



# Shopee University Basic: Start your eCommerce Business with Shopee!

Edited: 08/07/2020

# 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. My Finance

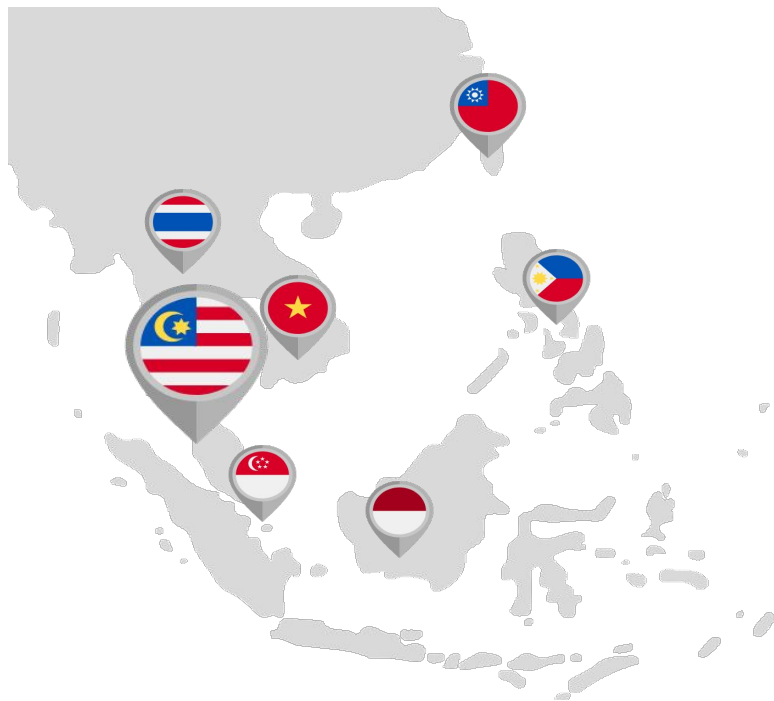


Shopee

# 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

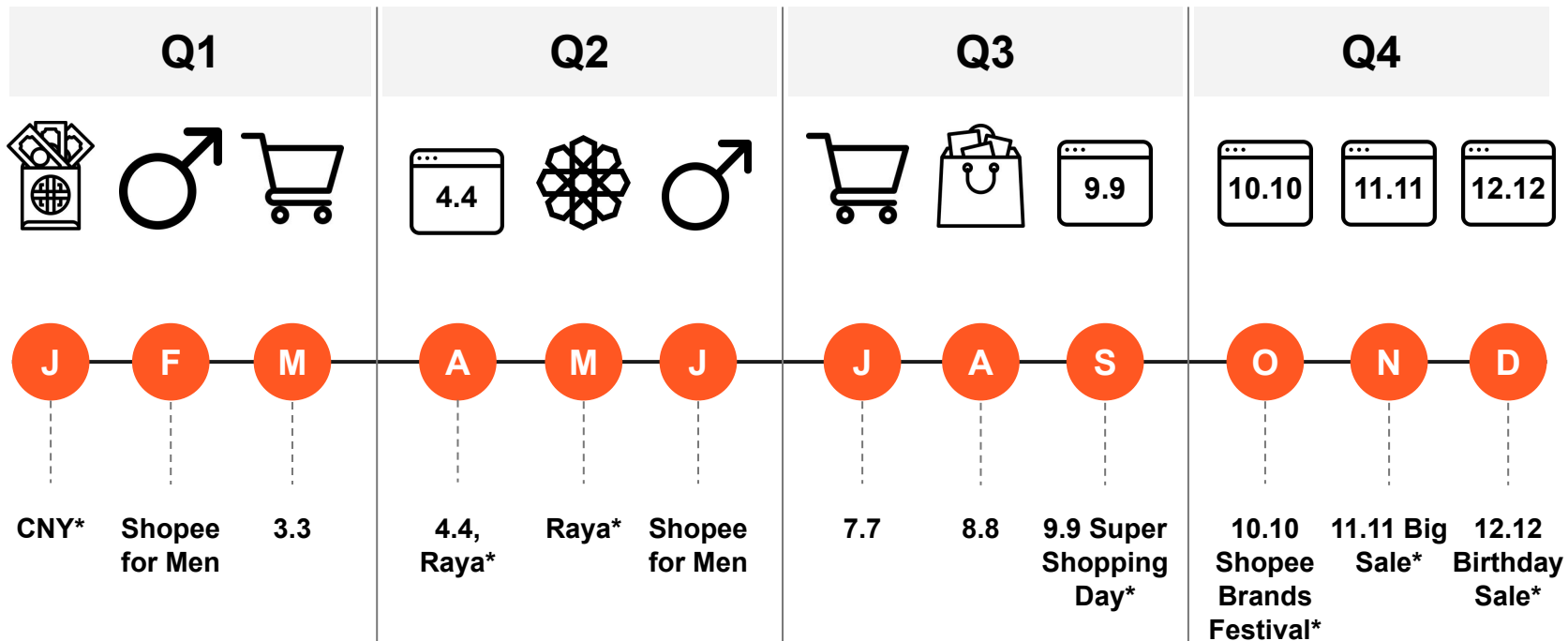


Around  
**17 mil**  
Social Media Fans



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  

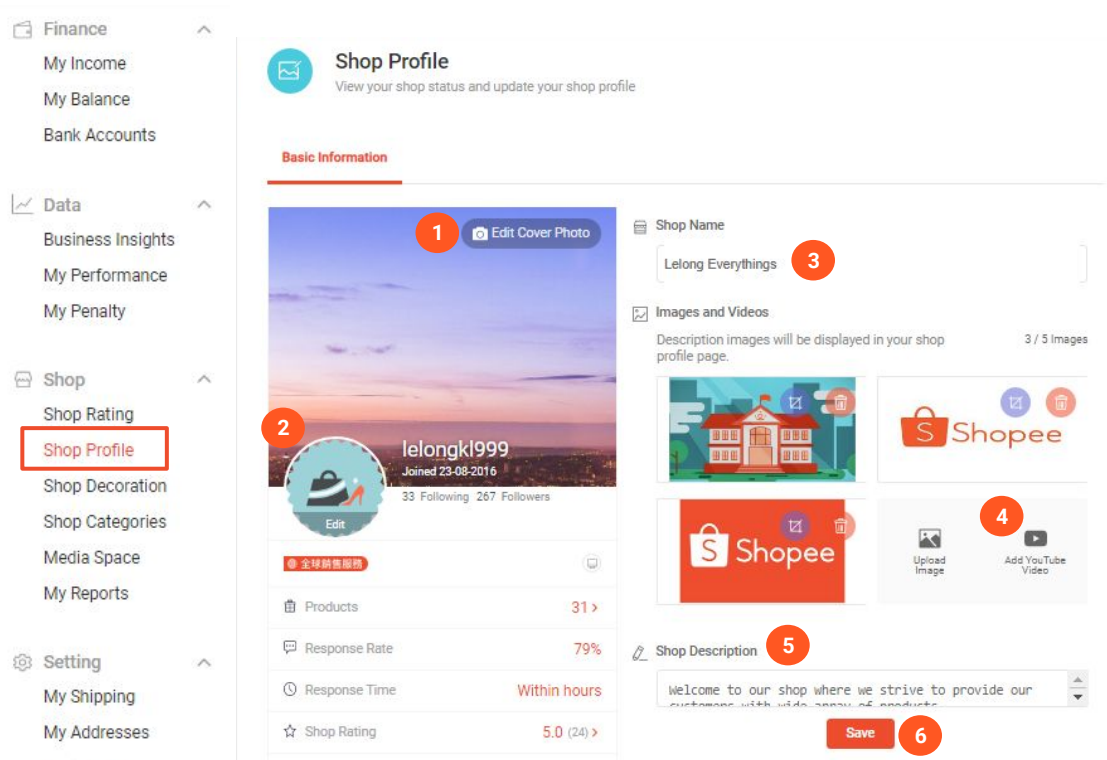

SELLING  
PROCESS

 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 interface is divided into a left sidebar and a main content area. The sidebar includes sections for Finance, Data, Shop, and Setting. The 'Shop Profile' option is highlighted in the 'Shop' section. The main content area is titled 'Shop Profile' and includes a sub-section for 'Basic Information'. It features a cover photo area (1), a profile photo area (2), a shop name input field (3), an 'Images and Videos' section with 'Upload Image' (4) and 'Add YouTube Video' buttons, and a 'Shop Description' text area (5). A 'Save' button (6) is at the bottom. The shop name is 'Lelong Everything's', the profile name is 'lelongk1999', and the shop description is 'Welcome to our shop where we strive to provide our customers with wide array of products'.

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

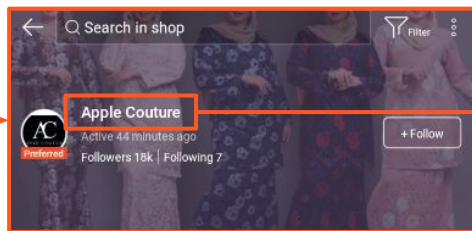
Working with quality materials and many years of experience of producing underwear, the CR7 collections delivers a perfect and unique fit.

# 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

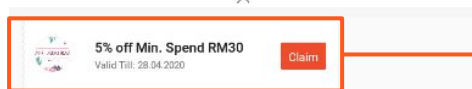
Clear and easy to remember store name - can be different from the username

Shop Products Categories Po



## Lots of positive ratings

Customers like their service!

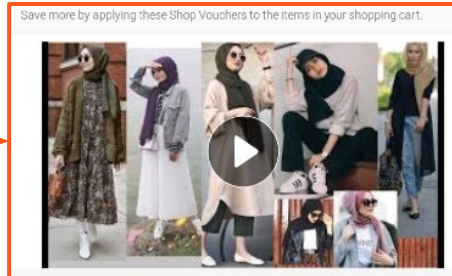


## Seller Voucher

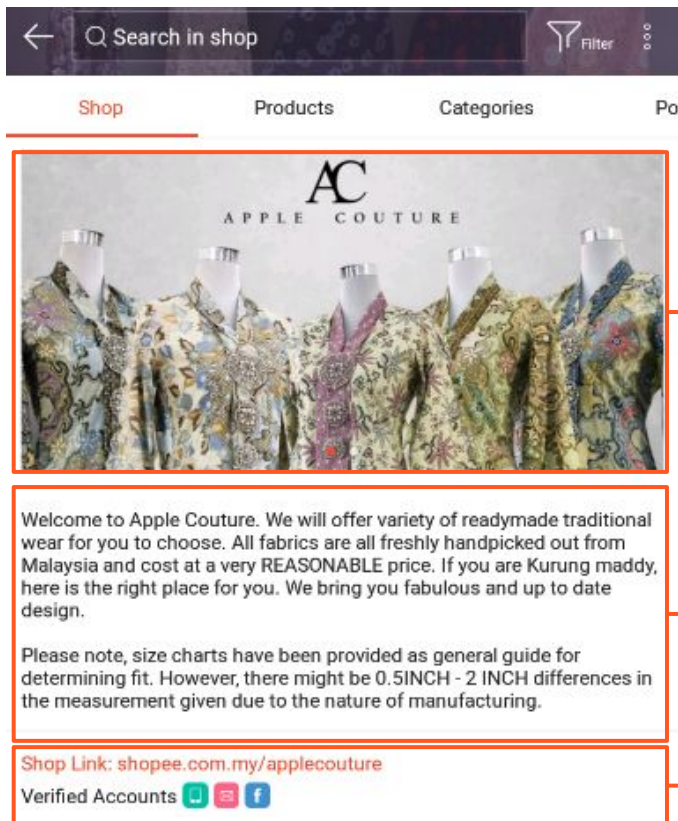
To attract more buyers to buy from your shop

## 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 a Shopee store page for 'Apple Couture'. At the top, there is a search bar with a back arrow, a search icon, and the text 'Search in shop'. To the right of the search bar are icons for 'Filter' and a menu. Below the search bar are navigation tabs: 'Shop' (highlighted with a red underline), 'Products', 'Categories', and 'Po'. The main content area features a carousel of five mannequins wearing colorful, patterned shirts. Below the carousel is a text block with a welcome message and a note about size charts. At the bottom, there is a 'Shop Link' and 'Verified Accounts' with social media icons for WhatsApp, Instagram, and Facebook.

### 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

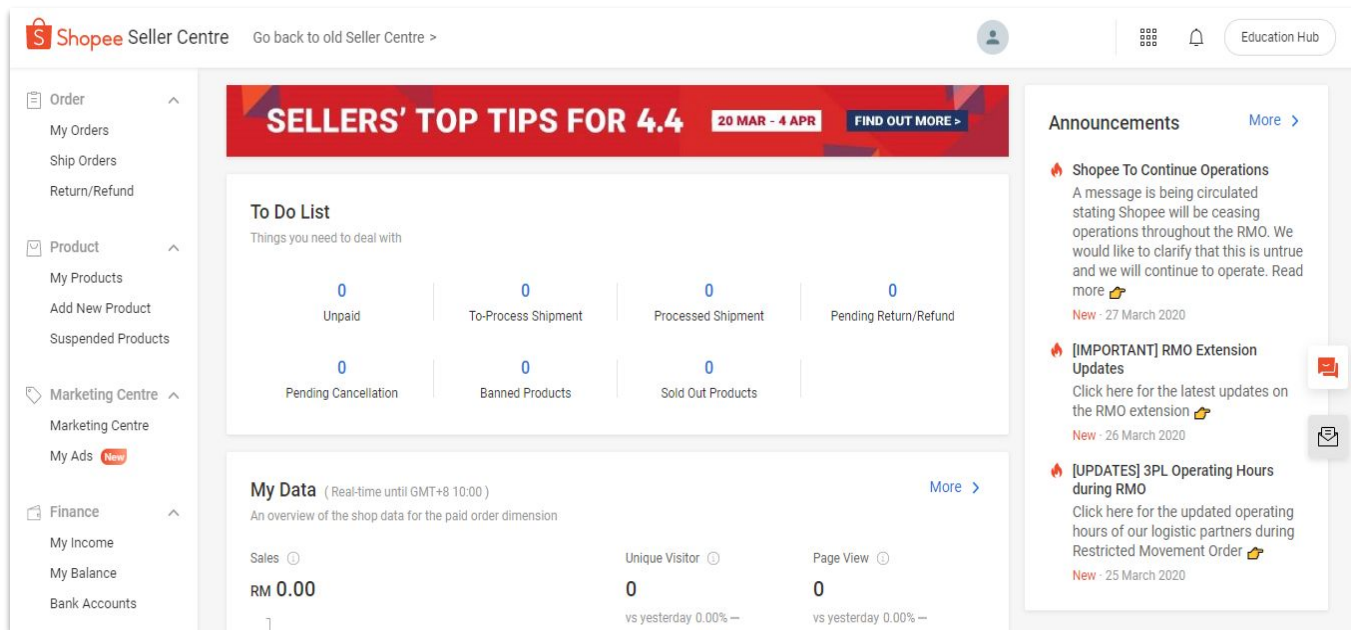
### Shopee account linked with store's social media accounts

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

# 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 is divided into several sections:

- Order:** Includes links for 'My Orders', 'Ship Orders', and 'Return/Refund'.
- Product:** Includes links for 'My Products', 'Add New Product', and 'Suspended Products'.
- Marketing Centre:** Includes links for 'Marketing Centre' and 'My Ads' (with a 'New' badge).
- Finance:** Includes links for 'My Income', 'My Balance', and 'Bank Accounts'.

The central dashboard features a prominent red banner for 'SELLERS' TOP TIPS FOR 4.4' (20 MAR - 4 APR) with a 'FIND OUT MORE >' button. Below this is a 'To Do List' section titled 'Things you need to deal with', which displays 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 the 'My Data' section, which provides real-time shop data for the paid order dimension. It includes metrics for Sales, Unique Visitor, and Page View, each with a 'More >' link.

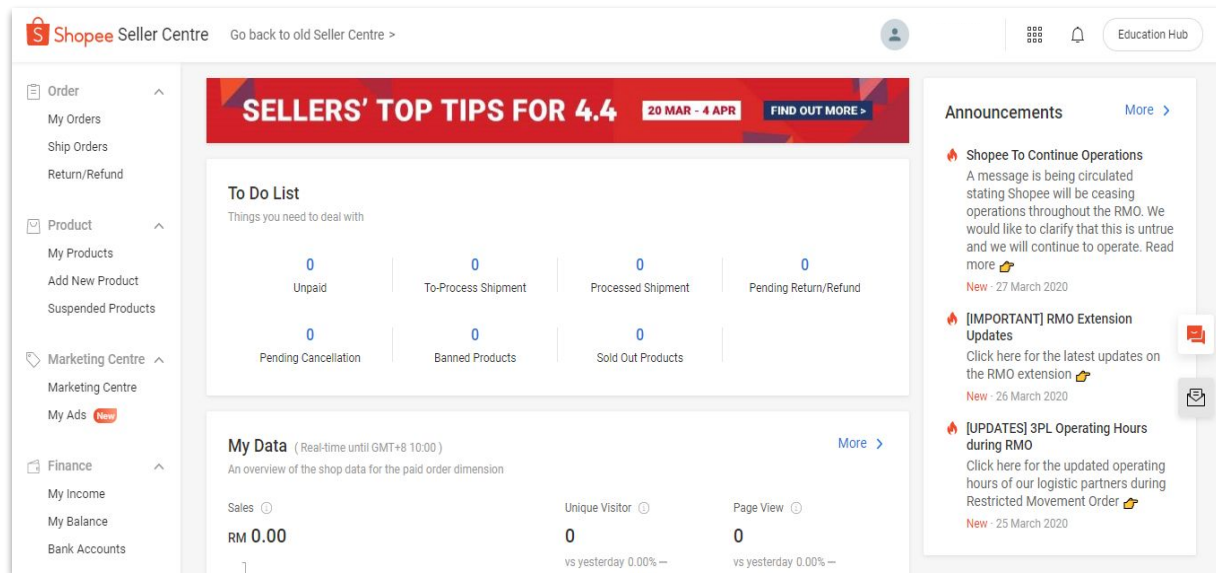
The right-hand side of the dashboard contains an 'Announcements' section with three items:

- Shopee To Continue Operations:** A message stating that Shopee will continue operations throughout the RMO.
- [IMPORTANT] RMO Extension Updates:** A link for the latest updates on the RMO extension.
- [UPDATES] 3PL Operating Hours during RMO:** A link for updated operating hours of logistic partners.

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.

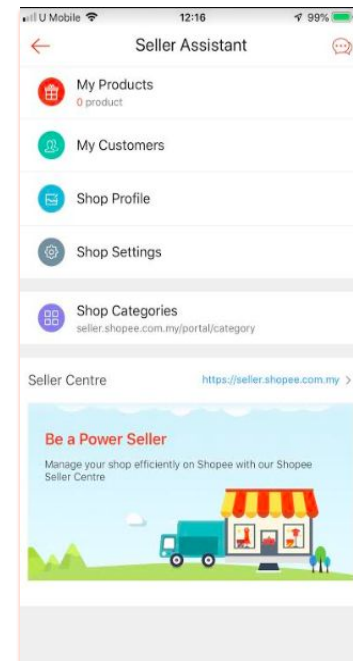
# Mode of Accessing Seller Centre




## Seller Tip!

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

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, a.k.a Seller Assistant on App

# How to use Seller Centre





Shopee

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## 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 Shipments: 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: Poslaju (West Malaysia) RM5.00

# Where to Find - My Products or Add New Product

Shopee Seller Centre fazidin Education Hub

- Shipment
- Order
- Product
  - My Products**
  - Add New Product**
  - Suspended Products
- Marketing Centre
- Chat Broadcast
- Finance
- Data
- Shop
- Setting

### To Do List

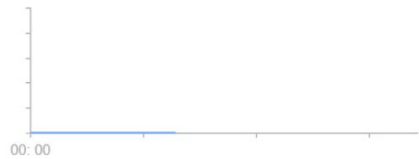
Things you need to deal with

0 Unpaid	0 To-Process Shipment	0 Processed Shipment	0 Pending Return/Refund
0 Pending Cancellation	0 Banned Products	0 Sold Out Products	0 Pending Campaign <span>New</span>

### Business Insights

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

An overview of the shop data for the paid order dimension

Sales <sup>⌵</sup> <b>RM 0.00</b>	Visitors <sup>⌵</sup> <b>0</b> vs yesterday 0.00% —	Page Views <sup>⌵</sup> <b>0</b> vs yesterday 0.00% —
	Orders <sup>⌵</sup> <b>0</b> vs yesterday 0.00% —	Conversion Rate <sup>⌵</sup> <b>0.00%</b> vs yesterday 0.00% —

### Announcements

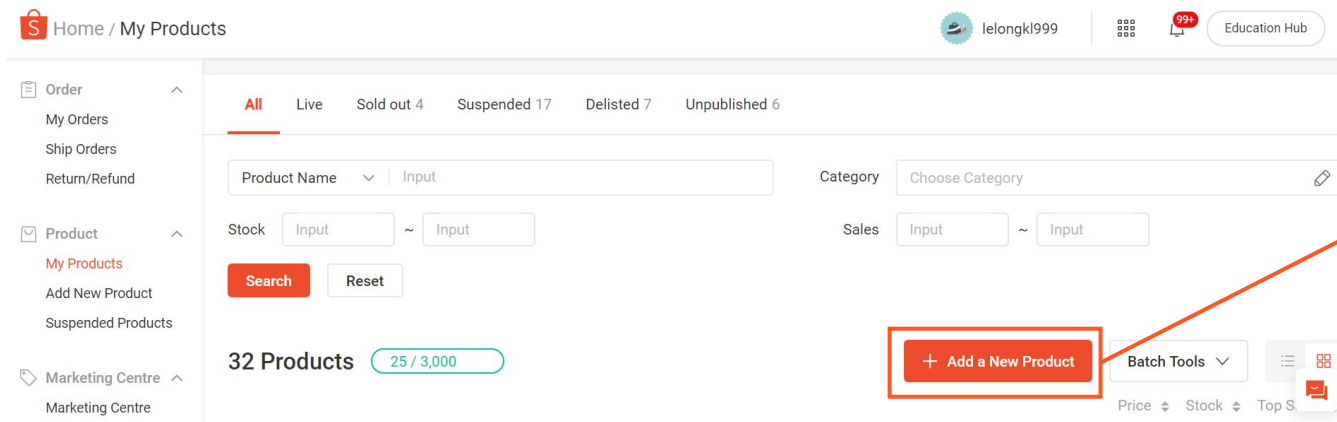
[More >](#)

**New Pos Laju rates for East Malaysia**  
Effective 13 July 2020, there will be a revision to Pos Laju's shipping rates and free shipping subsidies for East Malaysia deliveries. Fret not! More shipping channels will be available soon. 📦  
New · Today 10:40

**Shopee Uni On-Demand Webinars**  
Great news as you can now learn online for FREE on your own time with Shopee Uni On-Demand Webinars! Start learning today!  
New · Today 10:39

Chat 1

# 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   
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

## Seller Tip!



Detailed product descriptions will increase buyer confidence

### 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.

## Tips for adding a new product - Price and Stock

**Sales Information**

\* Price

\* Stock

Variations

Wholesale

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

### Seller Tip!



Avoid misleading discount!  
Make sure to key in the product's original price.

### Seller Tip!



Avoid out of stock!  
Make sure to key in the correct input of the latest stock count

## 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"> <li>Hats available with different colors</li> <li>Laptop model available in 13-inch and 15-inch</li> </ol>
Two-tier Variation	There are two types of variation available for the product for buyers to choose from	<ol style="list-style-type: none"> <li>Dress with different <b>colors <u>and</u> sizes</b></li> <li>iPhone with different <b>memory sizes <u>and</u> colors</b></li> </ol>

## 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.



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



## Tips for Adding a New Product - Shipping Information

Shipping

\* Weight  kg

Parcel Size  W  cm  L  cm  H  cm

Shipping Fee

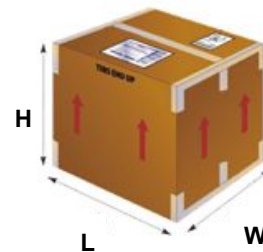
### Seller Tip!



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](http://www.dhl.com/en/tools/volumetric_weight_express.html)



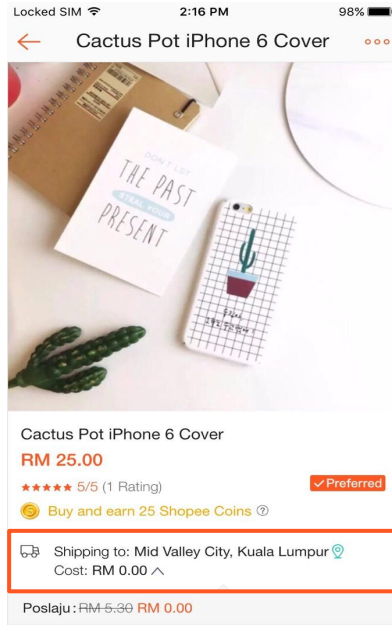
<https://www.jtexpress.my/rates.php>

## 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**

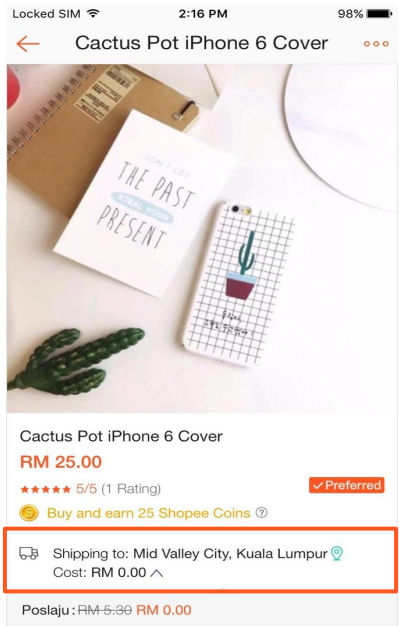
- Actual and estimated shipping fee will offset each other
- Seller receives the product selling price in full

## 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)



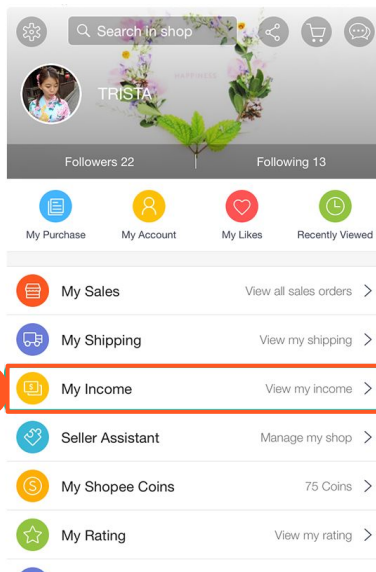
## SCENARIO 3

### Estimated shipping fee < Actual shipping fee

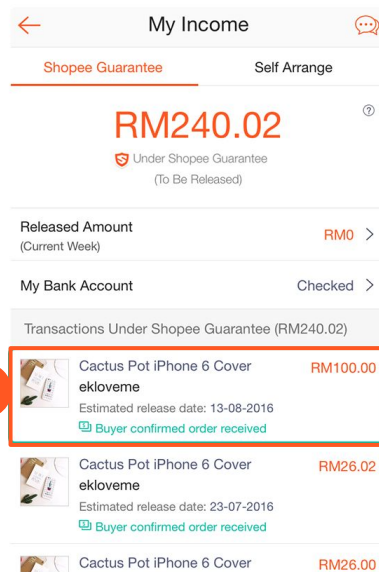
- If the actual shipping fee exceeds the estimated shipping fee, the difference in shipping fee will be deducted from the escrow amount to be released to the seller

# Check Actual Shipping Fee & Escrow Amount

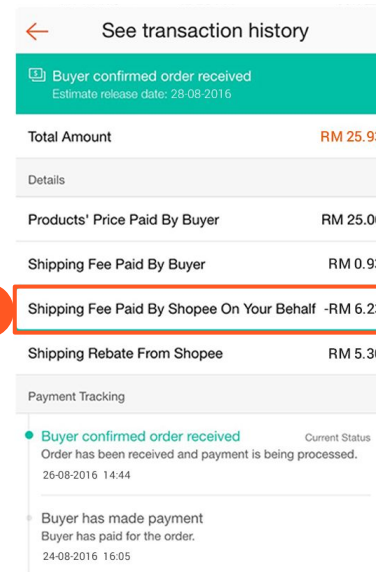
## STEP 1



## STEP 2



## STEP 3



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## 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"> <li>• Getha Baby Latex Mattress &amp; Baby Dimple Pillow</li> <li>• 888 2 in 1 Kopi O Arabica (25g x 20 Sachets) [Buy 1 Free 1]</li> <li>• Twisties Cheezels Cheezy BBQ Rings 60g</li> </ul>	<ul style="list-style-type: none"> <li>• MARVLE SCHOOL BAG 3D</li> <li>• KOREA STYLE Electric Multi-function cooker &amp; pan Grill</li> <li>• Hot Selling!!! [GUARANTEE WANGI GILERR!] Air Freshener - CAR PERFUME!!!</li> </ul>
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	
<b>Category</b>	Locate the right category and subcategory for your products
<b>Attributes</b>	<ul style="list-style-type: none"><li>● Select the correct value for each attribute</li><li>● Make sure that non-numerical values (e.g. brand name) are spelled correctly</li></ul>
<b>Price and Inventory</b>	<ul style="list-style-type: none"><li>● Include different variations and the stock count for each variation</li><li>● Select wholesale if you are selling in bulk</li></ul>
<b>Others</b>	<ul style="list-style-type: none"><li>● Don't forget to select all the shipping options &amp; applicable shipping fees for each item</li><li>● Specify whether the product is new, pre-order, etc.</li></ul>

## Important Guidelines for Selling Electrical Appliances Online

It is highly recommended for sellers who sell electrical appliances and related products to have their products certified in compliance with the local safety standards (e.g. SIRIM, Energy Commission (ST)).

Why Electrical Appliances online are recommended to be certified:

- Ensure a safe shopping experience for all of our shoppers.
- In conjunction with the Safety Awareness Campaign (Source: [SIRIM Website](#))

Please do check out the official SIRIM website to learn more about:

- [How to apply for Product Certification Scheme](#)
- [General FAQs on Product Certification](#)


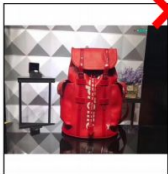






### Seller Tips!



It is the seller's responsibility to ensure that their products comply with the law and Shopee's listing policy guidelines before listing the product on their Shopee store.

# Product Listing Guide - How to Take The Perfect Photo

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

# 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.





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## 3.3 Shop Categories

# Example of Shop Categories

Shopee Home | Download | Follow us on [Facebook] [Instagram] [Twitter]

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

VOUCHER 10% OFF Min. Spend 80 Capped at 10 Valid Till 15-03-2019 Code NSTLE10 Claim

VOUCHER 15% OFF Min. Spend 120 Capped at 20 Valid Till 15-03-2019 Code NSTLE15 Claim

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>

**FATT CHOY**

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 [Facebook] [Instagram] [Twitter]

Notifications Help shi\_yeong

Shopee Mall Search in this shop In This Shop

BACK TO SHOP HOME

**NestleOfficialStore**  
Active 19 hours ago

Sort by Popular Latest Top Sales Price 1/7

SHOP CATEGORIES

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

2kg 1 Pack ORIGINAL Nestlé MILO Activ-Go Chocolate Malt Powder... RM40.70 RM29.80 27% OFF 64424 sold

25g 1 Pack NESLE KOKO KRUNCH MAXX Pillows 250g RM40.60 RM10.19 4% OFF 1844 sold

140g 6 Boxes SCHOOL PACK CEREAL Nestlé School Pack Cereal (25g x 6 Boxes) RM8.26 RM7.49 9% OFF 6122 sold

1kg 1 Pack MAGGI Pedas Giler Perench Ayam Bakar... RM9.60 RM3.10 14% OFF 5934 sold

1kg 1 Pack Nestle Omega Plus Milk Powder (1kg) RM45.70 RM36.19 21% OFF 4127 sold

25g 1 Pack KOKO KRUNCH CEREAL BAR Nestlé Koko Krunch Chocolate Cereal Bar (25g... RM4.90 RM4.66 5% OFF 251 sold

70g 5 Packs CURRY MAGGI Two Minute Curry (75g x 5 Packs) RM4.90 RM4.70 4% OFF 115 sold

1kg 1 Pack ORIGINAL Nestlé MILO Activ-Go Chocolate Malt Powder... RM17.40 RM17.00 17% OFF 173 sold

1kg 1 Pack MAGGI Pedas Giler Perench Ayam Bakar (76... RM8.70 RM7.00 19% OFF 5934 sold

1kg 1 Pack MAGGI Pedas Giler Perench Tom Yumzm... RM8.60 RM7.10 14% OFF 114 sold

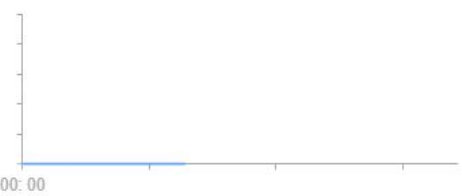
Organize your product listings and make it easier for buyers to explore your store

# 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><b>RM 0.00</b></p> 	<p>Unique Visitor ⓘ</p> <p><b>0</b></p> <p>vs yesterday 0.00% —</p>	<p>Page View ⓘ</p> <p><b>0</b></p> <p>vs yesterday 0.00% —</p>
<p>Orders ⓘ</p> <p><b>0</b></p> <p>vs yesterday 0.00% —</p>	<p>Conversion Rate ⓘ</p> <p><b>0.00%</b></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 (1/4)

 Home / My Shop Categories

 fazidin



Education Hub

Search Products



 Preview

1

+ Add customised category

Category Name

Attribute

Quantity of Product(s)

Visibility

Sort

Options

- Inactive Categories -

Mid Year Sales

14/50

Customised

2 | [Details](#)



**Step 1:**

Click "Add  
customised category"

# How To Create My Shop Categories (2/4)

Home / My Shop Categories

fazidin



Education Hub

Search Products



Preview

+ Add customised category

Category Name

Attribute

Quantity of Product(s)

Visibility

Sort

Options

- Inactive Categories -

2

Enter a category name

0/50

Customised

3

+ Add Products



**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 (2/4)



**Select Products** ✕

**Select** Upload Product List

---

All Categories ▼ Product Name ▼ 🔍

Show available products only

	Products	Sales <span>↕</span>	Price <span>↕</span>	Stock <span>↕</span>
<input type="checkbox"/>	 Apple iPhone 11 Pro Max Phone Ca... ID: 5638673218	0	RM150.00	240
<input type="checkbox"/>	 Plain Dummy Scarf Yummy ID: 1515109900	0	RM123,456,789.00	450

Cancel
Confirm



4


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

5

**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	<a href="#">+ Add Products (7)</a>	<input checked="" type="checkbox"/>	^ v	
- Inactive Categories -					
<input type="text" value="On Sale Now"/> 11/50	Customised	1   <a href="#">Details</a>	<input type="checkbox"/>	^ v	
<input type="text" value="Fashion"/> 7/50	Customised	5   <a href="#">Details</a>	<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 Shipment - Where to Find

Shipment

**My Shipment**

Mass Ship

Shipping Setting

Order

Product

Marketing Centre

Chat Broadcast

Finance

Data

Shop

Setting

Shipment related functions under My Orders is now moved to My Shipment - you can arrange shipments for your orders and change your Shipping Settings in My Shipment. Try it now!

## 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	0 Pending Campaign <span>New</span>

## Business Insights

(Real-time data until GMT+8 13:00)

An overview of the shop data for the paid order dimension

Sales

**RM 0.00**



Visitors

**0**

vs yesterday -100.00% ↓

Page Views

**0**

vs yesterday -100.00% ↓

Orders

-

Conversion Rate

-

## Announcements

[More >](#)

### 🔥 New Pos Laju rates for East Malaysia

Effective 13 July 2020, there will be a revision to Pos Laju's shipping rates and free shipping subsidies for East Malaysia deliveries. Fret not! More shipping channels will be available soon. 📦

New · Today 10:40

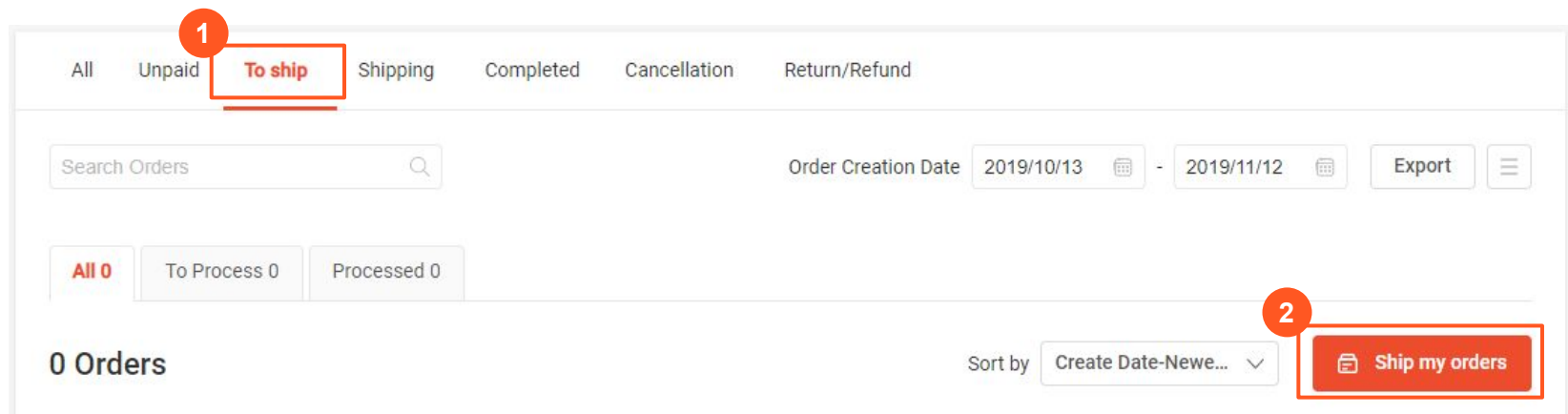
### Shopee Uni On-Demand Webinars

Great news as you can now learn online for FREE on your own time with Shopee Uni On-Demand Webinars! Start learning today!

New · Today 10:39

Chat

# Arrange Shipment



The screenshot shows the Shopee 'Arrange Shipment' interface. 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' from '2019/10/13' to '2019/11/12'. There are also 'Export' and a menu icon. Below the search bar, there are buttons for 'All 0', 'To Process 0', and 'Processed 0'. The main content area shows '0 Orders'. On the right, there is a 'Sort by' dropdown menu 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)

Home / My Shipment / Mass Ship

lelongki999



Education Hub

- Shipment
  - My Shipment
  - Mass Ship
  - Shipping Setting
- Order
  - My Orders
  - Cancellation
  - Return/Refund

## Ship My Orders

Ship out your orders by batch and print shipping documents.

Arrange Shipment Tasks

Orders To Ship Download Shipping Documents

Filter orders by:

Poslaju

**DHL eCommerce (1)**

J&T Express

Ninja Van

Other Logistics

< 1 / 1 > 10 / page

4

## Mass Ship

0 orders selected

Mass Arrange Dropoff

### 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: **Poslaju** DHL eCommerce ( 1 ) J&T Express Ninja Van Other Logistics

< 1 / 0 > 10 / page ▾

Process Status: All Orders ▾ Sort By: Ship By Dat... ▾ Shipping Document: All ▾

<input type="checkbox"/>	Product(s)	Order ID	Buyer	Shipping Option	Tracking #	Printed
<div style="float: right; border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <b>Mass Download</b>            0 orders selected, select shipping documents to download.           <ul style="list-style-type: none"> <li><input type="checkbox"/> Air Waybill</li> <li><input type="checkbox"/> Picklist</li> <li><input type="checkbox"/> Packing List (HTML)</li> <li><input type="checkbox"/> Packing List (EXCEL)</li> </ul> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px; text-align: center;"> <a href="#">Download Selected Documents</a> </div> <p><small>* Please allow pop-up window for downloading Shipping Documents.</small></p> </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




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## 4.2 Shipping an Order








# Shipping an order (3/3)

 	
5920199330270820	
<b>Order Details</b> Ship By Date: 29-05-2020 Weight (kg): 1.000000 Order ID: 20062903VJ57A0	<b>Order Details (Courier)</b> PDO
<b>Sender Details (Pengirim)</b> Name: SELLER	MYJHB1
Phone: 60123456789 Address: SANKYU (M) SDN BHD, 1st FLOOR, PDIC COMPLEX, PLO 76, JLN. Bangsar South, Kuala Lumpur	SOU1
Postcode: 58100	JO6
<b>Recipient Details (Penerima)</b> Name: SPX	<b>81700</b>
Phone: 60129157656 Address: SANKYU (M) SDN BHD, 1st FLOOR, PDIC COMPLEX PLO 76, JLN NIBONG 4, KOMPLEKS PERINDUSTRIAN TANJUNG LANGSAT, MUKIM SUNGAI TIRAM, JOHOR, Pasir Gudang, Johor	
Postcode: 81700	5920199330270820
<b>POD</b> Name: I.C.: Signature:	



 	
PL554291480965U	
<b>Order Details</b> Ship By Date: 14-06-2020 Weight (kg): 1.000000 Order ID: 200610DP3D12PV	<b>Order Details (Courier)</b> <b>Account Number:</b> <b>8800472220</b> Product: Courier Charges Domestic Type: Document
<b>Sender Details (Pengirim)</b> Name: kedah	KGR-PG-PGD
Phone: 60168850314 Address: n9, Juasseh, Negeri Sembilan	<b>81700</b>
Postcode: 01000	
<b>Recipient Details (Penerima)</b> Name: SPX	
Phone: 60129157656 Address: SANKYU (M) SDN BHD, 1st FLOOR, PDIC COMPLEX PLO 76, JLN NIBONG 4, KOMPLEKS PERINDUSTRIAN TANJUNG LANGSAT, MUKIM SUNGAI TIRAM, JOHOR, Pasir Gudang, Johor	
Postcode: 81700	PL554291480965U
<b>POD</b> Name: I.C.: Signature:	

 	
620101000162	
<b>Order Details</b> Ship By Date: 11-06-2020 Weight (kg): 1.000000 Order ID: 200611G2VEGJ0Q	<b>Order Details (Courier)</b> Parcel Info: NA
<b>Sender Details (Pengirim)</b> Name: JYJY	PJS003
Phone: 60123456789 Address: 12-A, "Kuala Lumpur Garden" "5200" Wilayah?, Jalan Ipoh, Kuala Lumpur	47500
Postcode: 52000	HOME
<b>Recipient Details (Penerima)</b> Name: JYJY	
Phone: 60163339999 Address: 12   Block C jalan ss30/, Subang Jaya, Selangor	
Postcode: 47500	620101000162
<b>POD</b> Name: I.C.: Signature:	



## Packing a Parcel

- 1 Print out one copy of the air waybill in **A6 size**. Both normal and thermal-printed air waybills will share the same template.
- 2 Attach the air waybill securely to your parcel in the protective air waybill docket ensuring that the barcode is clearly displayed.
- 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](#)



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## 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](#)

# Shopee Logistics - Product Shipping Setting Product Level (1/3)

## Shipping

\* Weight  kg

Parcel Size  cm  cm  cm

Shipping Fee (i) Shop Shipping Promotion Ongoing [Details](#)

Enable at least one shipping option  
Product can't be saved with no shipping options enabled.  
You can also [click here](#) to open more shipping channels for your products.

DHL eCommerce (max 30kg) <span>SHOPEE SUPPORTED LOGISTICS</span>	RM4.77 <a href="#">/</a>	<input type="checkbox"/>
J&T Express (max 50kg) <span>SHOPEE SUPPORTED LOGISTICS</span>	RM4.66 <a href="#">/</a>	<input type="checkbox"/>
Poslaju (max 30kg) <span>SHOPEE SUPPORTED LOGISTICS</span>	RM5.04 <a href="#">/</a>	<input type="checkbox"/>
Others (West Malaysia)	RM0.00 <a href="#">/</a>	<input type="checkbox"/>
Others (East Malaysia)	RM0.00 <a href="#">/</a>	<input type="checkbox"/>
Shipping fee included	RM0.00 <a href="#">/</a>	<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

(i) Shipping settings will be applicable for this product only. Shipping fees displayed are base rates and will be subject to change depending on buyer location.

# Shopee Logistics - Product Shipping Setting Product Level (2/3)

## Shipping

\* Weight  kg

Parcel Size

Shipping Fee

[Shop Shipping Promotion Ongoing](#) [Details](#)

Enable at least one shipping option

Product can't be saved with no shipping options enabled.

You can also [click here](#) to open more shipping channels for your products.

DHL eCommerce (max 30kg)	SHOPEE SUPPORTED LOGISTICS	RM4.77	<input type="checkbox"/>
J&T Express (max 50kg)	SHOPEE SUPPORTED LOGISTICS	RM4.66	<input type="checkbox"/>
Poslaju (max 30kg)	SHOPEE SUPPORTED LOGISTICS	RM5.04	<input type="checkbox"/>
Others (West Malaysia)		RM0.00	<input type="checkbox"/>
Others (East Malaysia)		RM0.00	<input type="checkbox"/>
Shipping fee included		RM0.00	<input type="checkbox"/>

Shipping settings will be applicable for this product only. Shipping fees displayed are base rates and will be subject to change depending on buyer location.

Seller can enable Others (West and East Malaysia) option if want to use other logister providers.

Turn On (green colour) the toggle once you done.

# Shopee Logistics - Product Shipping Setting Product Level (3/3)

## Shipping

**Shipping Fee Options: Others (West Malaysia)**

RM

I will cover the shipping fee (?)

J&T Express (max 50kg)	SHOPEE SUPPORTED LOGISTICS	RM4.77		<input type="checkbox"/>
Poslaju (max 30kg)	SHOPEE SUPPORTED LOGISTICS	RM5.66		<input type="checkbox"/>
Others (West Malaysia)		RM0.00		<input type="checkbox"/>
Others (East Malaysia)		RM0.00		<input type="checkbox"/>
Shipping fee included		RM0.00		<input type="checkbox"/>

Click on the Pencil icon to key in the shipping fee charges that seller want to charge the buyer based on the rate of service courier seller would like to use.

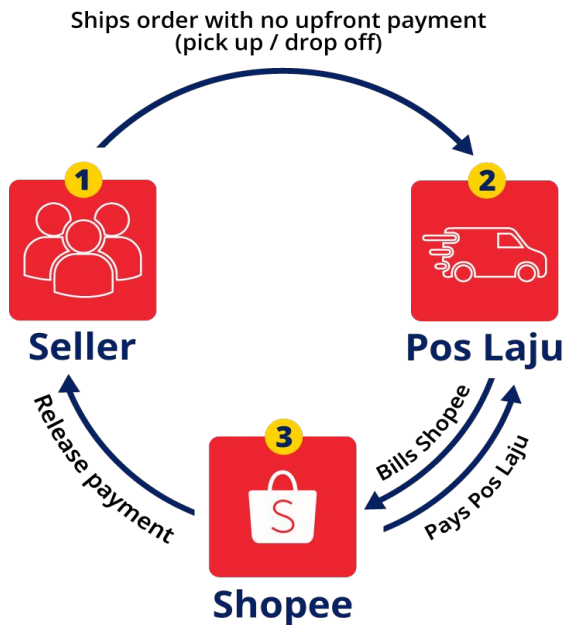
Turn On (green colour) the toggle once you done.

### Seller Tips!

If you do not enable any shipping options at product level, the item won't be listed in the front end

① Shipping settings will be applicable for this product only. Shipping fees displayed are base rates and will be subject to change depending on buyer location.

# Poslaju 5kg Free Shipping Program (1/3)

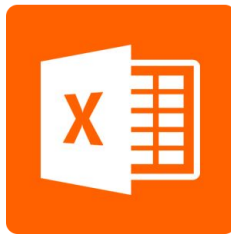


For more information can refer to this [LINK](#)

## 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

### 1. Shipping Channel Logo

Note: 3PL stands for third-party logistics, which is basically your shipping provider.

### 1. Order Information

Ship By Date  
Weight (kg)  
Order ID

### 1. Seller's Information

Name  
Phone Number  
Address  
Postcode

### 1. Buyer's Information

Name  
Phone Number  
Address  
Postcode

### 5. Proof of Delivery (optional for courier use only)

### 6. Courier-specific Order Information

### 7. Courier-specific Routing Information

Note: You only need to print **one copy of the air waybill in A6 size**. Both normal and thermal-printed air waybills will share the same template.

Refer to this [LINK](#) on how to print the new AWB

		
		123456789101
<b>Order Details</b> Ship By Date: 21-04-2020 Weight (kg): 1.61 Order ID: 200404JCH4YRCS	<b>Order Details (Courier)</b> Parcel Info: N/A	
<b>Sender Details (Pengirim)</b> 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	TRG007  5002  22000	
<b>Recipient Details (Penerima)</b> Name: Bernice Lee  Phone: 60123456789 Address: No 123A, Taman ABC, 22000 Besut, Terengganu  Postcode:22000		
<b>POD</b> Name: I.C.: Signature:		123456789101

## 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.

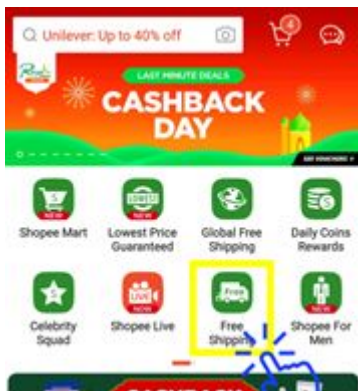


Shopee

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## 4.4 Reminder for your buyers

# How to enjoy Shopee Free Shipping (1/4)

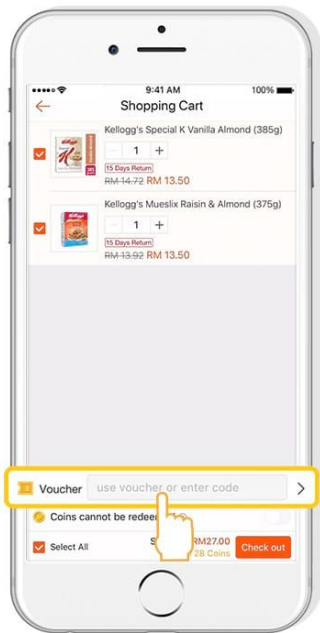


**Step 1:**  
Click on **"Free Shipping"** from  
Shopee App Homepage.

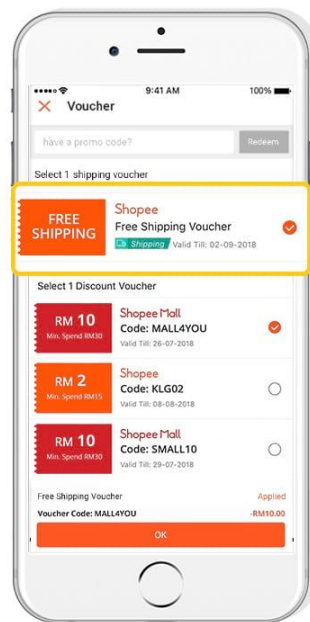


**Step 2:**  
Click on **"Claim Now"** to claim the  
Free Shipping Voucher to your  
account.

## How to enjoy Shopee Free Shipping (2/4)

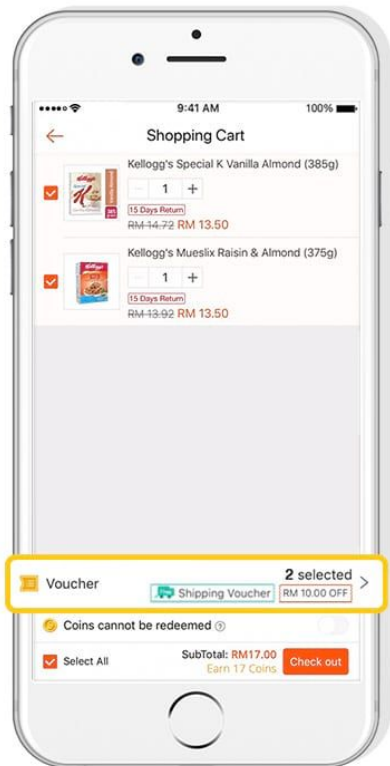


**Step 3:**  
Tap on the **“Voucher”** field  
in your Shopping Cart.



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

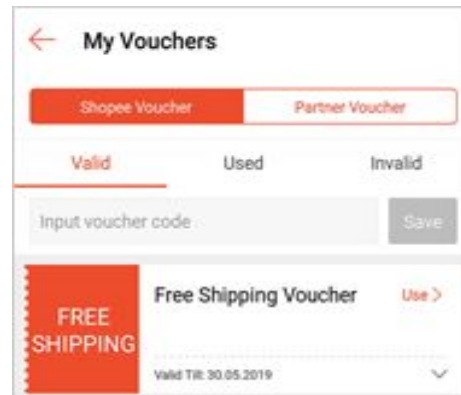
## How to enjoy Shopee Free Shipping (3/4)



### 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.



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# 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**  
Official promotion



**Shopee Shocking Sale**  
Official promotion

### Marketing Tools

All
Paid Ads
Conversion
Traffic

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

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

# Overview of Marketing Centre Features

Features	Benefits
<b>Discount Promotions</b>	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.
<b>Vouchers</b>	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.
<b>Follow Prize</b>	Allows sellers to set custom voucher to reward buyers who follow their store
<b>Top Picks</b>	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

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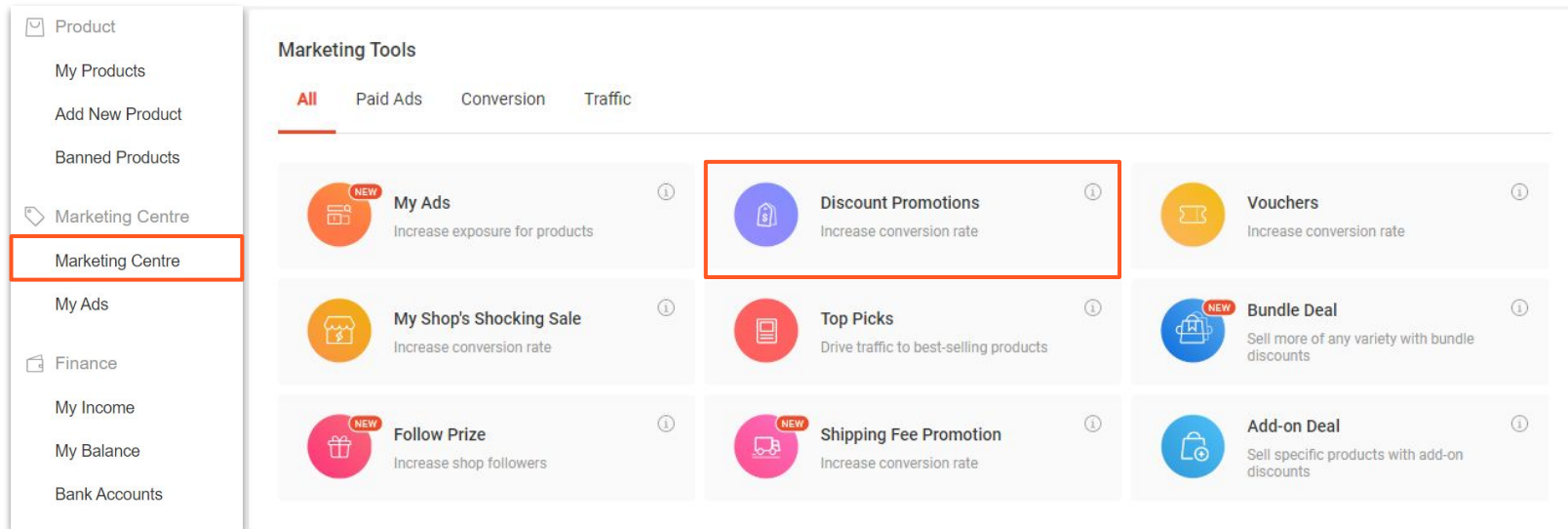
# 5.1 Discount Promotions

# 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

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

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

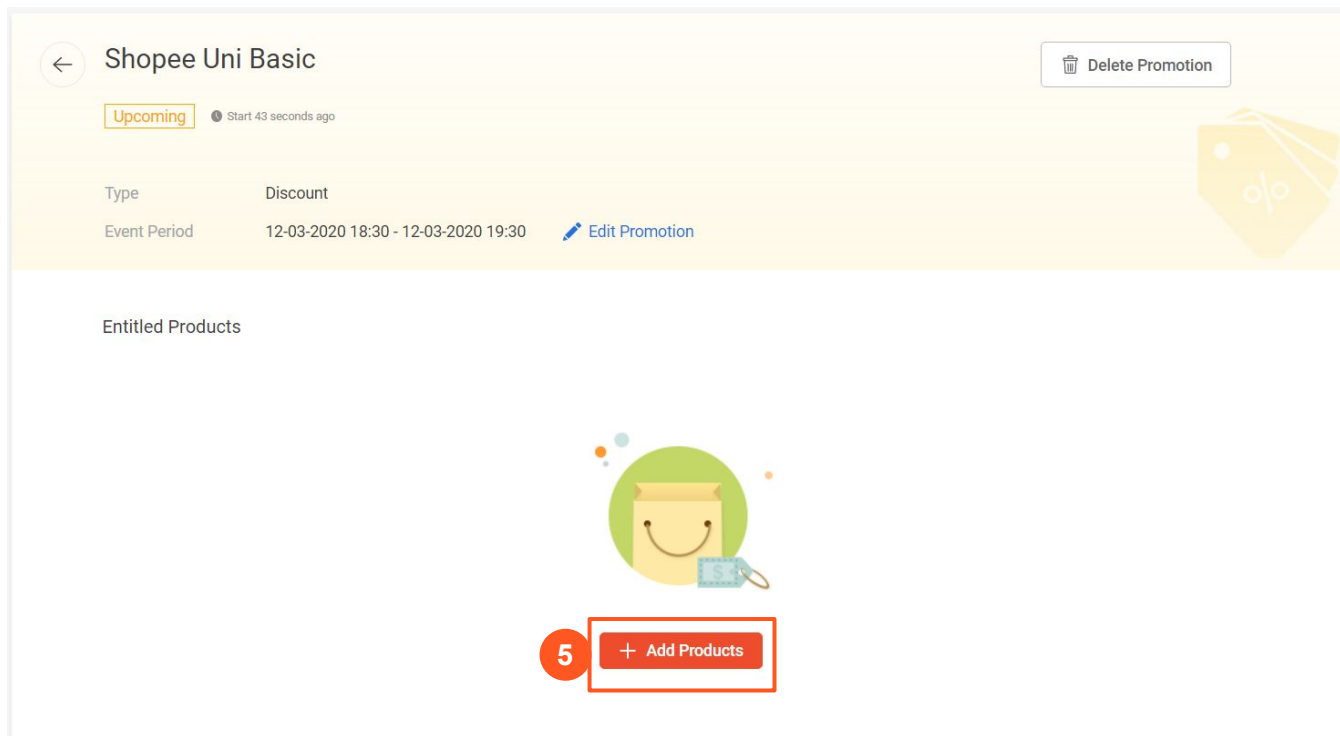
#### Step 3:

- 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** Batch setting **B** **C**

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 <input checked="" type="checkbox"/> Grande <input checked="" type="checkbox"/> Tall	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="🗑"/>

## 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

**B**

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"/>

**A** **B** **C** **D**

## 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

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## 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.

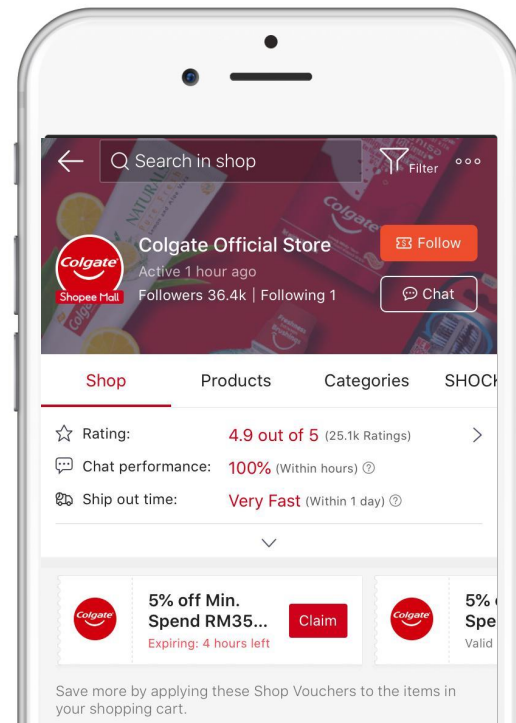
## Why should you create vouchers?

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

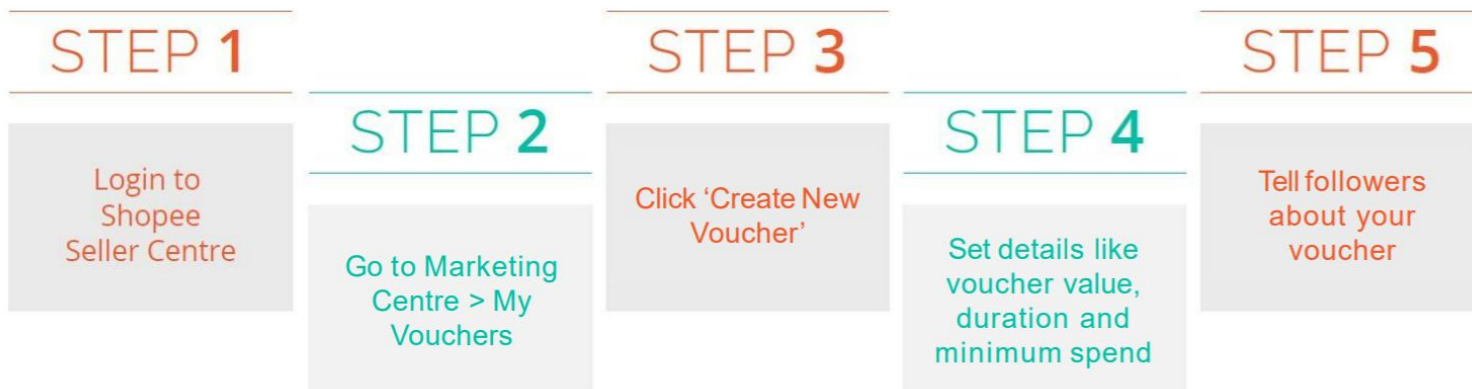
**All**   Paid Ads   Conversion   Traffic

 <p><b>My Ads</b> Increase exposure for products</p>	 <p><b>Discount Promotions</b> Increase conversion rate</p>	 <p><b>Vouchers</b> Increase conversion rate</p>
 <p><b>My Shop's Shocking Sale</b> Increase conversion rate</p>	 <p><b>Top Picks</b> Drive traffic to best-selling products</p>	 <p><b>Bundle Deal</b> Sell more of any variety with bundle discounts</p>
 <p><b>Follow Prize</b> Increase shop followers</p>	 <p><b>Shipping Fee Promotion</b> Increase conversion rate</p>	 <p><b>Add-on Deal</b> 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? (1/7)

All ▼ User Manual 1 + Create New Voucher

Voucher Code	Voucher Name	Type	Amount	Quantity	Claimed	Usage	Status	Date Range	Action
	<b>MBFSMART</b> <span style="background-color: #007bff; color: white; padding: 2px;">Shopee Created</span> MarchBrandFest (all products)	Shop Voucher	15% OFF	2000	2000	186	Ended	28-03-2019 to 31-03-2019	<span>Details</span>
	<b>SMARM30</b> MILO30 (1)	Product Voucher	30% OFF	200	200	114	Ended	28-03-2019 to 28-03-2019	<span>Details</span>
	<b>SMARM20</b> MILO 20 (1)	Product Voucher	20% OFF	300	279	109	Ended	27-03-2019 to 27-03-2019	<span>Details</span>
	<b>SMAR2012</b> 12.12 MILO (1)	Product Voucher	20% OFF	1	1	0	Ended	12-12-2018 to 12-12-2018	<span>Details</span>

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? (2/7)

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

Voucher Name:

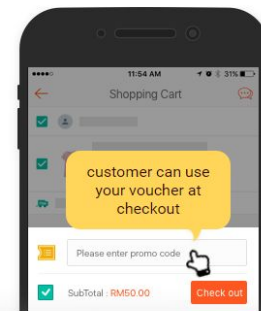
Voucher Code: SMAR  
Please enter A-Z, 0-9; 5 characters maximum. Your complete voucher code is: SMAR

Voucher Type | Amount: Fix Amount | RM

Minimum Basket Size: RM

Voucher Start/End Date:  Start Time to  End Time

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



(Note: One customer can only use once.)

## How to create Vouchers? (3/7)

| voucher info

- 1** Voucher Name
- 2** Voucher Code   
Please enter A-Z, 0-9; 5 characters maximum.  
Your complete voucher code is : EUGESEPT
- 3** Voucher Type | Amount

Minimum Basket Size

Voucher Start/End Date

Voucher Quantity   
( 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? (4/7)

**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? (5/7)

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? (6/7)

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

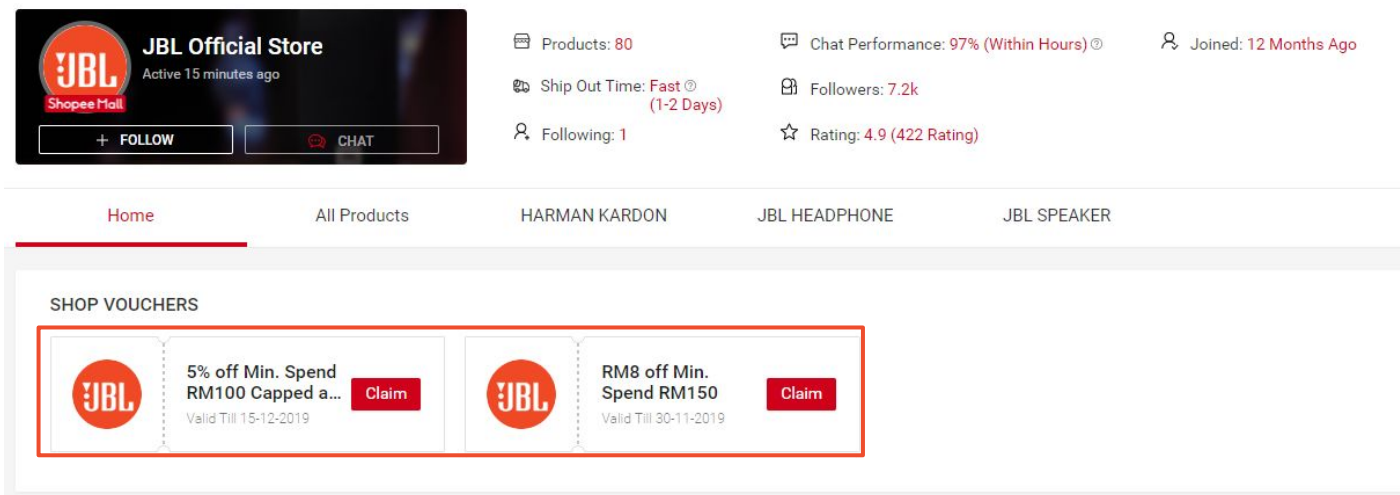
You will be able to edit most settings, except for the voucher code.

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. At the top, there is a store header with the JBL logo, the text "JBL Official Store", and "Active 15 minutes ago". Below this are buttons for "+ FOLLOW" and "CHAT". To the right of the header, shop statistics are listed: Products: 80, Chat Performance: 97% (Within Hours) with a circled 'c', and Joined: 12 Months Ago. Further down, more statistics are shown: Ship Out Time: Fast with a circled 'c' (1-2 Days), Followers: 7.2k, Following: 1, and Rating: 4.9 (422 Rating).

Below the statistics is a navigation bar with tabs: Home (selected), All Products, HARMAN KARDON, JBL HEADPHONE, and JBL SPEAKER. Underneath the navigation bar is a section titled "SHOP VOUCHERS" which contains two voucher cards, both highlighted with a red border:

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

# Vouchers - Buyer View (2/3)

nano<sup>white</sup><sup>®</sup>  
OFFICIAL STORE



4.4



nano<sup>white</sup>

**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.



**10% off Min. Spend RM60 Capped at RM8**

Valid Till 04-04-2020

Claim

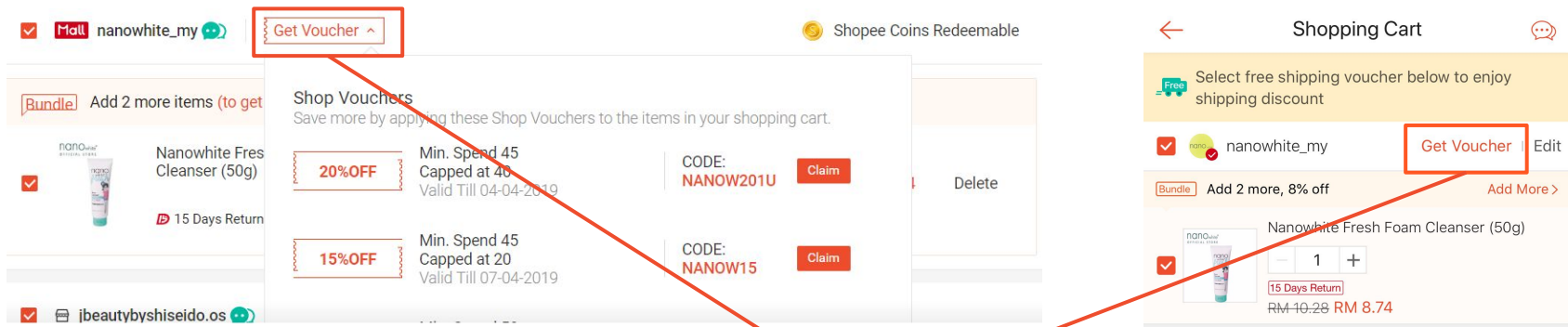


**12% off Min. Spend RM80 Capped at RM12**

Valid Till 04-04-2020

Claim

## Example of Vouchers (3/3)



The image shows two screenshots from the Shopee mobile app. The left screenshot shows a storefront for 'nanowhite\_my' with a 'Get Voucher' button highlighted in a red box. Below the product listing, a 'Shop Vouchers' section is visible, listing two vouchers: a 20% OFF voucher with code 'NANOW201U' and a 15% OFF voucher with code 'NANOW15'. The right screenshot shows a 'Shopping Cart' for the same user, with a 'Get Voucher' button also highlighted in a red box. The cart contains one item, 'Nanowhite Fresh Foam Cleanser (50g)', with a price of RM 10.28 and a discounted price of RM 8.74. A yellow banner at the top of the cart encourages selecting a free shipping voucher.

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

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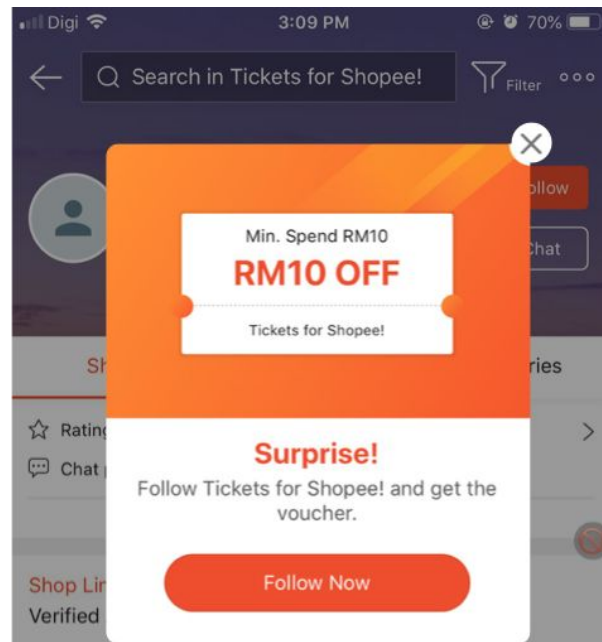
## 5.3 Follow Prize

# 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

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

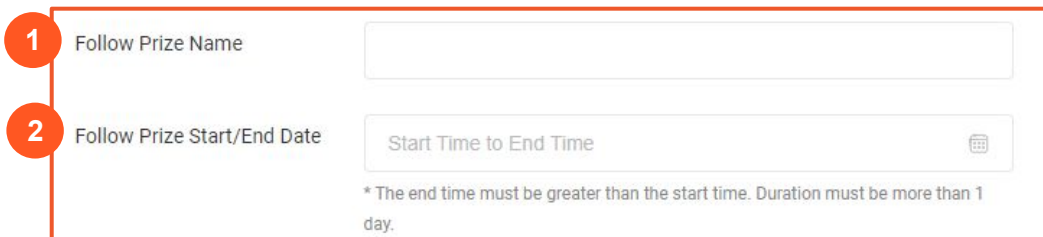
This name is not public and is for seller's reference only  
(Limit: 20 Characters)

### 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:

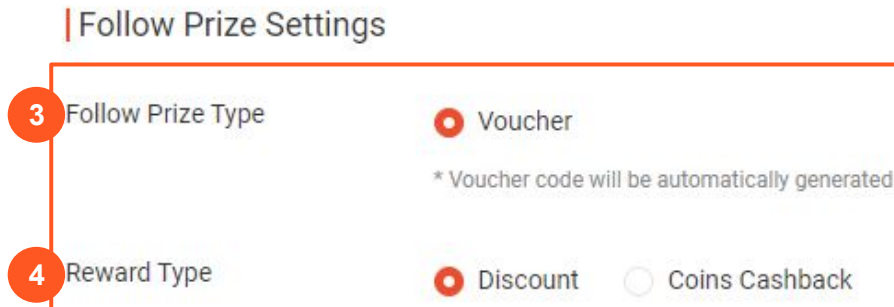
### Follow Prize Settings

#### 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

A screenshot of the 'Follow Prize Settings' interface. It shows two main sections: 'Follow Prize Type' and 'Reward Type'. The 'Follow Prize Type' section has a radio button selected for 'Voucher' and a note that '\* Voucher code will be automatically generated'. The 'Reward Type' section has radio buttons for 'Discount' (selected) and 'Coins Cashback'. The entire form is enclosed in a red border, and the steps are numbered 3 and 4 in red circles on the left side of the form.

| 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="%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"/>	
* 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

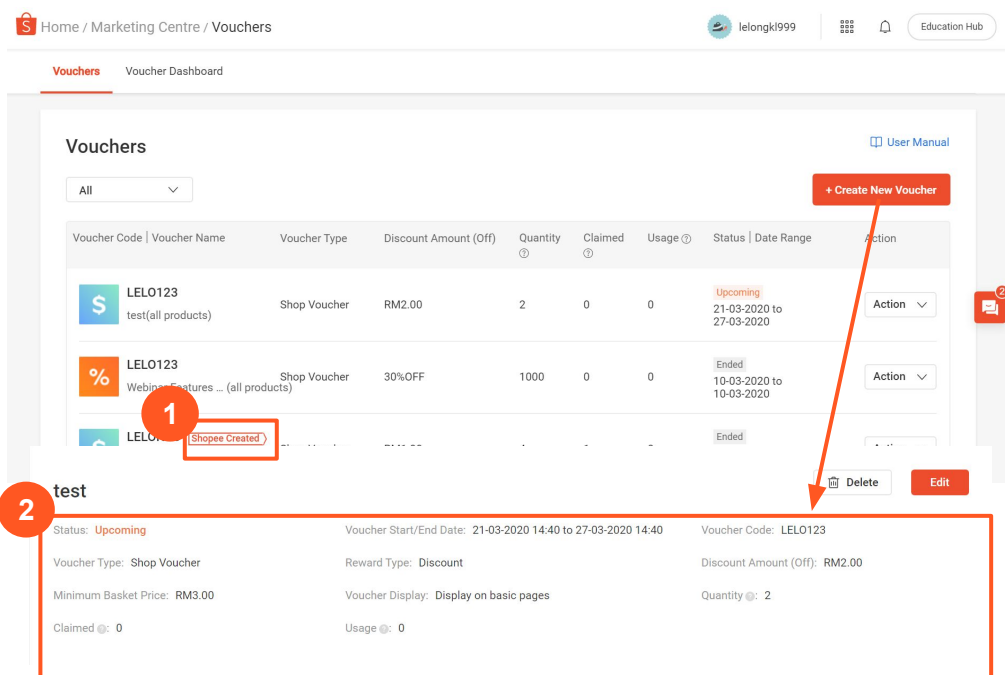
Create Follow Prize to gain more followers! [Learn more](#)

**1**

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

Shopee Seller Centre

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



The screenshot shows the 'Vouchers' dashboard in the Shopee Seller Center. At the top, there's a navigation bar with 'Home / Marketing Centre / Vouchers' and a user profile 'lelongkl999'. Below this, the 'Vouchers' section is active, showing a table of vouchers. A red box highlights the 'Follow Prize' voucher (LELO123) with a '1' in a circle. An arrow points from this voucher to a detailed view below, which is also highlighted with a red box and a '2' in a circle. The detailed view shows the voucher's status as 'Upcoming', its start and end dates, and other details.

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	Shopee Created						Ended		

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

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

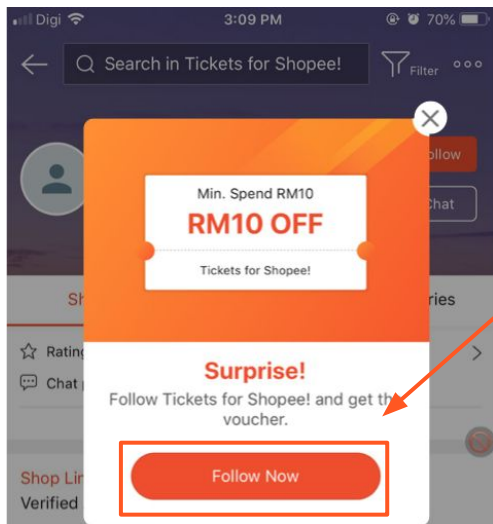
## 1) Voucher Type Label

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

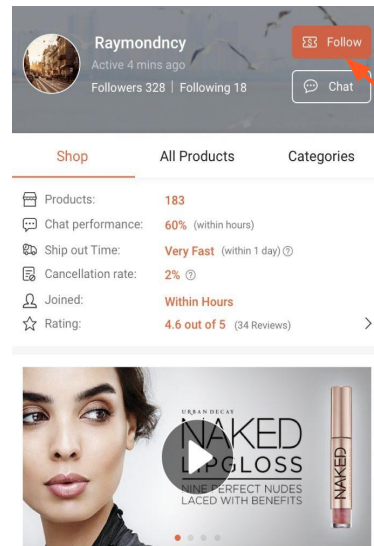
## 2) Follow Prize Details

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!

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## 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



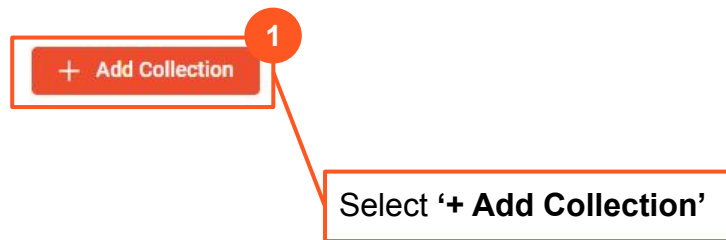
# LIVE DEMO

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

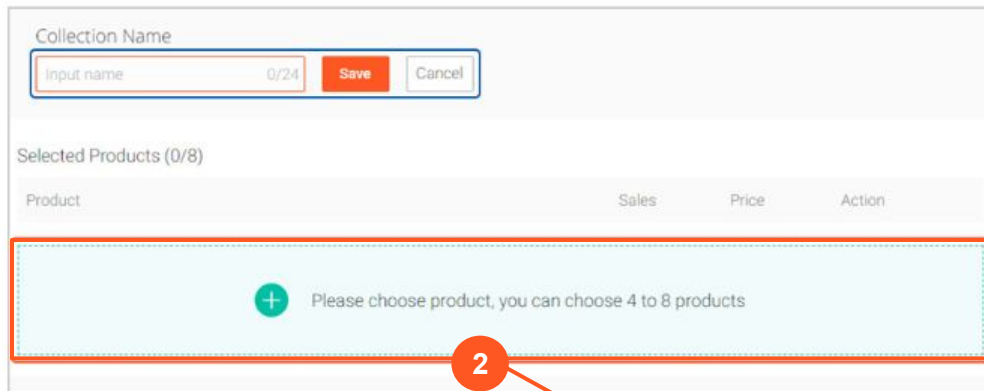
## Top Picks

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

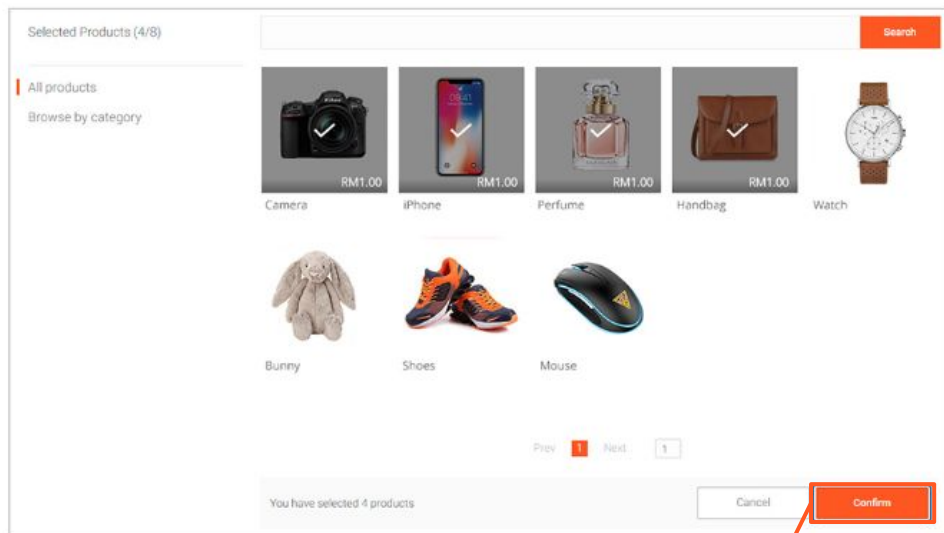
input name 0/24 Save Cancel

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)

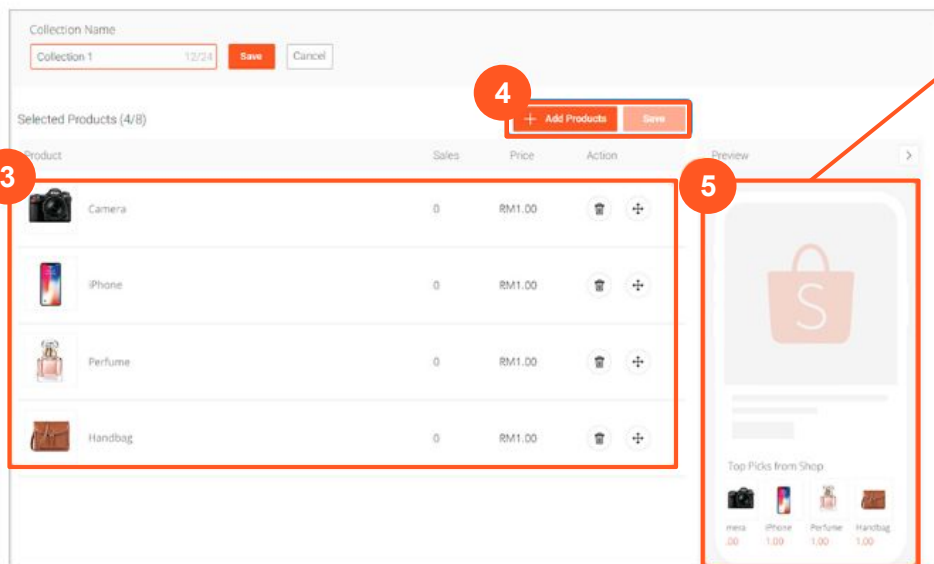


You must select a minimum of 4 and cannot select more than 8 products to proceed.

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

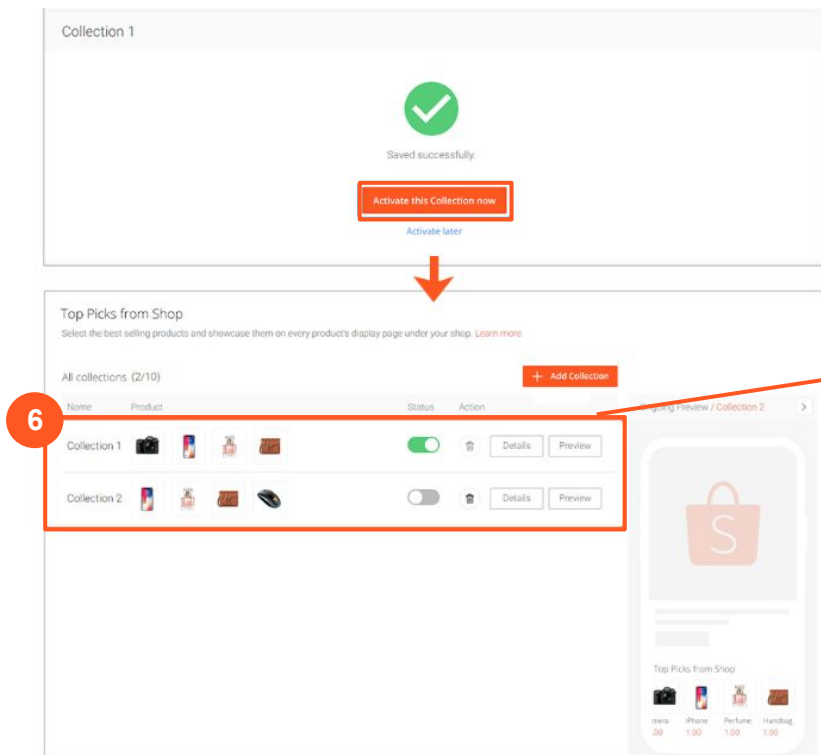
Top Picks from Shop

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)



The screenshot illustrates the process of creating and managing collections in the 'Top Picks from Shop' section. It is divided into two parts:

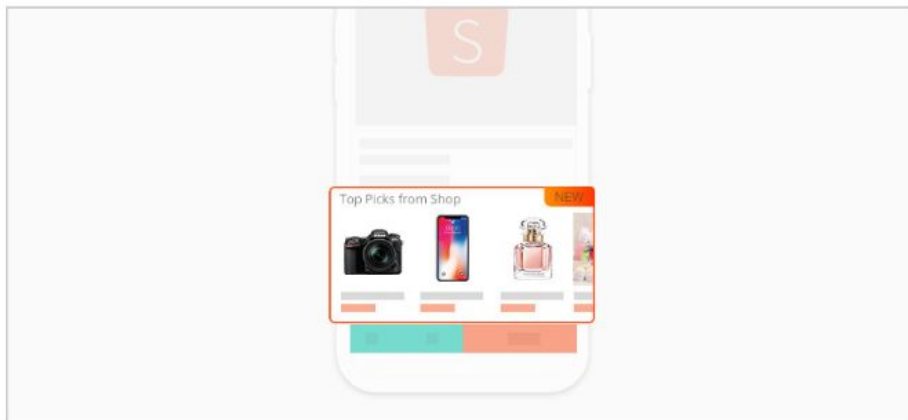
- Top Part:** A confirmation screen for 'Collection 1' with a green checkmark and the text 'Saved successfully'. It features two buttons: 'Activate this Collection now' (highlighted in orange) and 'Activate later'.
- Bottom Part:** The 'Top Picks from Shop' management interface. It shows a table of collections with columns for Name, Product, Status, and Action. A red circle with the number '6' highlights the 'Collection 1' row. The 'Status' column contains a toggle switch (currently turned on), and the 'Action' column contains icons for delete, details, and preview. A red box highlights the 'Status' and 'Action' columns for both 'Collection 1' and 'Collection 2'. A red arrow points from the 'Activate this Collection now' button in the top part to the 'Status' toggle in the bottom part.

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

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



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# 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
<b>Transaction Fee</b>	2%	2.12%	All sellers
<b>Withdrawal Fee from Seller Wallet (After 3rd withdrawal)</b>	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 RM15 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	
<b>Original product price</b>	<b>RM 100.00</b>
(-) Seller borne discount	-RM 5.00
(+) Shipping fee paid by buyer	RM 0.00
<b>Total buyer paid amount</b>	<b>RM 95.00</b>
SELLER'S VIEW	
<b>Total buyer paid amount</b>	<b>RM 95.00</b>
(x) Transaction fee rate	2.12%
<b>Transaction fee</b>	<b>RM 2.01</b>
<b>Total buyer paid amount</b>	<b>RM 95.00</b>
(+) Free shipping voucher used	RM 4.13
(-) Shipping fee paid by Shopee on your behalf	-RM 4.13
(-) Transaction fee	-RM 2.01
<b>Payout to Seller</b>	<b>RM 92.99</b>

# 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 RM15 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
<b>Product selling price</b>	<b>RM 92.00</b>
Product selling price	RM 92.00
(+) Shipping fee charges	RM 4.13
(-) Free shipping voucher	-RM 4.13
<b>Total buyer paid amount</b>	<b>RM 92.00</b>
SELLER'S VIEW	
<b>Total buyer paid amount</b>	<b>RM 92.00</b>
(x) Transaction fee rate	2.12%
<b>Transaction fee</b>	<b>RM 1.95</b>
<b>Total buyer paid amount</b>	<b>RM 92.00</b>
(+) Free shipping voucher used	RM 4.13
(-) Shipping fee paid by Shopee on your behalf	-RM 4.13
(-) Transaction fee	-RM 1.95
<b>Payout to Seller</b>	<b>RM 90.05</b>

# 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 RM15 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	
<b>Original product price</b>	<b>RM 100.00</b>
(-) Seller borne discount	-RM 5.00
(-) Seller borne voucher	-RM 8.00
<b>Product selling price</b>	<b>RM 87.00</b>
Product selling price	RM 87.00
(+) Shipping fee charges	RM 4.13
(-) Free shipping voucher	-RM 4.13
<b>Total buyer paid amount</b>	<b>RM 87.00</b>
SELLER'S VIEW	
<b>Total buyer paid amount</b>	<b>RM 87.00</b>
(x) Transaction fee rate	2.12%
<b>Transaction fee</b>	<b>RM 1.84</b>
<b>Total buyer paid amount</b>	<b>RM 87.00</b>
(+) Free shipping voucher used	RM 4.13
(-) Shipping fee paid by Shopee on your behalf	-RM 4.13
(-) Transaction fee	-RM 1.84
<b>Payout to Seller</b>	<b>RM 85.16</b>

# Example Calculation of Transaction Fee

Assumptions:

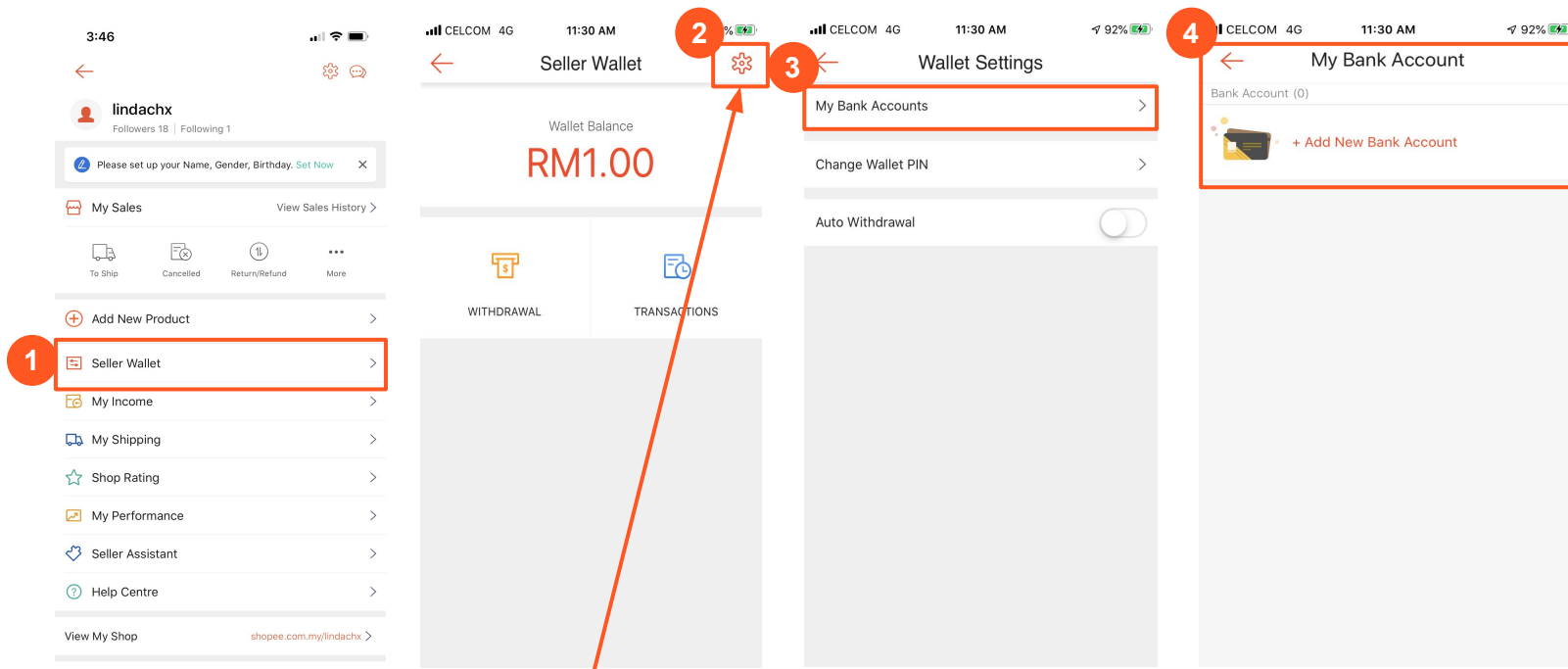
- Buyer **does not meet the minimum spend of RM40** and hence cannot use Free Shipping Voucher
- Seller sets Discount Promotion of 20% off for the product
- Seller is a normal seller (didn't sign up for RM15 Free Shipping Package or 10% Coins Cashback Programme)
- Parcel is less than 3kg and it is shipped using J&T Shopee Supported Logistics

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

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## 6.2 Adding your Bank Account

# Add Bank Account (App)



The process is shown in four sequential screenshots:

- Step 1:** Click "Seller Wallet" in the main menu.
- Step 2:** Click on the Settings icon (gear) in the Seller Wallet screen.
- Step 3:** Click "My Bank Accounts" in the Wallet Settings screen.
- Step 4:** Add the bank account details on the "My Bank Account" screen.

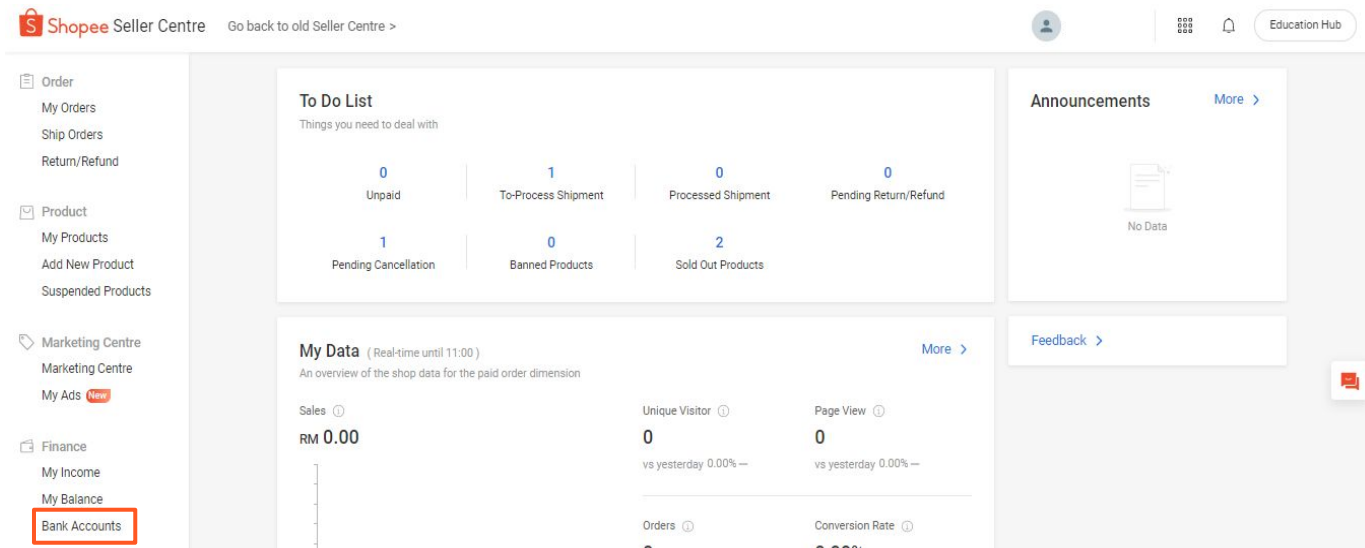
**Step 1:**  
Click "Seller Wallet"

**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**  
 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)  
 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)

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

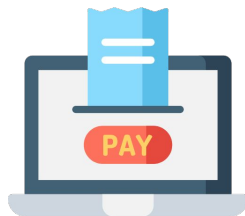
Bank Name

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

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## 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)

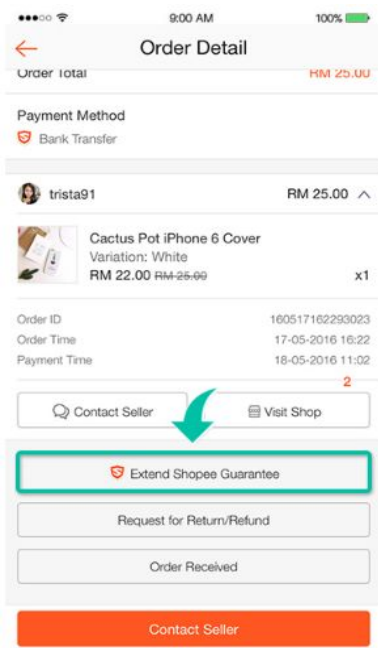
### EXAMPLE:

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.

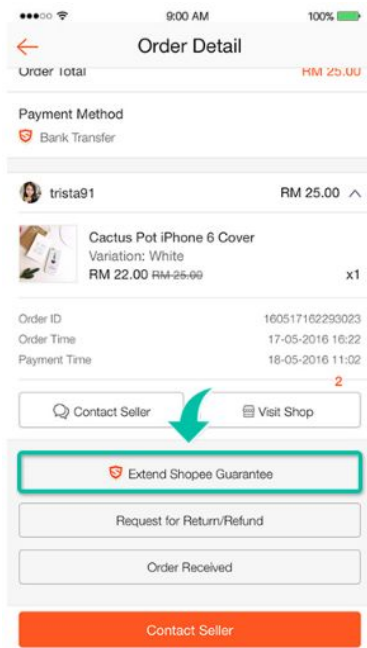
## Shopee Guarantee (3/4)



**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.



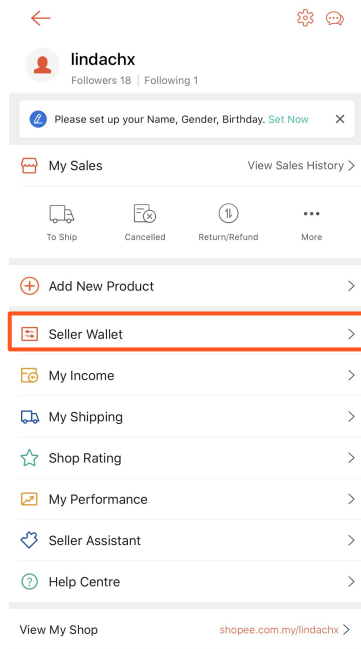
Shopee

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## 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!



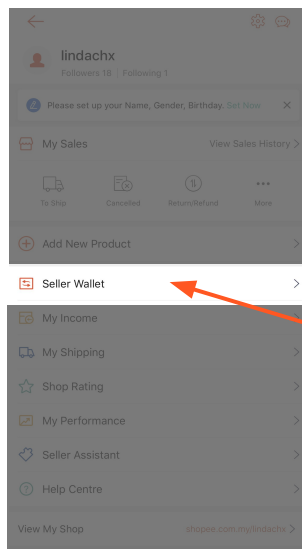
For sellers, Seller Wallet also gives you the convenience of:

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.

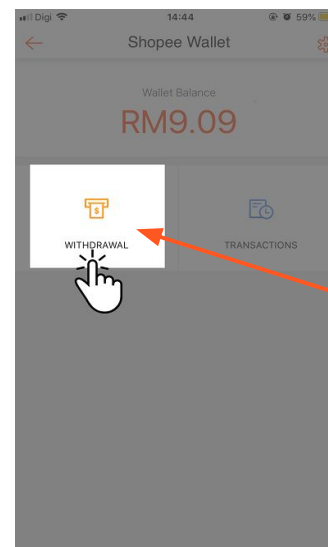
## How To Withdraw Money From Seller Wallet (1/3)

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:

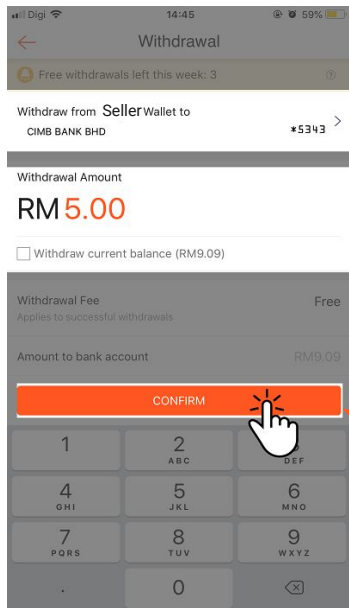


Click on  
**“Seller  
Wallet”**

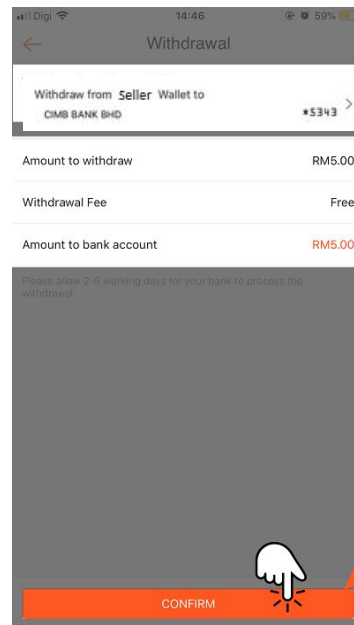


Go to **“Seller  
Wallet”** page and  
tap on  
**“Withdrawal”**

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

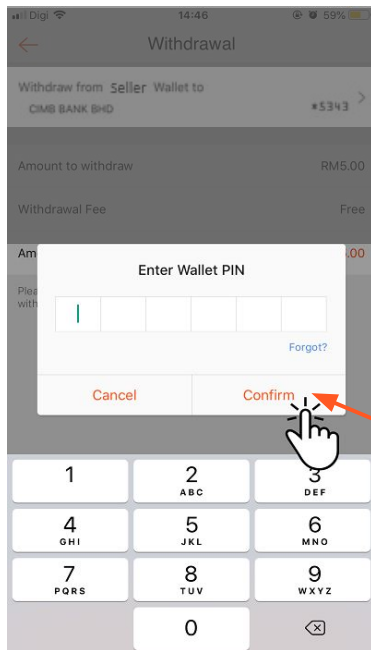


On the “Withdrawal” page, select the bank account that you want to transfer your money to, enter the amount you want to withdraw, and tap on “Confirm”.



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.

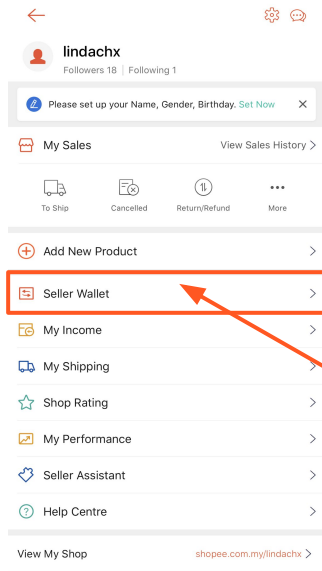
These automated withdrawals will occur **once a week on Wednesdays**. When this happens, Shopee will initiate a transfer of your **entire Wallet balance to your bank account**.

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](#).

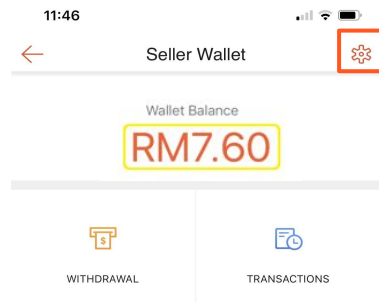
## What Is Automated Withdrawals? (1/2)

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:

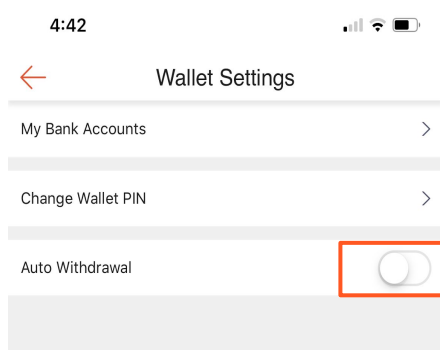


Click on the “me” and click on “Seller Wallet”.

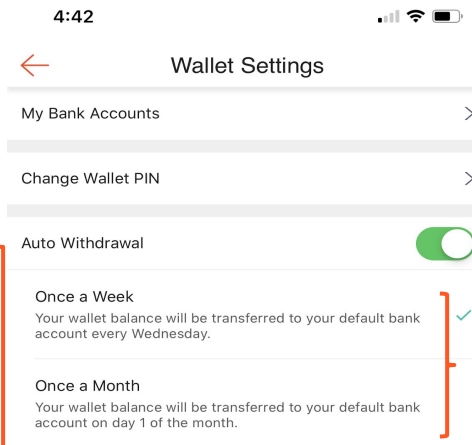


You can see your Wallet Balance highlighted in yellow. Click on “setting” on the top of the right of the page.

## 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

Shopee 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

## 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 [↓](#)

4 Nov - 10 Nov 2019 [↓](#)

28 Oct - 3 Nov 2019 [↓](#)

## My Tax Invoices [More >](#)

Download  
Weekly Income  
Statement




# Seller Education Hub

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

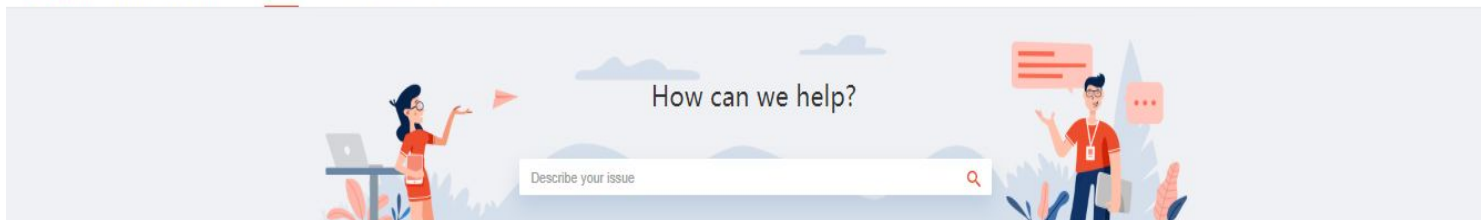
[\*https://seller.shopee.com.my/edu/\*](https://seller.shopee.com.my/edu/)

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# Learn more from Shopee Seller Education Hub

 Shopee Seller Education Hub

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



## Featured articles

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/>

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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
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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!