voucher Type: Shop Voucher	Reward Type: Discount	Discount Amount (Off): RM2.00
Minimum Basket Price: RM3.00	Voucher Display: Display on basic pages	Quantity @: 2
Claimed @: 0	Usage @: 0	

Your **Follow Prize Vouchers** are also displayed in your “**My Vouchers**” list along with all your other vouchers

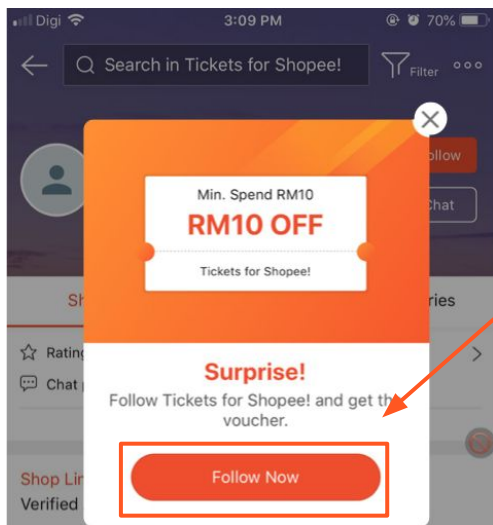
1) Voucher Type Label

You can easily tell apart your Follow prize vouchers from your other vouchers by looking at this label

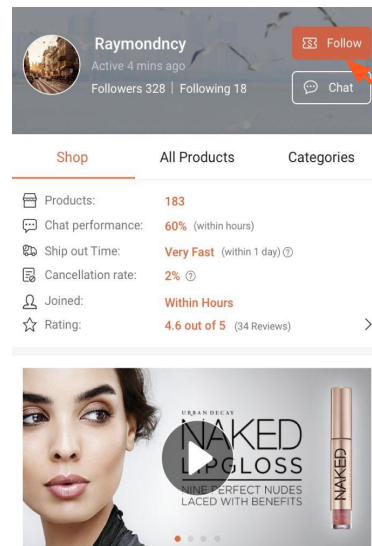
2) Follow Prize Details

You can see the same details of your Follow Shop voucher directly through the My Voucher Detail page

What buyers will see on your Shop Page



A Pop-up window will be shown automatically to qualified buyers when they **enter your shop page during the event period**



This is the shop. You get massive discounts on everything from sun glasses to slippers. Stay tuned for interesting releases from this shop.

The **'Follow'** button will look like this when there is an **ongoing** Follow Prize event.

Shoppers who did not click on the pop-up voucher will still be able to get the voucher by clicking this button.

After clicking, the buyer will receive the voucher **directly to their wallet** which they can use immediately!

5.4 Top Picks

What is Top Picks?

Top Picks is a feature designed for sellers **to increase cross sales** for their products. With this feature sellers can create a collection of 4-8 items to display on their products' pages. You can create up to 10 collections, however only one can be activated at a time to be displayed across all your products.

Creating Collections in Top Picks from Shop



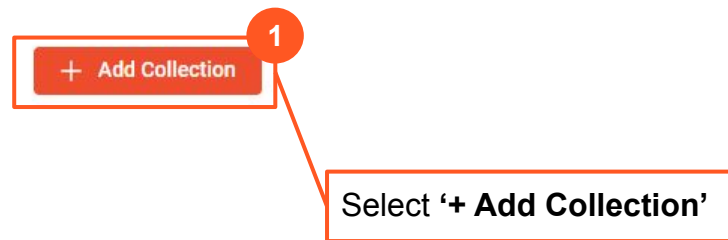
LIVE DEMO

How to Create Collections in Top Picks? (1/6)

Top Picks

Select a collection of items from your shop you would like to promote and display on your products' pages. [Learn more](#)

All Collections 1/10



How to Create Collections in Top Picks? (2/6)

Collection Name

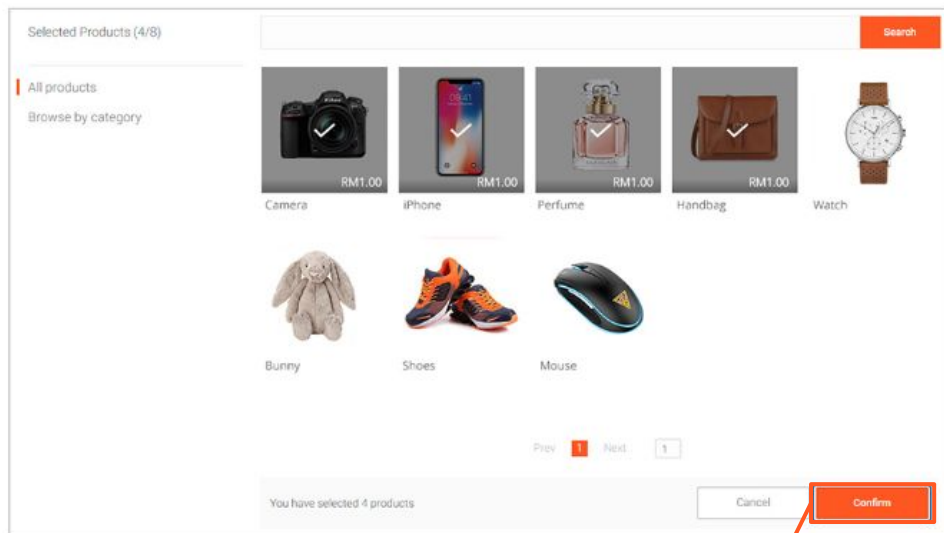
0/24
Save
Cancel

Selected Products (0/8)

Product	Sales	Price	Action
+ Please choose product, you can choose 4 to 8 products			

Insert Collection Name and click to add Products

How to Create Collections in Top Picks? (3/6)

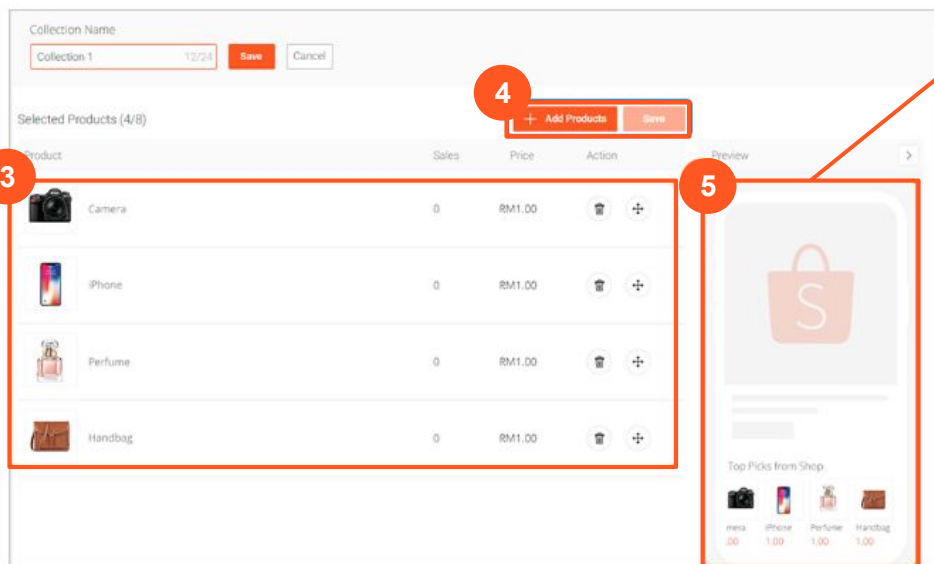


You must select a minimum of 4 and cannot select more than 8 products to proceed.

Only items with normal or preview status can be selected (out of stock or banned products will be grayed out).

Choose your products,
and click **'Confirm'**

How to Create Collections in Top Picks? (4/6)



Collection Name
Collection 1 12/24 Save Cancel

Selected Products (4/8)

Product	Sales	Price	Action
Camera	0	RM1.00	🗑️ +
iPhone	0	RM1.00	🗑️ +
Perfume	0	RM1.00	🗑️ +
Handbag	0	RM1.00	🗑️ +

Preview

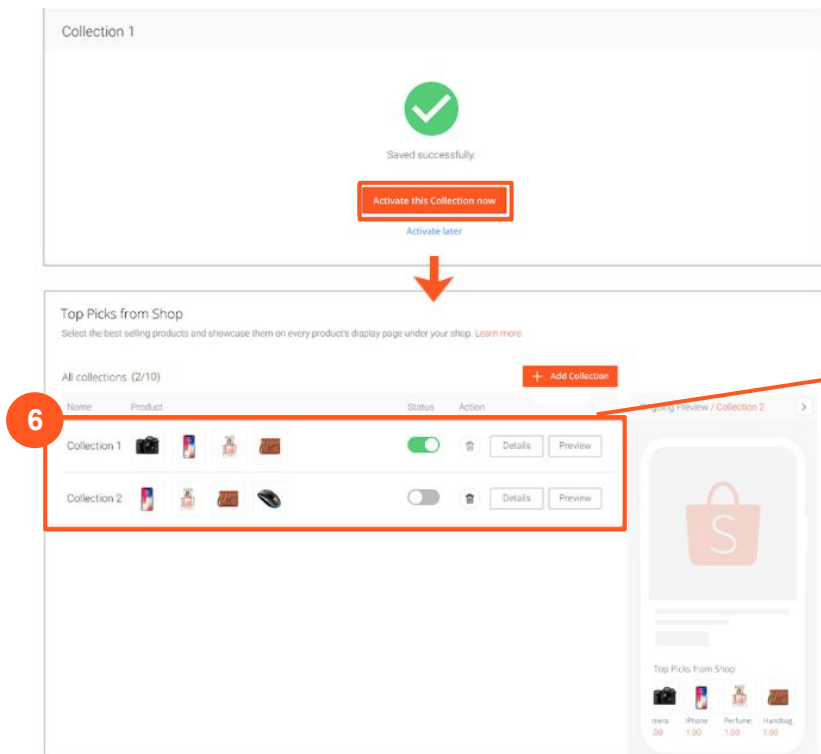
Top Picks from Shop

Camera iPhone Perfume Handbag
RM1.00 RM1.00 RM1.00 RM1.00

Rearrange, review and confirm your products.

3. This menu allows you to arrange the order of product appearance and delete products.
4. Add more products, if you have not reached the maximum of 8, or save when you are ready.
5. Preview what Collection will look like to buyer in this window.

How to Create Collections in Top Picks? (5/6)



Collection 1

Saved successfully

Activate this Collection now

Activate later

Top Picks from Shop

Select the best selling products and showcase them on every product's display page under your shop. [Learn more](#)

All collections (2/10) + Add Collection

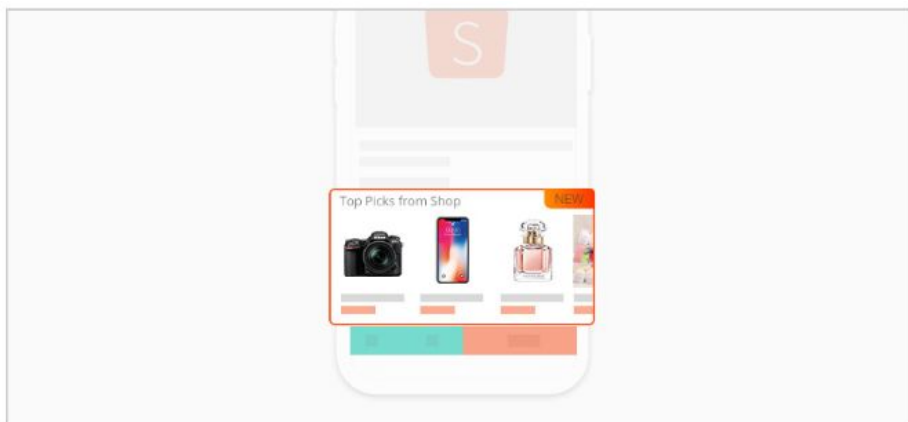
Name	Product	Status	Action
Collection 1		<input checked="" type="checkbox"/>	Details Preview
Collection 2		<input type="checkbox"/>	Details Preview

6

You can manage and activate your collections.

Activate, Delete, Edit, or Preview your collections here.

How to Create Collections in Top Picks? (6/6)



Your activated collection is now visible to buyers.

- The display will refresh whenever you change, activate or deactivate a Collection.
- A product in the Active Collection will be hidden when it is sold out, banned, hidden or unlisted.
- If there are less than 4 valid products to display, the entire Top Picks from Shop section will be hidden



Shopee

6. My Finance



6-Steps Transaction Flow

ORDER MADE



Buyer to pay with credit / debit card, or bank transfer etc

ESCROW PAYMENT



Shopee escrow to withhold payment until transaction is complete

NOTIFY TO SHIP



To ship within two working days. Integrated partner courier to arrange door-to-door delivery; You can also use your own fleet

DELIVERY



Tracker on seller centre to inform you once your delivery has been completed

CONFIRM RECEIPT /
RETURN REQUEST



Buyer to confirm receipt within 3 days



Buyer raise return request and ship back to Shopee

RELEASE PAYMENT



Payment withheld to be released to you or to buyer, depending on above outcome



Shopee

6.1 Shopee Transaction Fee

Introduction to Transaction Fees (1/2)

2.12% transaction fee is calculated based on the full amount paid by the buyer

2.12% x



Transaction fee applied

Buyer paid amount



Introduction to Transaction Fees (2/2)

- Transaction fee will be calculated as **of the final amount paid by buyer** for a particular order (regardless of the payment method used during checkout), **inclusive of shipping fee**.
- We will charge sellers a **2.12% (after SST) transaction fee** on all orders successfully transacted to **partially offset the transaction fees** that are due to the payment channels.
- By reducing our payment cost, we are able to **further invest in improving the platform** and to spur our **customer acquisition efforts**.

Fee	Before	After 6% SST	Applicable for
Transaction Fee	2%	2.12%	All sellers
Withdrawal Fee from Seller Wallet (After 3rd withdrawal)	RM0.11	RM0.12	Sellers who exceeded 3 free manual withdrawal per week

For details on transaction fee calculation, please do refer [HERE](#).

Example Calculation of Transaction Fee

Assumptions:

- Buyer uses Free Shipping Voucher
- Seller sets Discount Promotion of 5% off for the product
- Seller is a normal seller (didn't sign up for RM19 Free Shipping Package or 10% Coins Cashback Programme)
- Parcel is less than 3kg and it is shipped using J&T Shopee Supported Logistics

BUYER'S VIEW	
Original product price	RM 100.00
(-) Seller borne discount	-RM 5.00
(+) Shipping fee paid by buyer	RM 0.00
Total buyer paid amount	RM 95.00
SELLER'S VIEW	
Total buyer paid amount	RM 95.00
(x) Transaction fee rate	2.12%
Transaction fee	RM 2.01
Total buyer paid amount	RM 95.00
(+) Free shipping voucher used	RM 4.13
(-) Shipping fee paid by Shopee on your behalf	-RM 4.13
(-) Transaction fee	-RM 2.01
Payout to Seller	RM 92.99

Example Calculation of Transaction Fee

Assumptions:

- Buyer uses Free Shipping Voucher
- Buyer uses Seller's created Voucher of 10% off capped at RM8 for minimum spend of RM50
- Seller is a normal seller (didn't sign up for RM19 Free Shipping Package or 10% Coins Cashback Programme)
- Parcel is less than 3kg and it is shipped using J&T Shopee Supported Logistics

BUYER'S VIEW	
Original product price	RM 100.00
(-) Seller borne voucher	-RM 8.00
Product selling price	RM 92.00
Product selling price	RM 92.00
(+) Shipping fee charges	RM 4.13
(-) Free shipping voucher	-RM 4.13
Total buyer paid amount	RM 92.00
SELLER'S VIEW	
Total buyer paid amount	RM 92.00
(x) Transaction fee rate	2.12%
Transaction fee	RM 1.95
Total buyer paid amount	RM 92.00
(+) Free shipping voucher used	RM 4.13
(-) Shipping fee paid by Shopee on your behalf	-RM 4.13
(-) Transaction fee	-RM 1.95
Payout to Seller	RM 90.05

Example Calculation of Transaction Fee

Assumptions:

- Buyer uses Free Shipping Voucher
- Seller sets Discount Promotion of 5% off for the product
- Buyer uses Seller's created Voucher of 10% off capped at RM8 for minimum spend of RM50
- Seller is a normal seller (didn't sign up for RM19 Free Shipping Package or 10% Coins Cashback Programme)
- Parcel is less than 3kg and it is shipped using J&T Shopee Supported Logistics

BUYER'S VIEW	
Original product price	RM 100.00
(-) Seller borne discount	-RM 5.00
(-) Seller borne voucher	-RM 8.00
Product selling price	RM 87.00
Product selling price	RM 87.00
(+) Shipping fee charges	RM 4.13
(-) Free shipping voucher	-RM 4.13
Total buyer paid amount	RM 87.00
SELLER'S VIEW	
Total buyer paid amount	RM 87.00
(x) Transaction fee rate	2.12%
Transaction fee	RM 1.84
Total buyer paid amount	RM 87.00
(+) Free shipping voucher used	RM 4.13
(-) Shipping fee paid by Shopee on your behalf	-RM 4.13
(-) Transaction fee	-RM 1.84
Payout to Seller	RM 85.16

Example Calculation of Transaction Fee

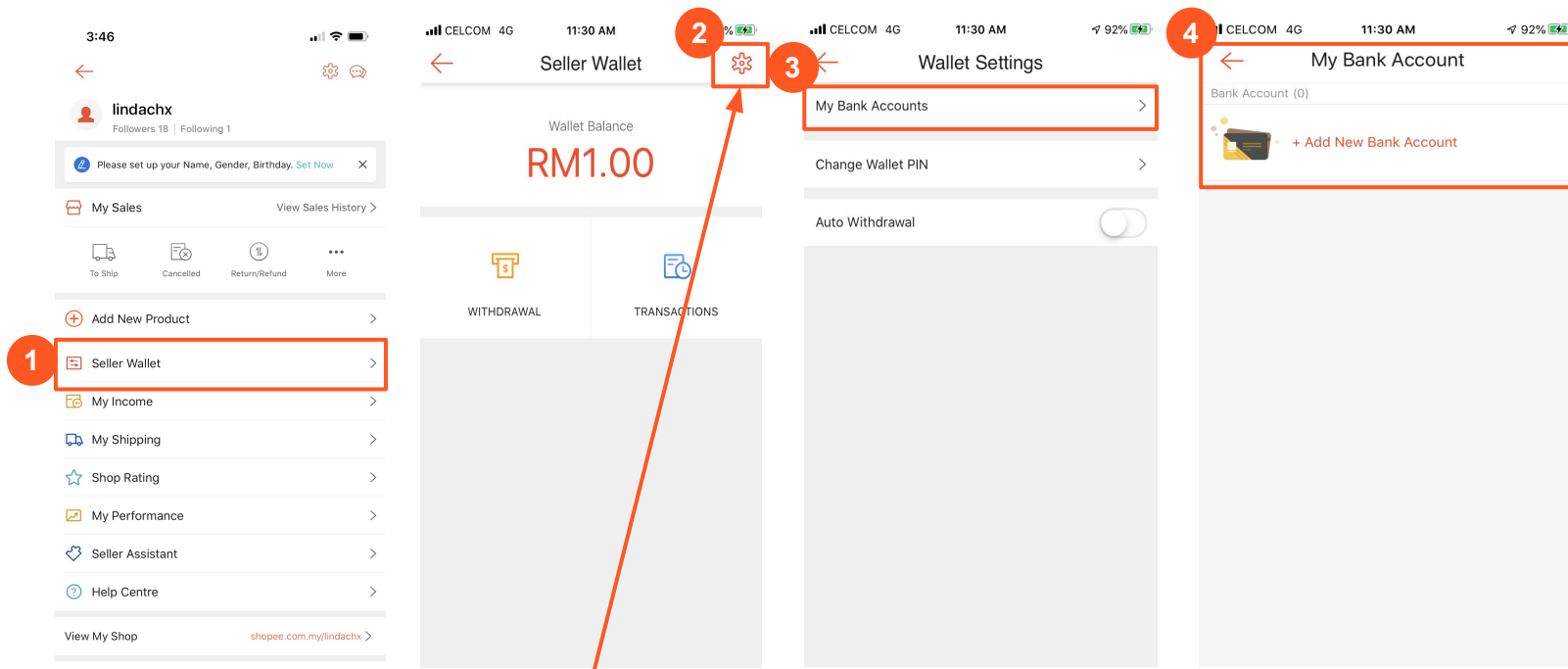
Assumptions:

- Buyer **does not meet the minimum spend of RM40** and hence cannot use Free Shipping Voucher
- Seller sets Discount Promotion of 20% off for the product
- Seller is a normal seller (didn't sign up for RM19 Free Shipping Package or 10% Coins Cashback Programme)
- Parcel is less than 3kg and it is shipped using J&T Shopee Supported Logistics

BUYER'S VIEW	
Original product price	RM 20.00
(-) Seller borne discount	-RM 4.00
Product selling price	RM 16.00
Product selling price	RM 16.00
(+) Shipping fee charges	RM 4.13
Total buyer paid amount	RM 20.13
SELLER'S VIEW	
Total buyer paid amount	RM 20.13
(x) Transaction fee rate	2.12%
Transaction fee	RM 0.43
Total buyer paid amount	RM 20.13
(-) Shipping fee paid by Shopee on your behalf	-RM 4.13
(-) Transaction fee	-RM 0.43
Payout to Seller	RM 15.57

6.2 Adding your Bank Account

Add Bank Account (App)



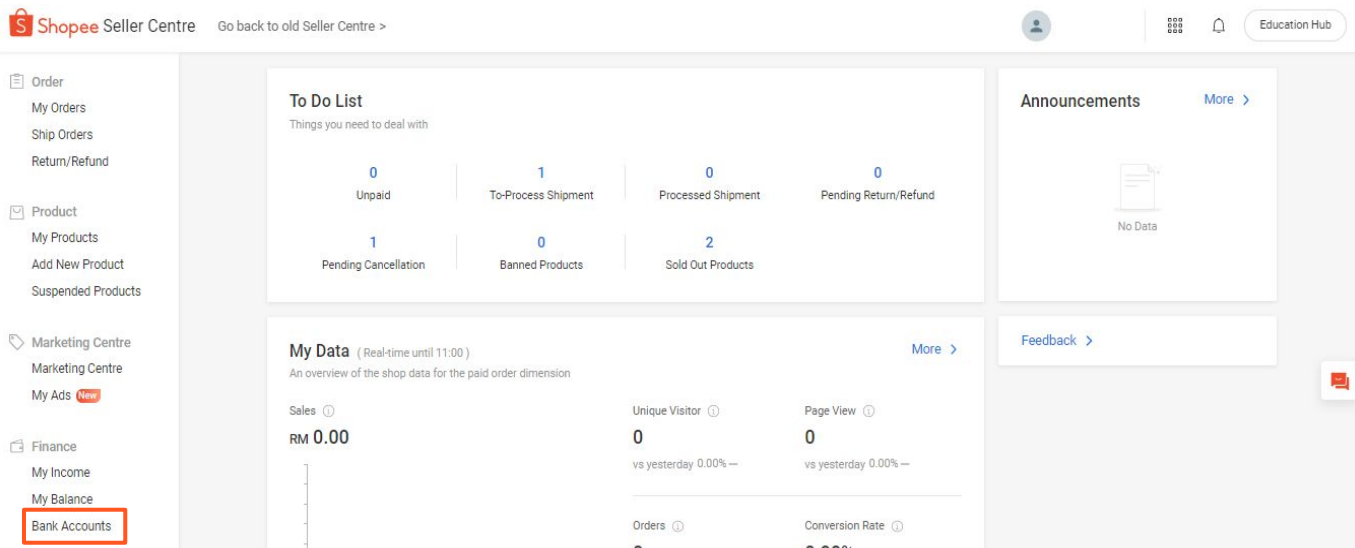
The process is shown in four sequential screenshots:

- Step 1:** The Seller Dashboard menu is shown. The "Seller Wallet" option is highlighted with a red box and a circled "1".
- Step 2:** The Seller Wallet screen is shown with a balance of RM1.00. A settings gear icon in the top right corner is highlighted with a red box and a circled "2".
- Step 3:** The Wallet Settings screen is shown. The "My Bank Accounts" option is highlighted with a red box and a circled "3".
- Step 4:** The "My Bank Account" screen is shown. The "+ Add New Bank Account" button is highlighted with a red box and a circled "4".

Below each screenshot is a corresponding step description in a red-bordered box:

- Step 1:** Click "Seller Wallet"
- Step 2:** Click on Settings Icon
- Step 3:** Click "My Bank Accounts"
- Step 4:** Add the bank account details

Add Bank Account (Seller Centre)



Shopee Seller Centre [Go back to old Seller Centre >](#)

Order

- My Orders
- Ship Orders
- Return/Refund

Product

- My Products
- Add New Product
- Suspended Products

Marketing Centre

- Marketing Centre
- My Ads New

Finance

- My Income
- My Balance
- Bank Accounts**

To Do List [More >](#)
Things you need to deal with

0 Unpaid	1 To-Process Shipment	0 Processed Shipment	0 Pending Return/Refund
1 Pending Cancellation	0 Banned Products	2 Sold Out Products	

My Data (Real-time until 11:00) [More >](#)
An overview of the shop data for the paid order dimension

Sales [📄]
RM 0.00

Unique Visitor [📄]
0
vs yesterday 0.00% —

Page View [📄]
0
vs yesterday 0.00% —

Orders [📄]
0

Conversion Rate [📄]
0.00%

Announcements [More >](#)
No Data

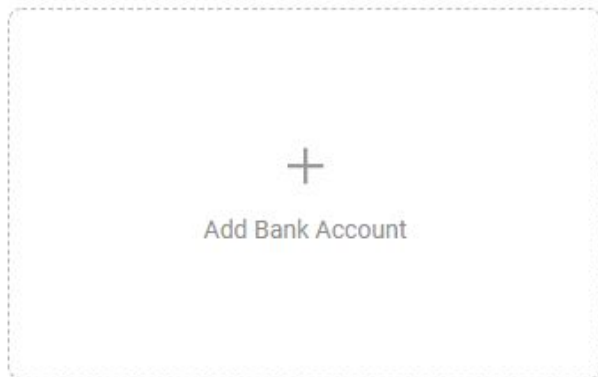
[Feedback >](#)

Click "Bank Accounts"

Add Bank Account (Seller Centre - 1/2)

- Product
 - My Products
 - Add New Product
 - Banned Products
- Marketing Centre
 - Marketing Centre
 - My Ads
- Finance
 - My Income
 - My Balance
 - Bank Accounts**

Bank Account



Add Bank Account to transfer all the payment of successful orders to the respective bank account.

Add Bank Account (Seller Centre - 2/2)

To protect your account safety, please enter your Shopee password for verification.

Cancel

Verify

Enter your Shopee password for verification

Bank Account

+
Add Bank Account

Click on "Add Bank Account"

Bank Account

Full Name in the Bank Account

Account No

Bank Name

Save

Close

Fill up all the necessary details

Available Payment Methods in Shopee



Credit / Debit card

Card payments are processed through third party providers and supporting cards may vary across markets.

ATM / Cash Deposit

Buyers can perform an Cash Deposit to one of our designated Shopee Guarantee bank accounts.

Online Banking

Buyers may use this payment method for a more comprehensive and secure transfer from other affiliate banks such as Maybank, CIMB bank, AmBank, RHB Bank, and Hong Leong Bank.

ShopeePay

ShopeePay stores money from your refunds (for orders paid using online banking, ATM/Cash Deposit, ShopeePay) and your top ups.

7-Eleven

All you need to do is to place an order in Shopee and select 7-Eleven as your payment method. Proceed to nearest 7-Eleven for the payment via cash directly afterwards.



Shopee

6.3 Shopee Guarantee

Shopee Guarantee (1/4)

WHAT IS SHOPEE GUARANTEE?

Shopee Guarantee protects users by releasing the payment to Seller upon Buyer confirming receipt of the order. Once the Buyer accepts the order, the payment will be released to the Seller's Shopee Wallet, and will be released through automated/manual withdrawal.

HOW DOES IT WORK ?

Shopee Guarantee period is made from the 2 elements as below, starting from your payment confirmation date.

1. **Days to Ship** determined by Seller based on the number of days it takes to prepare for delivery.
2. **Estimated Delivery Time** based on average delivery time.

Shopee Guarantee (2/4)

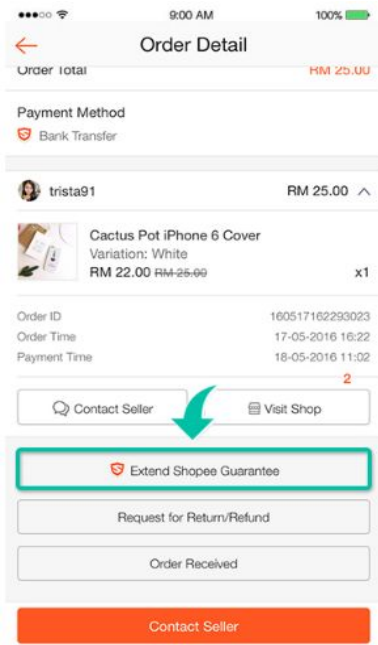
EXAMPLE:

1. Order was paid on 1 March.
2. Seller has indicated 2 days in “Days to Ship”.
3. Shopee Guarantee period: 2 (Days to Ship) + 4 (*Estimated Delivery Time) + 3 (Buyer Confirmation Time) = 9 days
4. Buyer can expect to receive the order within the 6th days after the payment has been confirmed and additional 1 extra day to do the necessary checking of the product received.



As Estimated Delivery Time varies between East and West Malaysia, sellers are advised to check [HERE](#) for more information and better calculation.

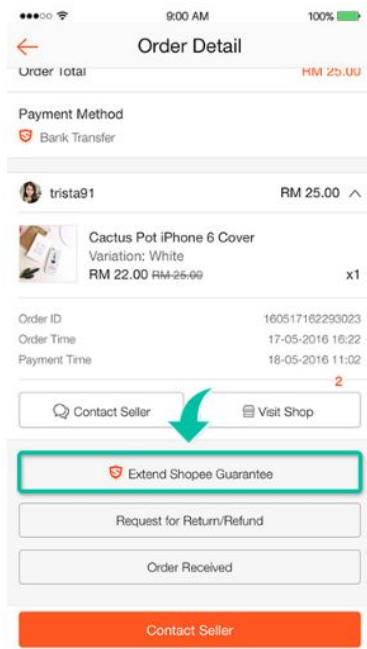
Shopee Guarantee (3/4)



Buyer has not received the product yet. Can the buyer extend the Shopee Guarantee period?

1. Yes, buyer is allowed a **one-time** 3-day extension of the Shopee Guarantee period if yet to receive the product.
2. To extend Shopee Guarantee, simply tap on **“Extend Shopee Guarantee”** in the **“Order Details”** page.

Shopee Guarantee (4/4)



Orders will be automatically cancelled if:

1. The seller has been inactive for 7 days.
2. The seller has not shipped the order and clicked "Ship" by the end of the Shopee Guarantee period.
3. If an order has been cancelled due to the above reasons, and buyer has made payment - Shopee will notify them with a refund notification.

If you have not received your order before the final day of the extension period, please file for a refund before the 3-days extension ends.

Click [HERE](#) for more details on Shopee Guarantee.

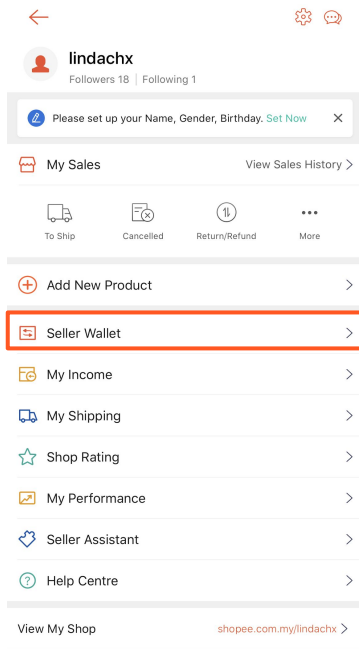


Shopee

6.4 Seller Wallet

Seller Wallet

Seller Wallet stores money from your refunds and sales proceeds. The sum of this money, minus any withdrawals, will be reflected as your Seller Wallet balance.



Click to select
"Seller Wallet"

Seller Tips!



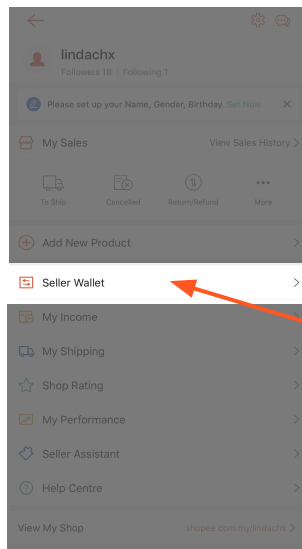
For sellers, Seller Wallet also gives you the convenience of:

1. Easier reconciliation between the money leaving your wallet and what's being credited to your bank account.
2. Flexibility to filter sales transactions by specific time periods.
3. Greater control over when and how much money you choose to withdraw.
4. Added security with Shopee Wallet PIN.

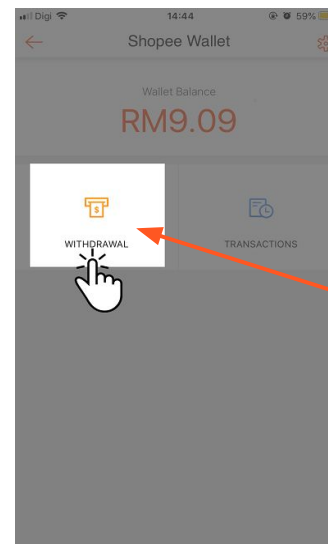
How To Withdraw Money From Seller Wallet (1/3)

You are entitled to one daily withdrawal from your Seller Wallet. This allows you to self-initiate the withdrawal of funds from your wallet to your bank account. Please note that the withdrawal amount is limited to the amount available in your Wallet at the point of withdrawal and minimum withdrawal amount is RM1.

To withdraw:

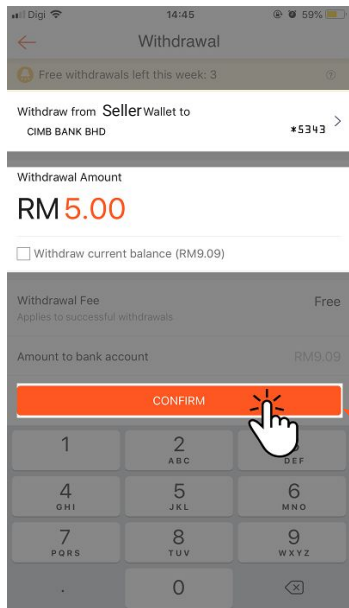


Click on
**“Seller
Wallet”**

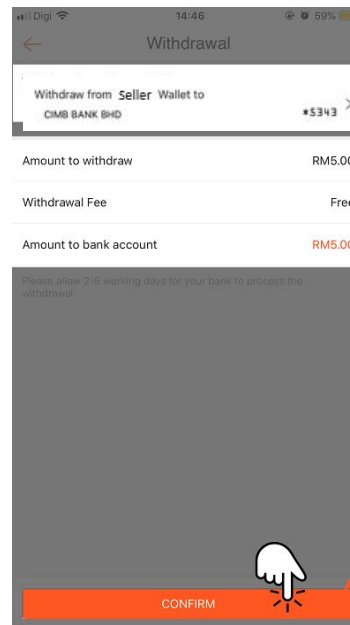


Go to **“Seller
Wallet”** page and
tap on
“Withdrawal”

How To Withdraw Money From Seller Wallet (2/3)

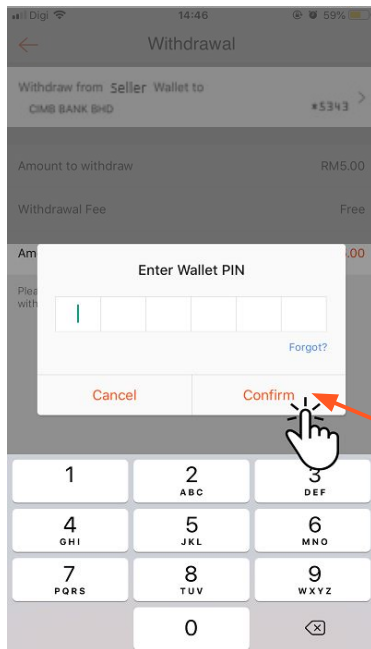


On the “Withdrawal” page, select the bank account that you want to transfer your money to, enter the amount you want to withdraw, and tap on “Confirm”.



On the “Confirm Withdrawal” page, check your withdrawal details and tap on “Confirm”.

How To Withdraw Money From Seller Wallet (3/3)



Enter your Wallet PIN to complete the withdrawal request.

Seller Tips!



For added convenience, Shopee will also automatically transfer funds from your Wallet into your bank account on a regular basis.

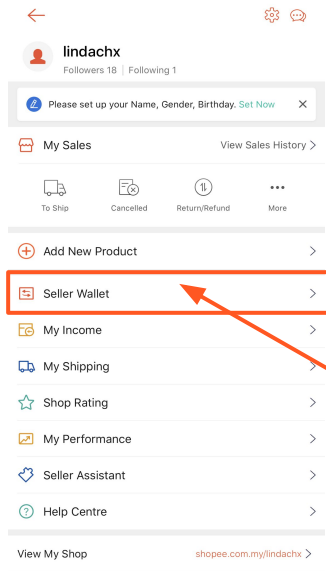
These automated withdrawals will occur **once a week on Wednesdays**. When this happens, Shopee will initiate a transfer of your **entire Wallet balance to your bank account**.

If you are scheduled for an automated withdrawal on a particular day, you can still do a request for one additional withdrawal in the same day. Find out more about automatic withdrawals [here](#).

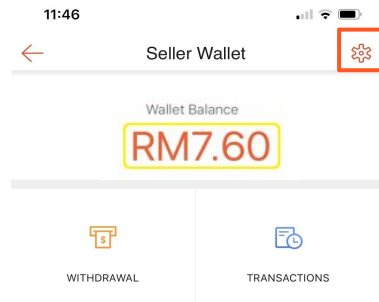
What Is Automated Withdrawals? (1/2)

Automated withdrawals are transfers that are made on **every Wednesday** or **1st working day of the month** from the balance in your Seller Wallet to your default bank account. Automated withdrawals will take up to **3 business days for the fund to be credited** to your bank account.

To turn on automated withdrawal (App only), kindly follow the steps below:

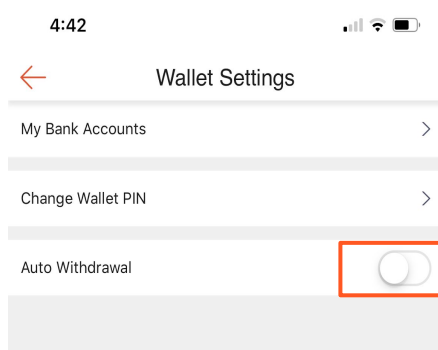


Click on the “me” and click on “Seller Wallet”.

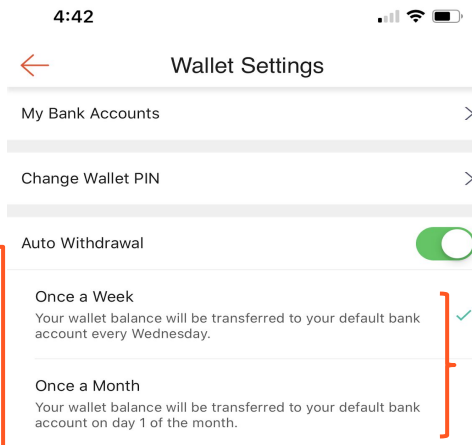


You can see your Wallet Balance highlighted in yellow. Click on “setting” on the top of the right of the page.

What Is Automated Withdrawals? (2/2)



In your wallet settings, ensure that the auto withdrawal is on



You can choose to either withdraw **once a week** or **once a month**

Seller Tips!



Please note that you can also withdraw the balance in your Seller Wallet account **manually** for up to **3 times a week**. Any **subsequent** withdrawals will be charged **RM0.12**.

Download Weekly Income Statement



Order ^

My Orders

Ship Orders

Return/Refund

Product ^

My Products

Add New Product

Suspended Products

Marketing Centre ^

Marketing Centre

My Ads New

Finance ^

My Income

My Balance

Bank Accounts

Income Overview

To Release 📉

Released 📈

Total

RM 0.00

This Week

RM 0.00

This Month

RM 0.00

Total

RM 0.00

[My Wallet >](#)

Income Details

To Release

Released



No Transaction History

Income Statements [More >](#)

11 Nov - 17 Nov 2019 [Download](#)

4 Nov - 10 Nov 2019 [Download](#)

28 Oct - 3 Nov 2019 [Download](#)

My Tax Invoices [More >](#)

Download
Weekly Income
Statement



Seller Education Hub

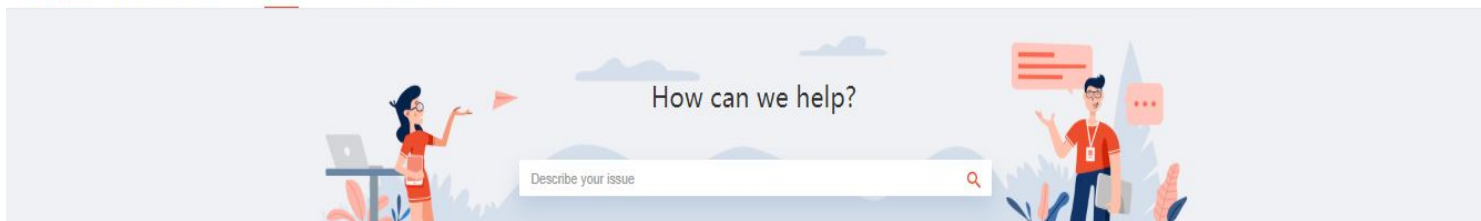
Learn more about best practices for selling on Shopee via Seller Education Hub:

[*https://seller.shopee.com.my/edu/*](https://seller.shopee.com.my/edu/)

Learn more from Shopee Seller Education Hub

 Shopee Seller Education Hub

[Home](#) [Training & Courses](#)



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- 1 Account Health
Understanding my performance in Seller Centre
- 2 Fulfillment performance
Success Factors to Optimize Performance
- 3 Setting Up Your Shop
Basics of selling on Shopee
- 4 Shipping and Logistics
Introduction to Shopee Supported Logistics
- 5 Listing Your Products
Basics of listing your products
- 6 Important Tools to Get Started
Introduction to Shopee's chat feature

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

Learn more from Shopee Seller Education Hub

Shopee Seller Education Hub Home Training & Courses

Mar Apr

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

19 March 1 Training & Courses

Sales Masterclass: Mastering the selling process

🕒 15:00 📍 Sales

[Register](#)

Upcoming Past


All(10) Marketing(1) Sales(5) Operations(2) General(2)

19/03 15:00




Sales Masterclass: Mastering the selling

20/03 11:00



Customer Service Masterclass

21/03 16:00



Shopee Uni Basic: Start your E-commerce

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



Shopee



THANK YOU

ขอบคุณ | Cảm ơn bạn | Salamat | Terima kasih

ありがとうございます! | 謝謝 | 감사합니다!