Shopee Mall

Listing Requirements

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Shop Description

Provide a brief and informative description of your shop in **2-4 sentences**

- Shop descriptions that looks professional can increase buyers confidence in shopping from your shop

Please use the template below if you have trouble writing your shop description:

> "Welcome to *[insert shop name]* where we strive to provide our customers an array of products that satisfy demand for quality and efficiency. Buy our products from Shopee Mall in a worry-free manner as we guarantee 100% authenticity. Shopping can't get any easier than this, so start today!"

Do	Don't
✓ Keep it clear and concise by using simple English	✗ Don't include irrelevant information/keywords
✓ Insert business hours if applicable	✗ Don't include external links to other transactional online shops or marketplaces
✓ Make sure there are no grammatical/spelling mistakes	✗ Don't use irrelevant hashtags and sensitive keywords

Shopee Mall

Shop Name
Overview

Standardised shop names provide more consistency throughout Shopee Mall and gives a better impression to potential buyers.

- Do keep your shop name direct and concise, while excluding irrelevant keywords.

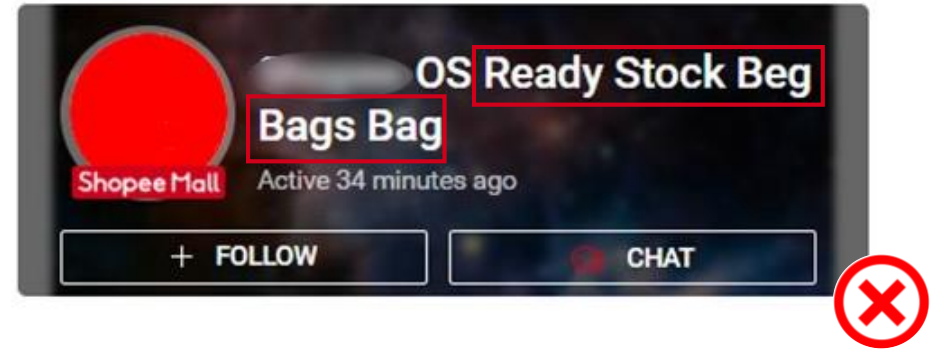| #	Shop Name Formats	Seller Qualifications	Examples
1	Brand + Official Shop	Brand Principals	• Maybelline Official Shop • Petpet Official Shop • BlackBerry Official Shop
2	Brand + Subsidiary + Official Shop	If seller is a subsidiary of parent brand	• Nestle Nutrition Official Shop • Astro Go Shop Official Shop
3	Brand + Category + Official Shop	If brand sells cross category items	• Samsung Mobile Official Shop • Samsung Home Appliances Official Shop

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Shop Name
Examples
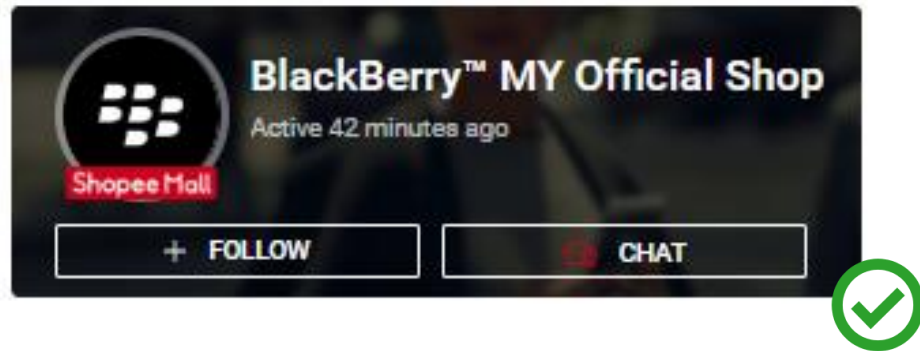
Good Example

Bad Example

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Username

Shopee Mall sellers will have a template for usernames.

#	Username Formats	Seller Qualifications	Examples
1	Brand + .os	Brand Principles	• maybelline.os • lego.os • bconcept.os
2	Brand + Subsidiary + .os	If seller is a subsidiary of parent brand	• nestlenutrition.os • astrogoshop.os
3	Brand + Category + .os	If brand sells cross-category items	• samsungmobile.os • samsunghomeappliances.os

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Product Title
Overview

Clear and concise titles will help buyers identify products at a glance and drive traffic to your product.

- Do take note that a product title has **a character limit of 120**.
- Check your product titles for consistent format and accuracy.

Do	Don't
✓ Be brief and factual	✕ Don't use excessive promotional terms
✓ Include brand, series, model and size where applicable	✕ Don't use excessive keywords that indicate the same meaning
✓ Capitalize the first letter of each word	✕ Don't use all capital letters or irregular capital letters in the product title
✓ Utilize the discount tag, wholesale options, model variations as well as the product description	✕ Don't include shop name in the product title unless the shop name itself is the brand
✓ Use correct units of measurements	✕ Don't use emoticons, HTML tags or special characters not on a standard keyboard
✓ Ensure the product title matches the image and description	✕ Don't use abbreviations or excessive codes that may confuse buyers

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Product Title
Naming Convention

① **②** **③**

Brand **+** **Product Name** **+** **[Deals]**

Product Type	Product Title Example
For product with brand	*SanDisk ULTRA Dual USB OTG Drive 16GB [Buy 1 Free 1]* **①** **②** **③** • All product titles need to follow the naming convention as shown above
For product w/o brand	*Lover Design Premium Bracelet Woman Watch - Gold [Free Watch Box]* **②** **③** • If "Brand" is not applicable, start the product title with "Product Name"

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Product Title
Naming Convention

① **Brand** + **②** **Product Name** + **③** **[Deals]**

Brand	Product Name	Size/Style/Specs		Quantity	Deals
Twisties	Cheezels Cheezy BBQ Rings	60g			
888	2 In 1 Kopi O Arabica	(25g x 20 Sachets)			[Buy 1 Free 1]
	Foldable Aluminium Outdoor Table				
Neubodi	Juliette Inspired Slip				
Tena	Value Adult Tape Diaper	M12/L10	(8 Packs)		
Huawei	Honor 8	(4GB RAM/64GB ROM)			[Free Gift]

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Product Title
Accepted Examples of Product Titles

Hiruscar Anti Acne Spot Gel 10g

~~RM29.50~~ **RM20.99**

Listerine Cool Mint 750ml x 2 + Healthy White 250ml [Value Pack]

~~RM53.90~~ **RM39.90**

Remax Full Speed Lightning Cable 1M RC-001i

~~RM30.00~~ **RM10.00**

Urbanlite Echo Spinner Hard Case Luggage ULH 7904 - Coffee [Bundle 24"+28"]

~~RM1,972.00~~ **RM239.00**

- Correct naming convention

- Clear and concise

- Correctly capitalized and correct use of measurement units

Product Title
Rejected Examples of Product Titles

Camouflage Men Digital Military Fashion Silicone Camo Watch Sports Wristwatch

~~RM40.78~~ **RM20.39**

★★★★★ 4.9 out of 5 (25 Rating)

Buy and earn 20 Shopee Coin ⑦

Up to RM5.49 off shipping for orders over RM35.00

Shipping from: overseas to: **Mid Valley City, Kuala Lumpur** ⌄

Shipping Fee: RM0.00 - RM5.49 ⌄

| Variations: | Green | Camouflage green | Camouflage blue | Blue | Black | Orange |

Quantity: − 1 + 542 piece available

🔥HOT DEAL🔥 New Japan Yoshida PORTER Men's Shoulder Sling Bag Waterproof Nylon

~~RM70.00~~ **RM39.00**

MARVEL SCHOOL BAG 3D

RM27.00

- Does not include brand

- Use of emoticons or excessive promotional terms like "Hot Deal" or "Best Selling Item"

- Spam or excessive keywords (keywords that mean the same thing or irrelevant brands in the title)

- All capital letters or irregular capital letters

❌

Product Title
Keywords

Accepted Examples

Rejected Examples

ProDiet Ocean Fish Wet Cat Food (85g) [Buy 5 Free 1 Promo Pack]
RM7.50 **RM6.90**

ALX Leather Women Handbag Sling Bag Shoulder Clutch Beg Wallet Purse PAB035
RM98.00 **RM35.00**

Getha Baby Latex Mattress & Baby Dimple Pillow
RM717.00 **RM483.00**

Fluffy Japaness XXXL Large Floor Carpet Tatami Mat Rug Japan Home Bedroom Room
RM120.00-RM160.00 **RM109.90-RM138.00**

D-LINK 4G LTE Modem + Wireless Router [Bundled Package Promo]
RM248.00-RM498.00 **RM175.00-RM318.00**

Tempered Glass For Xiaomi Iphone Samsung Huawei Asus Lenovo
RM8.00

Keywords that mean the same thing are considered spam

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Product Title
Capitalisation

iPhone 6s Plus 32GB Space Grey [Free Tempered Glass Screen Protector]
RM2,593.00 **RM1,699.00**

Laneige multi effect Cleansing Cream Cleanser 180ml four in one remover
RM49.90 **RM25.00**

Klairs Supple Preparation Toner Miniature 30ml
RM24.90 **RM19.90**

2 back straps Women Bra // Nubra // Strapless // Seamless M308
RM32.90 **RM19.90**

Philips Avent Natural Extra Soft Teat (2 Pcs)
RM31.90 **RM17.30**

KOREA STYLE Electric Multi-Function Cooker & Pan Grill
RM81.00 **RM38.90**

Korean Modern Printed Curtains
RM89.90 **RM30.00**

IKEA FRAKTA CARRIER BAG LARGE BLUE
RM5.99 **RM2.99**

Please ensure neat title capitalisation

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Images
Detailed Requirements

Images must truly represent the product being sold. Accurate and defined images help buyers access your products easily.

| Elements of a listing	Details	Exceptions
All images	• Each listing to have 3 or more images professionally taken • For every image, the product being sold must be clear, sharp, not pixelated and photographed with realistic color • Images should not have any reflection of people or other objects • Image size and resolution: minimum resolution of 640*640 pixels, minimum 72dpi resolution	• Products in Adult categories must meet additional guidelines
Cover image	• Mandatory white background for all cover photos • Cover image must be of a single product, not stacks/variations or images containing multiple products • The product and props should fill at least 70% or more of the of the canvas area • Cover image must not contain promotional text such as "sale" or "free shipping" etc • No model in the cover image except Fashion, Health and Beauty, Sports and Outdoor categories • Product is unwrapped (exceptions allowed) • Full product prominently displayed, with clear front view display or a 45 degree angle view of the product	• Product may be unwrapped if item is consumable (e.g. food, baby diapers)
Other images	• Backgrounds and environments are allowed for non-cover images to help demonstrate the use or scale of product. • The product and props should fill 50% or more of the image frame • Cropped or close-up images are allowed • Use of model is allowed • Each image should show a different angle of the product.	

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Images
Image Design

Accepted Examples
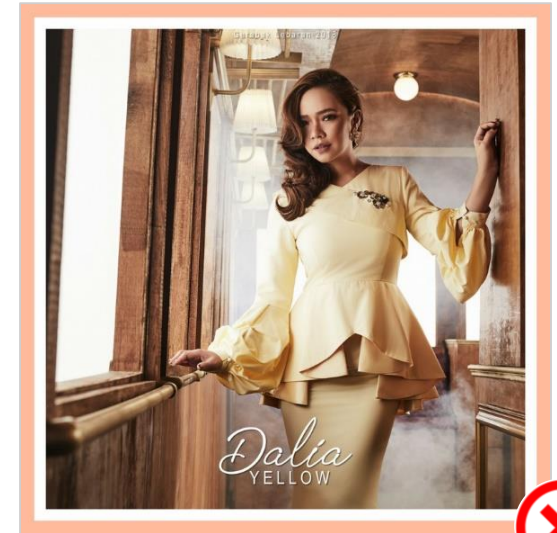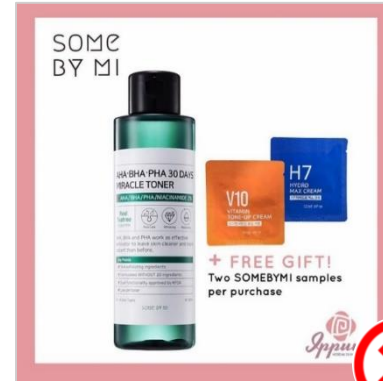
Rejected Examples

Frames are not allowed

Images
Product Coverage

Accepted Examples

Rejected Examples

Product should cover at least 70% of the canvas area
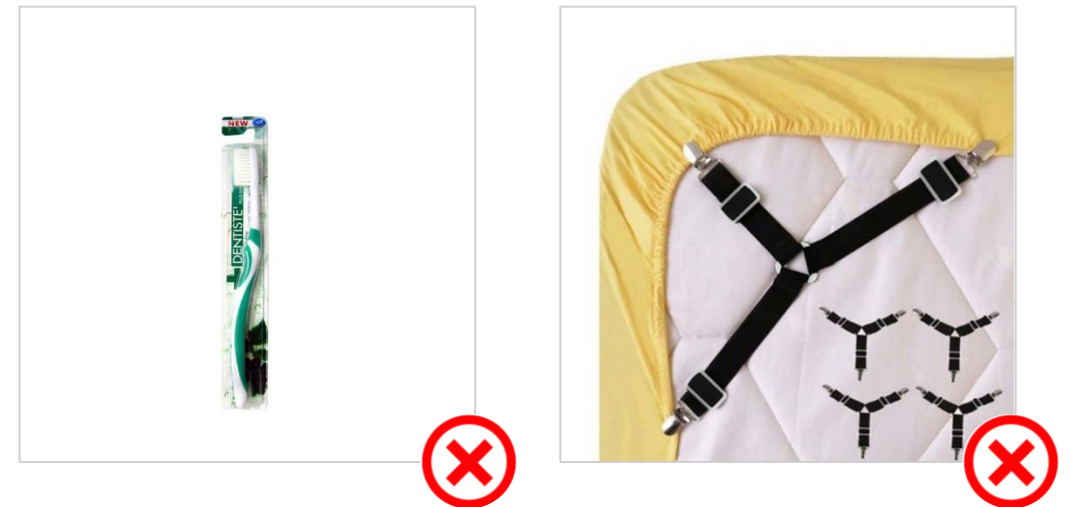
The product should not be cropped / clipped off

Images
Product Visibility

Accepted Examples

Rejected Examples

Clear front view display at a 45 degree angle view
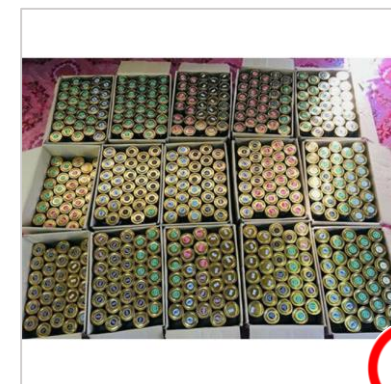
Wrapped products are not allowed

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Images
Watermark / Logos

Accepted Examples
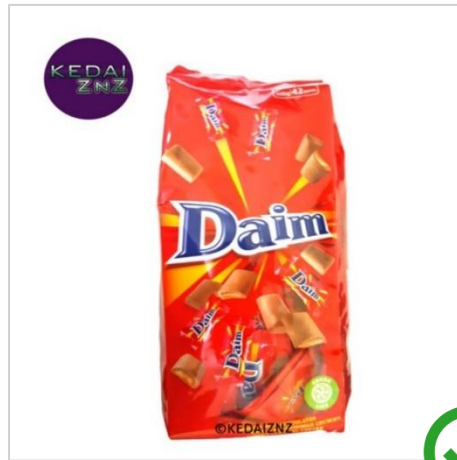
Rejected Examples

Logos should be standardised and not overbearing

Watermark should not cover the photo

Images
Variations

Accepted Examples

Rejected Examples

Only one single product allowed
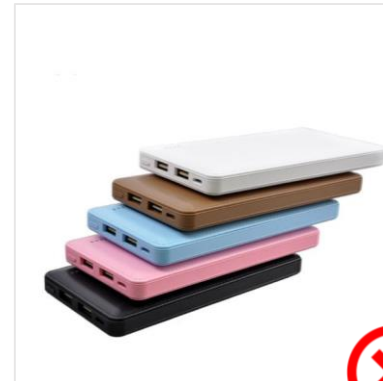
Images
Models

Accepted Examples

Rejected Examples

Images
Image Background

Accepted Examples

Rejected Examples

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Images
Size Chart: Overview
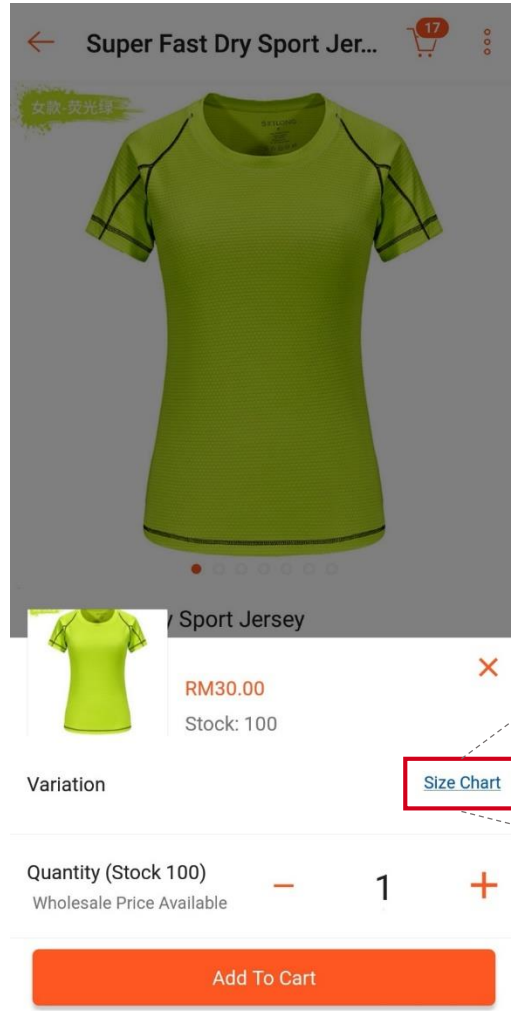
Sellers are encouraged to upload a Size Chart Image for buyer's reference. The Size Chart Image option is available for products in the **Fashion, Kids & Baby** categories.

- An informative size chart image will aid in improving the buyer's product knowledge and help them visualize the product in a detailed manner

Size	Sleeve Length (cm)	Bust (cm)	Clothing length (cm)	weight (g)
24M/90	32	60	38	220g
3T/100	35	64	41	235g
4T/110	38	68	44	250g
5T/120	41	72	47	265g
6T/130	44	76	50	280g
7T/140	47	80	53	295g

Tips: due to differences in measurement methods, there may be 1-3cm or so error, please consider the size of the appropriate choice.

Images
Size Chart: Mandatory Information

Category		Mandatory Information
Clothing	Women	• Measurement (ie. Shoulder, Chest, Arm, Waist, Hips, Inseams) • Cutting (ie. Petite / Plus Sized) • Regional Sizing (ie.US, UK, EU, CN, AUS, JPN) • Build (ie. Height / Weight)
	Men	
	Kids	• Measurement (ie. Newborn Length, Shoulder, Chest, Arm, Waist, Hips, Inseams) • Regional Sizing (ie.US, UK, EU, CN, AUS, JPN) • Build (ie. Age Range / Height / Weight)
	Baby	
Shoes	Women	• Measurement (ie. Sole Length, Sole Width) • Cutting (ie. Open Toe / Closed Toe) • Regional Sizing (ie.US, UK, EU, CN, AUS, JPN)
	Men	
	Kids	• Measurement (ie. Shoulder, Chest, Arm Length, Waist, Hips, Inseams) • Regional Sizing (ie.US, UK, EU, CN, AUS, JPN) • Build (ie. Age Range)
	Baby	

Note: Clothing includes all garments and shoes; bags, hats and jewellery excluded.

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Images
Lingerie & Adult Toys

Shopee's General Rules for sex toys/ products
- All adult products should be in the adult categories so that censorship can be applied
- The first image of the adult products should only display the product itself (include packaging); no human model or usage of product should be included
- For all images, the model cannot be in a sexually suggestive position
- For all images, demonstration of the use of sex toys is not allowed
- For all images, no nudity allowed (regardless of human model or dolls); private part should be strictly censored (regardless of human model or dolls)

Shopee's General Rules for fashion (lingerie, underwear, sleepwear etc)
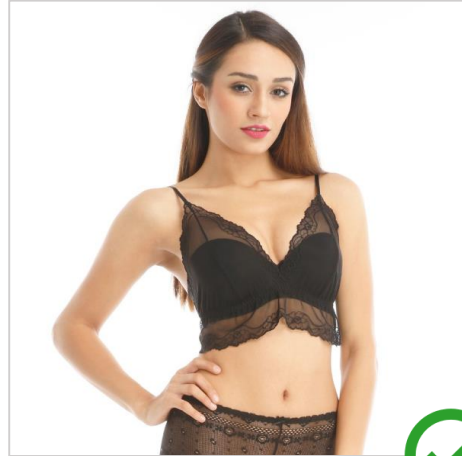- Models allowed for the first image, but must not be in a sexually suggestive position
- No nudity allowed (regardless of live model or dolls); private part should be strictly censored (regardless of live model or dolls)

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Images
Lingerie

Accepted Examples

Rejected Examples

Shopee Mall

Images
Adult Toys

Accepted Examples

Rejected Examples

Product Description
Overview

The product description lists the product's features, explains what the product is used for, and provides other specific product information.

A clear, concise, factual product description will help buyers decide whether the product meets their needs.

Do take note that product description requires **a minimum of 50 characters or 15 words**.

Do	Don't
✓ Provide as much factual, descriptive information as possible	✕ Don't include irrelevant information/keywords
✓ Keep it clear and concise by using simple English	✕ Don't include external links
✓ Describe the product's key features such as size, colour and compatibility	✕ Don't use irrelevant hashtags and sensitive keywords
	✕ Don't include seller contact information

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Product Description
Category Specifics

Category	Mandatory to cover in description
Mobile & Gadget	Features, Specifications, Warranty Details, Package Content
Computer & Laptops	
Home Appliances	
Fashion	Features, Factual Details (colour/measurement/quality), Specifications (if any)
Watches, Bags & Accessories	
Health & Beauty	Features, Directions for use, Ingredients, Safety Warning, Manufacturing/Expiry Date, MAL Code (if applicable)
Groceries & Pets	Features, Package Content, Ingredients, Expiry Date, Halal Cert (if any)
Toys, Kids & Babies	Features, Package Content, Specifications (where applicable), Directions for use
Home & Living	Features, Specifications, Package Content, Warranty Details (if applicable)
Sports & Outdoor	

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Product Description
Example: Mobile & Gadget

Accepted Examples

HUAWEI's P series has always been a pioneer of smartphone photography. Now the HUAWEI P20 Pro is once again leading the way with the revolutionary Leica Triple Camera, where aesthetic vision meets an advanced camera system that shines a light on intelligent photography.

Display: 6.1 inches; FHD 1080 x 2240, 408 PPI 5.99", LTPS, 1080*2160
Processor: HUAWEI Kirin 970 CPU, octa-core + micro core i7, 4 x Cortex A73 2.36 GHz + 4 x Cortex A53 1.8 GHz
Memory: 6 GB RAM + 128 GB ROM
Operating System: Android 8.1
Camera: 24 MP, f/2.0 aperture, supports fixed focal length Front; 40 MP (RGB, f/1.8 aperture) + 20 MP (Monochrome, f/1.6 aperture) + 8 MP (Telephoto, f/2.4 aperture) Rear
Battery: 4,000 mAh (typical value)

Package Content:
- Handset
- USB-C Earphones
- Charger
- USB-C Cable
- USB-C to 3.5 mm Headphone Jack Adapter

✅

Features + Specifications + Package Content

Rejected Examples

nternal Memory   128GB
Memory size   Memory Size: Usable memory storage is less than the total memory due to Operating system and software which are essential for the phone functions and features
Network   LTE - B1,2,3,4,5,6,7,8,9, 12,17,18,19,20,26,28,32,34,38,39,40 3G - B1,2,4,5,6,8,19,34,39 2G - 850, 900, 1800, 1900
GPS   Yes
wifi_connection   "802.11 a/b/g/n/ac, 2.4G/5G, support Wi-Fi direct BT 4.2 BLE"
Sensors   Gravity, Ambient light, Proximity, Fingerprint, Hall, Gyroscope, Compass, Color Temperature, Laser Ranging
Front Side 24 MP (Front)
Rear Side 20 + 12 MP (Rear)
Audio file format   MP3, MP4, 3GP, OGG, AMR, AAC, FLAC, WAV, MIDI
Video File Format   MP4, 3GP

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Product Description
Example: Health & Beauty

Accepted Examples

Feature:
Brand New & High quality.
The length of the pencil 12CM
Easy to draw a delicate thin line
Beautiful shades around the eyes last long
Ideal for making up precision definition and thickening effect

How to Use:
Starting as close to the lashes as possible, draw a line starting at the inner corner of the eyelid and work toward the outer corner. For a more dramatic look, build width at outer corners. Secure eyeliner cap after each use.

Ingredients:
Aqua (Water), Butylene Glycol, Styrene/Acrylates/AmmoniumMethacrylate Copolymer, PEG-60 Hydrogenated Castor Oil, Coco-Glucoside, Citric Acid, Sodium Laureth-12 Sulfate, Ammonium Hydroxide, Phenoxyethanol, Potassium Sorbate, Sodium Benzoate, Iodopropynyl Butylcarbamate, CI 77266 (Black 2).

Details:
Net Wet :1g/0.035oz
Packed in retail package

Quality Safe Guarantee
Hygiene Permit:GD.FDA(2014)
Produce permit: 29-XK-3851
Administer Criterion: QB/T1976-2004

Caution:
1.Please do not for purposes other than makeup.
2.Please do not put in direct sunlight or temperature is too high or too low.

Package Content + Features + Directions for use + Safety Warning + Ingredients

Rejected Examples

DescriptionSmooth and creamy formula that glides on to eye lids easily. Comes with a built-in sharperner. Comes in 5 trendy shades with retractable fine point tip for smooth and easy application!• Smudge-proof all day long• Smooth & easy application• Paraben-free

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Product Description

Example: Fashion

Accepted Examples

Rejected Examples

This button-up has a clean and simple look that fits right into your more refined ensembles.

- Fitted through shoulder
- Straight silhouette
- Full button placket
- Double-button cuffs
- 100% Cotton

Features + Factual Details ✓

LENGTH: 97CM (38 INCH)
WAIST: 66CM - 98CM (28 1/2 INCH - 39 INCH) STRETCHABLE)
HIP: 101CM (39 1/2 INCH)
SIZE: FREE SIZE
MATERIAL: COTTON SPANDEX
*PINGGANG BERGETAH

------> DROPSHIP AGENT DIPERLUKAN <-------

Free postage sehingga 31 MARCH ! Semua baju ready stok&free postage untuk bulan MARCH bgi pembelian RM30.Jika xcukup sis tmbh aksesori je untuk cukupkan RM30.
Kami penjual baju termurah ,Trusted seller ~
Sbyk 1300 jenis baju ready stock~Chat dgn kami tuk check stok dulu ye~No refund, no return,no exchange. Semua kami QC sblm post out :)
Sila rujuk ukuran di details produk sebelum order ;) *Ukuran mgkin berbeza 1-3cm disebabkan ralat
*Warna mungkin sedikit berbeza kesan pencahayaan&lensa&setting komputer@telefon anda.
*Tiada pertukaran untuk kecacatan kecil yg dlm 1-3cm
*Kami jual pd harga yg murah& ambil keuntungan yg amat sedikit shj.
Rating 5 star dari anda adalah amat bermakna kpd kami tuk meneruskan perniagaan ini :)

#skirt #skirtmurah #maxiskirt #skirtborong #skirtdropship
#readystock #surihatipilot #skirts
#murahmurah #dropship #borong #duyung
#skirtduyung #skirtraya #plainskirt #skirtkosong #sayajualmurah #skirtmermaid

❌

Attributes

Key product characteristics to match the buyers' search terms and improve product discoverability.

Front End View	
Category:	Women's Clothing > Dresses > Mini Dresses
Brand:	Mango
Material:	Chiffon
Dress Shape:	A-Line Dresses
Pattern:	Plain
Occasion:	Casual Dresses

Product upload page

Category	Women's Clothing / Dresses / Mini Dresses ⌄

Attributes ⓘ

Brand	Mango ⌄
Material	Chiffon ⌄
Dress Shape (Optional)	A-Line Dresses ⌄
Pattern (Optional)	Plain ⌄
Occasion (Optional)	Casual dresses ⌄

Product Condition

Product condition must be 100% new, no used products allowed.

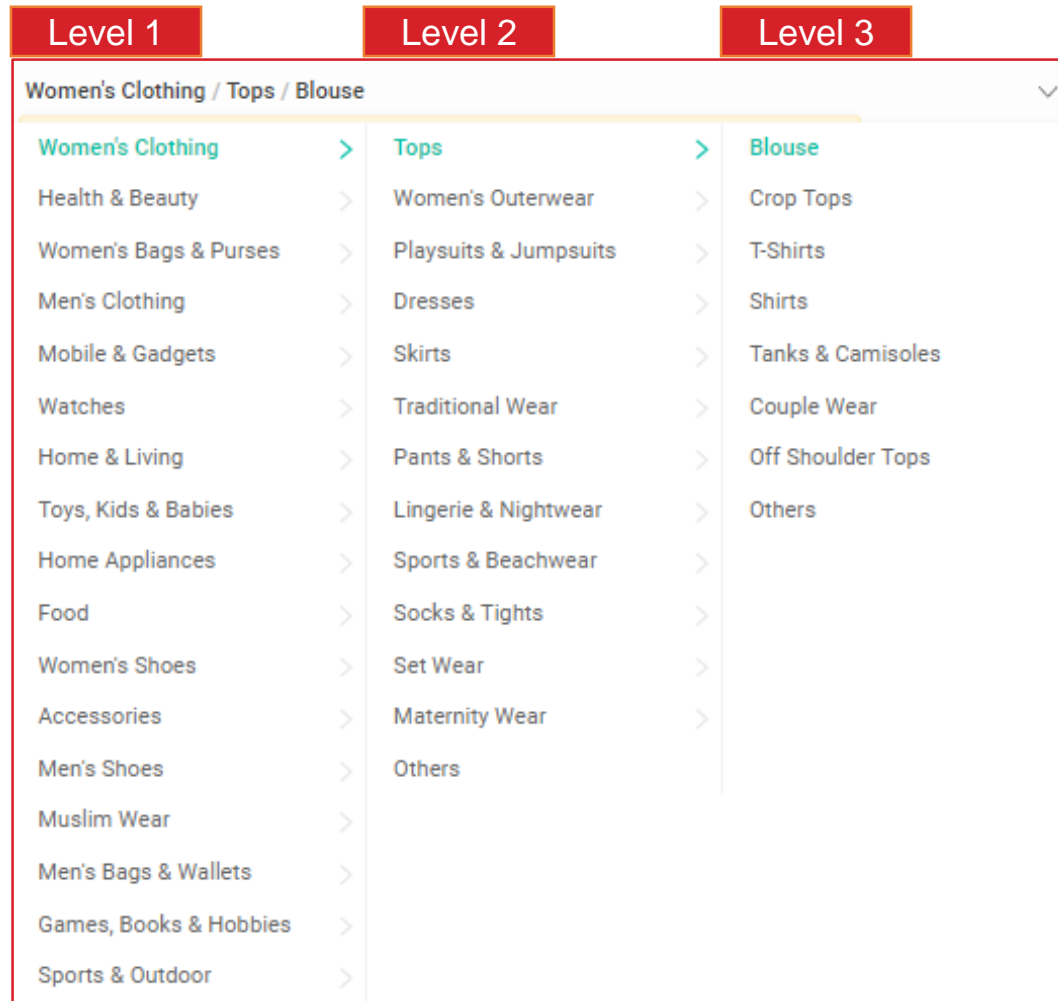| Front End View	
Condition:	New
Variations:	#03 Natural / #02 Light
Stock:	237
Shipping from:	Telok Panglima Garang, 42500 Selangor

Product upload page

Others

Pre-Order ⓘ [No] [Yes] I will ship out within 3 days.

Condition New ⌄

Parent SKU

[Save] [Cancel]

Note: Refurbished mobile phones and laptops are allowed

Category

| Level 1 | Level 2 | Level 3 |

Women's Clothing / Tops / Blouse

Women's Clothing >	Tops >	Blouse
Health & Beauty >	Women's Outerwear >	Crop Tops
Women's Bags & Purses >	Playsuits & Jumpsuits >	T-Shirts
Men's Clothing >	Dresses >	Shirts
Mobile & Gadgets >	Skirts >	Tanks & Camisoles
Watches >	Traditional Wear >	Couple Wear
Home & Living >	Pants & Shorts >	Off Shoulder Tops
Toys, Kids & Babies >	Lingerie & Nightwear >	Others
Home Appliances >	Sports & Beachwear >	
Food >	Socks & Tights >	
Women's Shoes >	Set Wear >	
Accessories >	Maternity Wear >	
Men's Shoes >	Others	
Muslim Wear >		
Men's Bags & Wallets >		
Games, Books & Hobbies >		
Sports & Outdoor >		

Correct categorisation aids discovery

- Select up to level 3 categories to add granularity

- Avoid selecting "Others" in the sub-category selection

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

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Variations

Detailed requirements: Variations

| Elements of a listing	Requirements
Variations	• Two different types of variation should not be combined (e.g. shirt color + size: blue_XL) • Two-tier variations must be used for products with two different types of variation. E.g. **T-shirt with different colors and size options**

Variations
Detailed requirements: Variation Types

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

Types of variation	When to use	Example
No Variations	There is no configuration available for the product	Any non-variant products
Single Variations	The products vary in one configuration only and buyers can make purchasing decision based on the difference between these configurations	**1)** Hats available with different colors **2)** Laptop model available in 13-inch and 15-inch
Two-tiers variations	The products vary in two configurations and buyers can make purchasing decision by comparing those configurations	**1)** Dress with different **colors** <u>**and**</u> **sizes** **2)** iPhone with different **memory sizes** <u>**and**</u> **colors**

Short Sleeve Basic tees

RM30.00

Free

♡ 94   ★★★★★ (6)
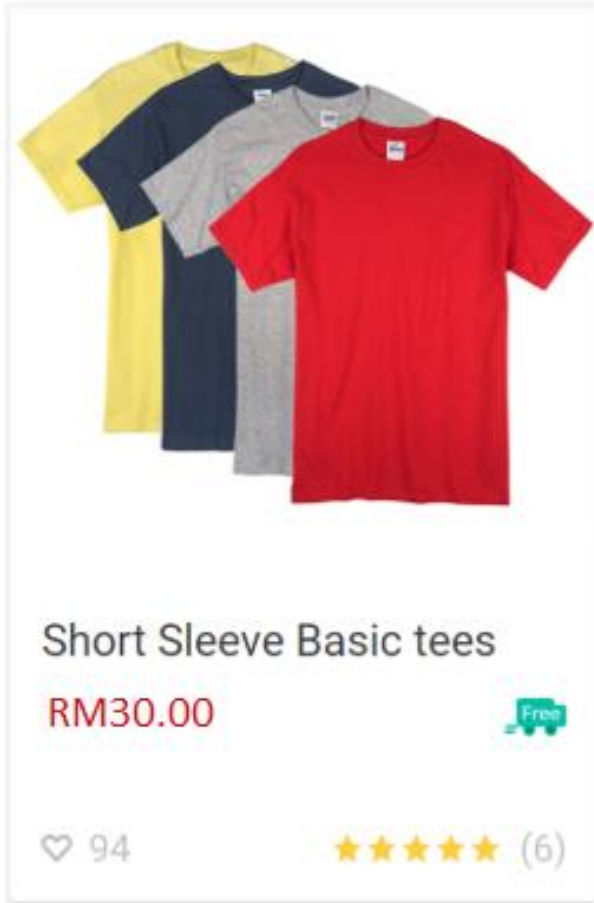
Enable two-tier variation for product listings to assist buyers in selecting their desired variation of the product.

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 as it will cause 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	White_XXXL
	Blue-L	Blue-XL	Blue-XXL	Blue-XXXL	Black-M	

❌

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Counterfeit
Introduction

Counterfeit encompasses products that were made in exact imitation of an existing brand with the intention to deceive or defraud.

Includes but not limited to:

1. A product that are in violation of any local country laws in which they are sold

2. A product that is a fake or a replica of an existing official product

3. A product that has never been produced by a specific brand

4. A product that is way under-priced

5. A product that has registered trademark on the product, the packaging or anywhere related to the product; without authorization by the trademark owner

6. A product that contain specific design elements (e.g. cartoon characters or colourways) protected by a trademark; without the authorization by the trademark owner

7. A product that bears such similarities with other products (e.g. a replica of a branded item with or without altered logos); without the authorization by the trademark owner

8. Counterfeit includes products that have no visible trademark on the product image on website but the delivered product includes a trademark

9. Counterfeit includes the usage of a photo on the web content that contains the trademark of a brand

10. OEM brands are allowed as long as no official brand logo is displayed on any OEM product image and no official brand name is stated in any of part of the product information (e.g., title, description, brand, etc.)

Seller will be removed from Shopee Mall if found to be selling counterfeit products

Counterfeit
Examples
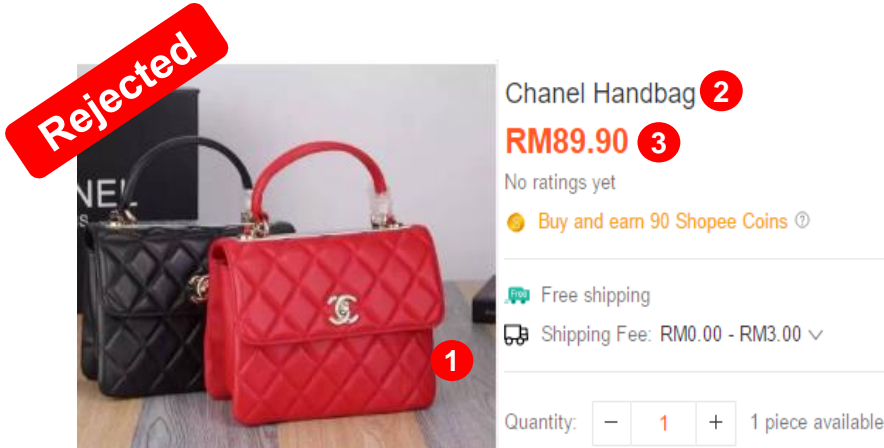
1 Fake/replica product of an official product with image containing the brand logo and suspicious product texture

2 Official brand name listed on product title

3 Product price way below market price

Prohibited Listings

Products that fall under the following are prohibited from listing on Shopee Official Shop as per mandated by government's regulations.

This includes, but not limited to:

- Weapons

- Controlled products such as tobacco and alcohol

- Sex toys that are obscene, non-bondage items and the product model is showing uncensored private parts (in the main images and description)

- Unregistered medications/drugs

To view a detailed list: http://shopee.com.my/legaldoc/prohibited

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Thank You!