Shopee

Shopee course

Shopee

Shared by: Liu Yanli

- The Official Certified lecturer of Shopee
- Distinguished lecturer of China Practical Association of E-commerce, former vice president of Hebei Branch
- Chief operating officer of the Cross-border E-commerce C-terminal Project of Ark Outstanding Science Education Group
- 4 years of Shopee operation experience and 5 years of Amazon operation experience
- Fields of expertise: opening and operation of new shops, product selection, ice-breaking sales, off-page optimization, data analysis, etc. She once made the single listing of multiple accounts enter the Top 3 list at the Philippine website within 2 months.

Shopee课程体系
Shopee course system

- 一、账号注册
  I. Account registration
  - 卖家招商标准
    Seller incorporation criteria
  - 卖家入驻流程
    Entry procedure for sellers
  - Shopee开店申请
    Shopee shop application
  - 收款账号注册与绑定
    Collection account registration and binding
- 二、买家视角
  II. Buyer's perspective
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    Introduction to each site page
  - 卖家中心介绍
    Introduction to the seller center
- 三、平台和站点介绍
  III. Introduction to platform and site
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    Introduction to platform
  - 主要站点介绍
    Introduction to main site
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  - 运费
    Freight
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    Check the bill
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    Product pricing
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    Release of individual commodity
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- 六、售前
  VI. Pre-sales
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    Shop decoration
  - 物流设置
    Logistics setting
  - 客服设置
    Customer service setting
- 七、售中
  VII. In sales
  - 订单状态
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  - 议价处理
    Making an offer
  - 客服常见问题解答
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  VIII. After-sales
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  - 打包教程
    Packaging tutorial
  - 退货退款
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  - 评价处理
    Rating processing
- 九、平台政策
  IX. Platform policy
  - 店铺评分及基础平台规则
    Shop scores and basic platform rules
  - 优选卖家
    Preferred seller
  - 惩罚积分系统
    Penalty scoring system
  - 禁售品及物流渠道限制
    Channel restrictions on prohibited commodity and logistics
- 十、促销
  X. Promotion
  - 站内免费流量
    Free traffic within website
  - 站内付费流量
    Paid traffic within website

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Module I

Account registration

Shopee account registration

1. Seller incorporation criteria
2. Entry procedure for sellers
3. SHOPEE shop application
4. Collection account registration and binding

PART 1

Seller incorporation criteria

Shopee Seller incorporation criteria

跨境卖家	内贸卖家	传统外贸、传统内贸、无经验卖家
之前主营亚马逊 eBay,速卖通等**跨境电商平台**	之前主营淘宝拼多多京东等**国内电商平台**	之前主营B2B接国际、国内订单或没有任何经验
➢ 拥有中国大陆或香港注册的合法**企业或者个体户营业执照** ➢ 产品符合当地出口要求及当地进口要求 ➢ 有3个月以上跨境电商经验	➢ 拥有中国大陆或香港注册的合法**企业或者个体户营业执照** ➢ 产品符合当地出口要求及当地进口要求 ➢ 有3个月以上内贸电商经验	➢ 拥有中国大陆或香港注册的合法**企业营业执照** ➢ 产品符合当地出口要求及当地进口要求
首站：马来西亚、菲律宾或巴西	首站：台湾	首站：台湾

跨境卖家招商标准
拥有中国或香港注册的
合法企业营业执照
产品符合当地出口要求
及当地进口要求
有3个月以上跨境电商经验
及产品数量达100以上

跨境卖家招商标准
拥有中国或香港注册的
合法企业营业执照
产品符合当地出口要求
及当地进口要求
有3个月以上跨境电商经验
及产品数量达100以上

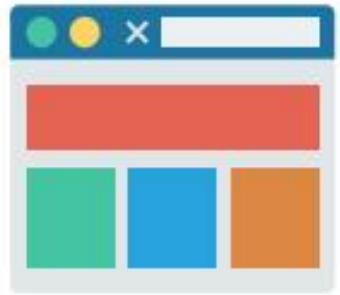
入驻资料准备

大陆身份证法人卖家入驻准备资料：

1. 提交法人身份证照片，按要求录制小视频进行人脸识别
2. 香港或大陆有限公司营业执照或是个体工商营业执照原件照片
3. 近三个月内店铺订单流水截图以及链接（根据过往主要经营经验选择进行提供）
4. 公司办公地址
5. 店铺验证视频以及其他视频（选填）

非大陆身份证法人卖家入驻准备资料：

1. 香港或大陆有限公司营业执照或是个体工商营业执照原件照片
2. 法人手持身份证正反面原件照片
3. 法人手持身份证正反面及营业执照视频
4. 近三个月内店铺订单流水截图以及链接（根据过往主要经营经验选择进行提供）
5. 公司办公地址
6. 店铺验证视频以及其他视频（选填）



Shopee卖家学习中心出品，未经授权。

PART 2

Entry procedure for sellers

Shopee Entry procedure for sellers

Shopee卖家注册及入驻流程

线上申请

a.通过Shopee.cn入驻，点击“立即入驻”-“填写申请表”；

b.注册主账号，主账号可用于提交材料以及查看审核进度；

注册店铺&资质审核

a.注册开店，按照指引填写入驻信息表单（可直接在入驻申请记录页面注册店铺（品牌卖家除外），审核通过前店铺无销售权）；

b.资质审核（初审5个工作日内给予回复，周末节假日除外）；

新手任务

a.激活Shopee企业微信，加入Shopee官方答疑群；

b.完成店铺后台50个产品上新；

c.完成新手考试并填写问卷，对接专属运营经理；

Note: please be sure to enter the platform through the Official Shopee with real information

Shopee Platform discount and support

Commission

For new sellers,
the commission for the first three months is free (**5%-6%** commission will be charged after three months)

Subsidy

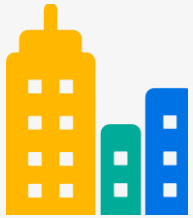
The platform carefully builds **SLS** logistics services and provides logistics solutions
as well as freight subsidies.

Customer contact

After entry, the customer manager of **Shopee** will contact with the customer and shares market demands and updated policies
at each site in real time.

Online and offline training

Shopee will online regularly share the latest market information through announcements and WeChat official account
and offline organizes to share skills and
analyze successful cases



The technology R&D team is settled in Shenzhen

Chinese cross-border sellers will be fully supported to vigorously develop cross-border business

PART 3

SHOPEE shop application

Shopee shop application

Please be sure to look for the following channels:

- **Official website delivery: http://shopee.cn/;**
- **Official WeChat official account, WeChat channel, Tik Tok account: Shopee Cross-border E-commerce**
- **Official Kwai account: Official Shopee**
- **Official applet: Shopee Investment Promotion**
- **Attend the investment promotion conference of Shopee and directly contact with the investment promotion manager on site.**

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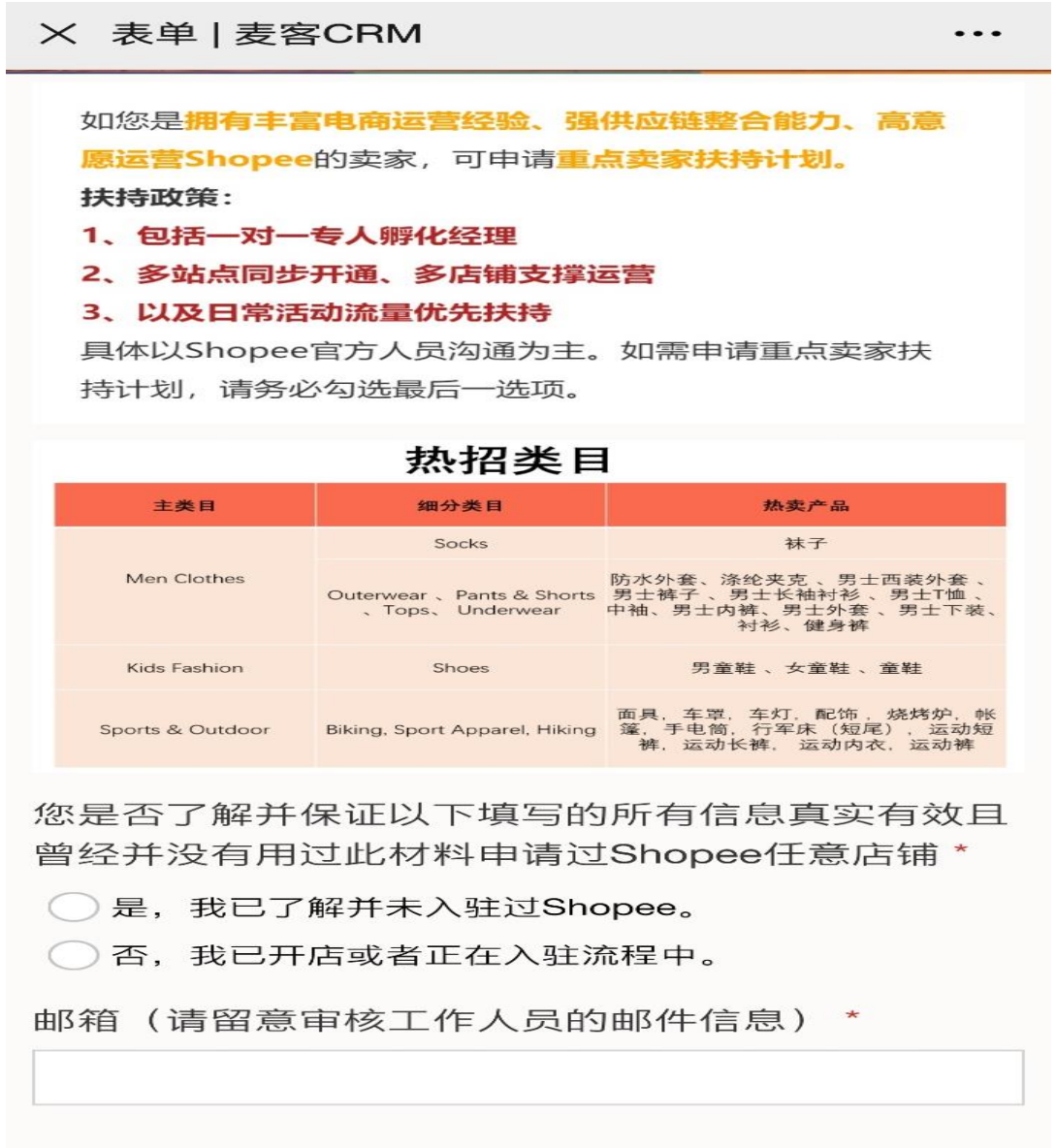
Shopee shop application



表单 | 麦客CRM

如您是**拥有丰富电商运营经验、强供应链整合能力、高意愿运营Shopee**的卖家，可申请**重点卖家扶持计划。**

扶持政策：

1、包括一对一专人孵化经理

2、多站点同步开通、多店铺支撑运营

3、以及日常活动流量优先扶持

具体以Shopee官方人员沟通为主。如需申请重点卖家扶持计划，请务必勾选最后一选项。

热招类目

主类目	细分类目	热卖产品
Men Clothes	Socks	袜子
	Outerwear 、 Pants & Shorts 、 Tops、 Underwear	防水外套、涤纶夹克 、男士西装外套 、男士裤子 、男士长袖衬衫 、男士T恤 、中袖、男士内裤、男士外套 、男士下装、衬衫、健身裤
Kids Fashion	Shoes	男童鞋 、女童鞋 、童鞋
Sports & Outdoor	Biking, Sport Apparel, Hiking	面具，车罩，车灯，配饰 ，烧烤炉，帐篷，手电筒，行军床（短尾），运动短裤，运动长裤，运动内衣，运动裤

您是否了解并保证以下填写的所有信息真实有效且曾经并没有用过此材料申请过Shopee任意店铺 *

○ 是，我已了解并未入驻过Shopee。

○ 否，我已开店或者正在入驻流程中。

邮箱（请留意审核工作人员的邮件信息） *

Follow the prompts to apply for opening a shop step by step; After filling in the form, Shopee will send the audit information to your QQ mailbox

入驻后客户经理对接

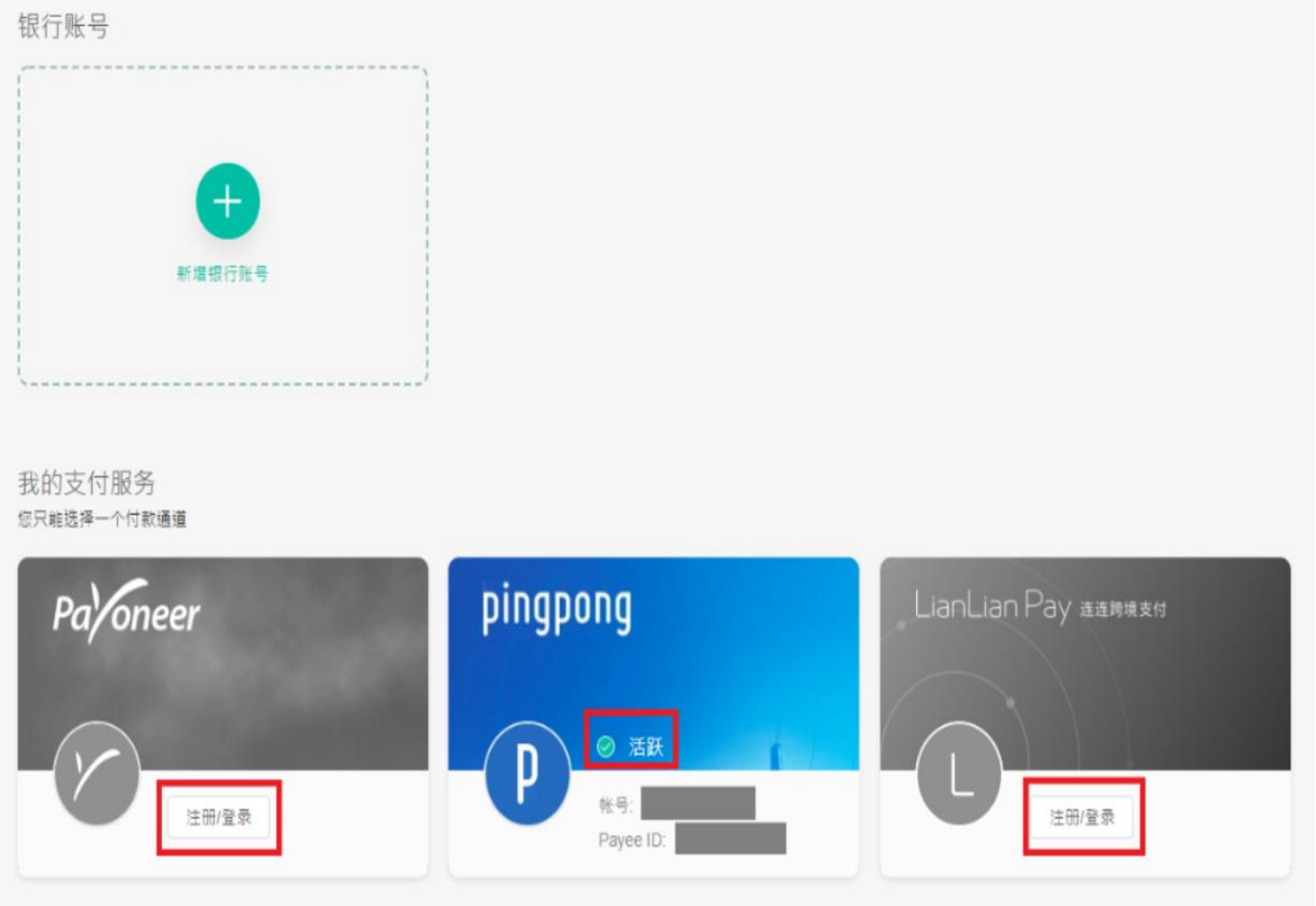
入驻成功后

- Shopee卖家孵化团队将通过邮箱、QQ或电话等方式与卖家对接，请注意查收相应信息；
- 每周Shopee官方通过电子邮件发送《Shopee市场周报》，供卖家运营参考；
- 新开设店铺默认的转运仓库是Shopee深圳转运仓，卖家须根据自身情况向客户经理申请变更为上海转运仓、义乌转运仓或泉州转运仓。

PART 4

Collection account registration and binding

Introduction to the function of the seller center of Shopee - [Finance - Bank Accounts] My Wallet



Shopee will pay the order settlement amount to the seller's account through the third-party payment partners **Payoneer**, **PingPong** or **LianLian Pay** twice a month in the **middle of the month** and at the **end of the month**.

***Note:** **In 2020, the sellers of new shops will receive the emails automatically sent by the system to open parent accounts and subaccounts. After parent accounts and subaccounts are activated, payment passwords (wallet passwords) shall be set before the third-party payment accounts are bound in the background of the seller center.**

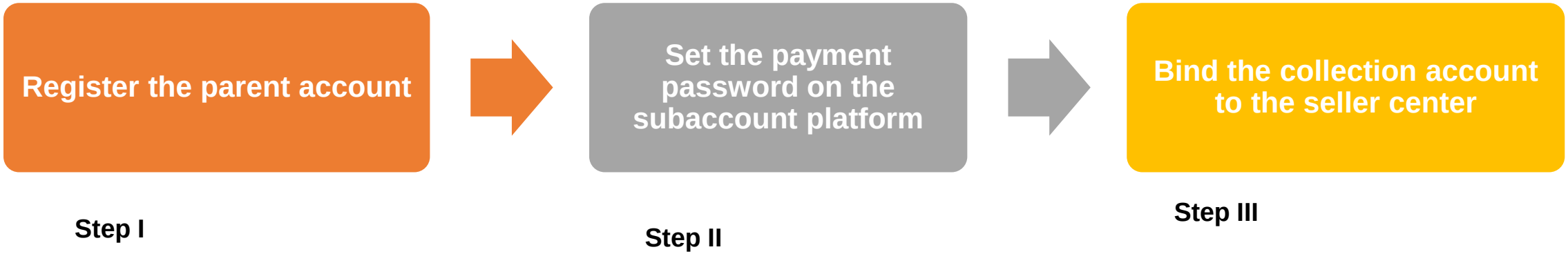
Description of setting parent accounts and subaccounts: https://shopee.cn/edu/article/5675

Description of binding the wallet password:

https://shopee.cn/edu/article/4561

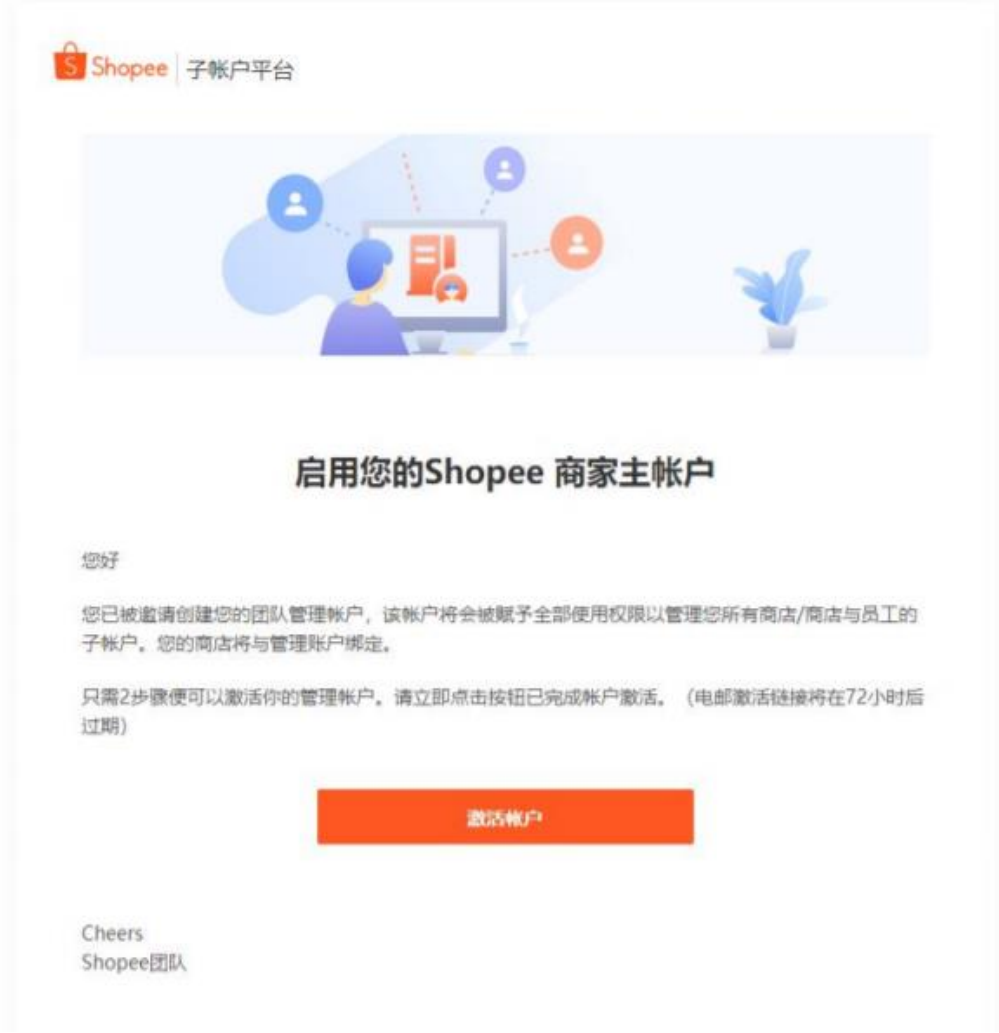
If the account has been bound successfully, "Active" will shown on the card. On the contrary, if the account has not been bound successfully, or the binding operation has not been performed, it's gray.

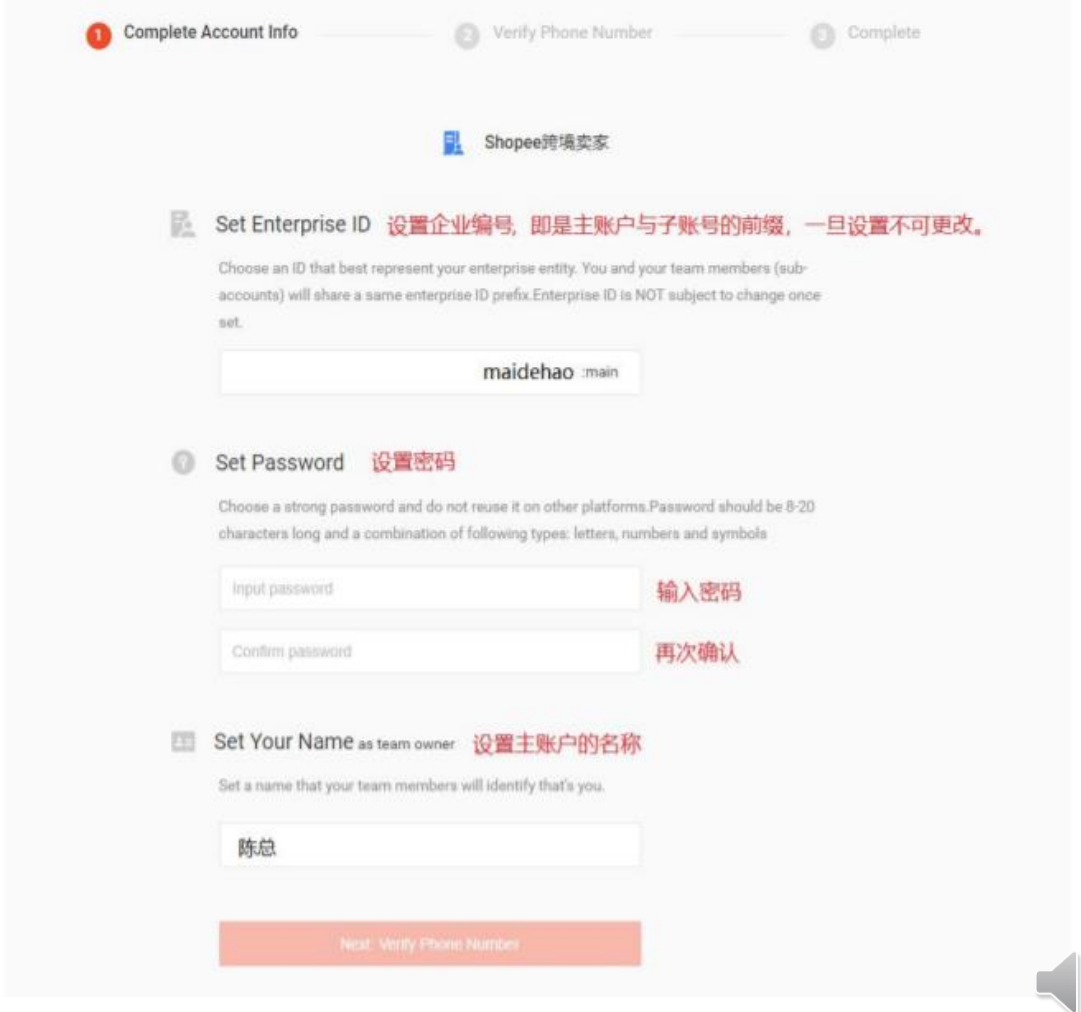
How to bind the collection account



Register the parent account of Shopee

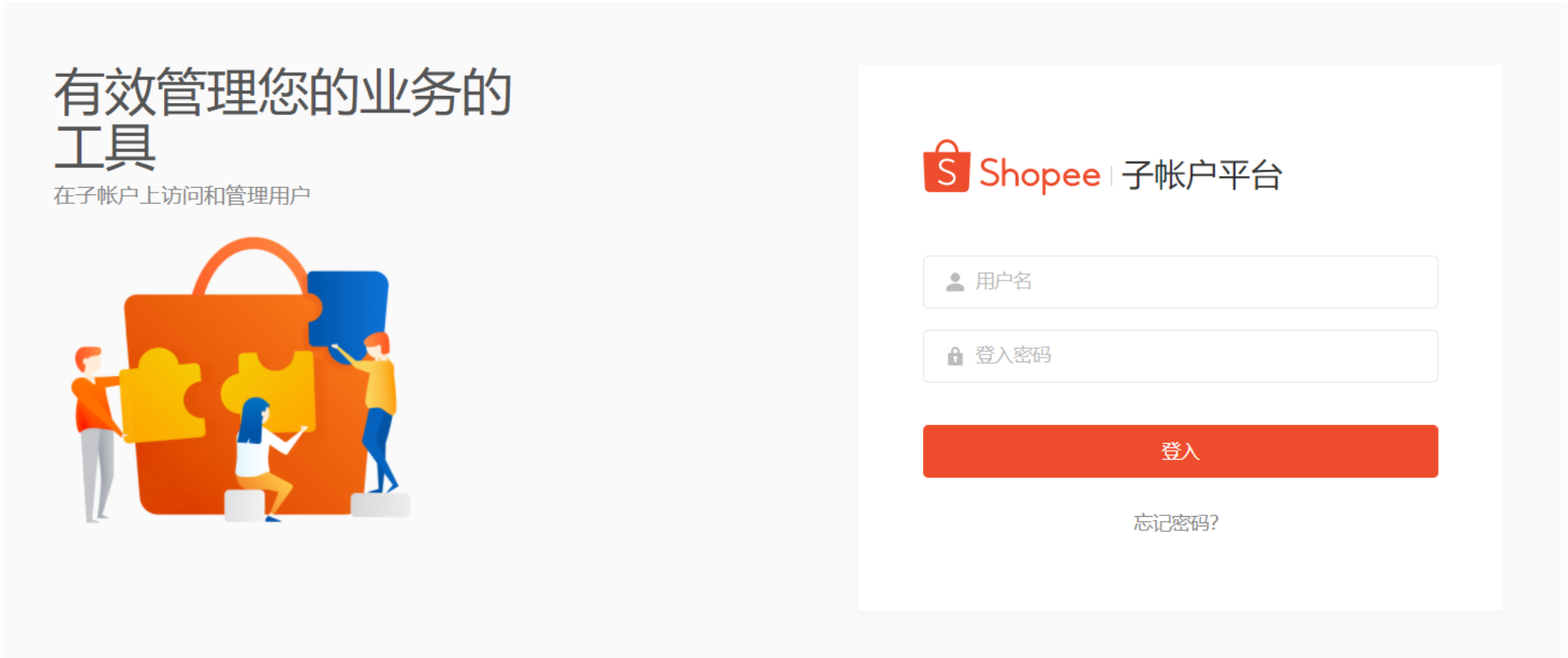
Dear new seller, your mailbox used for parent account registration will receive an email to invite account activation. Please click "Activate Account" according to the email instructions to enter the parent account and subaccount platforms to complete the activation of the parent account. After the activation of the parent account is completed, the parent account and its password will be used in subsequent operations!





Understand the payment password

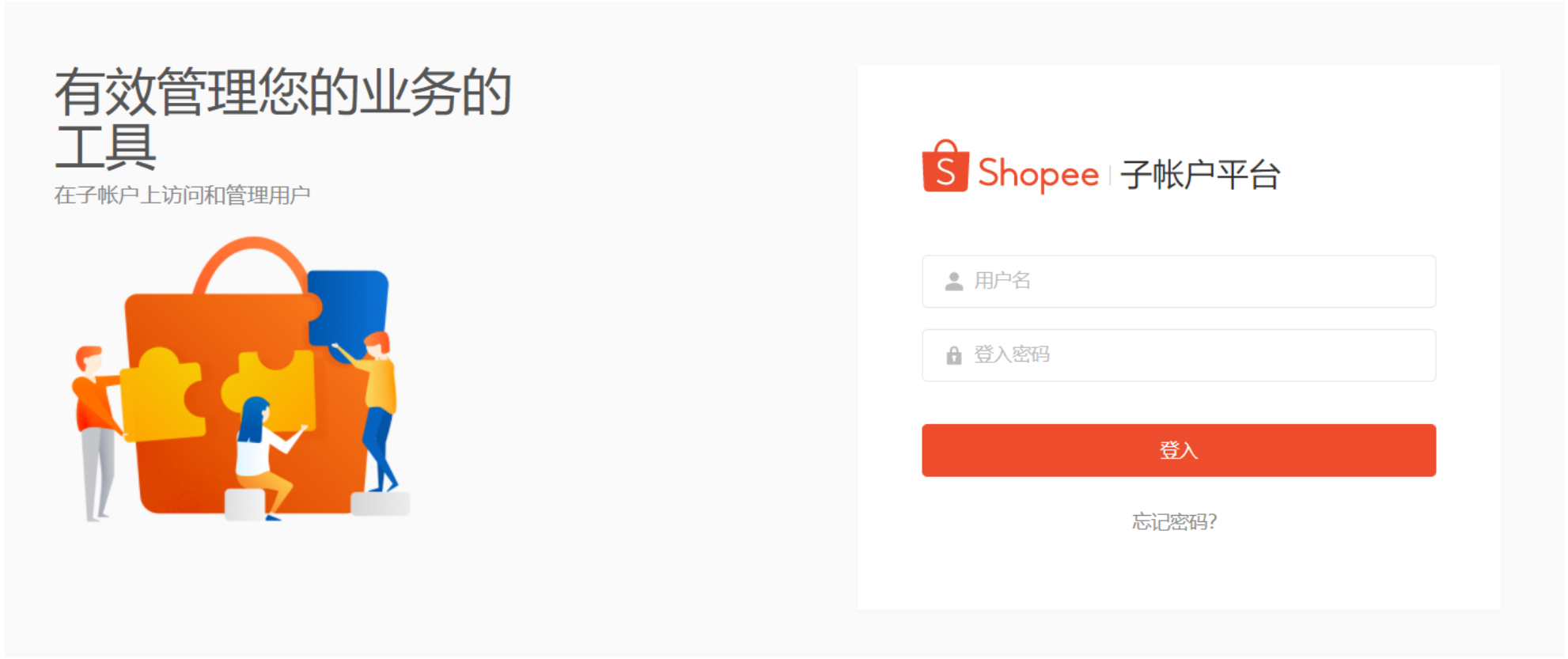
The [payment password] is the password to be used for any payment / bank account binding. Please distinguish it from the login password!
The [payment password] can only be set and changed on the subaccount platform with the parent account!



Subaccount platform: https://subaccount.shopee.com/login/

Set the payment password

Step I: login the subaccount platform (https://subaccount.shopee.com/login/) with the parent account(XXX: main).



Set the payment password

Step II: click My Account - Payment Password - Set

Set the payment password

Step II: click My Account - Payment Password - Set
[Note] For security reasons, you are required to enter the[login password of the parent account] and use the verification code received by your mailbox or mobile phone number for verification.

Set the payment password

Step II: click My Account - Payment Password - Set.
After verification, create the payment password and save it!

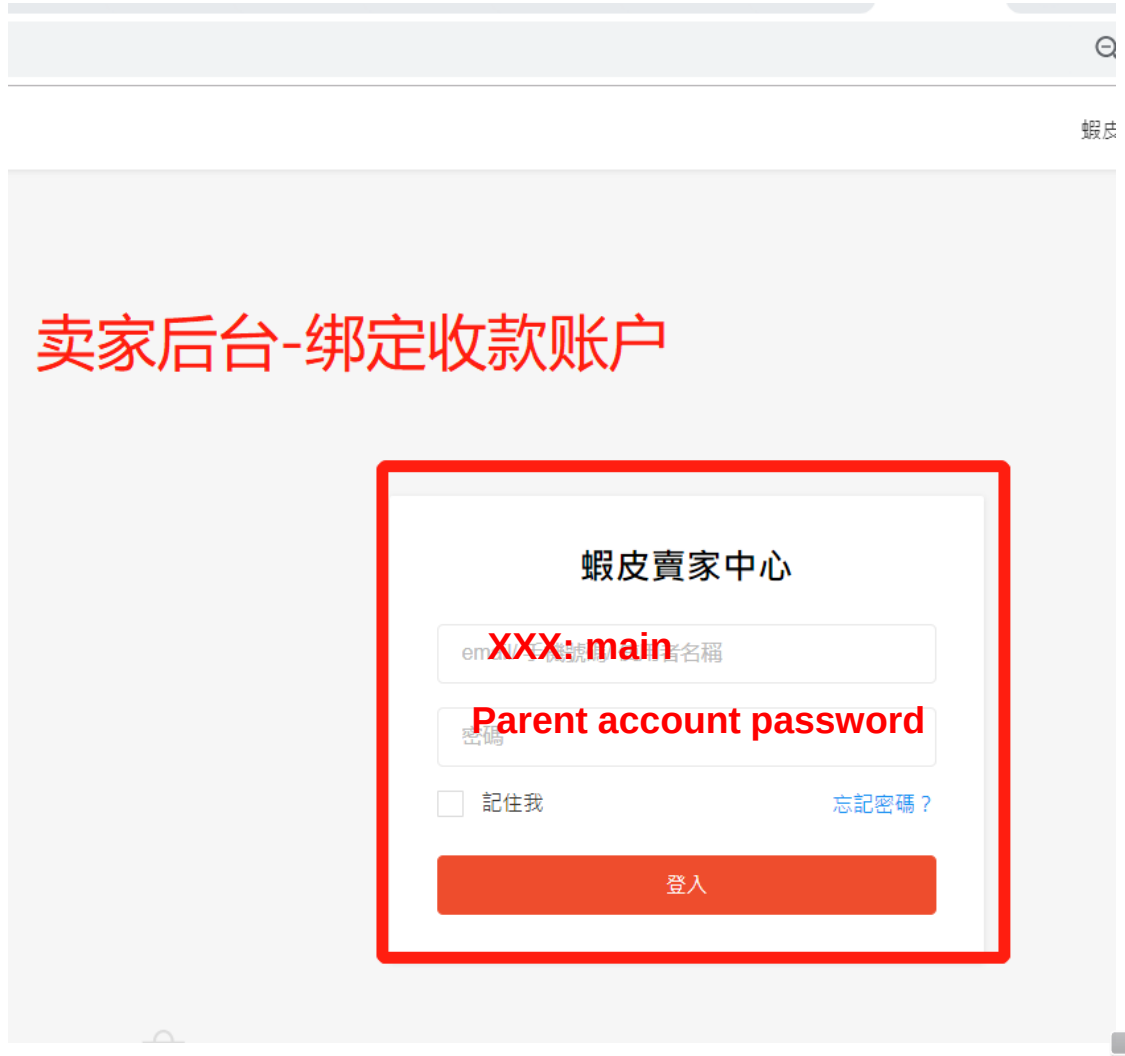
Tips for setting the payment password!

1. The payment password cannot be the same as the login password, and the password length shall be 8-16 digits.

2. If multiple shops are bound to the parent account, this payment password will be applicable to all shops under the same parent account!

Bind the collection account

Step I: login theseller center with the [parent account password]



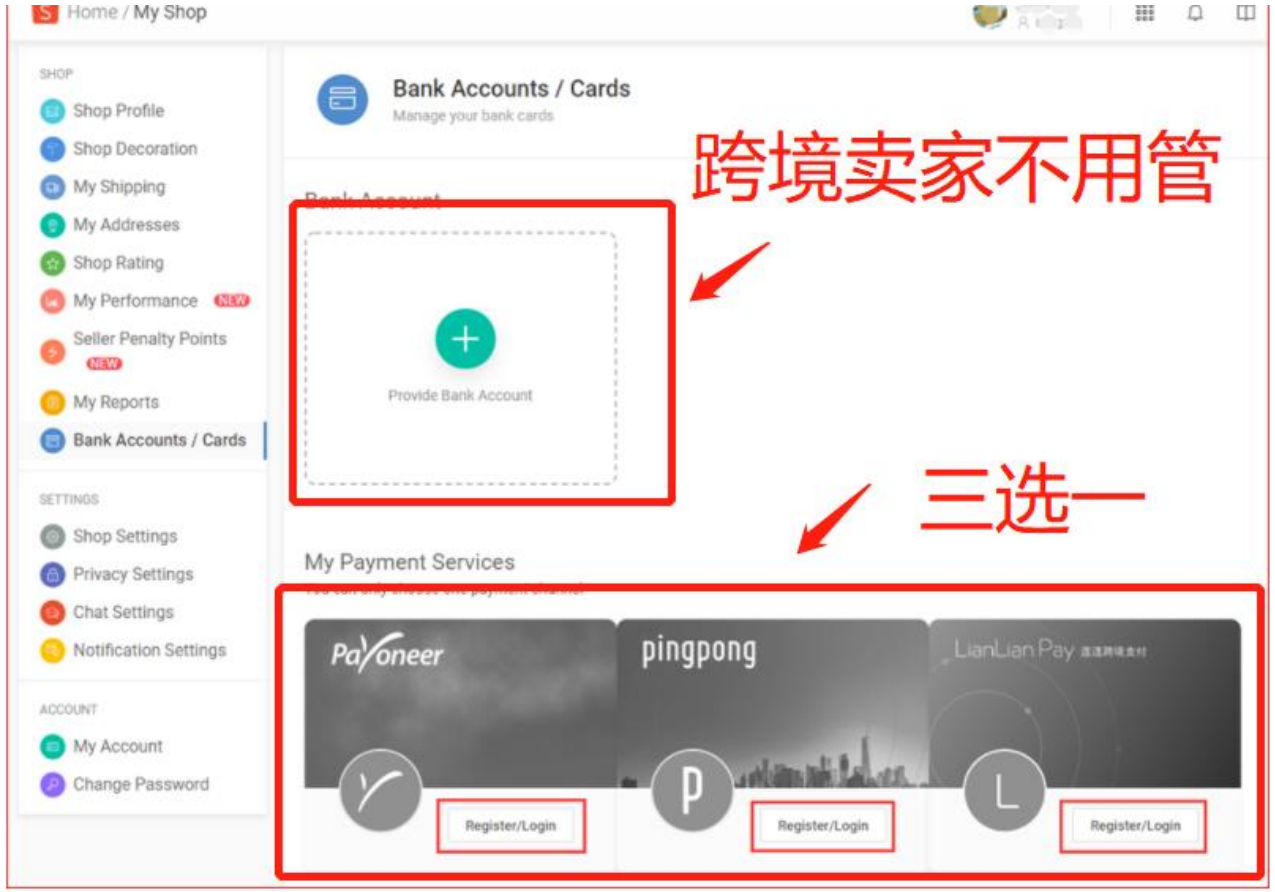
Bind the collection account

Step II: click the bank account. [Note] After clicking, you are required to enter the [login password of the parent account] for safety reasons.

Bind the collection account

Step II: enter Bank Account - My Payment - Payoneer / LianLian Pay / Pingpong (select one to register / login)

[Note] After clicking Register / Login, you are required to enter the [payment password] for the next operation.



Bind the collection account

Step III: After binding, it is blue and in the active state, which means that the binding operation is completed!

Payment rules

1. Twice a month. Please first find out the orders in the first half of the month up to the loan date (only the payment for **orders completed** in the first half of the month is allocated each time). If no payment is made this time, it will be postponed to the next time; **The monthly payment time is about within the 4th-10th day and the 22nd-30th day**, which may be delayed or advanced by 2 days due to the different working days and the transfer cycles of various banking systems.

2. If the collection account is bound this month, it will take effect and receive the payment next month.

3. In terms of payment currency: the payment currency in Singapore is SGD; the payment currency in Indonesia is IDR; the payment currency in Thailand / Malaysia / Taiwan / Philippine is USD. The withdrawal currency of the Vietnam site "Lianlian" is determined by sellers.

Exception handling:

If there is any exception in the binding process, please login the seller learning center of Shopee for more details!

The learning center of Shopee: https://shopee.cn/edu/home

The parent account and subaccount system of Shopee: https://shopee.cn/edu/article/5675

Binding of the collection account of Shopee: https://shopee.cn/edu/article/4612

Introduction to the payment process of Shopee: https://shopee.cn/edu/article/4610

一、账号注册
I. Account registration

- 卖家招商标准
  Seller incorporation criteria
  - 不同类型卖家招商标准
    Incorporation criteria of different types of sellers
  - 入驻资料准备
    Entry data preparation
- 卖家入驻流程
  Entry procedure for sellers
  - 线上申请
    Online application
  - 注册店铺/资质审核
    Shop registration/qualification review
  - 新手任务
    Newbie task
  - 平台优惠与支持政策
    Platform discount and support policy
- Shopee开店申请
  Shopee shop application
  - 官网投递: http://shopee. cn/;
    Official website delivery: http://shopee. cn/;
  - 官方微信公众号、视频号、抖音号: Shopee跨境电商
    Official WeChat official account, WeChat channel, Tik Tok account: Shopee Cross-border E-commerce
  - 官方快手号: Shopee官方
    Official Kwai account: Official Shopee
  - 官方小程序: Shopee招商
    Official applet: Shopee Investment Promotion
  - 参加Shopee招商会， 现场直接与招商经理对接
    Attend the investment promotion conference of Shopee and directly contact with the investment promotion manager on site.
  - 入驻成功后会有客户经理对接
    There is a customer manager for contact after successful entry.
- 收款账号注册与绑定
  Collection account registration and binding
  - Shopee第三方支付合作商: Payoneer、 PingPong或LianLian Pay
    Third-party payment partners of Shopee: Payoneer, PingPong or LianLian Pay
  - 如何绑定收款账号
    How to bind the collection account?
  - 打款规则
    Payment rules

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Module II

Buyer's perspective

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Introduction to the foreground-background page module

1 Introduction to each site page

2 Introduction to the seller center

PART 1

Introduction to each site page

Website and App of each Shopee site

The background address of each Shopee site:
Enter the "shopee.cn" official website - pull the home page to the bottom - you can choose the background of the sellers of 7 major sites.

The foreground address of each Shopee site:
Enter the "shopee.cn" official website - pull the home page to the bottom - you can choose the foreground of the buyers of 7 major markets.

Mobile Shopee App download

Address: scan the QR code on the right or enter the "shopee.cn" official website - pull the home page to the bottom - you can choose the APP download route.
Note: If the corresponding site cannot be found, please contact with the manager.

The foreground-background login websites of each site:

Buyer entrance of Shopee:

Taiwan: https://xiapi.xiapibuy.com/
Indonesia: https://id.xiapibuy.com/
Thailand: https://th.xiapibuy.com/
Singapore: https://sg.xiapibuy.com/
Vietnam: https://sg.xiapibuy.com/
Malaysia: https://my.xiapibuy.com/
Philippines: https://ph.xiapibuy.com/

Seller entrance of Shopee:

https://seller.xiapi.shopee.cn/account/signin?next=%2F

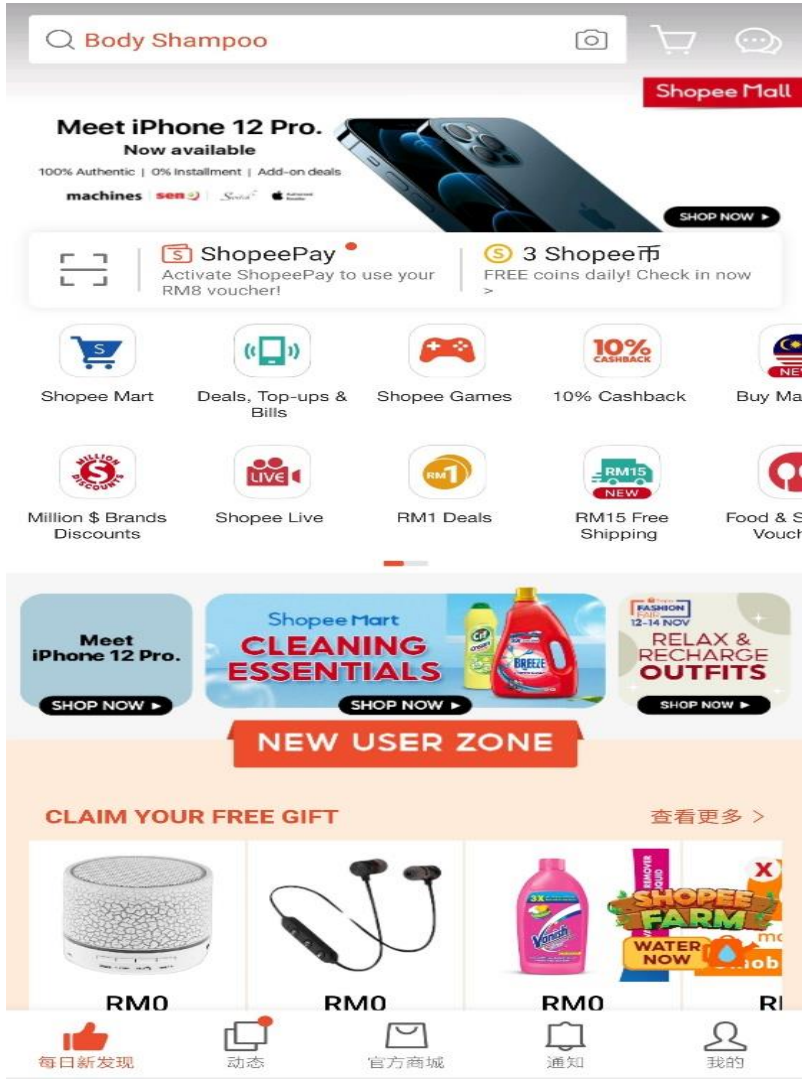
Shopee APP download:

https://shopee.cn/android-download

Shopee

Each site page module of Shopee APP

Malaysian site



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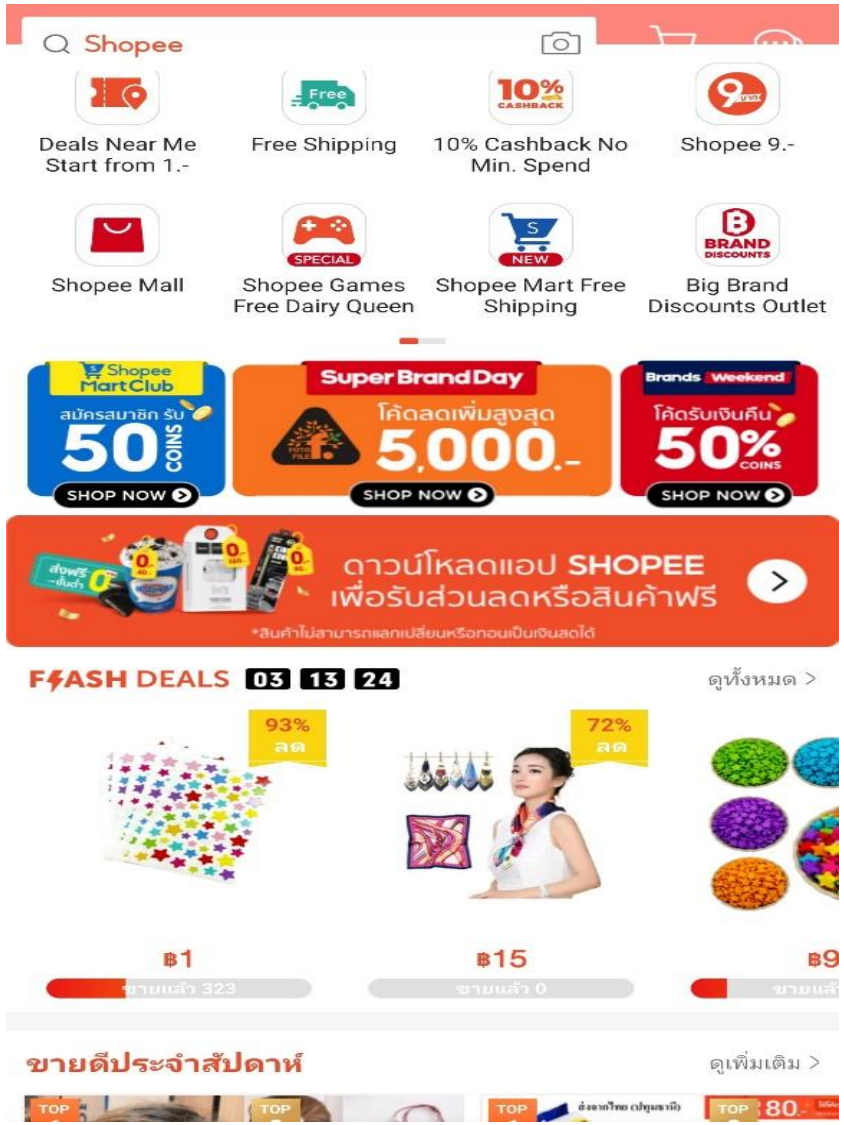
Taiwan site

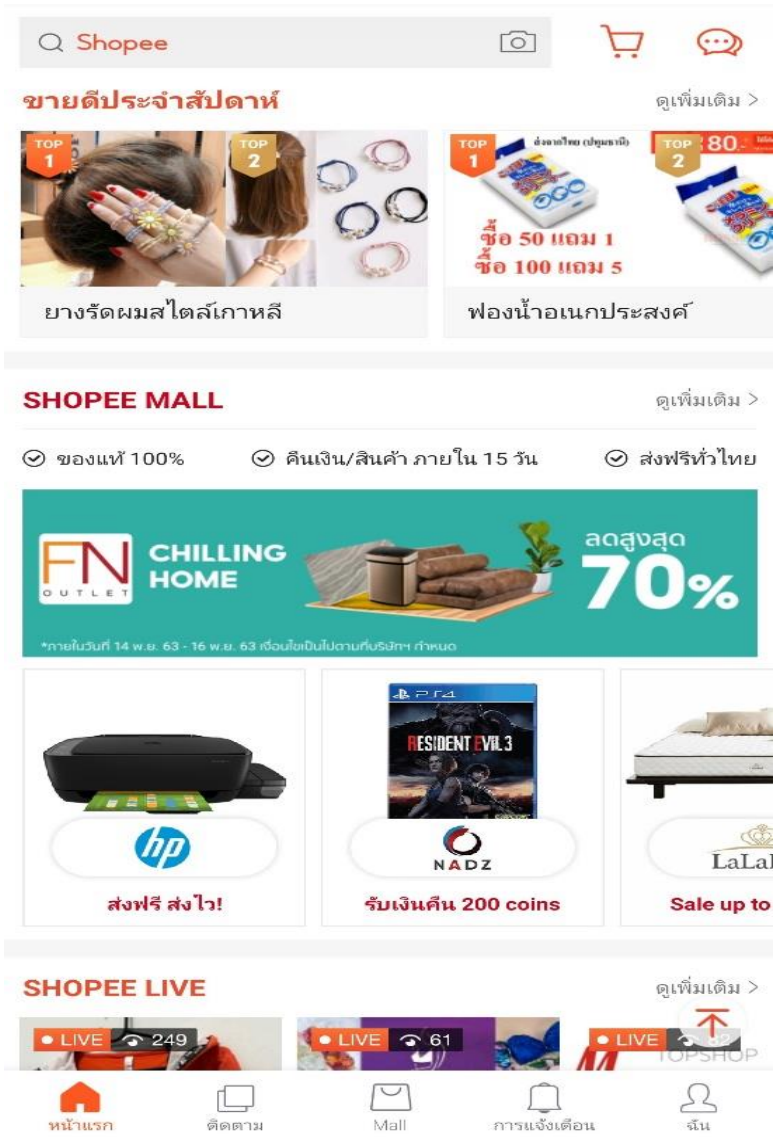
Shopee

Indonesian site

Shopee

Thailand market





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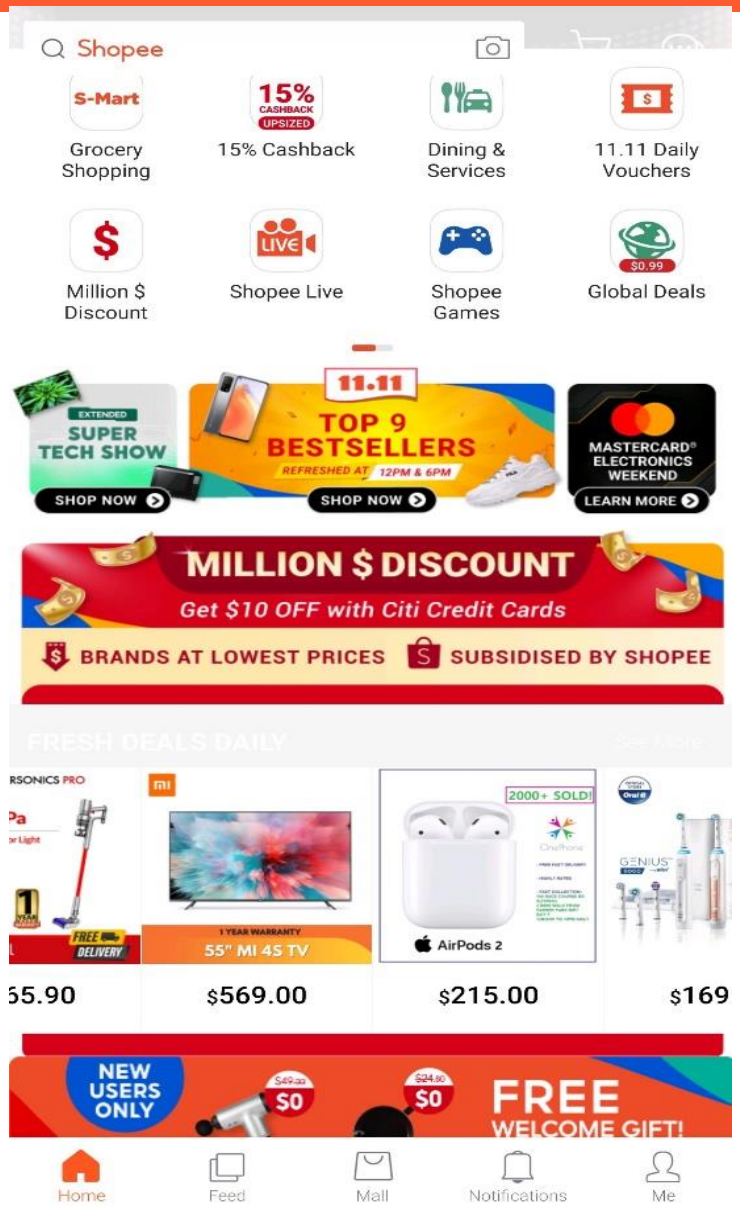
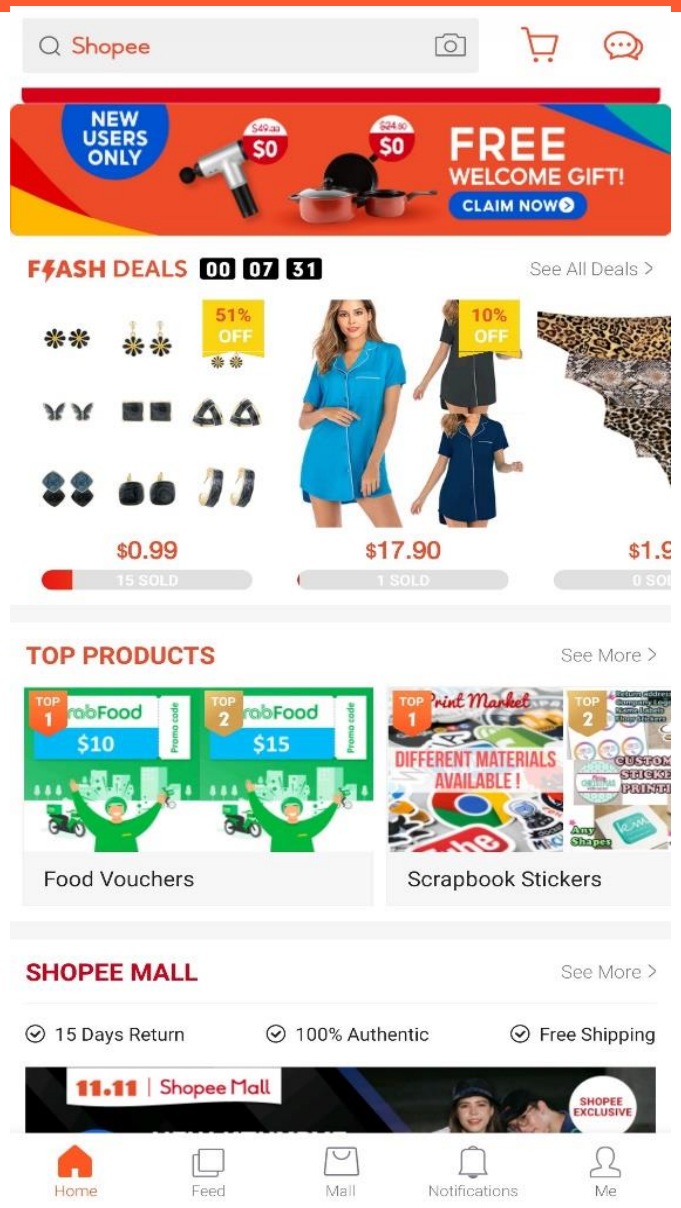
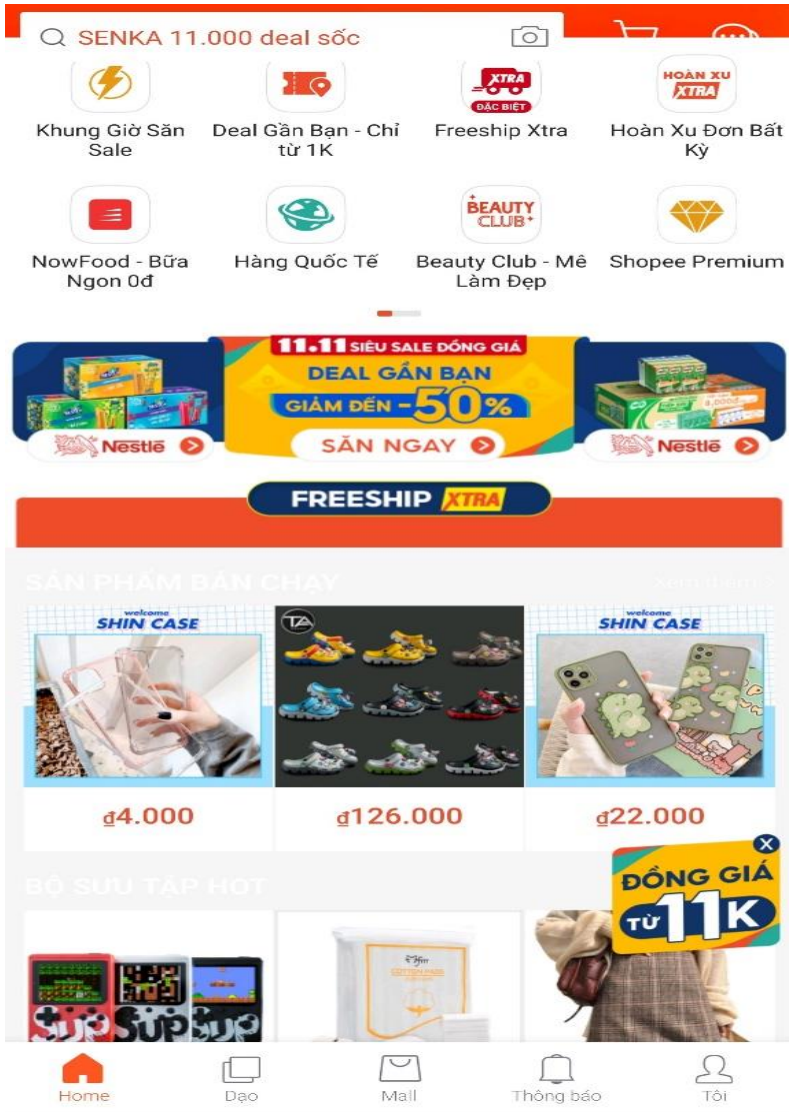
Singapore site

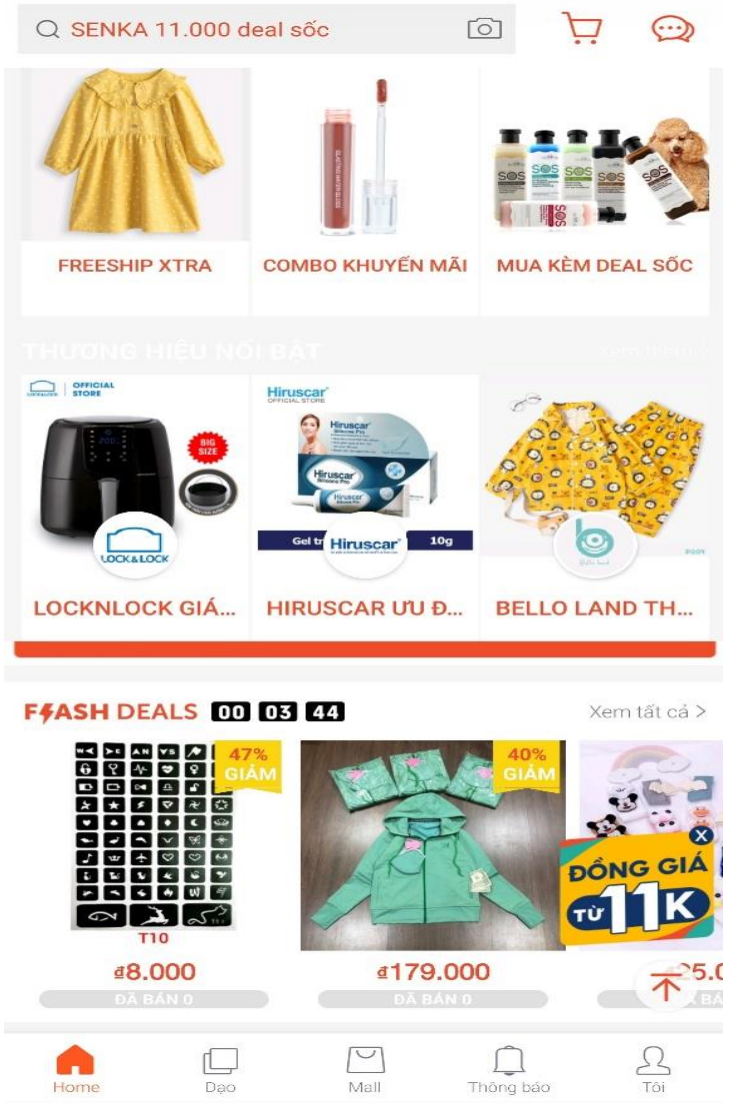




Shopee

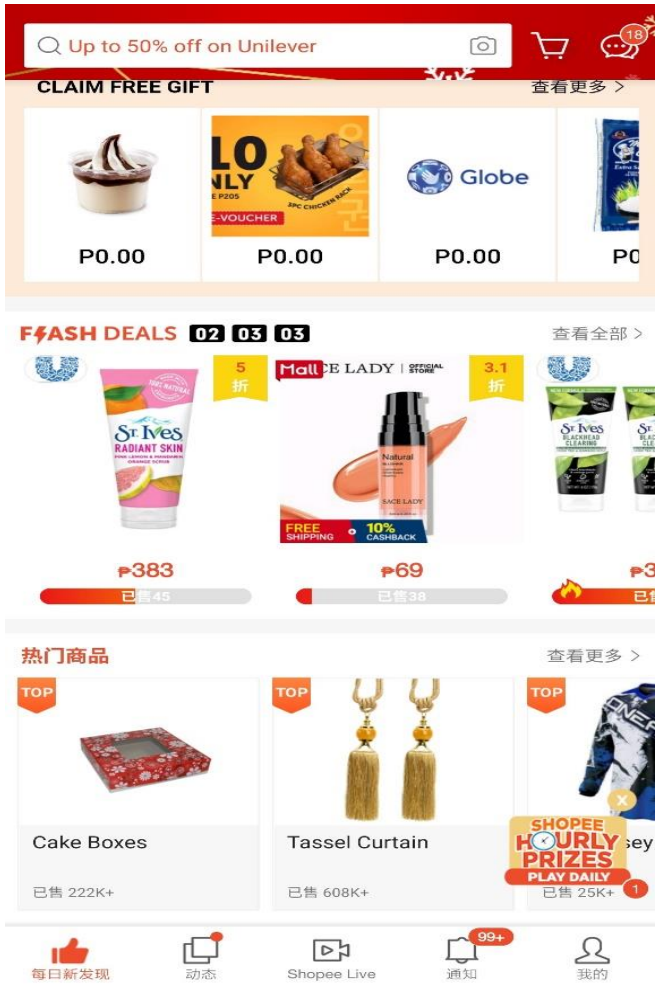
Vietnam market





Shopee

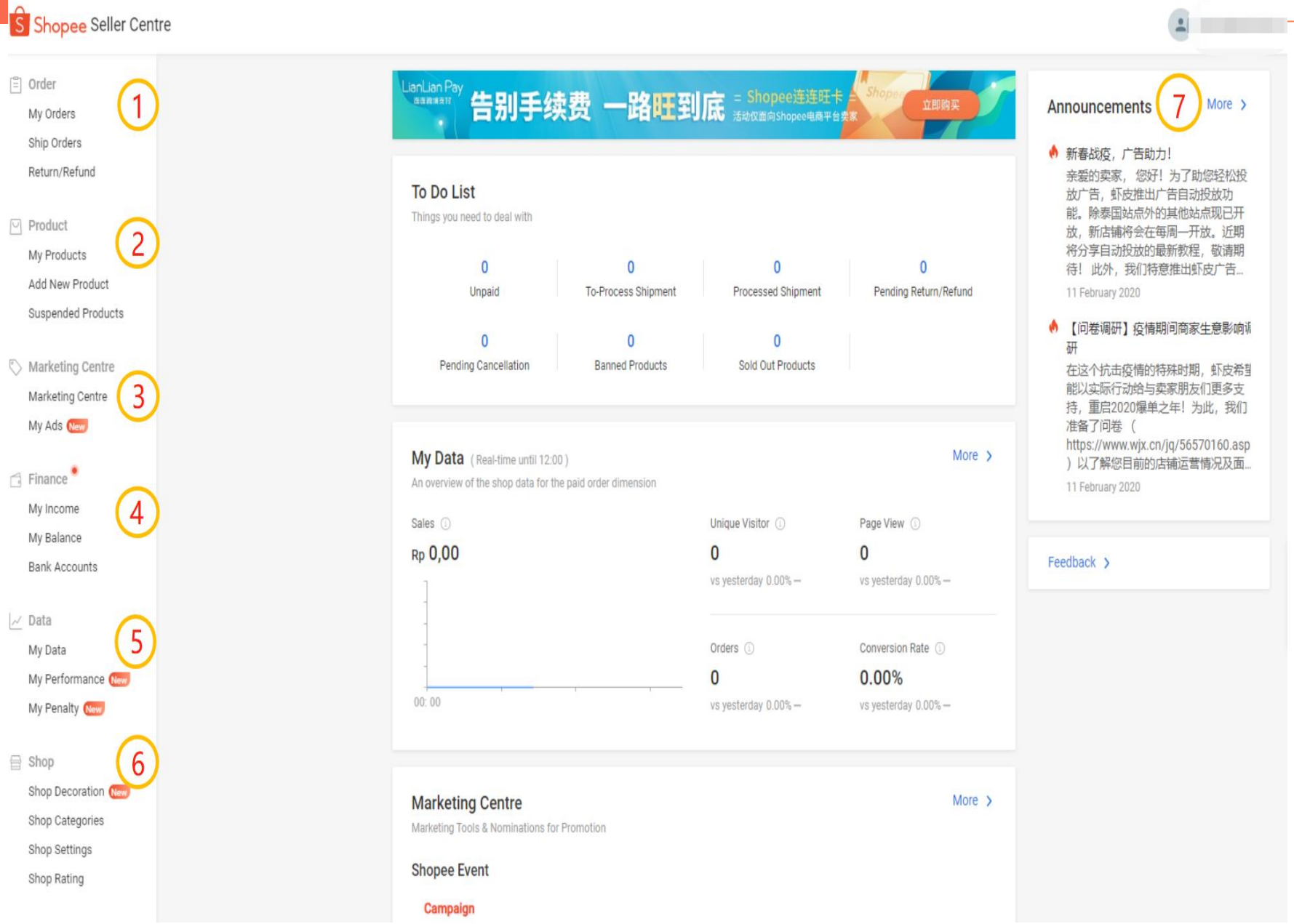
Philippine market



PART 2

Introduction to the seller center

Introduction to the function of the background seller center of Shopee



1. [Order]

View the sold order / logistics / refund / return information

2. [Product]

Upload / edit products and view illegal commodities

3. [Marketing Centre]

Submit the registration information of commodities participating in platform activities and set the multiple promotion activities of the shop

4. [Finance]

View the shop revenue and add the third-party payment accounts supported by Shopee

5. [Data]

View the performance data and penalty points of the shop

6. [Shop]

Settings related to shop decoration / logistics / notification

7. [Announcements]

View the announcements of platform-related sites

Introduction to the function of the seller center of Shopee - [Order-My Orders] My Orders

1. All

Include unpaid orders, orders to be shipped, shipped orders, completed orders, canceled orders and
return / refund orders

2. View Shipping Details

Click to view detailed information such as order logistics status, the buyer's receiving address, order products and order amount

3. Arrange Shipment

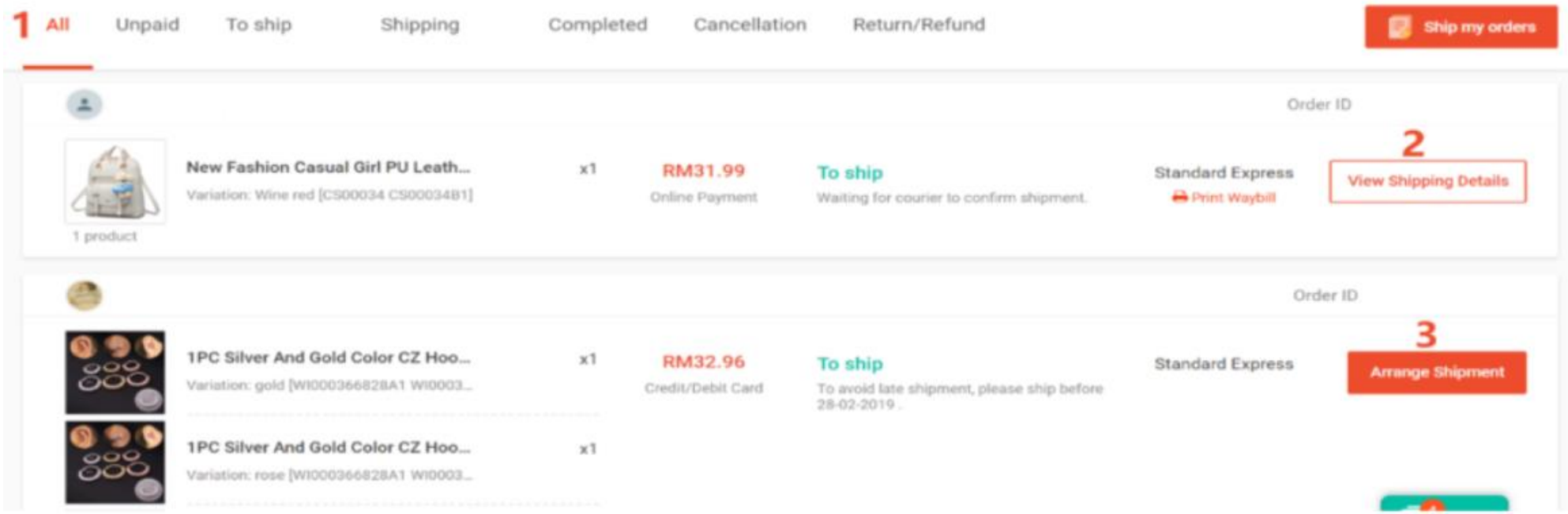
For undelivered orders, click this button to operate order shipment

Shipment procedure:

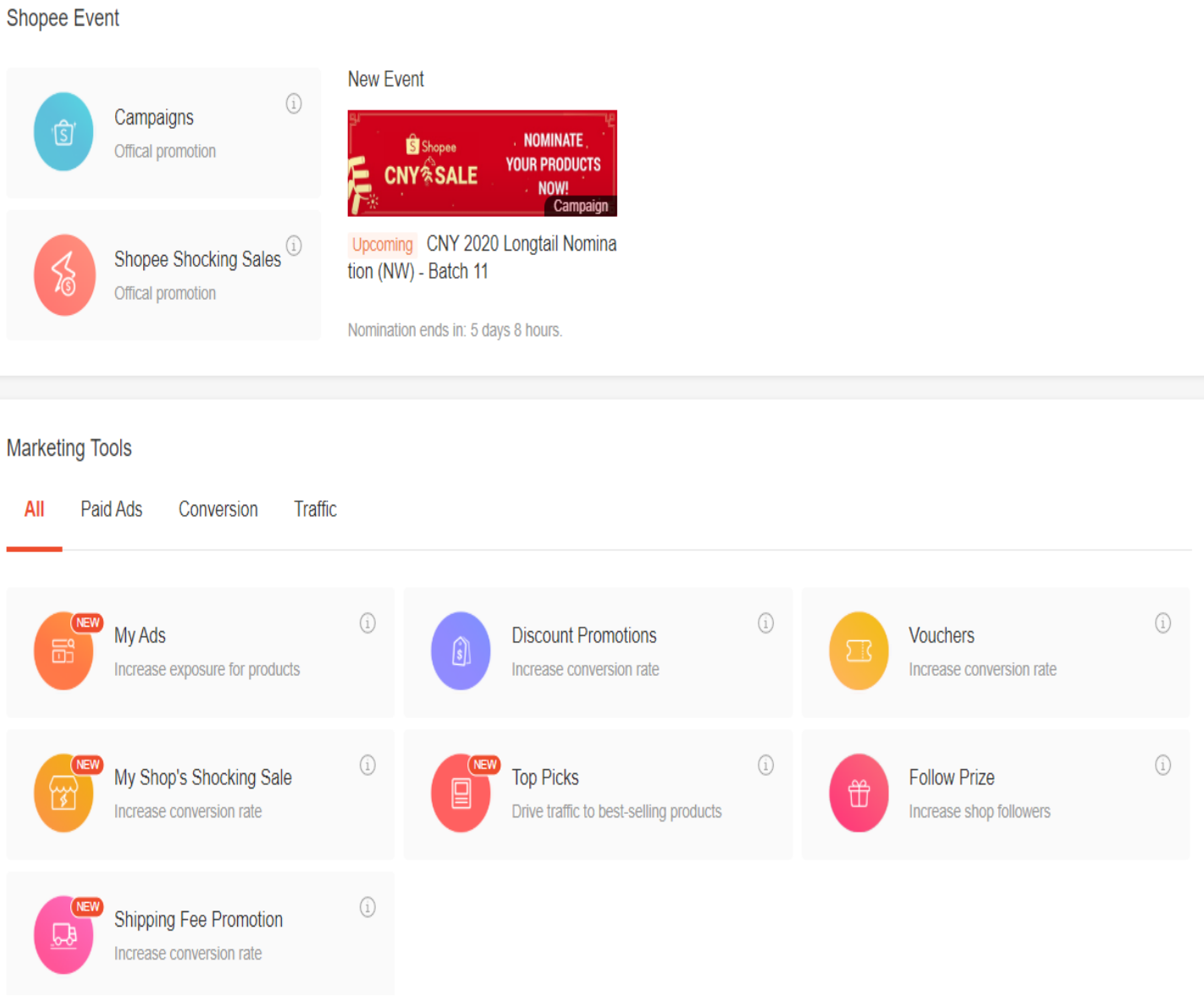
1. Click "Arrange Shipment" on the page [To Ship] of the order to be shipped to apply for shipment number.

2. Click [Print Waybill] to print out the shipping list, download the corresponding pdf file and print the express sheet (10*10 cm) as required

***Note:** **please click in DTS to apply for the shipment number, so that goods are shipped to the logistics transit warehouse as soon as possible**



Introduction to the function of the seller center of Shopee - [Marketing Center]



[Shopee Event]

1. Campaigns

The platform will carry out the corresponding theme activities within different time categories

2. Shopee Shocking Sales

The platform will carry out irregular official limited-time spike activities

[Marketing Tools]

1. My Ads (keyword promotion)

Buying keyword services can improve the exposure of products on the platform and attract more customers

2. Discount Promotions

Shop promotion discount set to improve the conversion rate of shop products

3. Vouchers

Shop discount vouchers can be set by yourself to attract buyers to buy more than items once.

4. My Shop Shocking Sale

The limited-time sale activities of the shop can be set by yourself to achieve low-cost customer attraction effect

5. Top picks

The hot products in the shop are selected as top picks

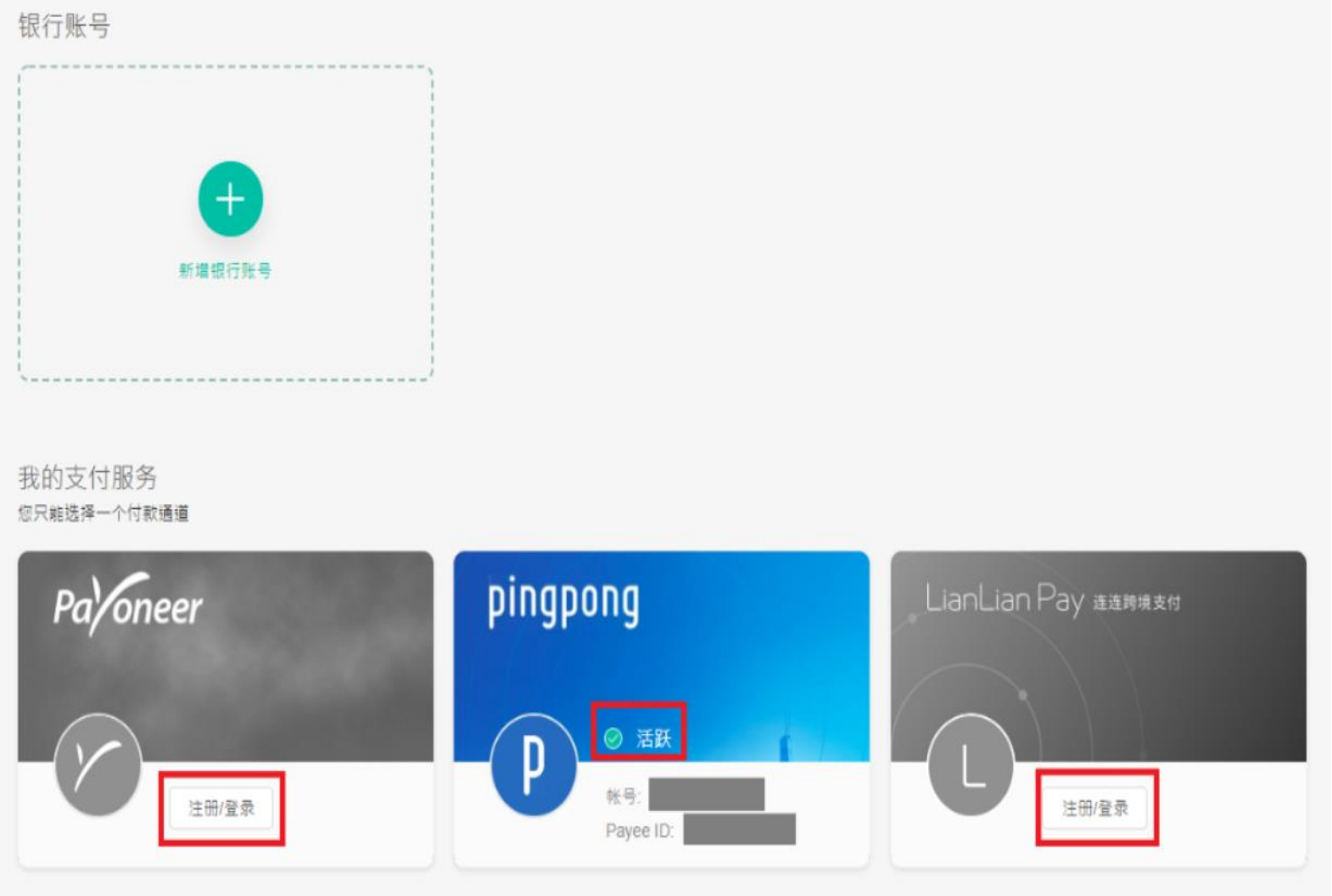
6. Follow Prize

Buyers are guided to pay attention to the shop and increase the conversion rate of the shop

7. Shipping Fee Promotion

The freight discount of shop products can be set by yourself to increase the order quantity.

Introduction to the function of the seller center of Shopee - [Finance - Bank Accounts] My Wallet



Shopee will pay the order settlement amount to the seller's account through the third-party payment partners **Payoneer**, **PingPong** or **LianLian Pay** twice a month in the **middle of the month** and at the **end of the month**.

***Note:** **In 2020, the sellers of new shops will receive the emails automatically sent by the system to open parent accounts and subaccounts. After parent accounts and subaccounts are activated, payment passwords (wallet passwords) shall be set before the third-party payment accounts are bound in the background of the seller center.**

Description of setting parent accounts and subaccounts: https://shopee.cn/edu/article/5675

Description of binding the wallet password: https://shopee.cn/edu/article/4561
If the account has been bound successfully, "Active" will shown on the card. On the contrary, if the account has not been bound successfully, or the binding operation has not been performed, it's gray.

二、买家视角
II. Buyer's perspective

- 各站点页面介绍
  Introduction to each site page
  - Shopee各站点网址和APP
    Website and APP of each Shopee site
  - 各站点前台后台登录网址
    The foreground-background login websites of each site
- 卖家中心介绍
  Introduction to the seller center
  - 卖家中心各功能模块介绍
    Introduction to all function modules in the seller center
  - 我的订单模块
    My order module
  - 营销中心模块
    Marketing center module
  - 我的钱包模块
    My wallet module

Shopee

Module III

Introduction to platform and site

三、平台和站点介绍
III. Introduction to platform and site

- 平台介绍 Introduction to platform
- 站点介绍 Introduction to site
  - 台湾 Taiwan
  - 菲律宾 Philippines
  - 马来西亚 Malaysia
  - 新加坡 Singapore
  - 印尼 Indonesia
  - 泰国 Thailand
  - 越南 Vietnam

Shopee

Module IV

Costs and product pricing

四、费用与产品定价
IV. Cost and product pricing

- 佣金及交易手续费
  Commission and transaction service charge
  - 佣金5%-6%
    5%-6% commission
  - 新卖家前三个月免佣金
    New sellers will be exempted from commission for the first three months
  - 交易手续费2%
    Transaction service charge 2%
- 运费运费一SLS物流渠道运费计算
  Freight - calculation of freight based on SLS logistics channel
  - 各站点物流时效与参考费用
    Logistics prescription and reference fee of each site
  - 基于SLS物流的商品售价计算
    Calculation of commodity price based on SLS logistics
  - 物流藏价工具表链接及运费
    List of hidden price tools of logistics and freight
- 查看账单
  Check the bill
  - 怎么查看订单
    How to view an order?
  - 后台费用显示
    Fee details shown on the background
- 产品定价
  Product pricing
  - 商品定价逻辑
    Pricing logic of commodities
    - SLS运费(卖家承担)的意义
      Meaning of the so-called SLS freight (borne by the seller)
    - 商品最终定价逻辑
      Final pricing logic of commodities
    - 举例说明
      Example

Shopee

Costs and product pricing

A. Commission and transaction service charge

B. Freight

C. Check the bill

D. Product pricing

PART 1

Commission and transaction service charge

5%-6% commission

5%-6% commission will be charged, but new sellers will be exempted from commission for the first three months.
(subject to the time when the shop is established)

2019 年 Shopee 平台佣金费率表									
	等级	上月已完成订单总金额（不含订单运费）	台湾	印尼	马来西亚	新加坡	泰国	越南	菲律宾
佣金费率	1 级	>=100 万美金	5%						
	2 级	>=50 万美金	5.5%						
	3 级	<50 万美金	6%						
注： 1.上月已完成订单总金额（不包含订单运费）为佣金收取基数； 2.收取佣金的费率适用于下一个月 16 号开始后的一个月；									
示例： 经计算，卖家 A 2019 年 7 月已完成订单总金额为 120 万美金，则 2019 年 8 月 16 日-9 月 15 日的佣金费率为 5%；2019 年 7 月已完成订单总金额为 95 万美金，则 2019 年 8 月 16 日-9 月 15 日佣金费率为 5.5%。									

Orders with commission:
(1) The transaction commission is only charged for completed orders (the commission charging base does not include the freight of the order);
(2) No transaction commission will be charged if the order is canceled;
(3) After the first site of the platform is opened, the same seller will be free of commission during the first three months (if other sites are opened three months before the first site is opened, they will also be free of commission during the first three months).
Note: Shopee platform reserves the right of final interpretation and does not exclude the adjustment to charging items and standards. The current version rate remains valid before releasing a new commission rate by Shopee platform.

Transaction service charge 2%

On January 1, 2019, Shopee platform began to charge sellers a 2% transaction service fee, which is the transaction service charge to be paid actually to the transaction settlement service provider.
Calculation method of transaction service charge: 2% of the total payment of the order (including the freight paid by the buyer after using coupons or Shopee coin).

1. The transaction service charge will be charged for completed orders (including orders for payment on delivery and non-payment on delivery), will not charged for unfinished orders, canceled orders and refunded orders;
2. The transaction service charge will be charged based on the order amount (**including the freight paid by the buyer**);
3. The charging rate of the service charge is **2%**;
4. The service charge is independent of the platform commission and will not be exempted during the first three month.

For example, an order with a payment amount of USD 100.
Total payment amount: USD 100
Transaction service charge: USD 100 x 2% = USD 2

PART 2

Freight - calculation of freight based on SLS logistics channel

Logistics prescription and reference fee of each site

Taiwan

SLS 物流时效与卖家参考费率 (NTD 新台币)						
货物类型	物流类型	费率				时效
		首重(KG)	首重价格	续重单位(KG)	每续重单位价格	
普货	宅配	0.5	85	0.5	30	4-8 天
	店配		75		30	
特货	宅配		105		40	
	店配		95		40	

Thailand

泰国 SLS Standard Express 卖家费率与参考时效 (THB)						
目的地	物流渠道	费率				时效
		首重(KG)	首重价格	续重单位(KG)	每续重单位价格	
泰国 A 区	SLS Standard Express	0.01	32	0.01	2	5-15 天
泰国 B 区						
泰国 C 区			232			

Singapore

新加坡 SLS Standard Express 卖家费率与参考时效 (SGD)								
目的地	物流渠道	费率						时效
		首重(KG)	首重价格	<=1KG		>1KG		
				续重单位(KG)	每续重单位价格	续重单位(KG)	每续重单位价格	
新加坡	SLS Standard Express	0.05	1.6	0.01	0.12	0.01	0.12	5-8 天

新加坡 SLS Standard Economy 卖家费率与参考时效 (SGD)								
目的地	物流渠道	费率						时效
		首重(KG)	首重价格	<=1KG		>1KG		
				续重单位(KG)	每续重单位价格	续重单位(KG)	每续重单位价格	
新加坡	SLS Standard Economy	0.05	0.6	0.01	0.12	0.01	0.12	8-15 天

Malaysia

马来西亚 SLS Standard Delivery 卖家费率与参考时效 (MYR)						
目的地	费率					时效
	首重(KG)	首重价格	续重单位(KG)	每续重单位价格	超过 800g 部分，每 0.25KG 附加费	
Zone A-KV	0.01	5.35	0.01	0.15	2.2	5-15 天
Zone A-Non KV		6.15		0.15	2.2	
Zone B		6.15		0.15	2.2	
Zone C		6.15		0.15	2.2	

Logistics prescription and reference fee of each site

Philippines

菲律宾 SLS 卖家费率与参考时效 (PHP)						
目的地	物流渠道	费率				时效
		首重(KG)	首重价格	续重单位(KG)	每续重单位价格	
菲律宾 A 区	SLS	0.05	73	0.01	4.5	5-15 天
菲律宾 B 区			88		4.5	
菲律宾 C 区			123		4.5	

Vietnam

越南 SLS Standard Express 卖家费率与参考时效 (VND)						
目的地	物流渠道	费率				时效
		首重(KG)	首重价格	续重单位(KG)	每续重单位价格	
A1 区	SLS	0.01	10,900	0.01	900	8-12 天
A2 区			20,900			
B1 区			20,900			
B2 区			30,900			

Indonesia

印度尼西亚 SLS Standar Ekspres 卖家费率与参考时效 (IDR)						
目的地	物流渠道	费率				时效
		首重(KG)	首重价格	续重单位(KG)	每续重单位价格	
印尼 A 区	SLS	0.01	13,200	0.01	1,200	5-15 天
印尼 B 区			31,200			
印尼 C 区			51,200			

Brazil

巴西 SLS 卖家费率与参考时效 (BRL)								
目的地	物流渠道	费率						时效
		首重(KG)	首重价格	<=100g		>100g		
				续重单位(KG)	每续重单位价格	续重单位(KG)	每续重单位价格	
巴西	SLS	0.03	13	0.01	1.4	0.01	0.9	50-75 天

Calculation of freight based on SLS logistics channel - Malaysia market

Concept

Actual freight (paid by Shopee on behalf of the buyer): the fee for transporting from the Shopee transfer warehouse to the buyer, which will be settled by the platform with the seller after the order is completed.

Calculation formula

Actual freight (paid by Shopee on behalf of the buyer) = price of first weight +(actual weight - first weight)/unit of additional weight * unit price per additional weight+additional charge for exceeding 0.8 KG.

Example:

What is the actual freight of SLS logistics as for commodities sold to Malaysia's Area B weigh 1.5 KG after being packaged?

Actual freight (paid by Shopee on behalf of the buyer) = 5.95+(1.5-0.01)/0.01 * 0.15+(1.5-0.8)/0.25 * 2.2 = RM 34.46.

卖家支付运费（按照包裹到仓实际重量）					
目的地	首重(KG)	首重价格	续重单位(KG)	每续重单位价格	超过800g部分，每0.25KG附加费
KV区	0.01	~~5.35~~ → 5.15	0.01	0.15	2.20
NON KV区		~~6.15~~ → 5.85		0.15	2.20
B区		~~6.15~~ → 5.95		0.15	2.20
C区		~~6.15~~ → 5.95		0.15	2.20

Note: The latest rate is subject to the seller bulletin board and platform rules of Shopee platform! (Website: http://shopee.cn)

Calculation of commodity price based on SLS logistics —— Malaysian market

Concept

1. Actual freight (paid by Shopee on behalf of the buyer): the fee for transporting from the Shopee transfer warehouse to the buyer, which will be settled by the platform with the seller after the order is completed.
2. Seller's order income: including cost, profit, domestic express fee, etc.
3. Commodity price: the price of commodity sold to consumers after discount.
4. Platform rules: The buyer will pay part of the freight, and the remaining freight (the actual freight minus the freight paid by the buyer) will be hidden by the seller into the commodity price, that is, the "hidden price"

买家支付运费（按照设定商品重量）				
目的地	KV区	NON KV区	B区	C区
首重800g	~~5.20~~ → 5.00	~~6.00~~ → 5.70	~~6.00~~ → 5.80	~~6.00~~ → 5.80
续重/每0.25kg	2.20	2.20	2.20	2.20

卖家支付运费（按照包裹到仓实际重量）					
目的地	首重(KG)	首重价格	续重单位(KG)	每续重单位价格	超过800g部分，每0.25KG附加费
KV区	0.01	~~5.35~~ → 5.15	0.01	0.15	2.20
NON KV区		~~6.15~~ → 5.85		0.15	2.20
B区		~~6.15~~ → 5.95		0.15	2.20
C区		~~6.15~~ → 5.95		0.15	2.20

Note: The latest rate is subject to the seller bulletin board and platform rules of Shopee platform! (Website: http://shopee.cn)

Calculation of commodity price based on SLS logistics —— Malaysian market

Shopee

Calculation formula

Commodity price = **seller's order income**+actual freight (paid by Shopee on behalf of the buyer)-**freight paid by the buyer (including additional charge).**

=**seller's order income**+**price of first weight** +(actual weight-first weight)/unit of additional weight * unit price per additional weight +**additional charge for exceeding 0.8 KG**-**freight paid by the buyer (including additional charge)**

Please scan the QR code below for pricing tools

It is obtained based on the formula:

Commodity price = seller's order income+**weight /0.01*RM 0.15**, weight unit: KG

Hidden price = **weight /0.01* RM 0.15**, weight unit: KG

Note: The seller will add the freight difference of RM 0.15 in the commodity price for each 10 g of commodity; fill in the weight of the commodity being packaged when uploading

Example:

How much will be hidden by the seller for commodities sold to KV area and weighed 0.5 KG after being packaged?

Hidden price = **weight /0.01* RM 0.15**, =0.5/0.01*0.15=7.5 RM

1、蓝色部分为物流手册中计算得到的真实费用；
2、红色部分为运费买卖家双方承担部分详解；C列为卖家承担0.15RM/10g（需藏入定价部分），D列为买家（KV区）承担3.8RM；
3、BC区买家以及附加费相关，只需在后台填入准确重量（因包装或扫描精准问题，请适当上浮5-10%），系统会自动向买家收取额外费用，无须藏入定价；
4、后台显示运费为向BC区买家收取的费用，填入准确重量即可。

重量/g	实际运费（KV区）/RM	卖家承担部分（KV区）/RM	买家承担部分（KV区）/RM	合计/RM
500	11.3	7.5	3.8	11.3

List of hidden price tools of logistics and freight

Markets	Links	Extraction code
Singapore	https://pan.baidu.com/s/1uIjBWXgXk_rR_Bcmrh54Uw	r7d4
Malaysia	https://pan.baidu.com/s/1DMobfNo1QnKDUZx07dzuyg	jgw4
Indonesia	https://pan.baidu.com/s/1mFzhN177KXeyQAcZJkl3Uw	ejug
Taiwan	https://pan.baidu.com/s/1wUWQmZm868t-EOdnK2a9Lg	Not required
Thailand	https://pan.baidu.com/s/1pqyBo2jQFOg2qx8p1xmyxA	atu
Philippines	https://pan.baidu.com/s/1vWwLTE7-W9hJ9SL1vGVJIg	iutn
Vietnam	https://pan.baidu.com/s/1qFuUuhbrKCCJpC52SS8Zww	7jjt
Brazil	https://pan.baidu.com/s/1aq-OKHf3ztTNRLcRYgK0zA	6ye7

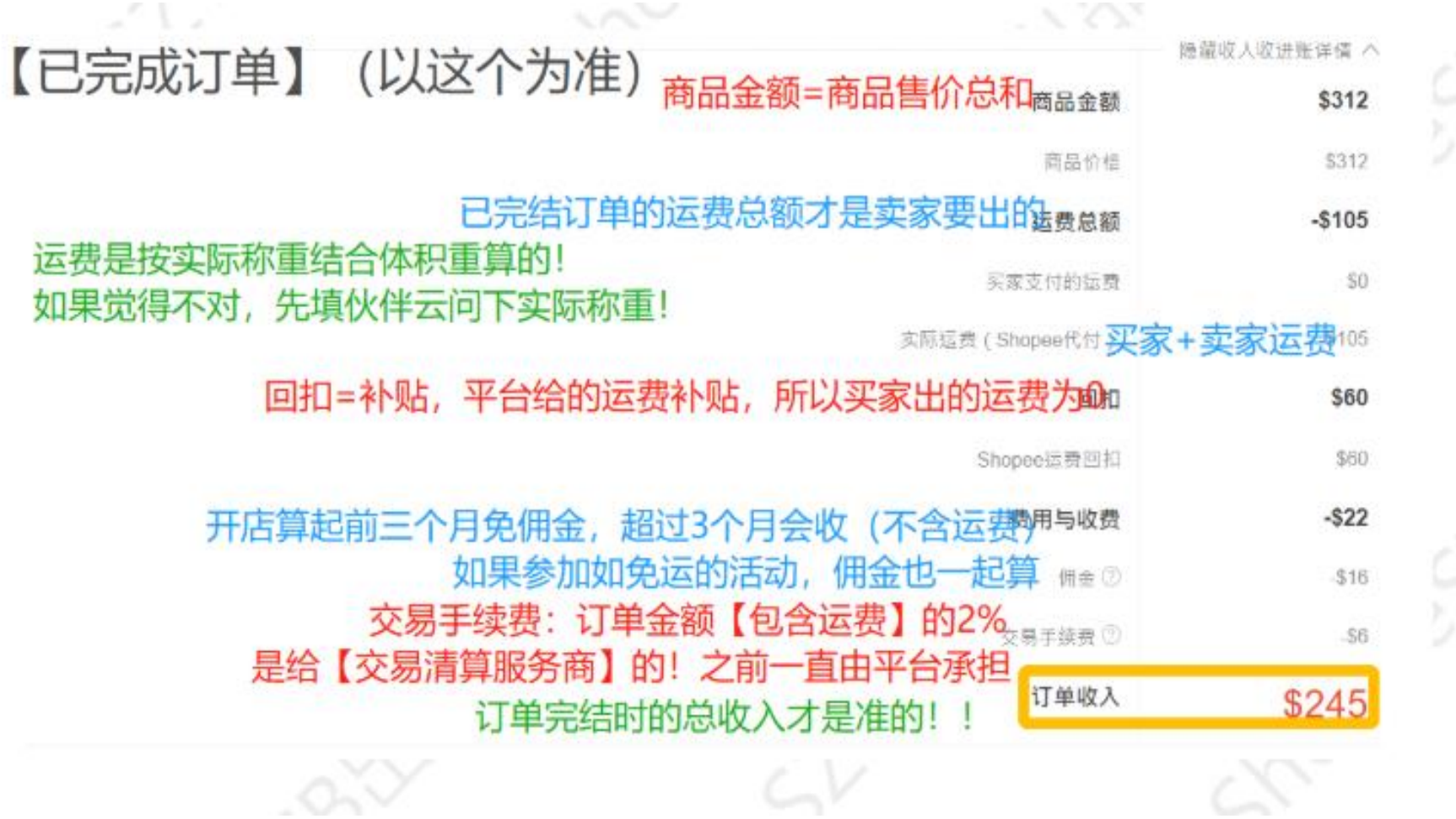
Note: The latest hidden price list is subject to the Policies Guideline in the seller bulletin board and platform rules of Shopee platform!

PART 3

Check the bill

How to check the details of the order (subject to the completed order)

Order amount = the total price of the commodity
Total freight amount = the fee that the seller shall pay for logistics
Transaction & credit card service charges = commission (the new seller is free of commission during the first three months)+activity commission (activities with freight free)+transaction service charges



Fee details shown on the background

Please refer to the completed order for checking the income details!

1. Check the income details

2. Freight fees

3. Platform cost

(1) Platform commission: 5%-6%

(2) Service charges for participating in free freight activities, etc.

(3) Transaction service charge: 2%

PART 4

Product pricing

TO know the final pricing logic of commodities

It is necessary to find out the meaning of the so-called SLS freight (borne by the seller)

For orders of SLS channel, no matter how heavy each order is and how many pieces are bought by the buyer, a part of fixed freight will be provided only.
(For some sites, such as Malaysia site, the buyers shall pay additional charges if commodities they buy exceed the first weight; basically, they only need to pay the freight of first weight if commodities are not heavy)

However, logistics providers charge freight from sellers by weight, without price difference between them.
If the freight difference is not hidden in the product price, this part of the freight difference is actually paid by the seller.

So, we shall included the freight difference involved into the price; in the formula below, calculate the freight difference as SLS freight (borne by the seller), namely the hidden price.

Final pricing decomposition

Final pricing logic of commodities=

= cost+profit+domestic freight +SLS freight (borne by the seller)+transaction service charge+commission

Calculation formula for final pricing of commodities

Final price of commodities=

[cost+profit+domestic freight +SLS freight (borne by the seller)]+*(100%+6%+2%) + freight of the buyer *2%

Final pricing decomposition

Calculation formula for final pricing of commodities

Final price of commodities=

[cost+profit+domestic freight +SLS freight (borne by the seller)]+*(100%+6%+2%) + freight of the buyer *2%

Example-Malaysia site

How to price the mobile phone shell (package sold to KV area and weighed 100 g after being packaged) with cost price of 3 RM, profit of 2 RM, domestic freight of 1 RM?

First of all, freight borne by the seller= weight /0.01*0.15 RM, weight unit: KG
That is, SLS freight (borne by the seller) = 0.1/0.01*0.15=1.5 RM

Based on the final pricing formula of commodities, price =
[cost+profit+domestic freight +SLS freight (borne by the seller)]+*(100%+6%+2%) + freight of the buyer *2%

Final price = (3+2+1+1.5) * (100%+6%+2)+3.8 * 2% ≈ 8.2 RM

The latest rate is subject to the seller bulletin board and platform rules of Shopee platform! (Website: http://shopee.cn)

Pricing tips

1. The price obtained based on commodity pricing formula is discounted price, so a certain discount margin should be reserved

If 20% off sale is provided for the mobile phone shell shown in the above figure, the original price is 8.2/0.8=10.25 RM

2. New sellers are free of commissions three months before a shop is opened, so they can appropriately reduce product price to obtain competitive prices!

3. Please refer to the hot products of the same category before pricing. If it is found that the price is relatively high, try to find low-cost sources, reduce the target profit for winning competitiveness!

4. Price reasonably and set the low-cost customer attraction commodities and mainstay commodities to ensure the continuous attraction of customers!

5. If the price is competitive at Malaysia site, the system will automatically mark the Lowest Price Guaranteed to get exclusive exposure page!

四、费用与产品定价
IV. Cost and product pricing

- 佣金及交易手续费
  Commission and transaction service charge
  - 佣金5%-6%
    5%-6% commission
  - 新卖家前三个月免佣金
    New sellers will be exempted from commission for the first three months
  - 交易手续费2%
    Transaction service charge 2%
- 运费运费一SLS物流渠道运费计算
  Freight - calculation of freight based on SLS logistics channel
  - 各站点物流时效与参考费用
    Logistics prescription and reference fee of each site
  - 基于SLS物流的商品售价计算
    Calculation of commodity price based on SLS logistics
  - 物流藏价工具表链接及运费
    List of hidden price tools of logistics and freight
- 查看账单
  Check the bill
  - 怎么查看订单
    How to view an order?
  - 后台费用显示
    Fee details shown on the background
- 产品定价
  Product pricing
  - 商品定价逻辑
    Pricing logic of commodities
    - SLS运费(卖家承担)的意义
      Meaning of the so-called SLS freight (borne by the seller)
    - 商品最终定价逻辑
      Final pricing logic of commodities
    - 举例说明
      Example

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Module V

Commodity Release

五、产品刊登
V. Commodity release

- 单个产品刊登
  Release of individual commodity
  - 产品刊登九个步骤
    Nine steps of commodity release
  - 储存并上架
    Save and update
- 批量产品刊登
  Release of batch commodities
  - 批量产品刊登六个步骤
    Six steps of release of batch commodities
  - 表格上传完毕后要检查是否刊登成功
    Check whether the release is successful after the form is uploaded.

Shopee

Commodity update

1. Update of individual commodity
2. Update of batch commodities

PART 1

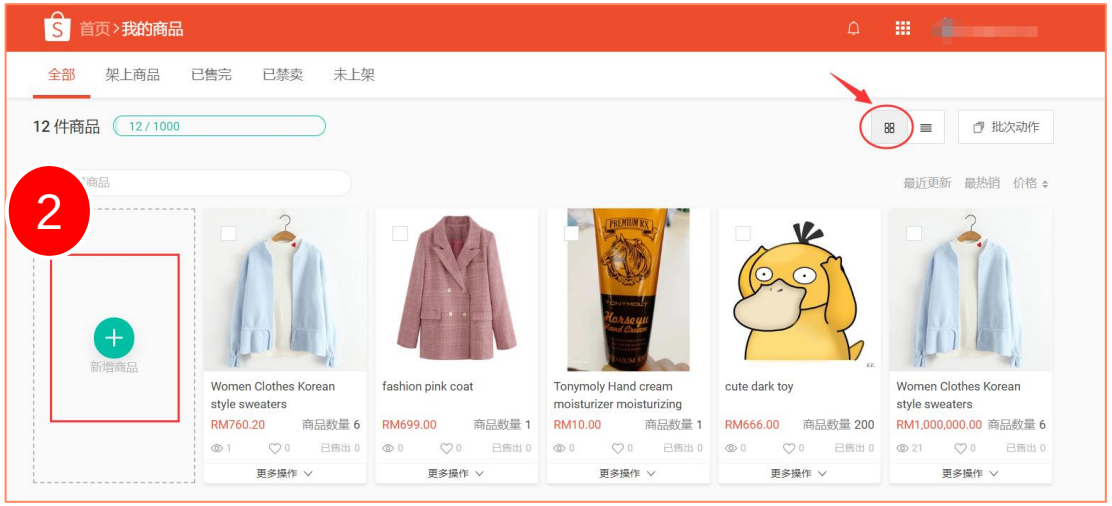
Update steps of individual commodity

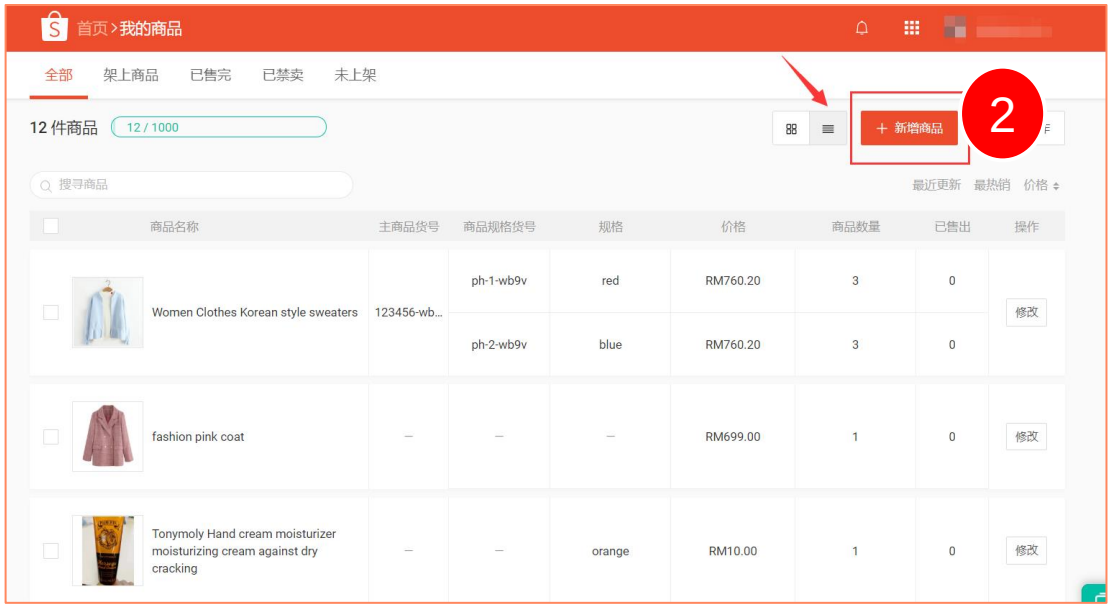
STEP 1

Log into the seller center-click [My Commodities]

STEP 2

Enter [My Commodities]-click [Add Commodities]





Tiled display mode

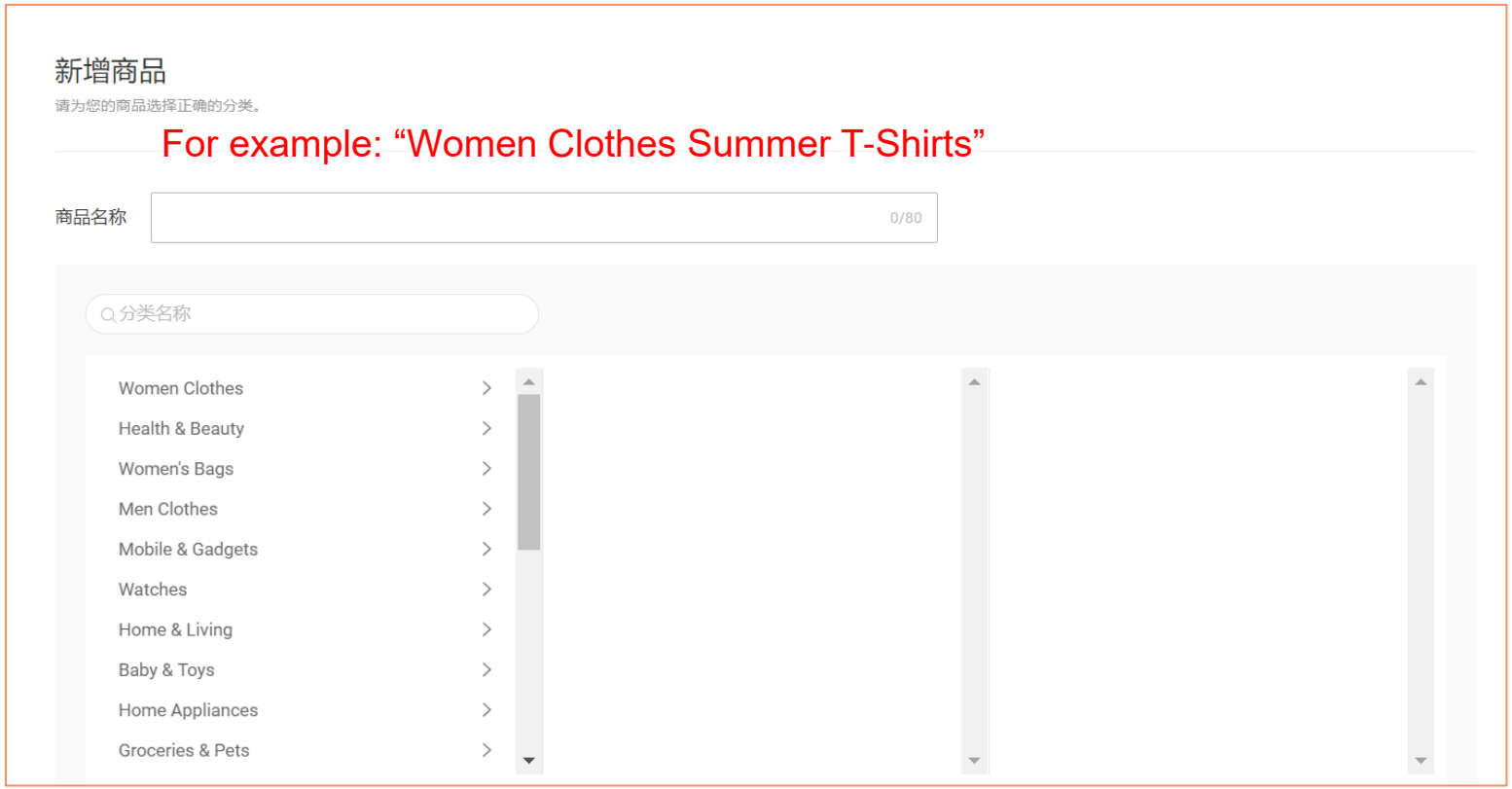
Thees two modes can be switched by the sellers themselves according to their own preferences

Thumbnail display mode

STEP 3

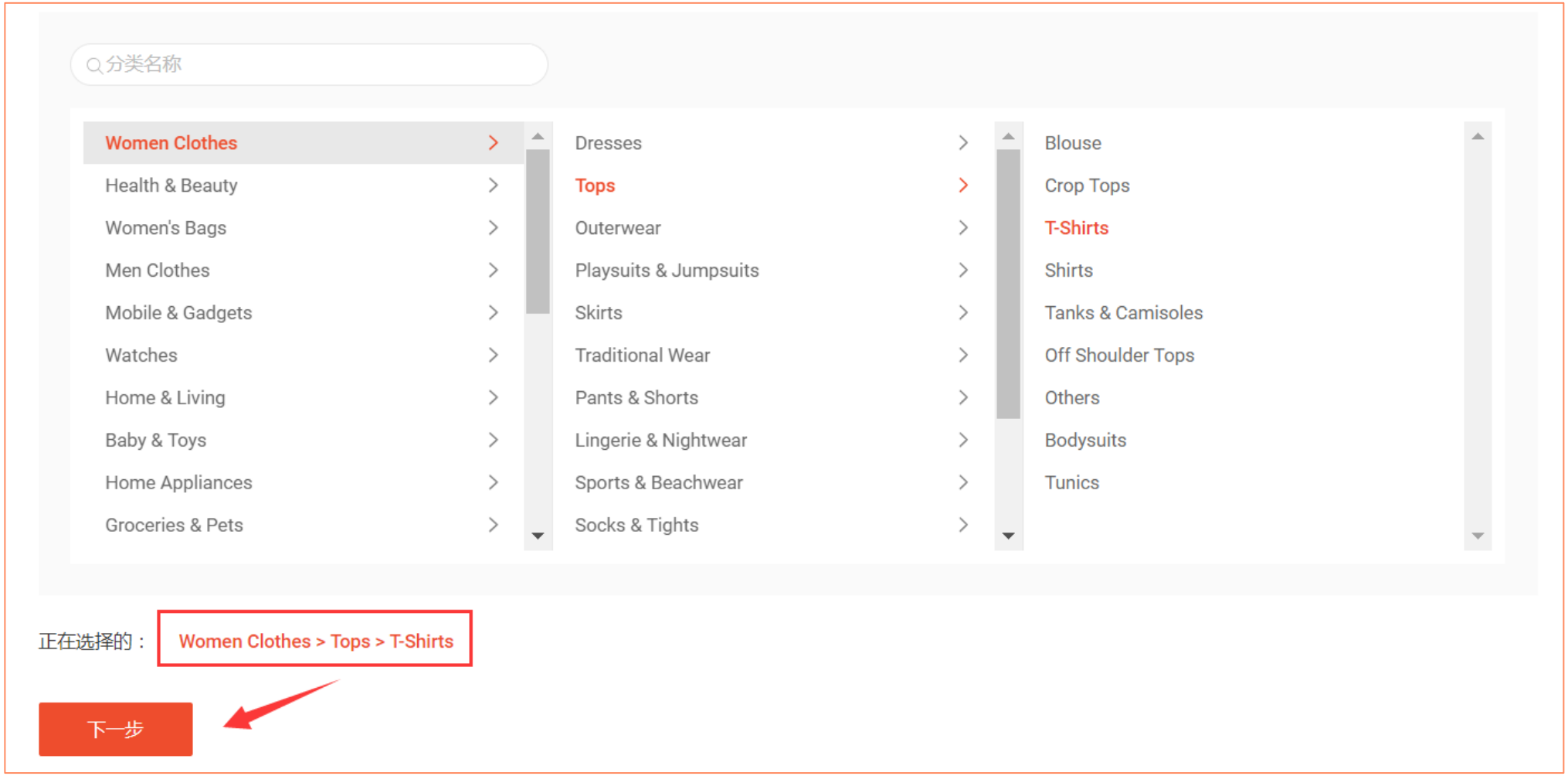
Fill in [Commodity Name]

Standard name format: brand+category words+major words+commodity attribute words+long tail words+modifier



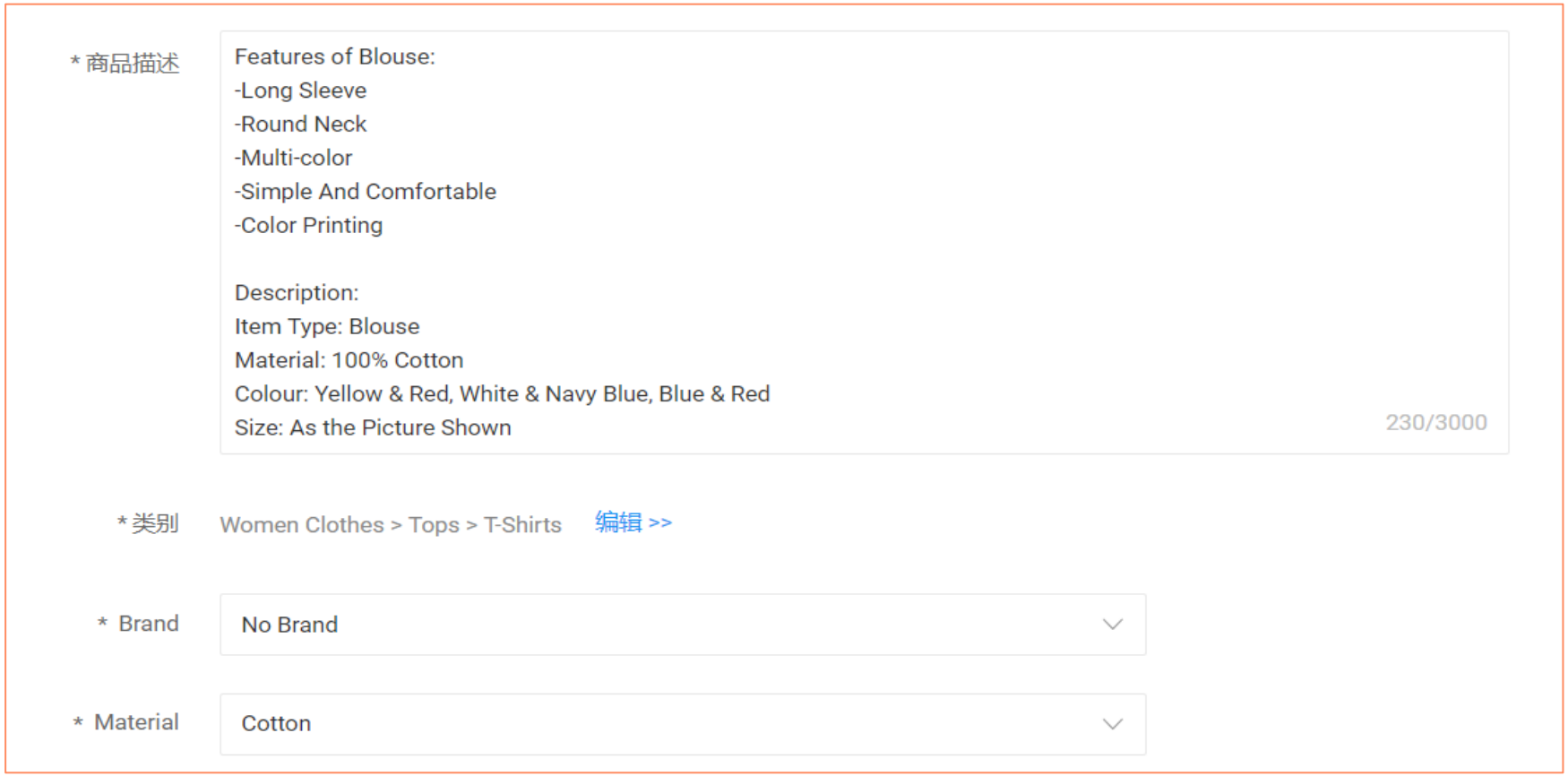
STEP 4

Select commodity categories: [Class I category]-[Class II category]-[Class III category]



STEP 5

Fill in the required boxes marked with *: [Product Description], [Brand] and [Material], etc. it is best not to choose brand.



STEP 6

Fill in [Sales Materials]: set the price, quantity, specification and wholesale

Single specification

Multiple specifications

STEP 7

Fill in [Media Management]: upload images and size chart

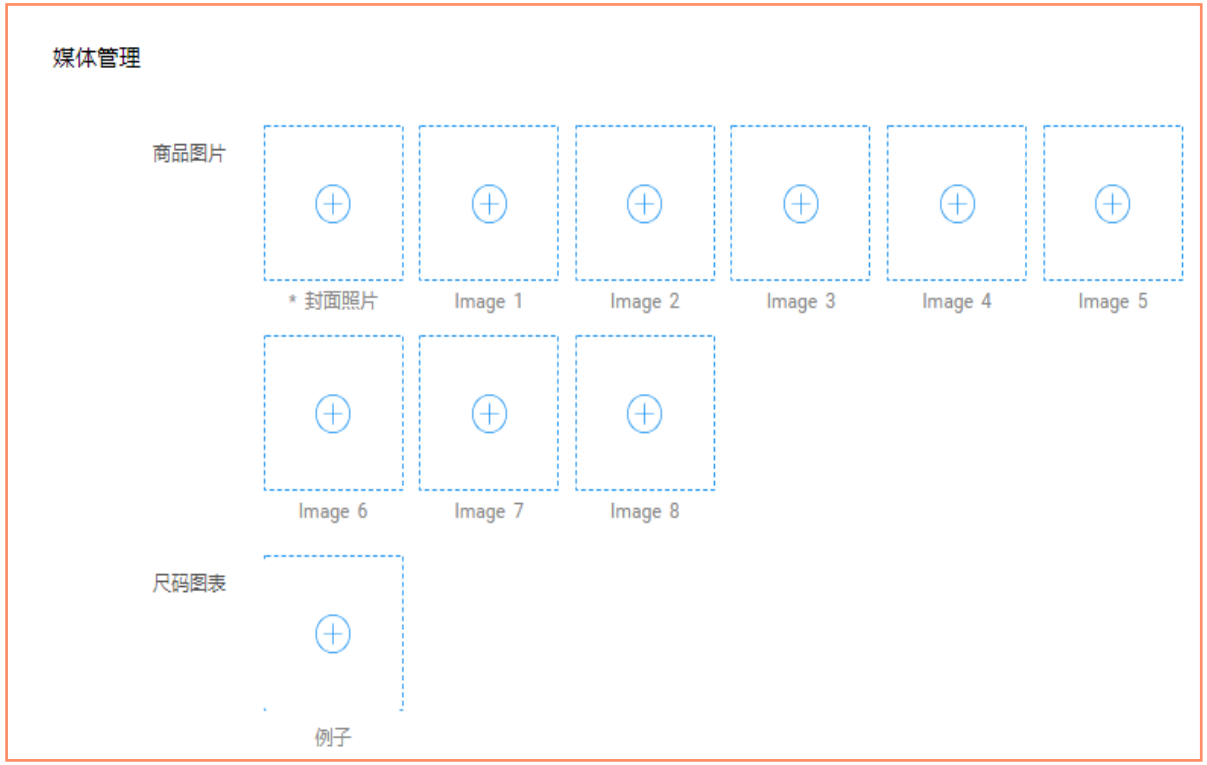


Image specification requirements:

- **Image format: JPG/JPEG/ PNG**
- **Suggested image size: 800 x 800, the size of each image does not exceed 2.0 MB**
- **Upload 9 images at most**

The main picture shall be the best image, the most characteristic image, the most eye-catching image!

For example, multi-scenario image portfolio

The overall style of 9 images shall be unified

The size chart shall be also provided!

Video can be also added!

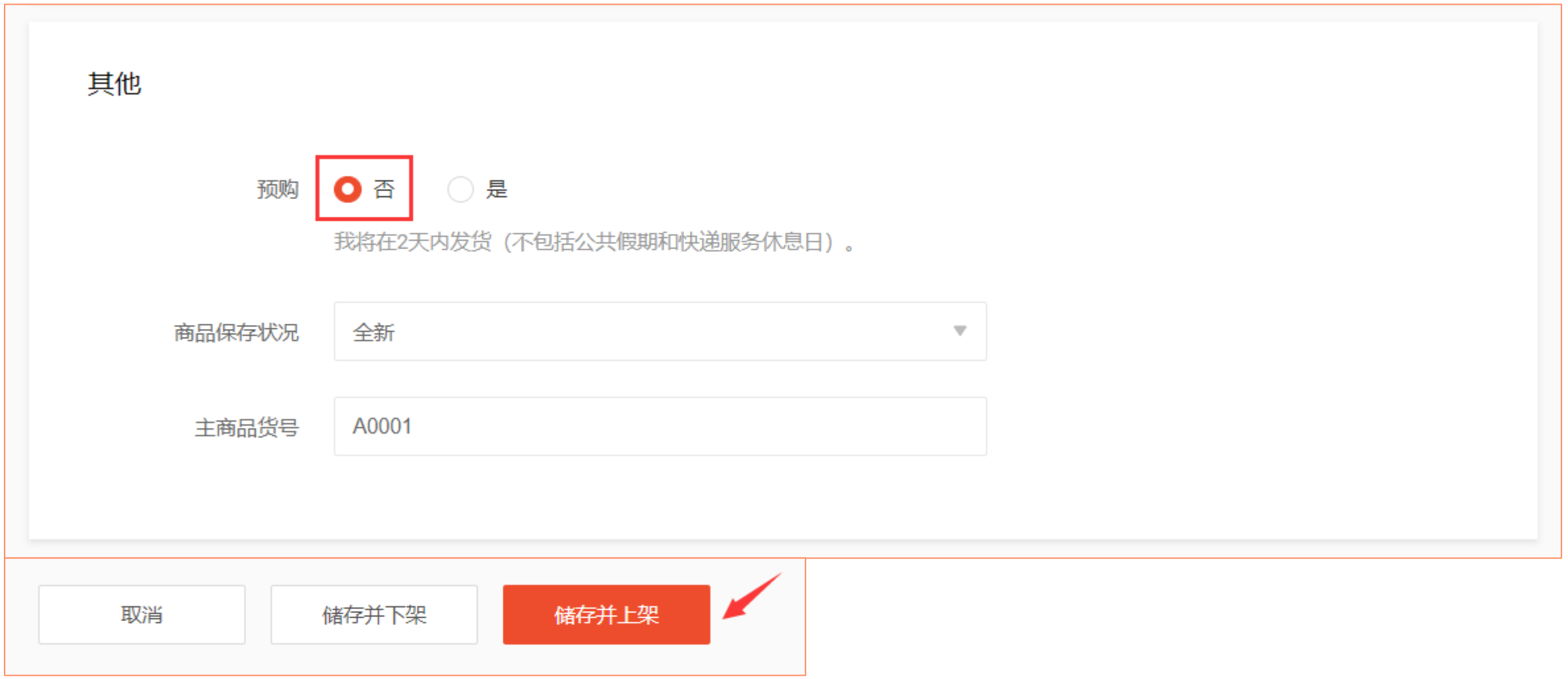
STEP 8

Fill in [weight], [package size] and [freight]

- The weight is recommended to keep close to the actual weight
- Size is close to actual size
- Do not set free delivery

STEP 9

Fill in [Others] and click [Save and update]



PART 2

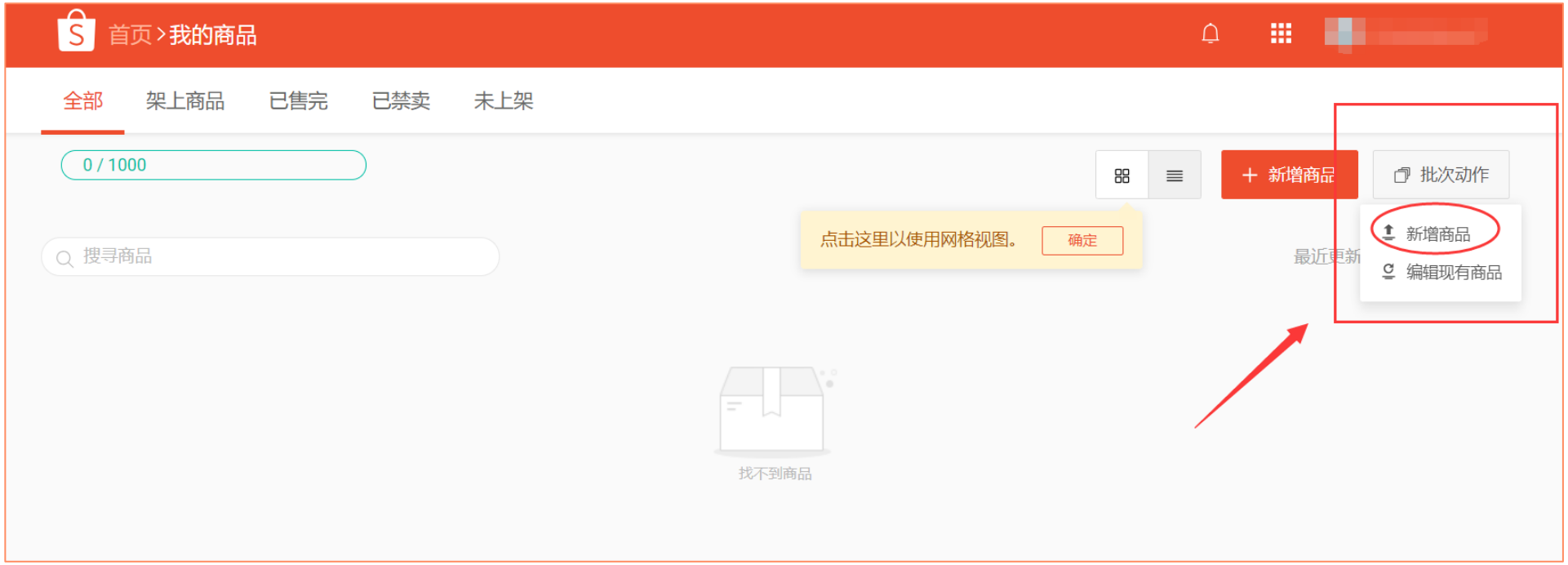
Batch update of commodities

STEP 1

Log into the seller center-click [My Commodities]

STEP 2

Enter [My Commodities]-click [Add Commodities]



STEP 3

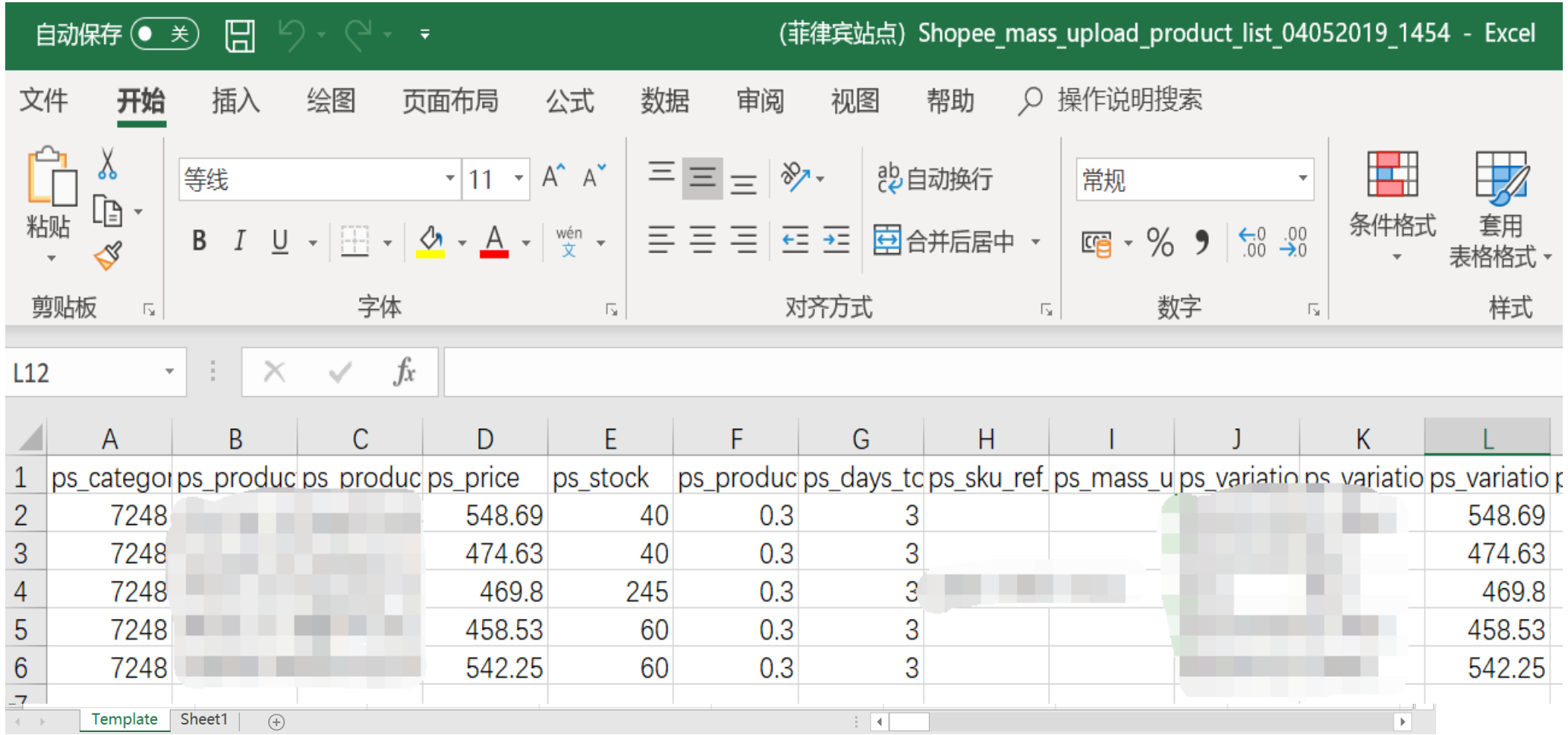
Click [Download] to upload the template

Shopee_mass_upload_template_cb_ph (1)

STEP 4

Shopee

Sort out the data of [Upload Template], click [Validate] first and then click [Export]



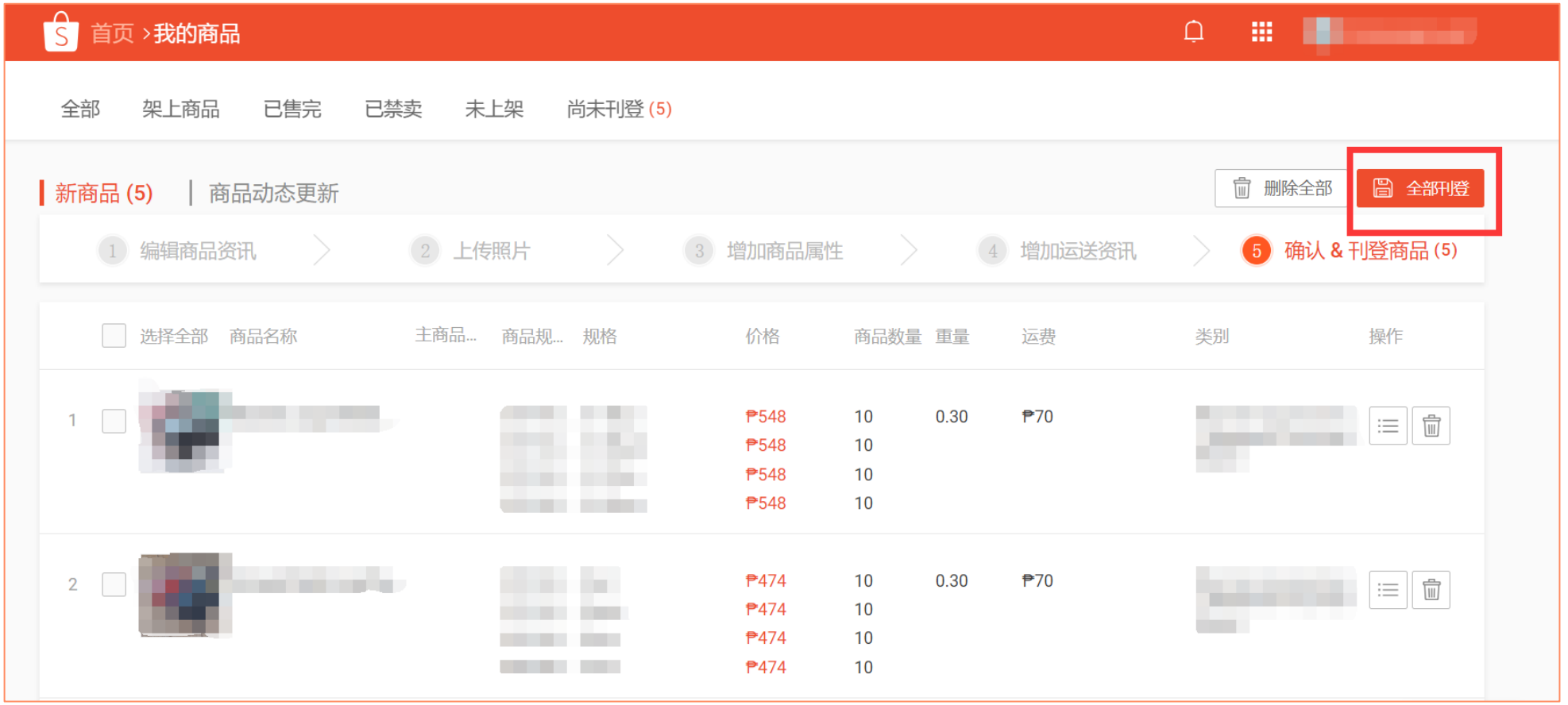
	A	B	C	D	E	F	G	H	I	J	K	L
1	ps_categor	ps_produc	ps_produc	ps_price	ps_stock	ps_produc	ps_days_tc	ps_sku_ref	ps_mass_u	ps_variatio	ps_variatio	ps_variatio
2	7248			548.69	40	0.3	3					548.69
3	7248			474.63	40	0.3	3					474.63
4	7248			469.8	245	0.3	3					469.8
5	7248			458.53	60	0.3	3					458.53
6	7248			542.25	60	0.3	3					542.25

STEP 5

Edit the required information such as [Commodity Information] and [Commodity Attributes] in turn

STEP 6

Click [Update All] after the above steps are completed



五、产品刊登
V. Commodity release

- 单个产品刊登
  Release of individual commodity
  - 产品刊登九个步骤
    Nine steps of commodity release
  - 储存并上架
    Save and update
- 批量产品刊登
  Release of batch commodities
  - 批量产品刊登六个步骤
    Six steps of release of batch commodities
  - 表格上传完毕后要检查是否刊登成功
    Check whether the release is successful after the form is uploaded.

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Module VI

Pre-sales

六、售前
VI. Pre-sales

店铺装修
Shop decoration

- 店铺装修四要素
  Four elements of shop decoration
- 店铺页面整体效果
  Overall effect of shop page
- 活动运营
  Events operation

物流设置
Logistics setting

- 物流设置
  Logistics setting
- DTS设置
  DTS setting
- 退货地址设置
  Return address setting

客服设置
Customer service setting

- 客服自动回复
  Automatic reply from customer service staff
- 聊聊回复
  Chat reply

Pre-sales

A
Shop decoration
B
Logistics setting
C
Customer service setting

PART 1

Shop decoration

Four elements of shop decoration

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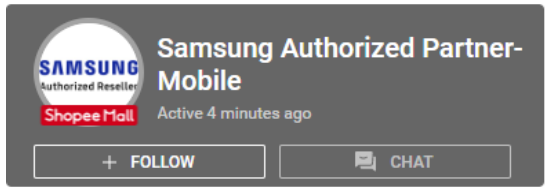
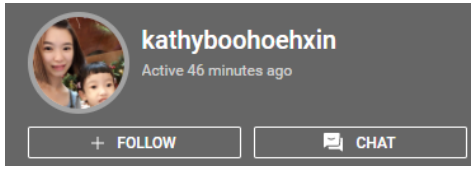
Shop profile photo

- Related to products or **brands**
- Try to **avoid** Chinese and strange symbols, or use selfies as profile photos.





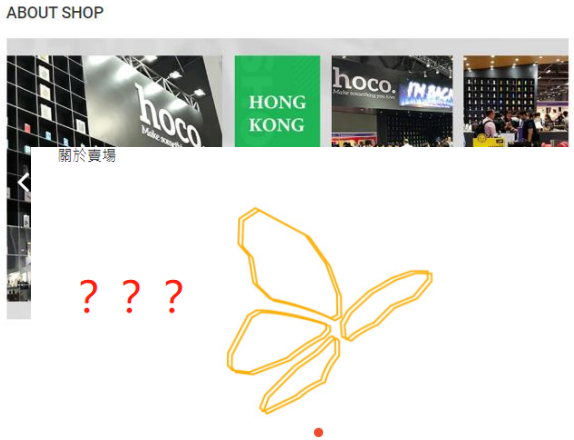
Shop name

- Be related to shop product **category/brand.**
- **Capitalize the first letter** of each word.
- Conform to the **tonality** of the shop.

Shop name formula: [promotion information] + brand/shop name + main category 1 + [main category 2]

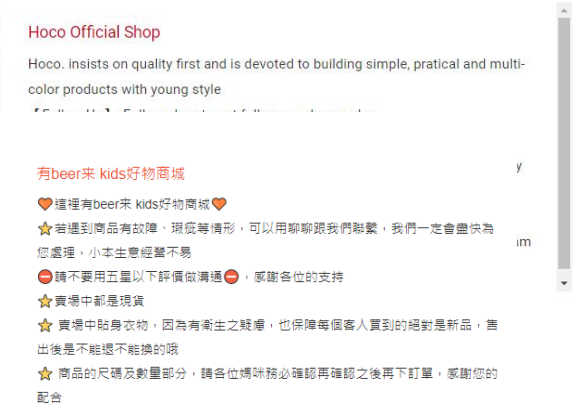
Poster/ introduction

- Poster size **700*350**;
- Put **5 pictures**, instead of leaving them blank.
- **Pictures of hot products, recent activities, promotion information, etc. of the shop** can be put.



Shop classification

- Make an introduction to the shop **in paragraphs**.
- Vivid **symbolic expressions** can be used to avoid reading fatigue.



Four elements of shop decoration

Shop profile photo

Shop name

Slideshow and introduction of shop

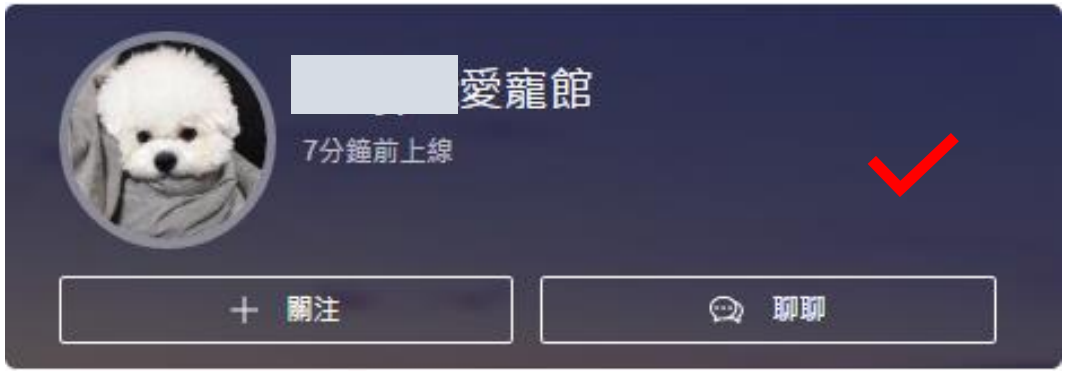
Shop classification

- Create **activity areas and hot categories**, and put them in front of the shop.
- **Refine product classification,** and manually create secondary categories with symbols.
- **Use emotions skillfully,** with vivid images.
- After setting, **check the effect on the app, and then make adjustments.**

Offer attractive top products to increase **click-through rate**.
Make clear product classification to improve the **probability of add-on items**.
Offer more instructive shop pages, to have better browsing experience and improve **conversion rate**.

1. Profile photo and name

VS.



- Main points of profile photo: Be clear and intuitive, and be related to name or positioning.
- **Main points of shop name:** Be popular and easy to remember, and be easy to associate with positioning.
- Some domestic brands may not be well-known in other countries or regions, so it is necessary to rebuild the shop brand.

2. Slideshow and introduction of shop

- Slideshow of shop: The size is unlimited; it is suggested that five pictures for slideshow should be “interactive activities - shop discounts - brand introduction - hot products”

- Shop introduction: Shop introduction - shop promotion - fan interaction gifts - answers to frequently asked questions (FAQs) from the buyer. Each line shall be as concise and clear as possible, with cute emotions (you can copy and paste on the platform) 📌出貨規則📌

- Make full use of the part for fan attraction interaction and preferential information display.

關於賣場

寵[redacted]寵物用品 全館現貨

賣場商品皆為在台現貨

歡迎各位關注賣場

不定時有新品上架/優惠

📌出貨規則📌

當天下午三點前下單當日發貨超過隔日發貨

發貨後兩~三天會送達您指定地點

滿意服務 / 記得給我們一個好評支持💪

接觸型商品，一律100%全新出貨

為避免接觸性傳染疾病，所以一經拆封使用無法退換貨。

3. Shop classification - principles and methods

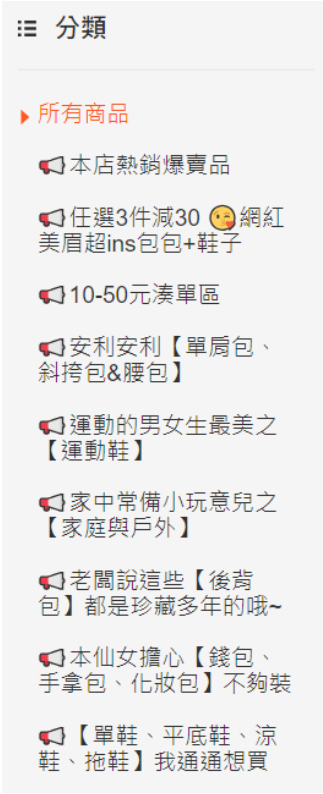
A. Principle

- Create your own shop style, and display products with uniform and order style on the top;
- Develop strengths and avoid weaknesses, never display low-score products on the top, and give priority to advantageous categories;
- Efficiently use the space for display on the top, and never put duplicate products.

B. Type and application of custom classification

- Make good use of small icons to beautify classification titles.
- Be a good title attractor and set eye-catching titles for categories.
- Plan the fan zone, clearance zone and limited-time discount based on the advantage of ultra-low price.
- New product area and shopkeeper’s recommendations
- Free delivery zone
- Bundle zone, buy one get one, etc.
- Main category: Be combined with festivals, brands and trends.

Make good use of small icons to beautify classification titles.



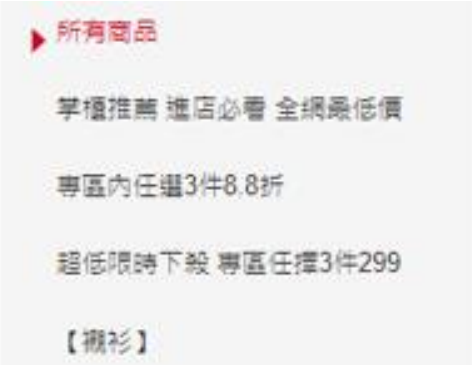
The use of small icons can bring some sense of fashion and interest to the rigid title, and play the role of decorating the shop. Specific use method:

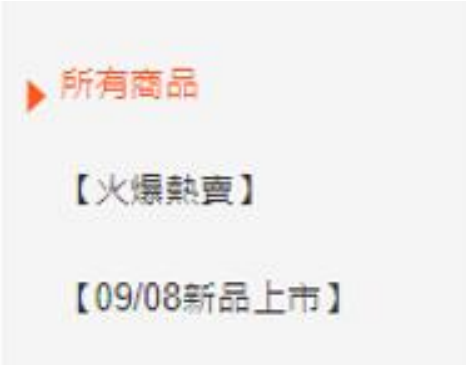
- Method I: Search “symbol” on the Internet, and find the website, icon market: https://www.fuhaodq.com/emoji/
- Method II: Microsoft input method, click the graphic logo at the back.

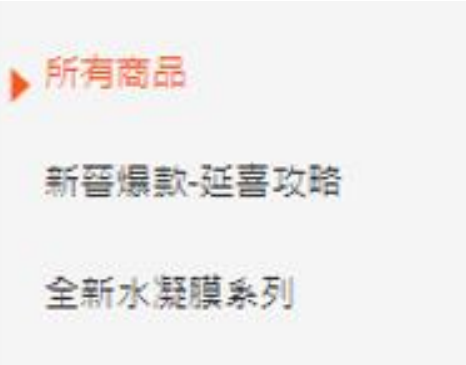
Plan the fan zone, clearance zone and limited-time discount based on the advantage of ultra-low price.

Heavy discount and low price are often the first factor to attract customers.

- For the old shops with a certain basis, it is advisable to take out the products recently cleared out of season as a special zone, and offer a heavy discount, which can often attract customers and add orders, and get more buyer fans.
- For new shops, arrange a fan area with low-cost customer attraction on the top, to increase orders in the initial stage and quickly get more fans.
- For the products marked with the lowest price tag by platform, establish classified topping, and highlight the shop price advantage.
- The traffic of the platform seckill activity is extremely high, but after all, the conditions for participation are relatively high, and shops can attract customers by making some limited-time discount activities.

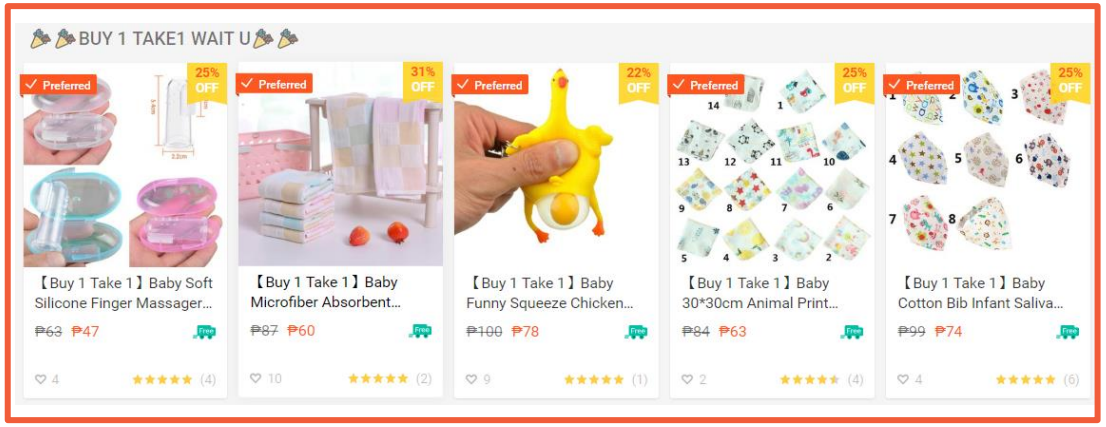






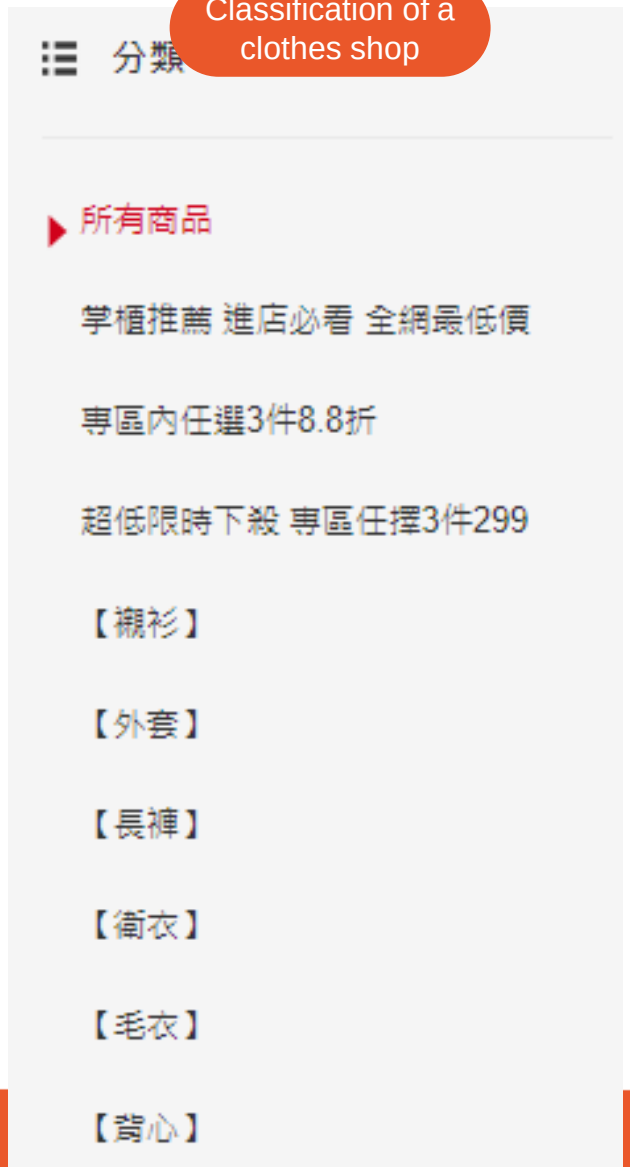
Bundle zone, and buy one get one.

- Bundle sales can often make commodities reach the threshold of free delivery, thus stimulating the buyer's purchasing power.
- Buy one get one. The gift zone captures the buyer's psychology of profit, and such a zone also has a high click-through rate.



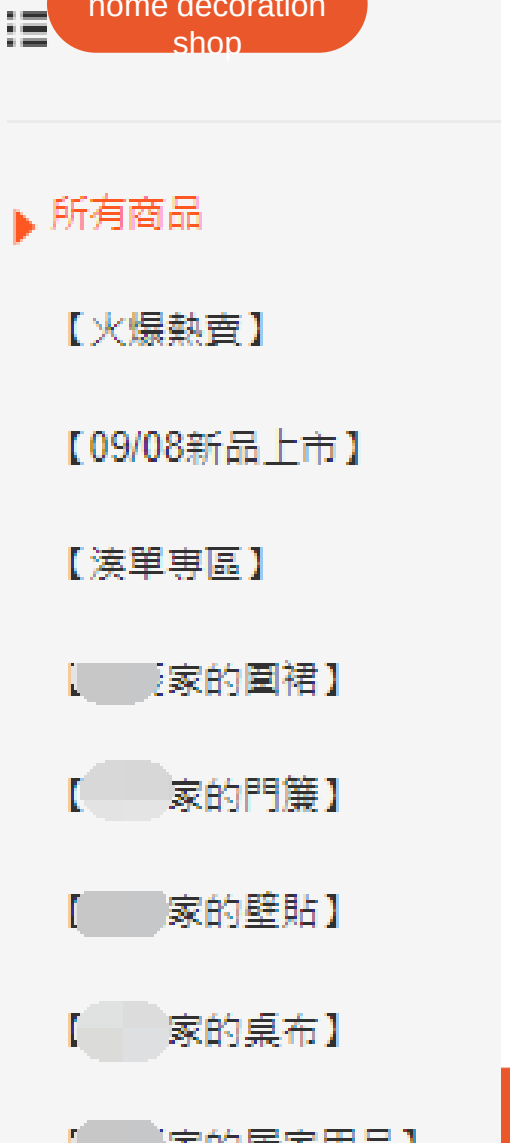
4. Shop classification - demonstration

Classification of a clothes shop

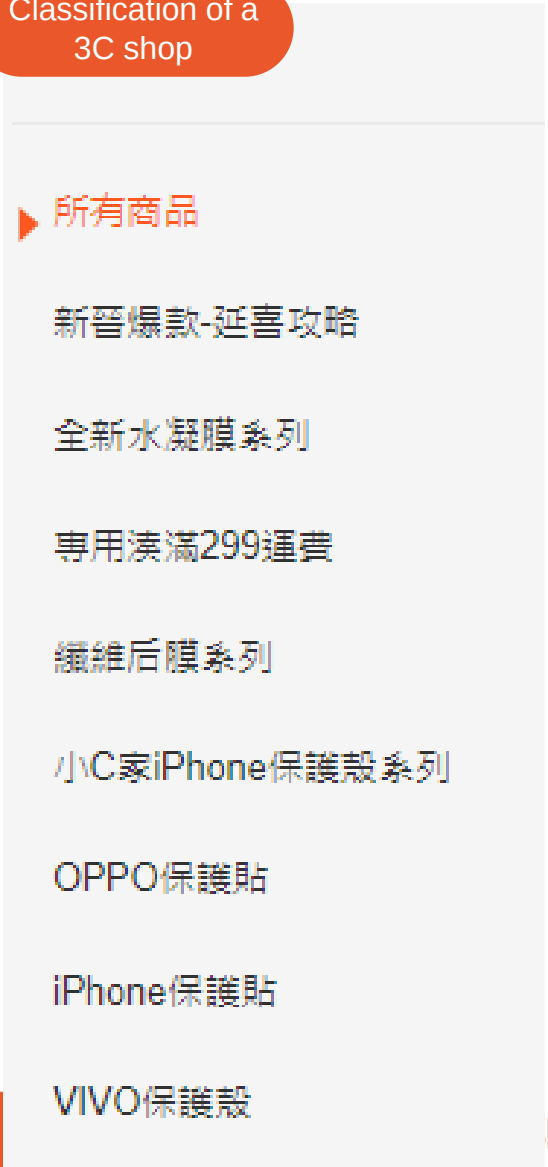


Classification of a pet shop

Classification of a home decoration shop



Classification of a 3C shop



hopee

Overall effect of shop page

Shop basis optimization

Shop decoration

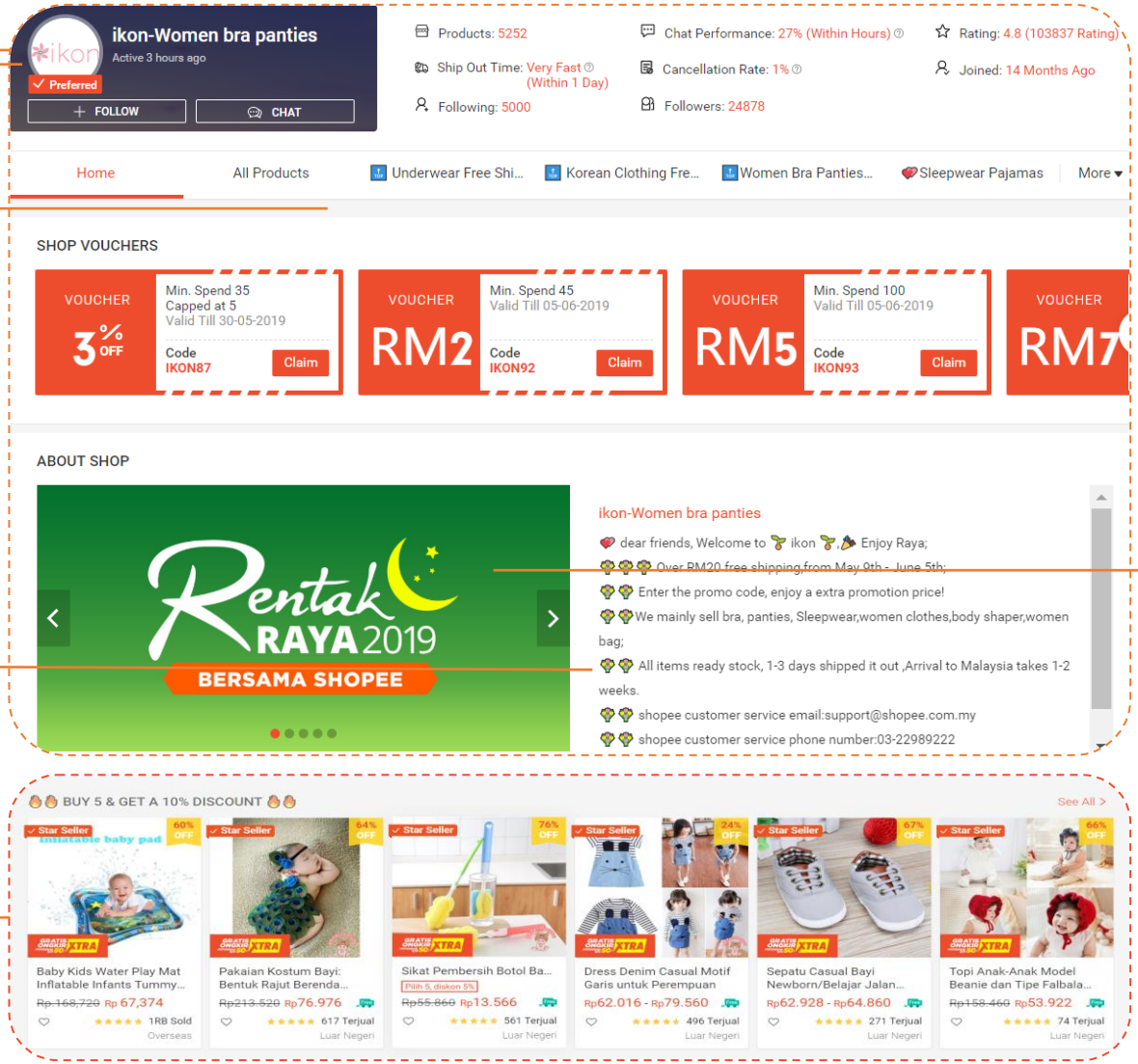
Shop name related to the product
Be popular and easy to remember, and be easy to associate with positioning.

Profile photo with logo
Fresh and intuitive

Eye-catching shop navigation
It is suggested that five pictures for slideshow should be "interactive activities - shop discounts - brand introduction - hot products"

Practical shop introduction
Shop introduction/shop promotion/fan interaction gifts/answers to frequently asked questions from the buyer, etc. Each line shall be as concise and clear as possible.

Custom classified shopping guide



Shop operation

Shop classification optimization
Sorting by category
Plus discount activities

Coupon/discount code
Low-end/middle-end/high-end coupons

Seasonable banner
Activity information/hot products

Overall effect of product page

Product optimization

Picture optimization:

- Asian model map + multi-attribute combination map preferred, non-white background map

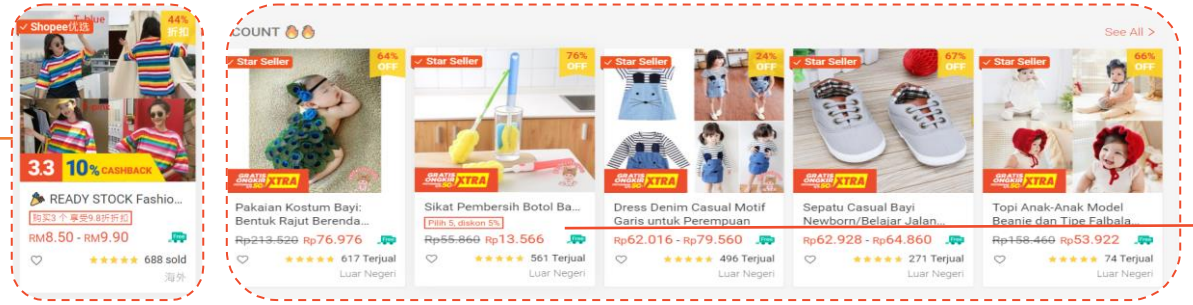
Title optimization:

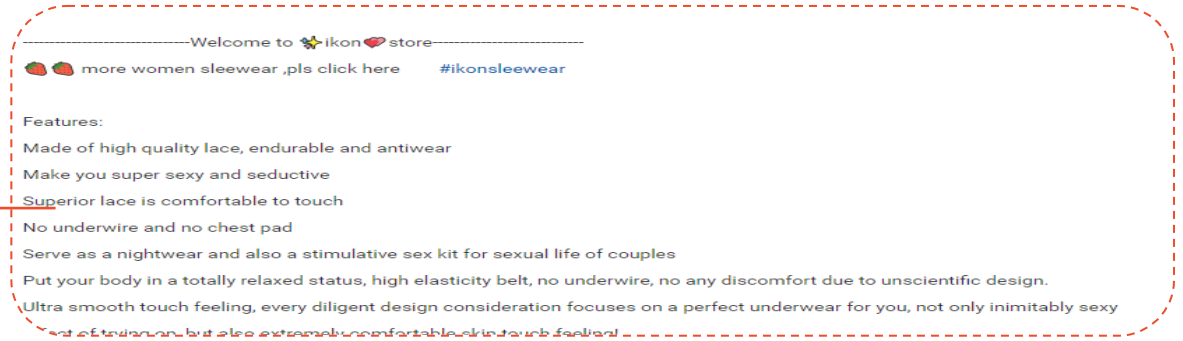
- Shop name + product brand + modifier + trade name
- Appropriate description of product details: In addition to material, color and size, more sympathetic experiential descriptions from customers shall be added.

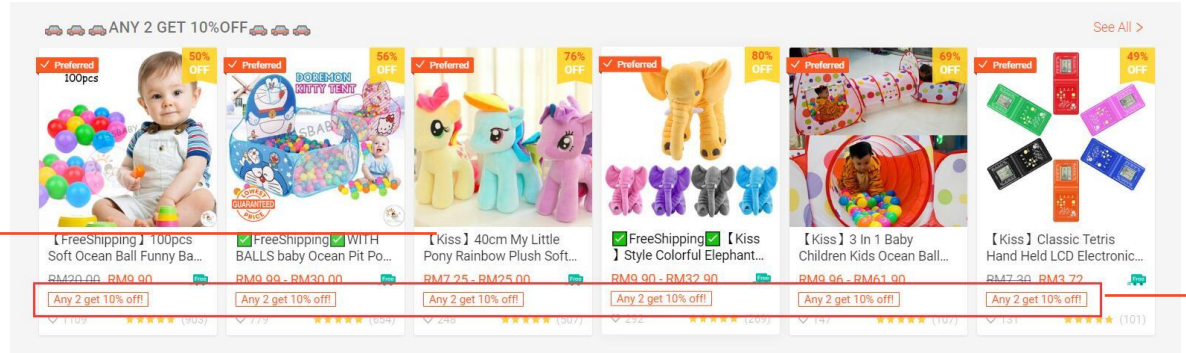
Product selection optimization:

- Select products vertically, and never launch multiple unrelated categories.
- Update peripheral hot products

Shop in-depth optimization







Marketing activity

Low-cost customer attraction to create hot products

Platform activities:

- Double 11 and other promotion activities
- FSS, CCB and other programs

Shop activities:

- Gifts for customers following us
- Preference for the first order
- Bundle deal
- Buy 1 get 1
- Free gift

Activity operation - shop operation, select add-on items for free delivery, related sales

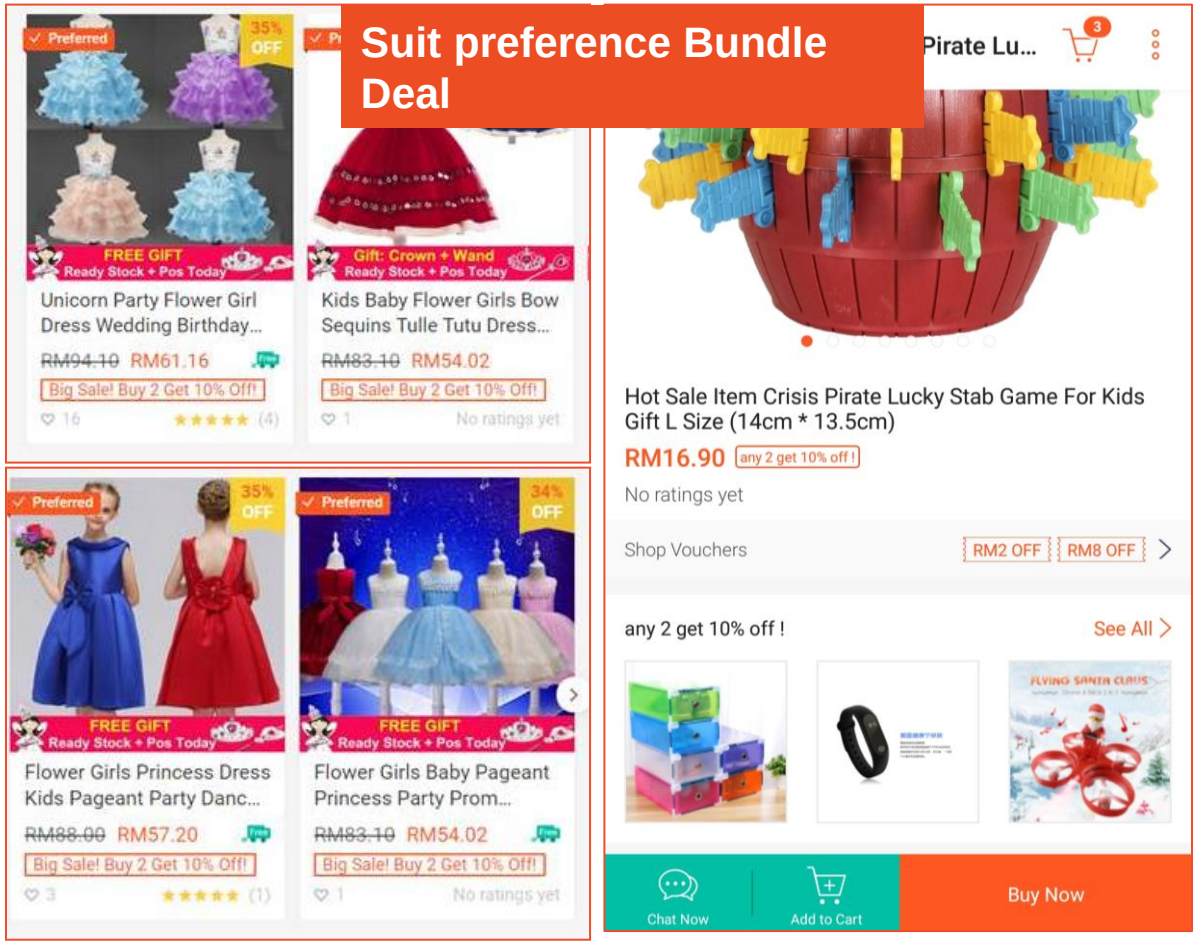
Select add-on items for free delivery
Multiple pieces in one order

Free delivery in case of exceeding RM 40 for Malay site

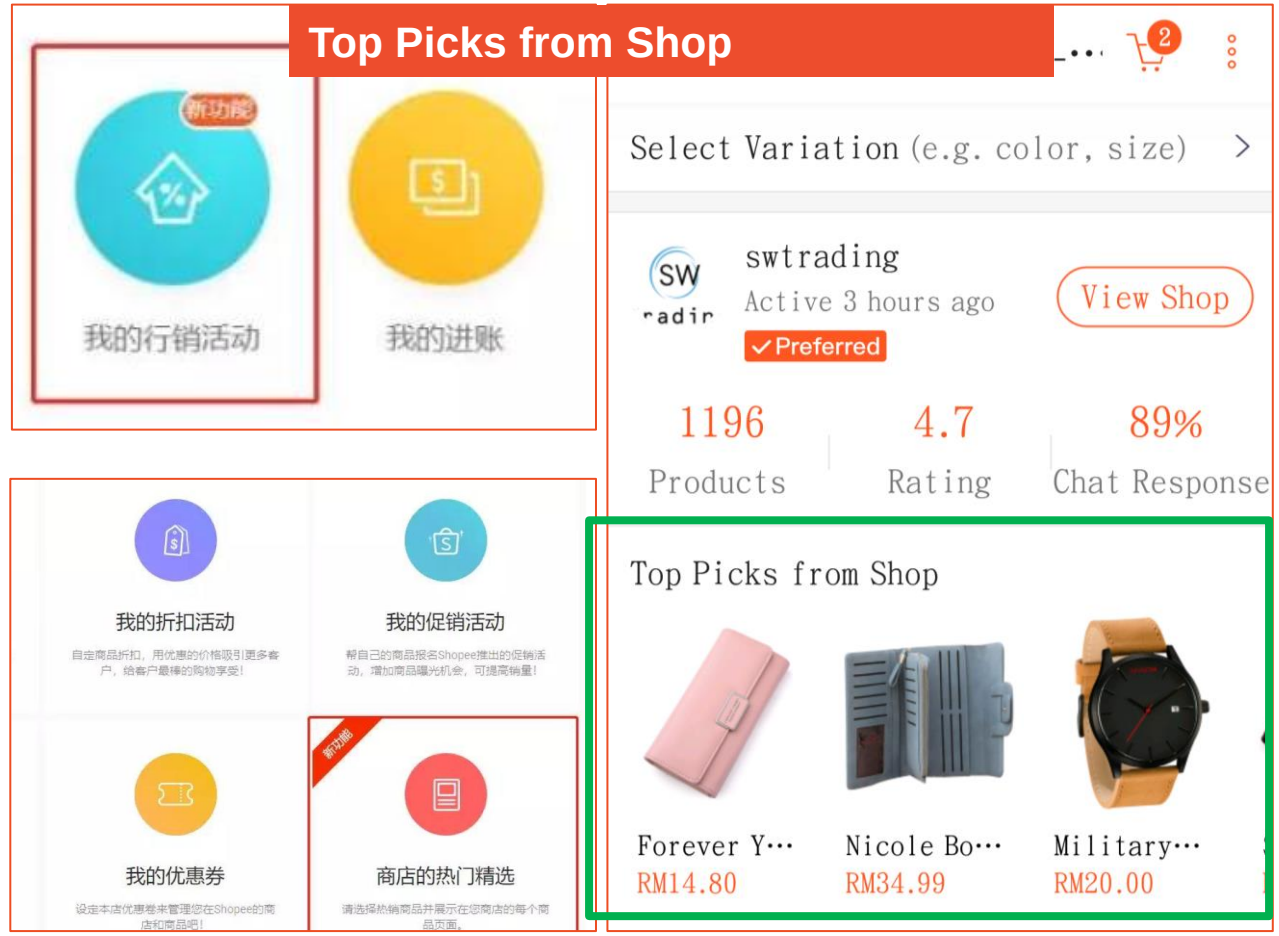
Free delivery in case of exceeding Rp 90,000 for India sites

…

Suit preference Bundle Deal



Top Picks from Shop

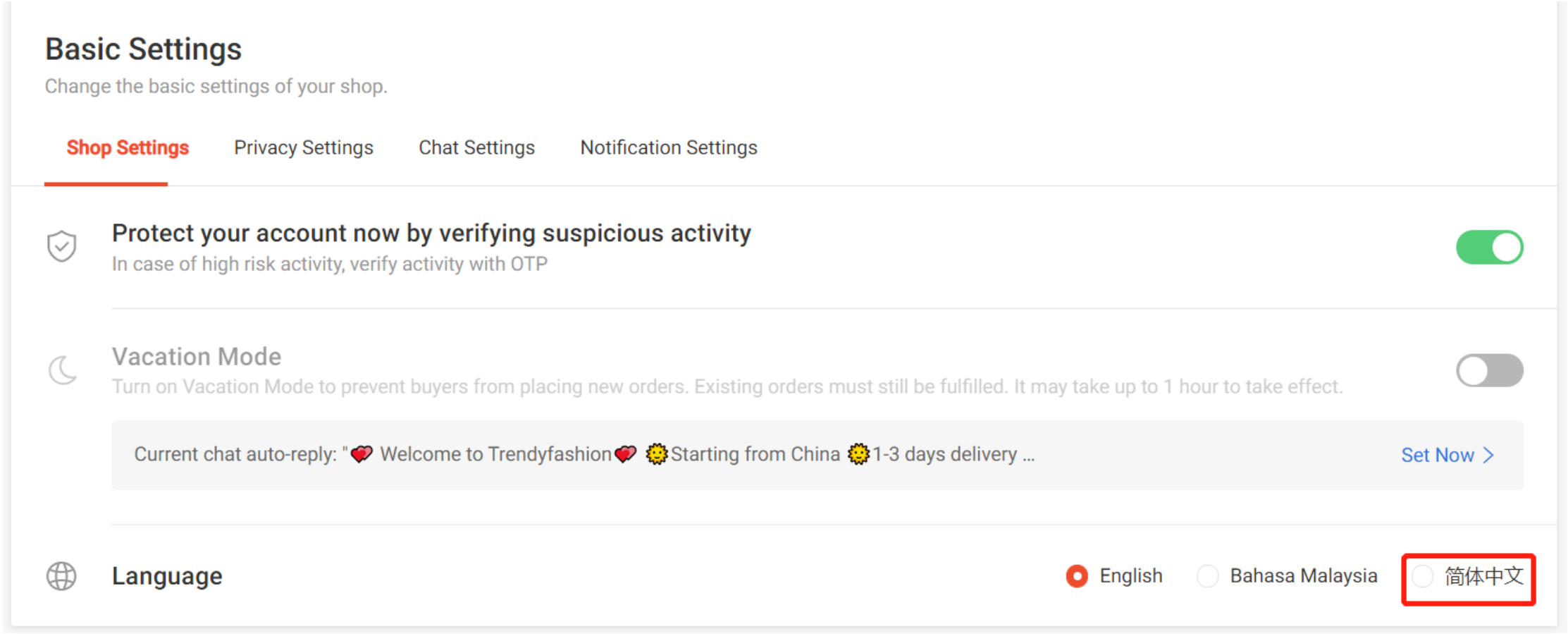


PART 2

Logistics setting

Language replacement and selection

1. Enter the settings from the Seller Center, enter the [Basic Settings] shop settings, and select the language in [Language].



Logistics setting (non-Taiwan sites)

1. Enter [Logistics Settings] from [Logistics] in the Seller Center, and open Standard Delivery (SLS).
2. Click [Edit] to set the days to ship (DTS): **3 working days (spot)** by default or 5-10 working days (pre-sales).

Note: Opening of the logistics channel in the logistics settings does not mean opening of the logistics channel of commodities. **You also need to open the logistics channel in all the product details pages**, otherwise, the buyer still cannot choose the logistics channel when placing an order.

Logistics setting (Taiwan sites)

1. Enter [Logistics Center] from [Shop Setting] in Seller Center.
2. By default, the platform opens the Shopee home delivery, Shopee site delivery-711, Shopee site delivery-whole family, Shopee site delivery-Hi-Life.
3. Click [Edit] to set the DTS: **3 working days (spot)** by default or 5-10 working days (pre-sales).

Note: Opening of the logistics channel in the logistics settings does not mean opening of the logistics channel of commodities. **You also need to open the logistics channel in all the product details pages**, otherwise, the buyer still cannot choose the logistics channel when placing an order.

DTS setting

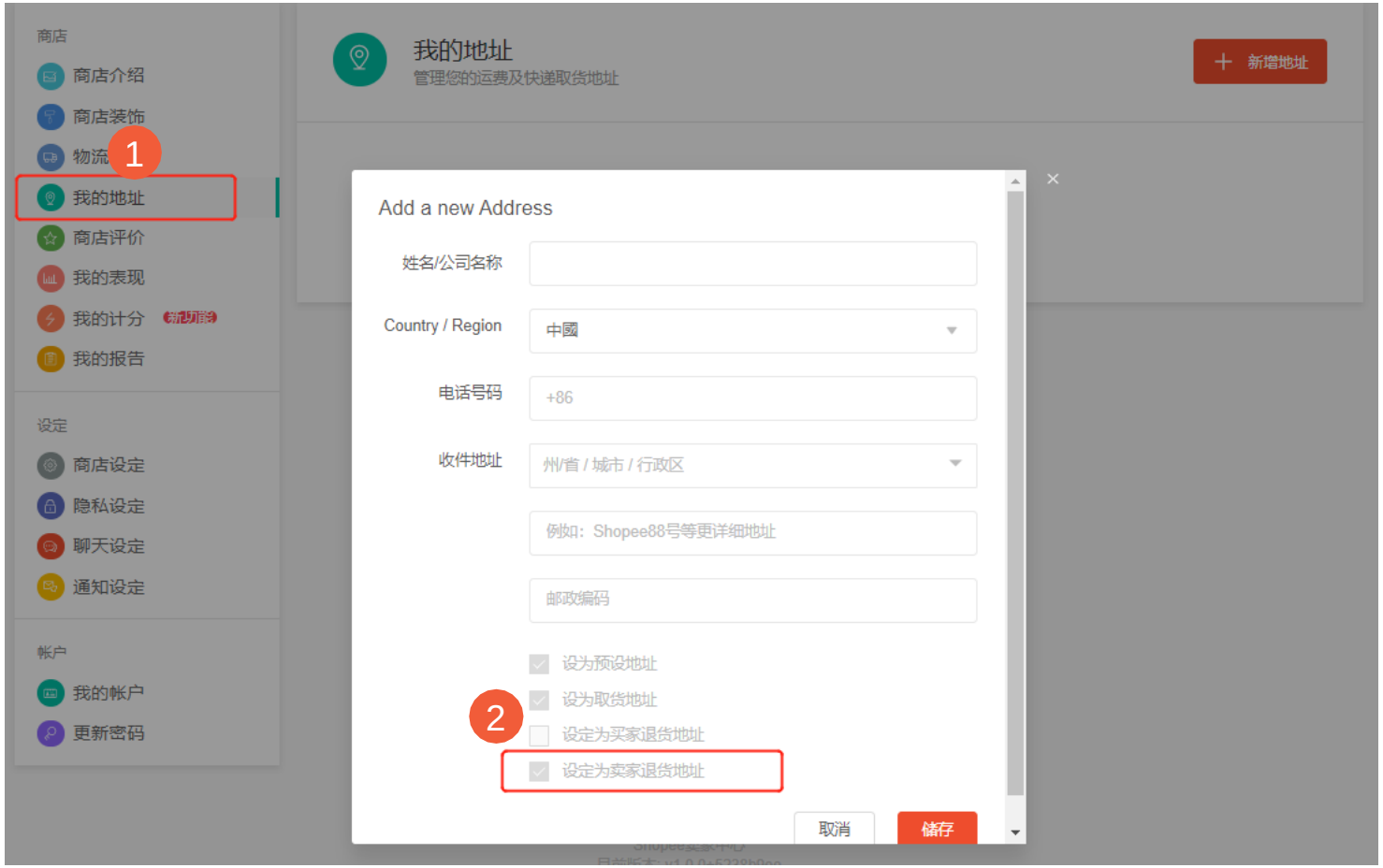
- DTS: preparation/shipping (only working days are counted), referring to the time from the second day after the buyer makes payment (the order in the status of “to ship” is generated in the background) to the time when the commodities arrive at the warehouse and are scanned (the status of commodities changes to “shipping”).
- **Spot**: 3 working days by default for DTS
- **Pre-sales**: 5-10 working days can be set for DTS. Each site has a limit on the number of pre-sale commodities in the shop, so the pre-sales mode is not selected as far as possible.

Policy of rate of orders subject to new completion and late shipping (effective from January 18, 2021)

DTS setting	Site	Late shipping calculation logic (first kilometer/scanning that is conducted after the commodities are transported to the warehouse)	Calculation logic of the orders canceled automatically (Clicked delivery)	Calculation logic of the orders canceled automatically (scanning that is conducted after the commodities are transported to the warehouse)
3/5-10	Non-Brazil sites	DTS (working days)	DTS (working days)	DTS (working days) + 3 (natural days)
	Brazil sites	DTS (working days) + 1 natural day	DTS (working days) + 1 natural day	

Return address setting

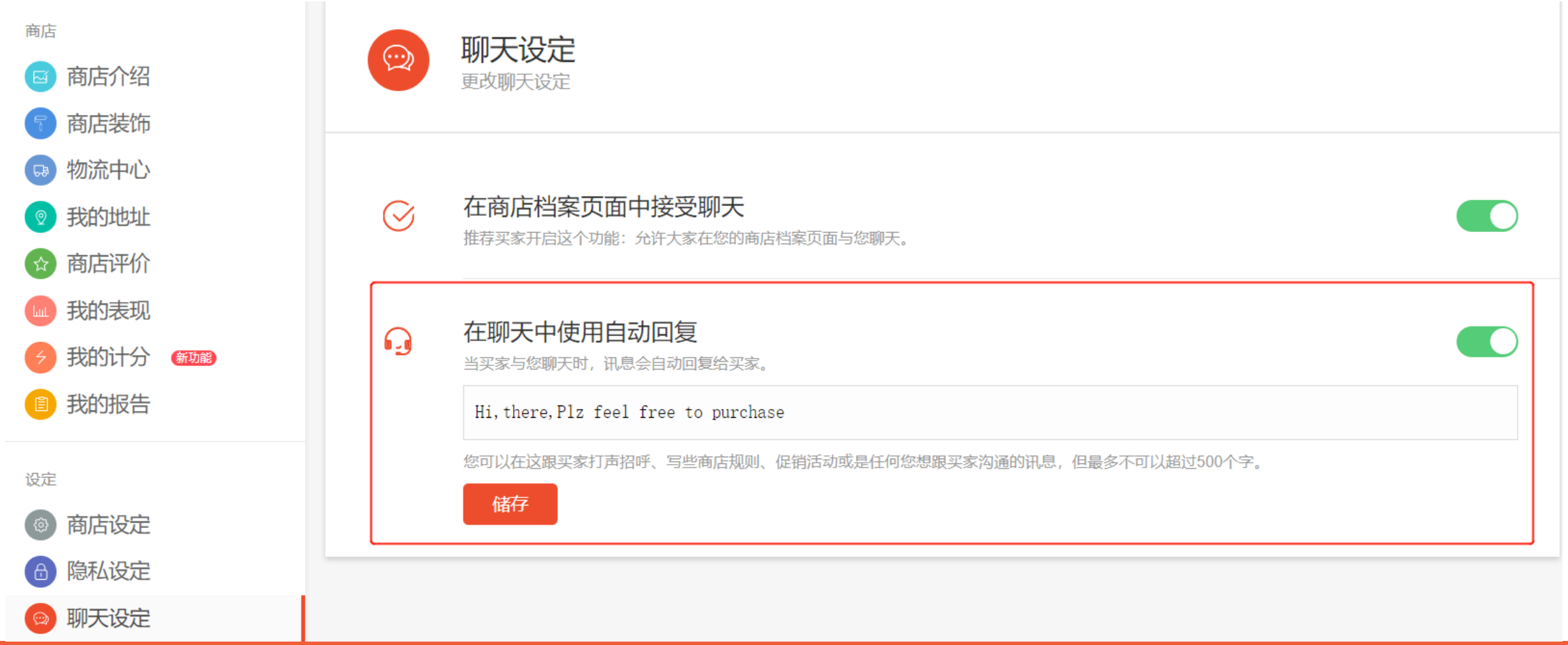
1. Completion entry: “Settings”-”My Address”-”Modify/Add Address”-set as the seller’s return address
2. Please complete the name/company name, Country/Region, telephone number, receiving address (province, city, district, postal code) (**all are required items!**) , to avoid being destroyed by the warehouse because return fails as usual due to the lack of return address.



PART 3

Customer service setting

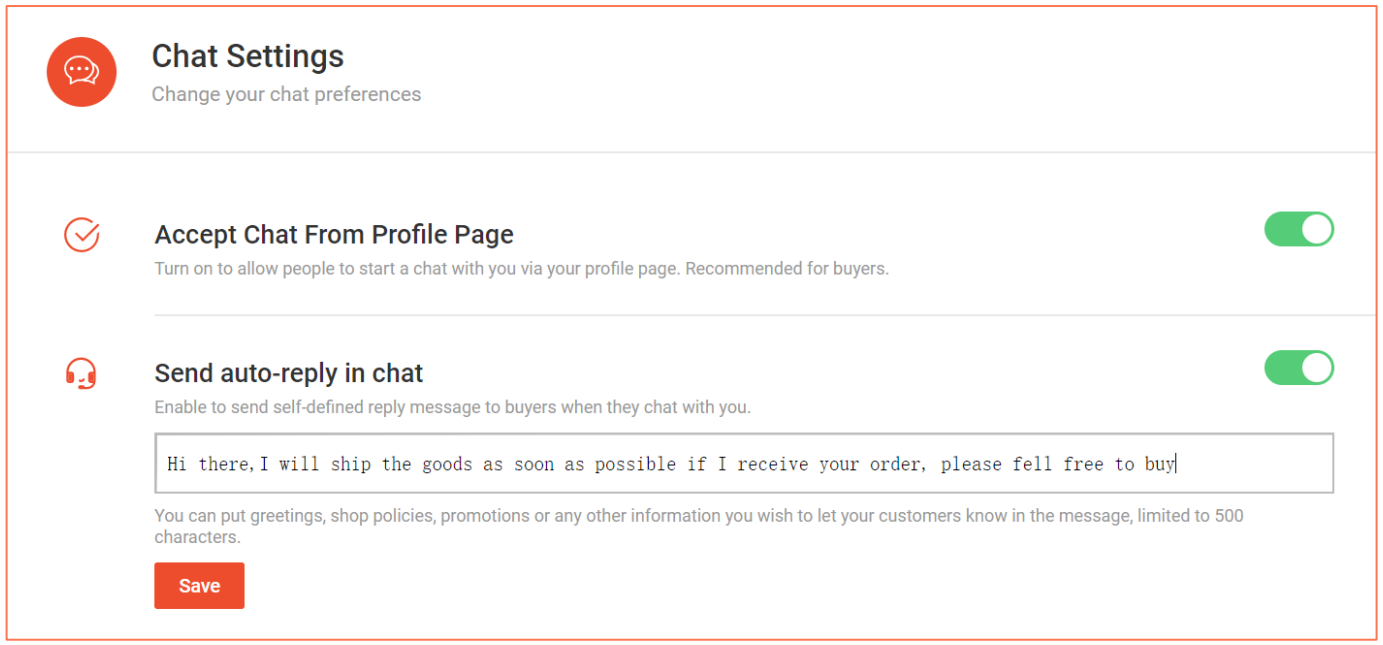
Automatic reply from customer service staff

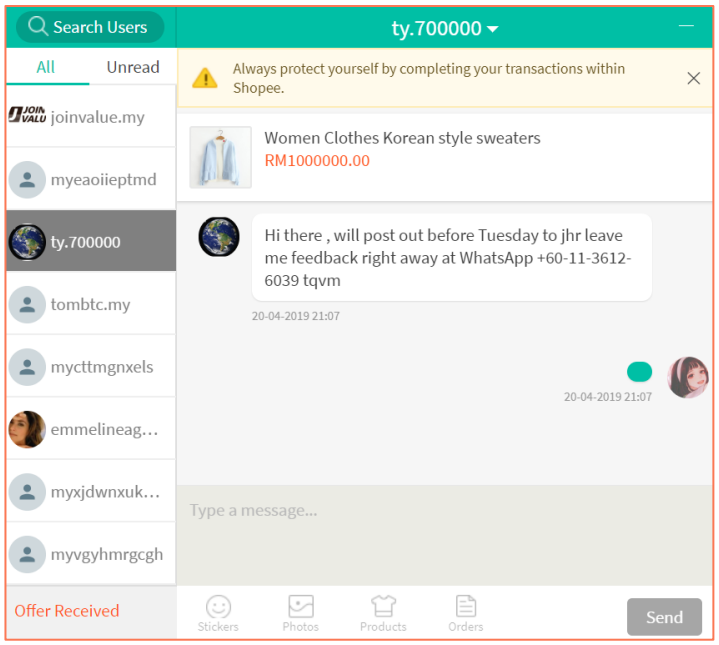


1. Click to enter [Shop Setting].

2. Modify automatic reply

Chat reply





1. Chat functions: fan attraction and transformation
2. Chat reply time: The initial reply rate is 57%, which needs to be kept above 80%.
3. Chat skills and specifications:

Set the auto-reply greeting, including gifts for customers following us and gifts for customers placing an order of hot products, and coupons or benefits unique to chat window.

You can write “Surprise when contacting customer service staff” on the main picture or details page.

You cannot use uncivilized language and other transaction mode information outside Shopee in the chat.

六、售前
VI. Pre-sales

店铺装修
Shop decoration

- 店铺装修四要素
  Four elements of shop decoration
- 店铺页面整体效果
  Overall effect of shop page
- 活动运营
  Events operation

物流设置
Logistics setting

- 物流设置
  Logistics setting
- DTS设置
  DTS setting
- 退货地址设置
  Return address setting

客服设置
Customer service setting

- 客服自动回复
  Automatic reply from customer service staff
- 聊聊回复
  Chat reply

Shopee

Module VII

In sales

In sales

A. Order status

B. Making an offer

C. Answer to frequently asked questions by customer service staff

PART 1

Order status

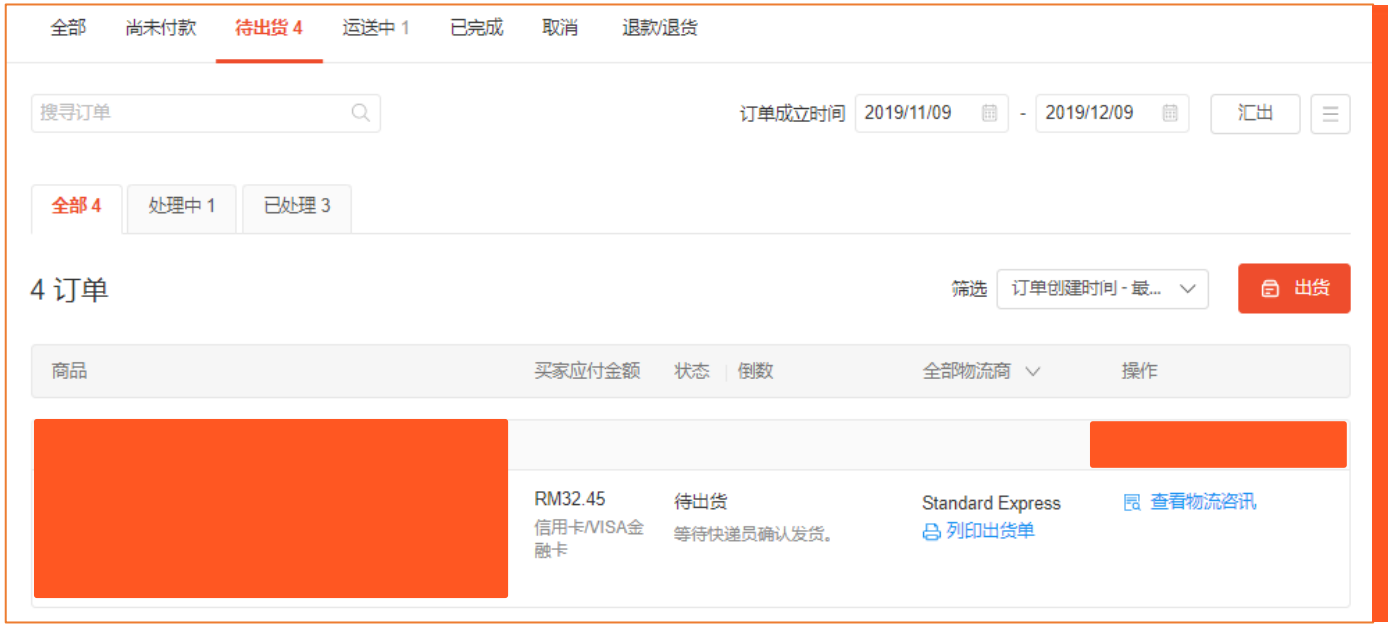
Order status

1

未付款（Unpaid）：

等待买家完成付款的订单，买家完成付款 后此订单会自动进入【我的销售】-【待出货】中。

2



待出货（To ship）：

买家已付款，等待卖家出货，订单物流如果是SLS，卖家点击【申请出货编号】可以获取运单号并打印面单进行出货；如果是第三方物流，请点击出货并输入物流商的运单号来完成相应货物的出货。

Order status

3

运送中（Shipping）：

【运送中】卖家可以点击【查看详情】查 看对应的物流状态。

4

已完成（Completed）：

显示已经完成的订单，订单完成的条件：

1）买家点击了确认收货
2）超过Shopee系统针对跨境电商预设的收货天数。

Order status

5

已取消（Cancelled）：

被取消的订单会出现在【已取消】下。取消原因也会显示。目前订单可以被买家，卖家或者系统取消。

6

退款/退货（Return/refund）：

买家申请退款/退货的订单会在【退款/退货】出现，点击订单任意处即可查看买家的退款/退货原因。

As for orders unpaid,
we can contact the buyer using the chat tool for reminder of payment.
Try to use the language of the destination country to give a reminder of payment.

PART 2

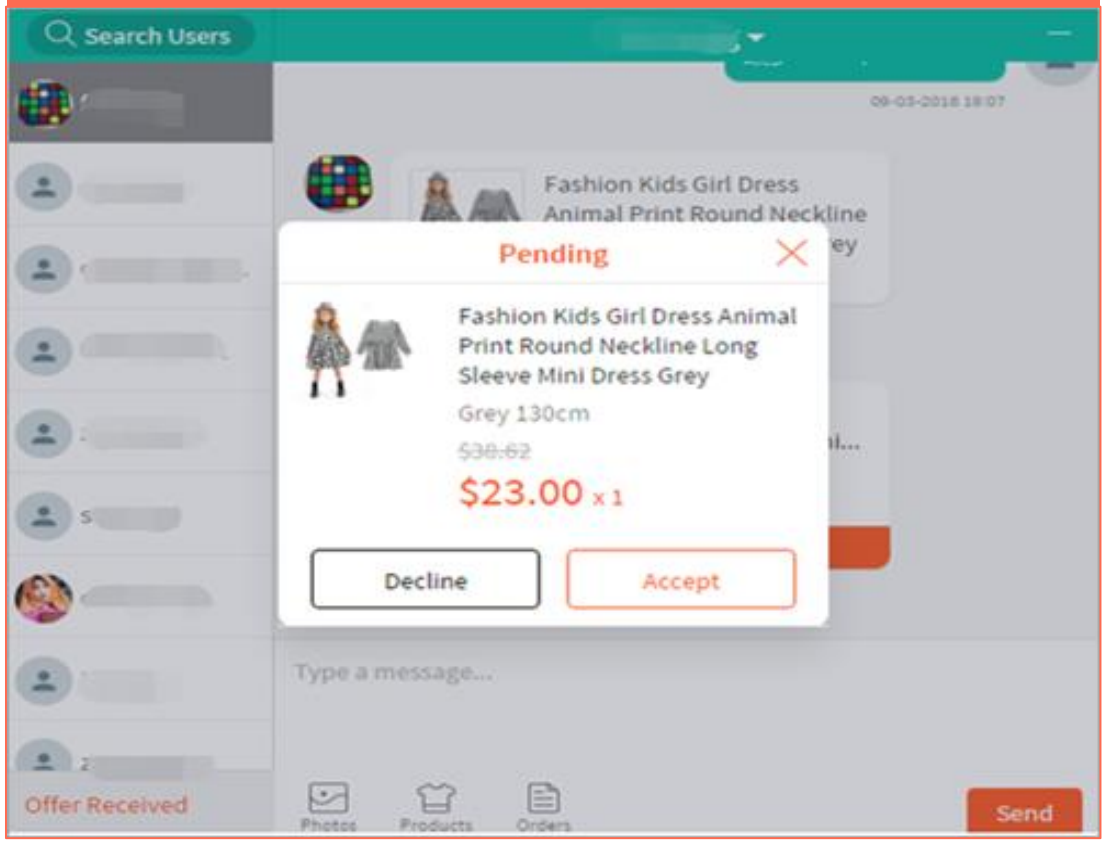
Making an offer

I. Making an offer

The seller sets to accept making an offer

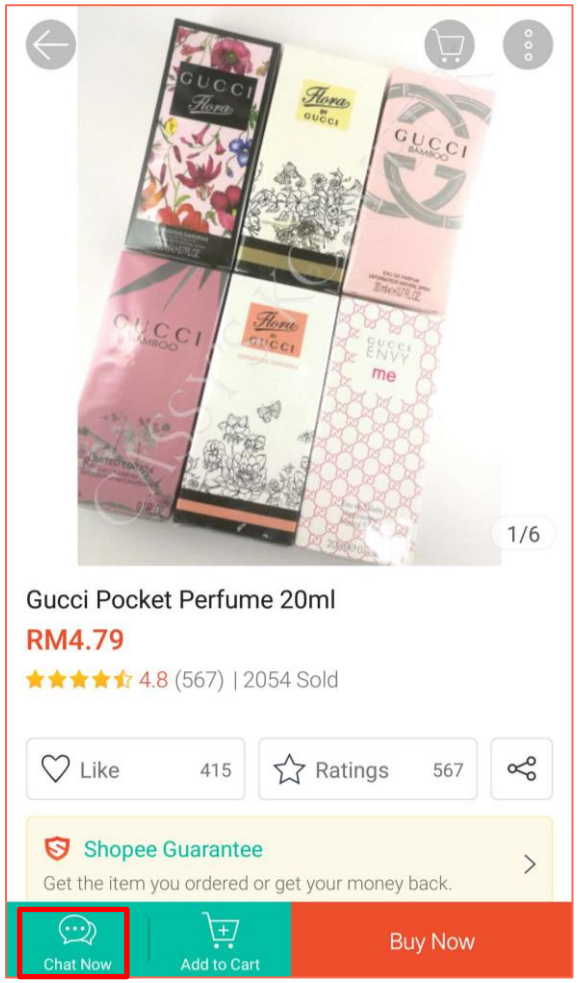
1. If the seller opens [Accept making an offer] in [Shop Setting], the buyer can negotiate the price of the commodities by chatting. If the seller agrees to lower the price of the commodities, the buyer can make an offer by chatting.

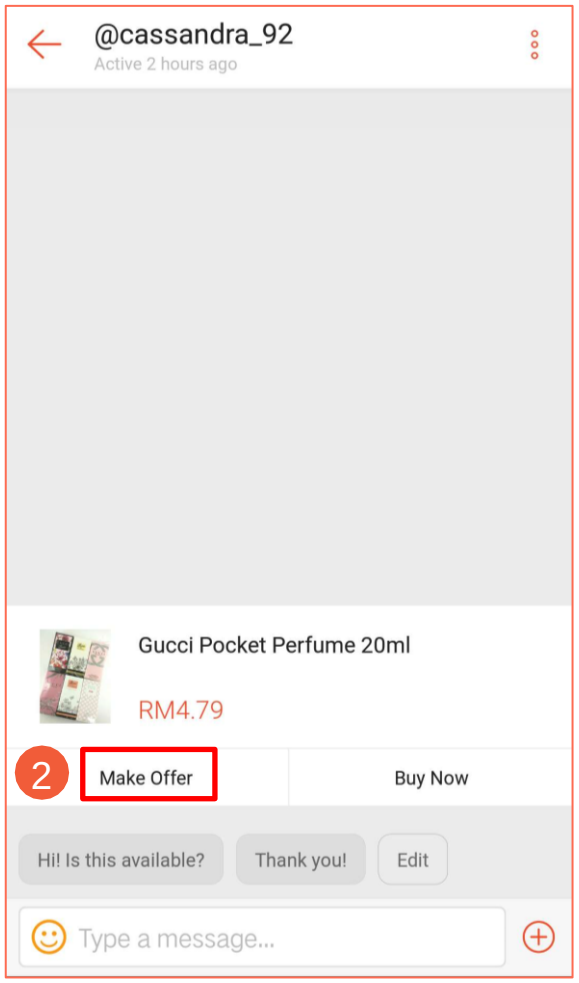
Buyer's method of making an offer

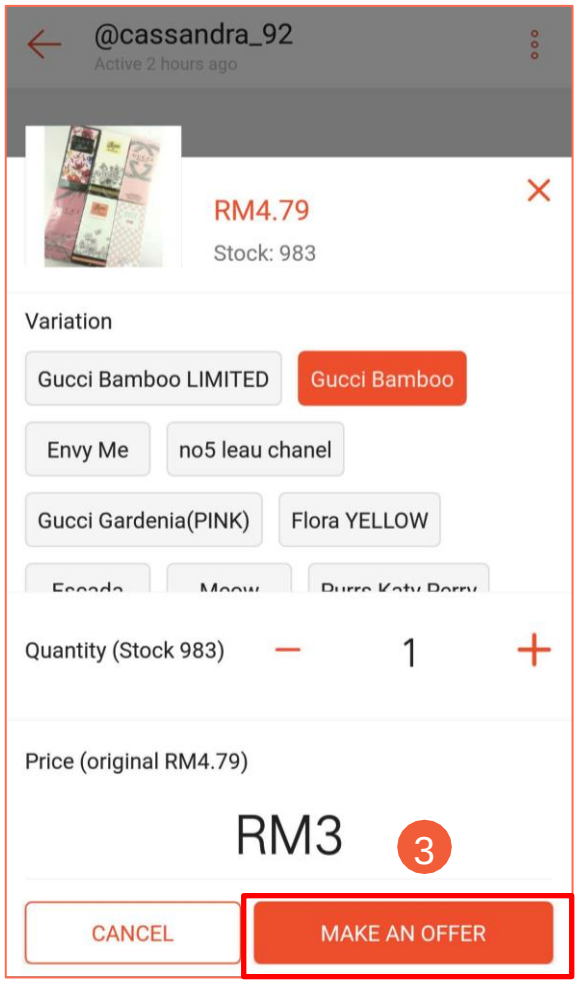


2. When the buyer makes an offer, the seller can see the buyer's operation in the chat window, click [Click to view] to see the latest price proposed by the buyer, and the seller can choose [Decline] or [Accept] to accept the new price proposed by the buyer.
* Note: Before the transaction is concluded, the buyer and the seller can make an offer several times.

II. Guide the buyer to have an offer







1 在APP的商品页面，点选 “聊聊” 按钮

2 在聊聊页面点选 “出价” 按钮

3 输入希望的商品价格，点选 “完成” 按钮

PART 3

Answer to frequently asked questions by customer service staff

Shopee

Consumers in Southeast Asian countries like to consult by chatting before placing an order, so we need to prepare answers to FAQs in advance.

During consultation of customers, we can choose different answers to customer questions.

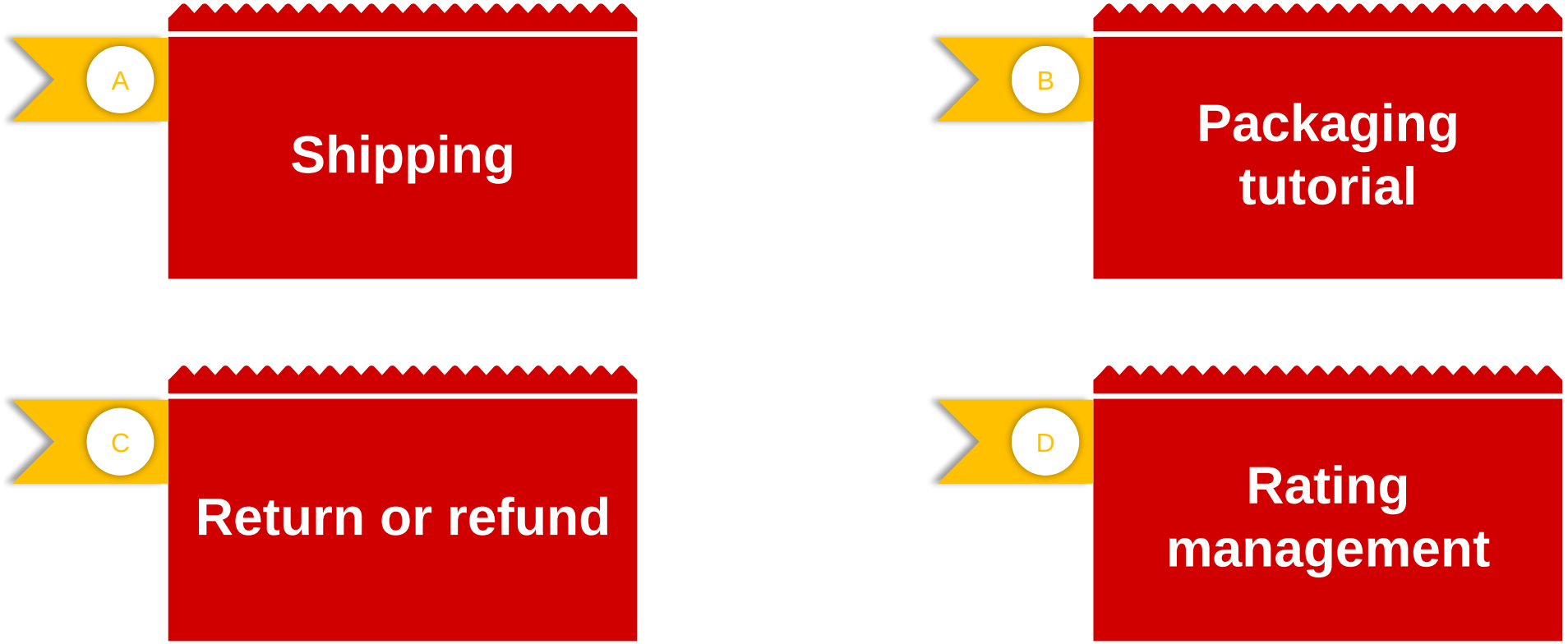
Note: According to the different languages used by customers in destination countries, we have to answer the same question in different languages.

Shopee

Module VIII

After-sales

After-sales


A
Shipping
B
Packaging tutorial
C
Return or refund
D
Rating management

PART 1

Shipping

I. Seller’s optional transit warehouse and delivery method functions

简介

卖家可以自行选择Shopee转运仓和首公里的寄送方式的功能，无需客户经理的协助。客户经理将不再协助卖家转仓或修改首公里寄送方式，有需求的卖家请自行在卖家中心【物流设置】中修改。

新功能优势

- 卖家可以在提交发货预报时灵活修改寄送方式；
- 增加卖家使用不同转运仓的灵活性

适用卖家

此功能向所有类型的跨境卖家开放，包括SIP（虾皮国际平台）卖家，ERP卖家等。

转运仓

不同渠道包裹运输的中转仓库。Shopee平台的转运仓有：深圳仓，万色仓（包含上海仓，义乌仓，泉州仓），香港仓。

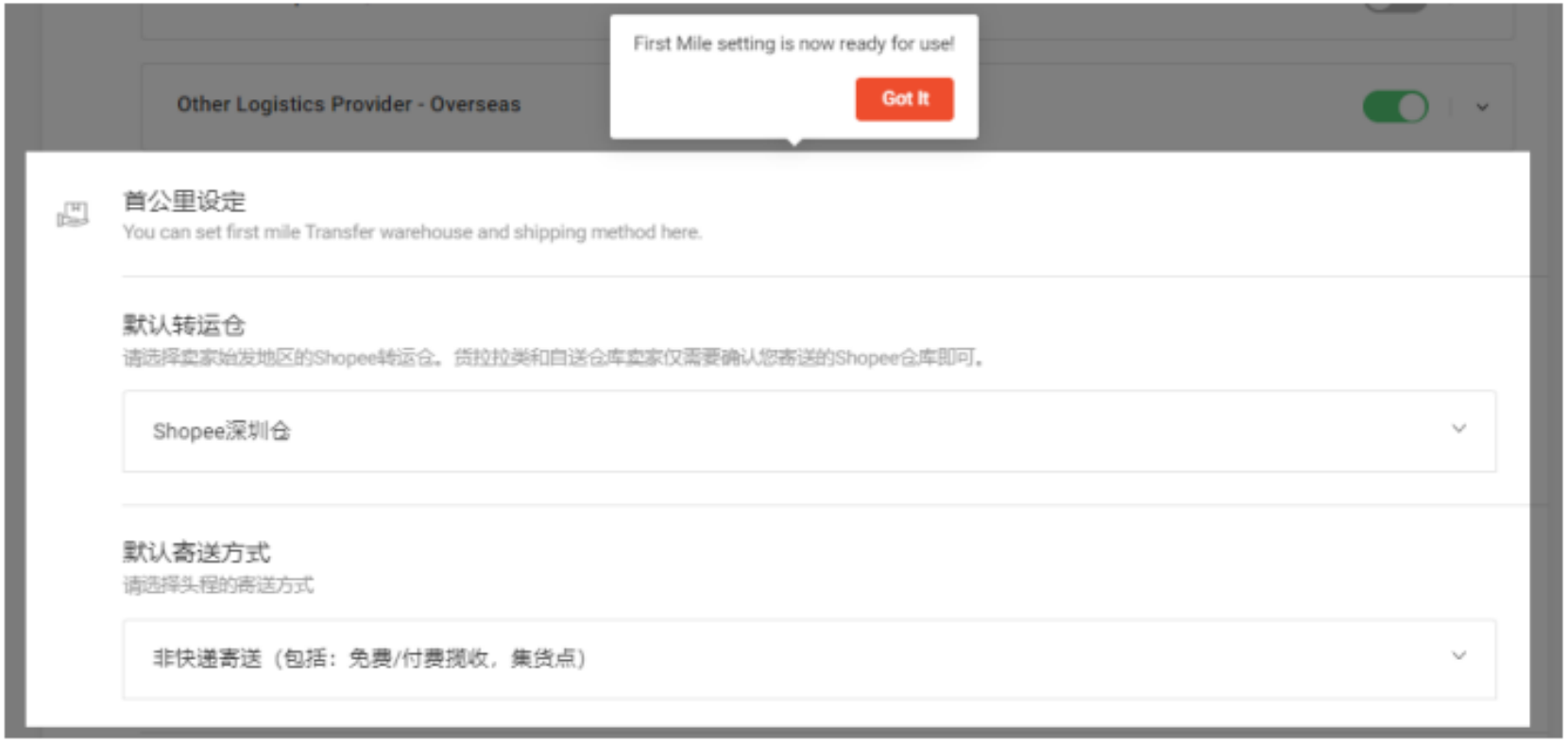
寄送方式

指首公里卖家的寄送方式，包括非快递寄送（Pickup）和快递寄送（Dropoff）。

Reminder of setting default warehouse/delivery method interface

打开选仓/选寄送方式功能后，您会收到以下3种方式的提醒：

- **您首次登录并打开【物流设置】页面时，会弹出选默认转运仓/默认寄送方式**
- 在【我的订单】页面顶部 >>发货页面
- 【批次出货】页面



Reminder of setting default warehouse/delivery method interface

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- **在【我的订单】页面顶部 >>发货页面**
- 【批次出货】页面

-

Reminder of setting default warehouse/delivery method interface

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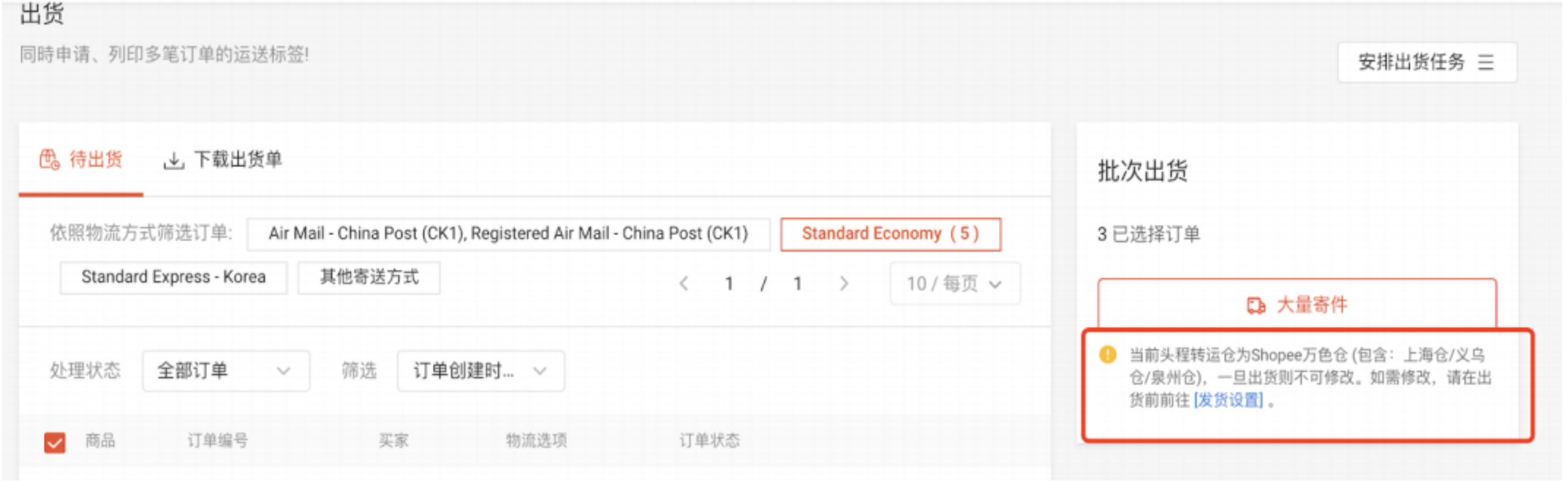
- 您首次登录并打开【物流设置】页面时，会弹出选默认转运仓/默认寄送方式
- 在【我的订单】页面顶部 >>发货页面
- **【批次出货】页面**



Setting of transit warehouse and delivery method

操作步骤：【物流设置】 >> 【首公里设定】 >> 选择默认转运仓 >> 选择默认寄送方式

注意：转运仓修改只影响在修改后申请出货的订单， 之前已经申请出货的订单不受影响。

注意：

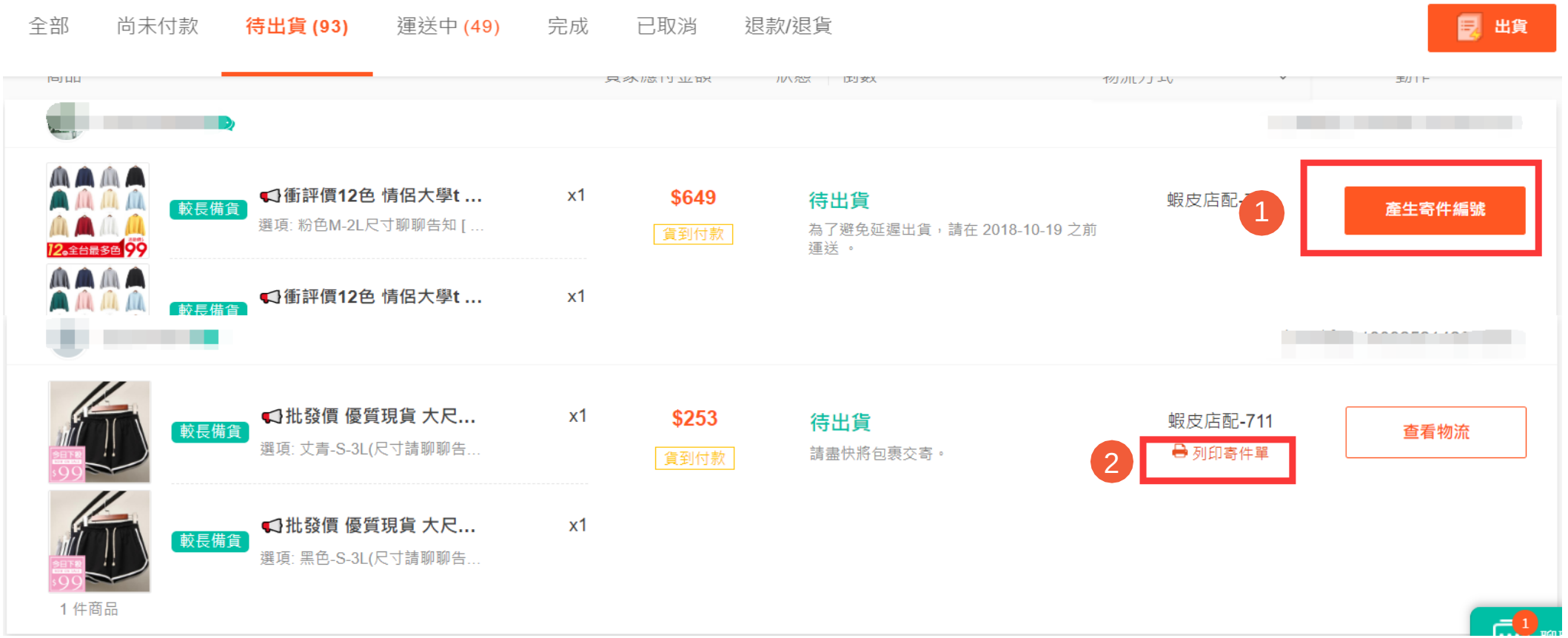
使用**ERP卖家**还需要在卖家中心选择其默认的转运仓和寄送方式。

SIP（虾皮国际平台）卖家只需在主店铺中选择转运仓和寄送方式。 SIP店铺将同步主店铺中的设置。

II. Application for shipping number - specific operation of single order shipment order printing (SLS logistics)

1. On the [To Ship] page, click “Generate Mail Number” in the [Processing] order.
2. Click the [Print Shipping Order], download the corresponding pdf file, print the sheet as required (print with 10 * 10 thermal paper) and paste the sheet on the corresponding package.

***Note: For non-Brazil sites, please click the application for shipping code within the DTS time limit; for Brazil sites, click the application for shipping code within the DTS (working day) + 1 natural day;**



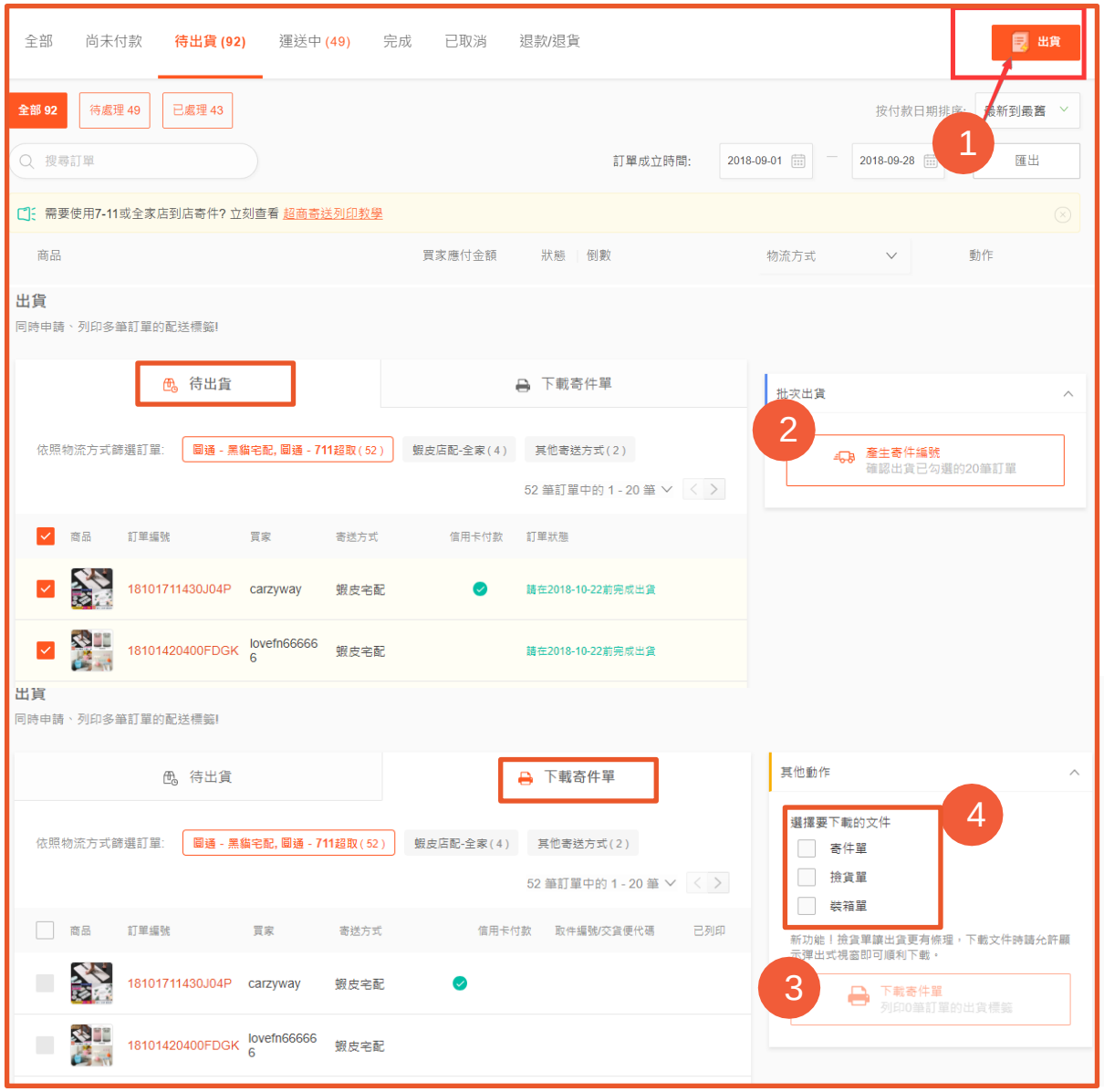
II. Application for shipping number - specific operation of single order shipment order printing (SLS logistics)

3. The seller packages the goods according to the packaging requirements and sends the goods to the corresponding warehouse. After receiving the goods, the sheet is scanned by the warehouse, **and the status of the goods is from [To Ship] to [Shipped]**, **to complete the shipment.**

II. Applying for shipping number - specific operation of batch order shipment (SLS logistics)

Shipment of batch orders

1. Select the “Ship” in the upper right corner of the [To Ship] page.
2. On the page to be shipped, check the order and generate the mail number in batch.
3. On the downloading mailing list page, check the order and download the mailing list.
4. If necessary, download the picking list and packing list at the same time.
5. Successful shipping.



1. The corresponding DTS of different commodities in an order are also different. Which one?

The shipment time of such orders will be calculated as per the longest days of product preparation time, including pre-sale and non-pre-sale commodities.

2. Can different orders from the same buyer be combined into one package and shipped together?

No, one order No. corresponds to one logistics order No. If two orders are combined into one package for shipment, one of them is missing logistics information and is regarded as not shipped by the system.

3. Why can’t you apply for shipping No.?

① The logistics method is not set.

② The products in the order are prohibited items.

③ A single order shall not exceed the corresponding amount. For example, the total value of the package provided by the shop at Taiwan sites shall not exceed NTD 20,000.

④ If it is not caused by the above reasons, it may be caused by the system. Please contact the manager for assistance.

3. In case of preparing for shipment, the buyer wants to modify the contact/address/logistics method/amount. What is to be done?

No, at present, after the order is issued, there is no way to modify any information of the order. In case of change, please contact the buyer to cancel the order and place a new order.

•Special conditions: The package of Taiwan site is on the way of logistics, [Close and Transfer Shops], and the buyer shall contact the customer service staff of Taiwan site for solution.

4. Why was the order cancelled during transportation?

① The commodities are overlong or overweight. ② The commodities are not scanned by the warehouse after timeout. ③ The contraband or empty package is transported. ④ The seller cancels the order.

6. Why is there no available delivery method?

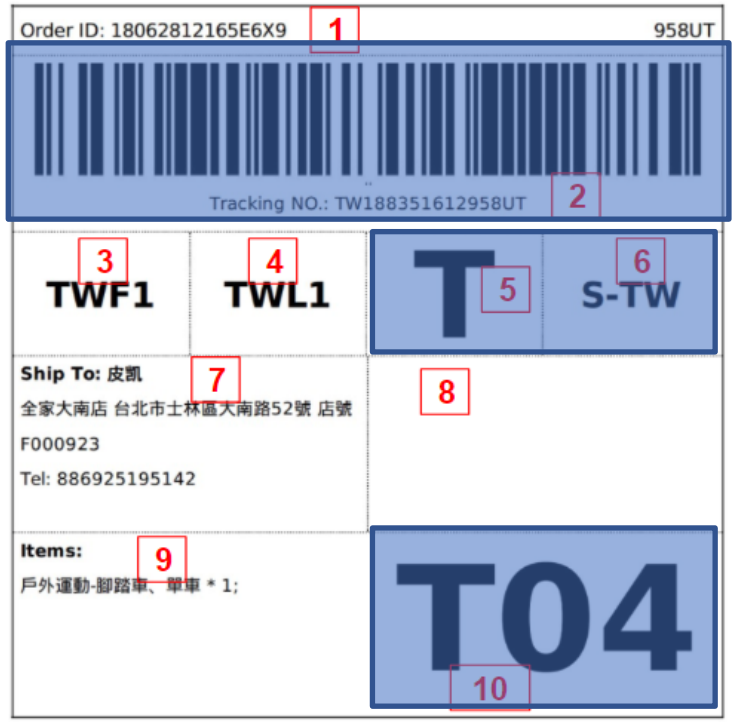
① The logistics method is closed. ② The specification is filled in incorrectly when the commodities are updated.

PART 2

Packaging tutorial

I. Sheet printing

Tips:
It is recommended to print the express sheet with thermal printer;
Check the “Fit to Border” in print settings;
Size of sheet (minimum): 10 cm * 10 cm;



Example of Sheet in Taiwan Site

Scan the barcode in WeChat. If the barcode interface is displayed, it is a valid order.

序号	描述	备注
1	Shopee订单号	从shopee.orders.GetOrderDetails接口中ordersn字段返回值
2	SLS物流追踪号和相应条码	面单右上角是SLS 物流追踪号的最后5位，条码制式：128
3	头程物流商	从Logistics - shopee.logistics.GetOrderLogistics API获取first_mile_name的值
4	尾程物流商	从Logistics - shopee.logistics.GetOrderLogistics API获取last_mile_name的值
5	商品类型：T(特货）/P（普货）	**系统根据商品品类自行判断普货还是特货，需要在先获取得到tracking_number之后**，卖家从shopee.order.GetOrderDetails API或者Logistics - shopee.logistics.GetOrderLogistics API获取goods_to_declare字段： 若为False，则打印"P" 若为True，则打印"T" 此值打印设置：字号82，粗体
6	Lane code “S” 代表 Shopee + 目的国或地区	从Logistics - shopee.logistics.GetOrderLogistics API 获取lane_code字段返回值
7	买家姓名，地址及电话号码	调用接口Order - shopee.order.GetOrderDetails 获取full_address字段信息
8	转运仓编号及地址	可为空
9	商品三级品类*数量	从shopee.order.GetOrderDetails API获取items中的字段信息
10	shopee提供的服务号码	从Logistics - shopee.logistics.GetOrderLogistics API获取service_code字段，此值打印设置：字号100，粗体，建议宽度大于4cm

***Pay attention to tracking number + barcode (not folded and too small, clear and scannable), site code, channel code, general goods**

II. Packaging specification

第一层包装，即最里面一层包装，是顾客最终收到的包裹，上面贴国际面单。

1. 包装完好，包装袋结实，不易破损
2. 包裹需贴上国际面单（不能折叠，不能太小）
3. 面单**条码**清晰（不能被胶带盖住，无折叠）

注意：同一个订单里的产品只能包一个包裹，一张面单只能贴在一个包裹上。
一个面单分成两个包裹，贴两张相同面单，只会发出一个，另一个作为异常件退回。

包装破损

无包装
无面单

面单折叠

透明胶
覆盖面单

Different SLS packages are wrapped.

The SLS sheet and express sheet are pasted on the same layer of package.

Transparent package

III. Packaging specification - magnetic products

The seller refers to the following steps for the package of magnetic products. **Do not directly use the plastic film and express bag for package;** if it is delivered to Shopee transit warehouse without proper package, **it shall be judged as contraband Class B and cannot be delivered to the destination because the strong magnetic force will affect air flight or other goods.**

带磁产品

气泡棉包装

纸盒包装

1.建议使用三层气泡棉包装，对磁铁有一定磁性屏蔽作用，且与外箱表面保持距离

2.建议用纸箱包装，根据商品大小调整纸箱大小，建议纸箱最小边>10CM

IV. Packaging specification

1. The second layer of packaging: The packages with only one site are put into a transport bag (mail bag/woven bag/carton, etc.), **and the identification card is attached at the seal (how to make it on the next page)**. The warehouse keeper opens the outer layer of bags, and there are packages from the same site.

2. The third layer of packaging: Packages from multiple sites are sent (such as Malaysia, Singapore, Indonesia and Thailand). Note: First put the packages from the same site into a transport bag and mark the corresponding site code (as shown in the figure) SG (Singapore)/MY (Malaysia)/ID (Indonesia)/PH (Philippines)/TH (Thailand)/TW (Taiwan site)/VN (Vietnam), then put the transport bags at different sites into a large transport bag.

3. The outermost transport bag shall be pasted with the logistics express waybill sent to the domestic transfer warehouse, and the mailing address shall be written and sent to the Shopee transit warehouse.

First layer package

Magnetic products

Second layer package (single site)

Third layer package (multiple sites)

V. Packaging specification - production of identification card

Identification card

- Specification of seal identification card: 10 * 10 cm
- Content: seller's company name, English abbreviation of shipment site, number of packages, Wise background registered account (East China warehouse) and commodity weight (East China warehouse)
- English abbreviations of all stations: SG (Singapore)/MY (Malaysia)/ID (Indonesia)/PH (Philippines)/TH (Thailand) /TW (Taiwan Site)/VN (Vietnam)

***It is forbidden to use discarded or normal SLS sheet as label, which is easy to cause the whole package to be issued as one lot.**

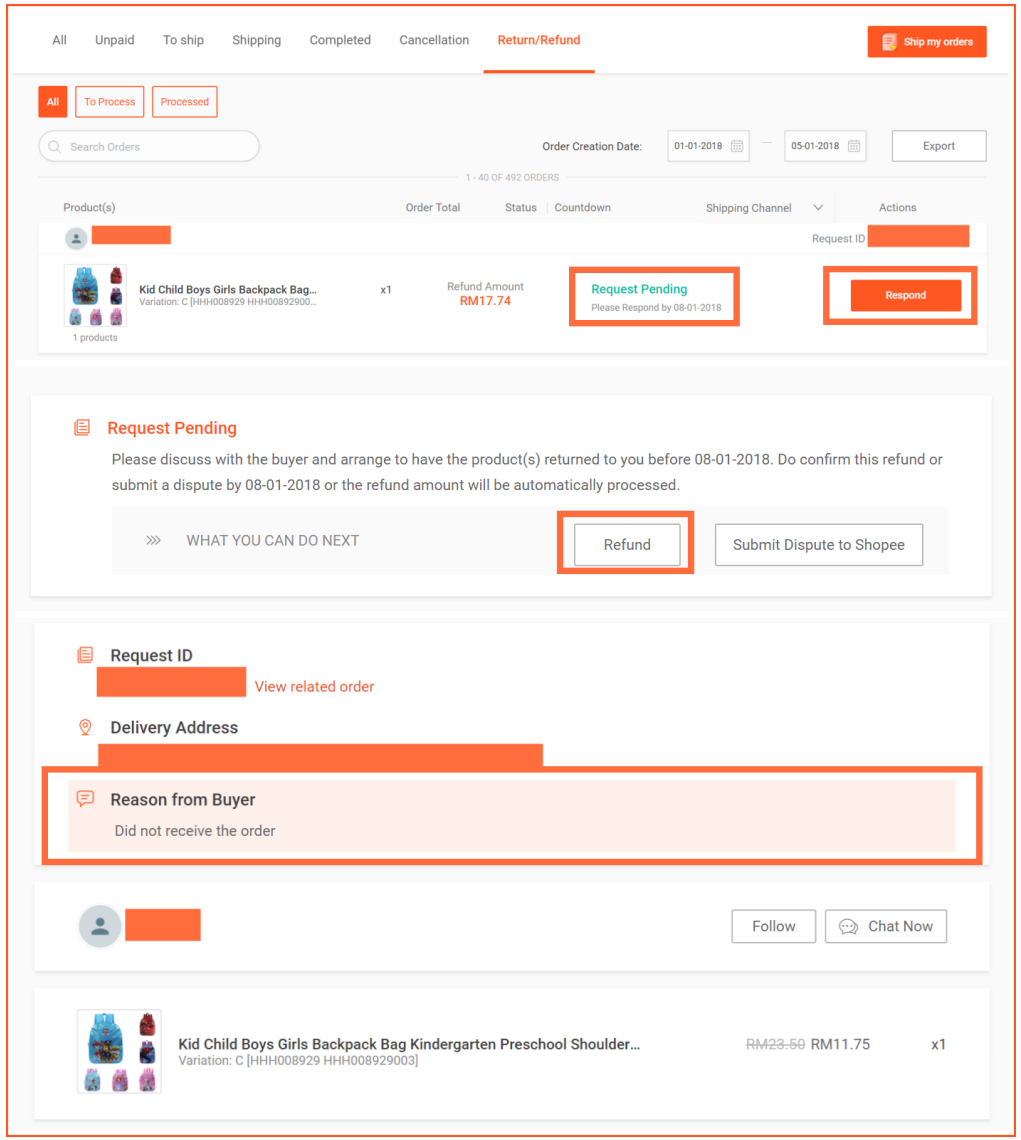
Identification card of Shenzhen warehouse	
Full name of company	
Shipment site English abbreviations	
Number of packages	

Identification card of East China warehouse (Shanghai/Quanzhou/Yiwu)	
Merchant ID	Wise background registered account
Full name of company	
Shipment site English abbreviations	
Number of packages	
Commodity weight	

PART 3

Return or refund

I. How to process the return or refund requests?



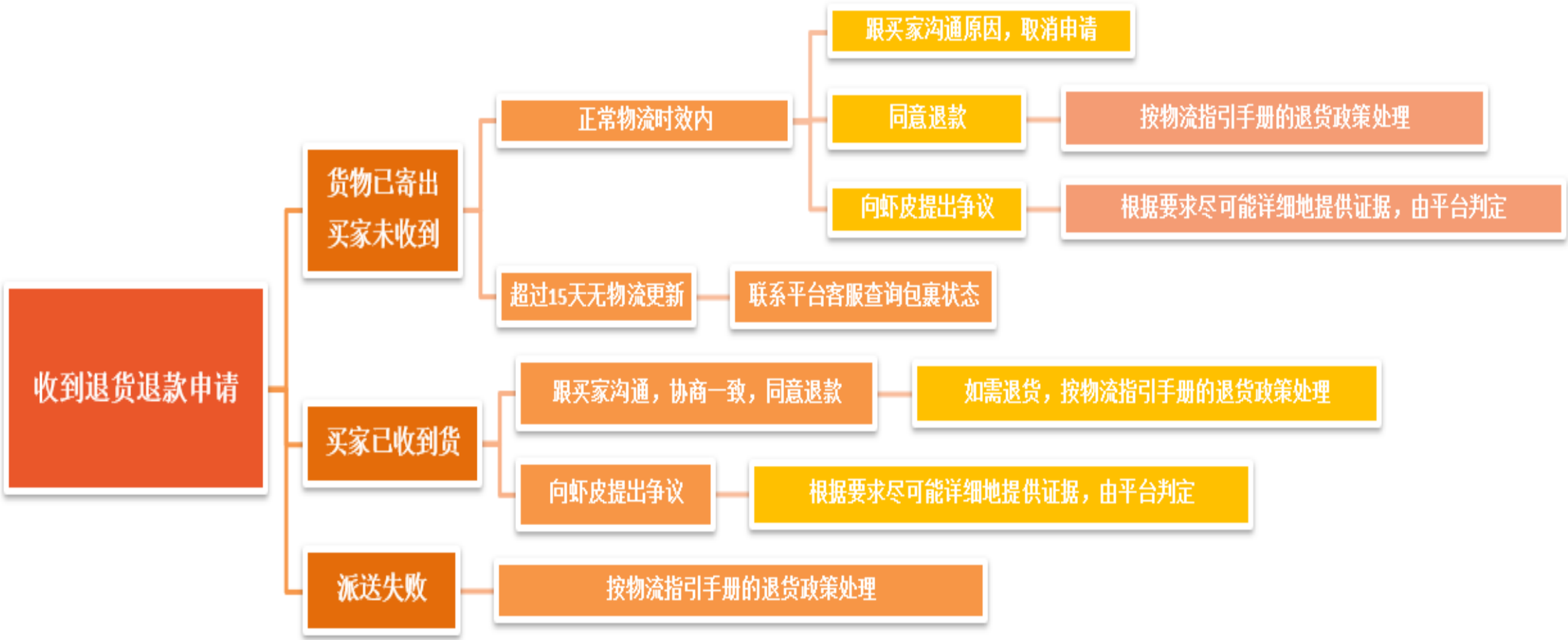
1. Before clicking “Confirm Receiving”, the buyer can make a refund or return request on Shopee platform in the following cases:
a. The buyer does not receive the goods.
b. The buyer receives the wrong product (wrong size, color and category).
c. The buyer receives damaged or defective products.

2. After the buyer initiates the application, the order will enter [Return/Refund], and the business firm will also receive an email reminder. The seller can click the [Respond] button of the order for return or refund to enter the order details interface to view the application reasons;

3. The seller can click the [Refund] to refund the buyer, or choose the [Submit Dispute to Shopee] to raise a dispute with Shopee, and Shopee will intervene to deal with it.

***Note: The seller shall complete the [Respond] operation within the specified time; otherwise, the system will automatically agree to apply for a refund to the buyer.**

II. Common processes for return or refund



III. Common problems for return or refund

1. How to deal with the buyer's application for partial refund?

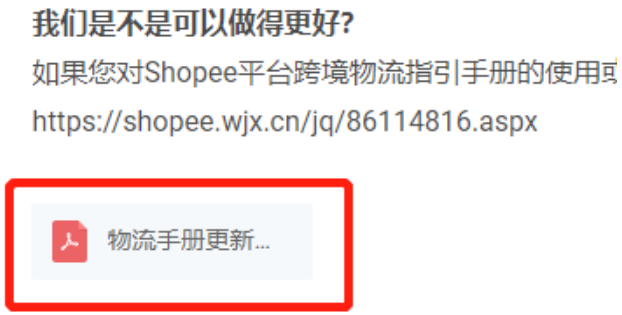
Except for Thailand sites, all other sites can refuse the refund after the buyer applies for a refund, and the local customer service staff will intervene. The partial refund process is as follows, and Thailand does not provide partial refund service for the time being.

① The buyer initiates the return or refund and indicates the amount to be refunded in the note.
② The seller clicks the dispute, notes the amount to be refunded, and attaches the chat records with the buyer (the content shall include the refunded commodities + number of pieces + amount). Please send the content to the buyer for confirmation. After receiving the reply, upload the screenshot as evidence.
③ The platform customer service staff will intervene in the operation.

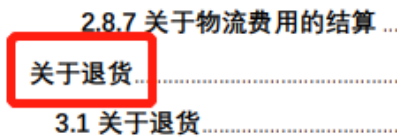
2. How to return the package to be returned from all sites?

For specific policies, please scan the QR code or click the link to view the manual for guidance of Shopee platform cross-border logistics: https://shopee.cn/edu/article/4465

① Open the website and click the attachment.



② Check the description of the return section in the table of contents.



Manual for guidance of Shopee platform cross-border logistics

PART 4

Rating management

Rating management

1. View order reviews and respond to buyer rating.

Click the [Shop Settings] - [Shop Rating] to view the scores of orders rated by all buyers. The seller clicks the [Reply] to view the buyer rating.

2. Rating time

The buyer shall rate the order within 15 days, and the seller is recommended to encourage the buyer to give a positive comment after the order is completed;

3. Rating modified by buyer

If a buyer gives a negative comment, it is recommended that the seller negotiate with the buyer to modify the rating in time. There is an opportunity to modify the rating within 30 days after the rating.

The steps of rating modified by buyer are as follows: [Me] > [My Purchase] > find the corresponding order [Shop Rating] > [Change Rating] > modify the rating and click “OK” to modify it.

Shopee course system
I. Account registration
Seller incorporation criteria
Entry procedure for sellers
Shopee shop application
Collection account registration and binding
II. Buyer's perspective
Introduction to each site page
Introduction to the seller center
III. Introduction to platform and site
Introduction to platform
Introduction to main site
IV. Cost and product pricing
Cost and transaction service charge
Freight
Check the bill
Product pricing
V. Commodity release
Release of individual commodity
Release of batch commodities
VI. Pre-sales
Shop decoration
Logistics setting
Customer service setting
VII. In sales
Order status
Making an offer
Answer to frequently asked questions by customer service staff
VIII. After-sales
Shipping
Packaging tutorial
Return or refund
Rating processing
IX. Platform policy
Shop scores and basic platform rules
Preferred seller
Penalty scoring system
Channel restrictions on prohibited commodity and logistics
X. Promotion
Free traffic within website
Paid traffic within website

Shopee

Module IX
Platform Policy

Shopee

Platform policy

1. Shop scores and basic platform rules
2. **Preferred seller**
3. **Penalty scoring system**
4. **Channel restrictions on prohibited commodity and logistics**

PART 1

Shop scores and basic platform rules

Shop scores

Shop performance mainly includes the following aspects:

Non-fulfillment rate (NFR) of orders (NFR)	**Cancellation percentage + return/refund percentage to the total quantity of orders within the past 7 days.** Only the order canceled by the seller will be included in the NFR of orders. NFR of orders is also the sum of order cancellation rate and return/refund rate of orders.
Cancellation rate of orders	Cancellation percentage to the total quantity of orders within the past 7 days. Only the order canceled by the seller will be included in the cancellation rate of orders. Return/refund orders will not be included in the cancellation rate of orders.
Return or refund rate	Percentage of orders in which the buyer requested a return or refund to the total orders within the past 7 days
Late-shipping rate	Orders of overdue shipment within the total orders within the past 7 days [Days to Ship (DTS) + 1 natural day]
Chat reply rate	Percentage of the seller reply within 12 hours after receiving new chat messages or offers (to the total orders) Automatic reply will not be included in the chat reply rate calculation (within the past 30 days)
Shop scores	The overall ratings given by the buyer to the seller's shop: the seller can log into Seller Center and check the scores in [shop setting - shop evaluation], which is close to the total average of all the orders submitted by the buyer
Scores of commodities	The scores given by the buyer to the purchased products. The seller can view the scores given by the buyer on the corresponding products in [shop setting - shop evaluation].

Basic platform rules - restriction rules on the quantity of commodity

1. Restriction on the quantity of commodity caused by shop types

2402 件商品 2402 / 1000

台湾市场

店铺类型	标准	上架商品数量上限
成长店铺	开店时间<30 天或 过去 30 天完成不同买家订单数<10 单或 当季度未完成订单率/迟发货率≥3 分的店铺	500
有潜力店铺	开店时间>=30 天并且 过去 30 天完成不同买家订单数>=10 单并且 当季度未完成订单率/迟发货率＜3 分的店铺	1000
有经验店铺	开店时间>=30 天并且 过去 30 天完成不同买家订单数>=20 单并且 当季度未完成订单率/迟发货率＜3 分的店铺	3000
优选店铺	获得优选卖家资质的店铺	10000
商城店铺	获得商城卖家资质的店铺	20000

其他市场上架商品数量限制

店铺类型	标准	上架商品数量上限
成长店铺	开店时间<30 天或累计完成不同买家订单数<5 单的店铺	1000
有潜力店铺	开店时间>=30 天并且累计完成不同买家订单数>=5 单的店铺	3000
有经验店铺	开店时间>=30 天并且累计完成不同买家订单数>=100 单的店铺	5000
优选店铺	获得优选卖家资质的店铺	10000
商城店铺	获得商城卖家资质的店铺	20000

印尼市场

	所有跨境卖家	优选卖家	商城卖家
卖场商品数量上限	10000	10000	50000

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The Shopee evaluates the type of shops every Tuesday. In that week, the seller will display the commodity according to the quantity of released commodity for the corresponding type of the shop.

If the quantity of released commodity of a seller exceeds the limit, the seller will not be able to release commodity, and the commodity exceeding the limit will be hidden

Note:

1. When calculating the quantity of orders from different buyers completed by the seller in the past 30 days, the orders of SIP shop will be included in that of Taiwan shop
2. If the quantity of orders from different buyers completed by the seller in the past 30 days reaches the next level, the type of shop will be upgraded, and more commodity can be released. If the quantity of orders from different buyers completed by the seller in the past 30 days does not meet the standard, the type of shop will be degraded, and the limit of released commodity will be reduced.

Restriction rules on the quantity of commodity

2. Restriction on the quantity of commodity caused by the high proportion of pre-sale commodity

Pre-sale commodity: commodity with days to ship (days of preparation set by the seller) > 3

Proportion of pre-sale commodity = pre-sale commodity/all commodity in the shop (excluding deleted and removed commodity)

市场	预售商品占比	预售商品数量	惩罚方式
越南	>=20%	>=100	仅 500 个商品可以上架
泰国	>=20%	>=100	仅 500 个商品可以上架
马来西亚	>=20%	>=100	仅 1000 个商品可以上架
新加坡	>=20%	>=100	仅 500 个商品可以上架
菲律宾	>=20%	>=100	仅 500 个商品可以上架
台湾	>=20%	>=100	仅 500 个商品可以上架
印尼	>=20%	>=100	仅 500 个商品可以上架

Note:

1. Due to too many pre-sale commodity in the shop, quantity restrictions of the commodity last for one week at a time. If the quantity or proportion of the seller's pre-sale commodity recalculated on Monday of the second week falls below the standard, quantity restrictions of the commodity will be canceled from Tuesday of the current week, and the hidden commodity will be launched again the seller
2. Ordinary sellers refer to sellers who are neither shopping-center sellers nor preferred sellers

Restriction rules on the quantity of commodity

3. Restriction on the quantity of commodity caused by deducting points

	违反上架规则计分 > =3	违反上架规则计分>=6
台湾市场	1000	500
马来西亚市场	500	100
非台湾/印尼/马来市场	200	50
印尼市场	当店铺违反上架规则计分达到 3/6/9/12 分的时候，允许卖家展示 100 个商品	

Note: the quantity of released commodity is limited to 28 days each time. If the cumulative penalty scores within 28 days increase and reaches the next level, the penalty will be upgraded accordingly

Cancellation rules of orders

1. The buyer needs to cancel the orders after the payment: (COD is regarded as payment)

Site	Time of payment	Order status	Policies
TW	Within 24 hours after the payment	Shipped	Treat it by return or refund process The seller shall agree/refuse within the specified time
		Not shipped	**The system cancels the orders in time**
	The payment is completed more than 24 hours	Shipped	Treat it by return or refund process The seller shall agree/refuse within the specified time
		Not shipped	The seller shall agree/refuse within the specified time
Other sites	Within 1 hours after the payment	Shipped	Treat it by return or refund process The seller shall agree/refuse within the specified time
		Not shipped	**The system cancels the orders in time**
	The payment is completed more than 1 hours	Shipped	Treat it by return or refund process The seller shall agree/refuse within the specified time
		Not shipped	The seller shall agree/refuse within the specified time

Cancellation rules of orders

2. Cancellation of orders in case of late shipping:

DTS设置	站点	迟发货计算逻辑（首公里/到仓扫描）	自动取消订单计算逻辑（点击发货）	自动取消订单计算逻辑（到仓扫描）
3 / 5-10	非巴西站点	DTS (工作日)	DTS (工作日)	DTS (工作日) +3个自然日
	巴西站点	DTS (工作日)+1个自然日	DTS (工作日) +1个自然日	

Note: DTS is the days to ship set by the seller's background

Cancellation rate of orders

One of graduation conditions - order cancellation rate = quantity of canceled orders/total quantity of orders

1. Type of orders canceled:

Orders canceled by the system	Orders canceled by the seller	Return or refund orders
1. Orders cancelled by the system caused by the seller's failure in shipment	1. Orders canceled by the seller's operation	1. Return or refund orders agreed by the seller 2. Return or refund orders agreed by the seller as agreed in the settlement of disputes

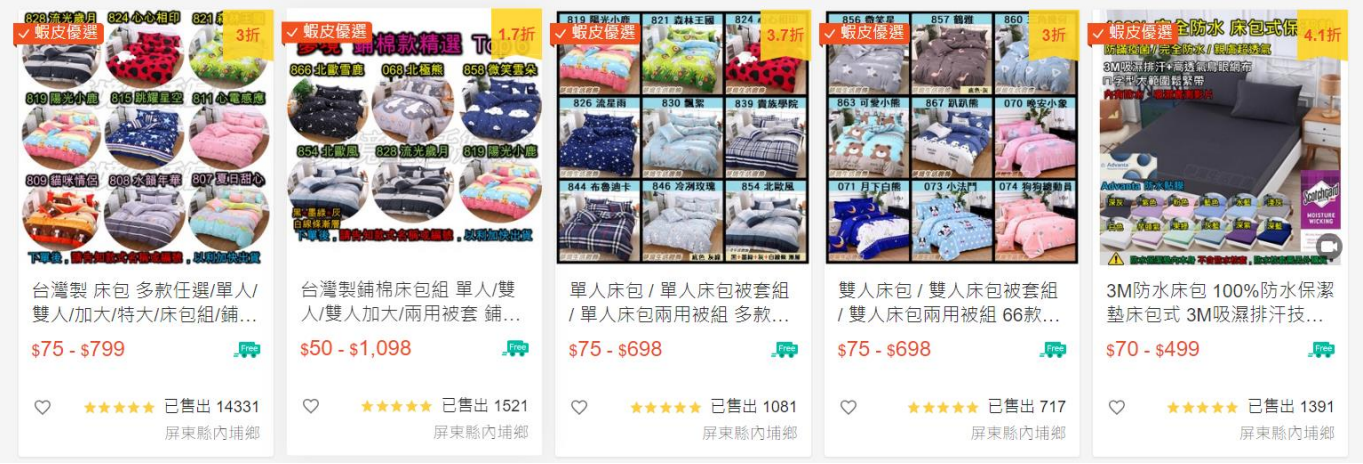
Note: DTS is the days to ship set by the seller's background

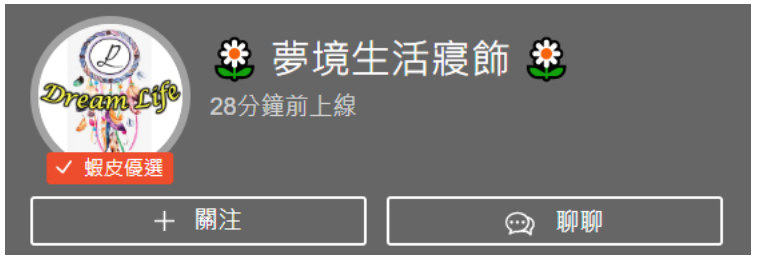
PART 2

Preferred seller

Advantages of preferred seller

1. Status symbol: the profile photo of a shop and all commodity in the shop are marked with "Shopee Preferred", which is displayed in the upper left corner of the commodity or the shop
2. Customer flow preference: buyers have more trust and recognition for the "Shopee Preferred" shop, which is conducive to improving the conversion rate of the shop
3. Resource preference: get the second kill resource state on the homepage
4. Payment support: in the "Shopee Preferred" shop, buyers can get more Shopee Coins after buying commodity.





How to become a preferred seller

The selection criteria for the preferred seller of Shopee site are as follows:

	泰国	台湾	新加坡	马来西亚	印尼	越南	菲律宾
过去日历月最少净订单数	100	50	30	75	30	100	50
贡献订单量的最少买家数	15	25	10	35	10	50	30
最低净成交总额 (当地货币)		30, 000			100,000,000		
最高订单未完成率	10%	9.99%	4.99%			8%	14.99%
最高迟发货率	10%	9.99%	4.99%			8%	14.99%
最低聊聊回复率	75%	80%	70%	90%	80%	75%	75%
最低店铺评分（实时）	4.5	4.75	4.6	4.6	4.5	4	4.5
预售商品最高占比	20%	10%	10%	5%	20%	30%	20%
最高卖家惩罚计分	0	0	0	0	0	0	0
允许超过预售商品占比天数	5	5	0	5	5	2	0

When selecting the preferred seller for each site, in addition to meeting the criteria for the corresponding scoring items in the form, the following additional conditions shall be met (no additional conditions for Indonesian site):

Taiwan markets	Philippine market
1. Credit card payment is supported in the shop; 2. The total monthly sales volume is higher than NTD 30,000; 3. There are no infringing and illegal commodity in the shop (such as brand cartoon infringement); 4. The shop provides a 7-day appreciation period	1. There are no fake and interior commodity in the shop; 2. There are no frauds in the shop
Singapore markets	**Other markets**
1. There are no fake and interior commodity in the shop; 2. All commodities in the shop are genuine	1. There are no fake and interior commodity in the shop;

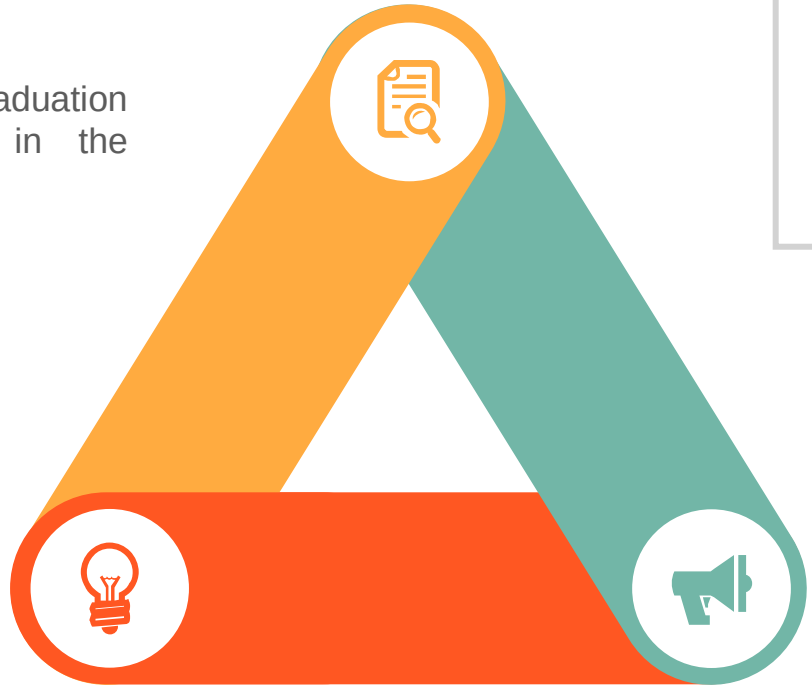
PART 3

Penalty scoring system

Why should the new shop pay attention to platform rules?

Effect No.1

It will affect the graduation results of the seller in the incubation period



Points will be deducted for violating the rules

If the seller violates the rules of Shopee in the process of operation, corresponding penalty points will apply, and the seller's operation events will be limited based on different penalty points.

Effect No.2

Once the scores are deducted, the qualification to obtain [Preferred Shop] will be lost

Effect No.3

Different deduction values will affect the customer flow, participation qualification, page display authority, etc. of the shop

Penalty scoring system and penalty measures

After the seller obtains 3/6/9/12/15 points in a quarter, the penalty corresponding to the points shown in the table below will apply. The “preferred seller” identification will be canceled after the penalty scores of the preferred seller reaches 3 points.

Cumulative penalty scores	3	6	9	12	15
Penalty level	Level 1	Level 2	Level 3	Level 4	Level 5
Be prohibited to participate in theme events of Shopee (28 days)	*	*	*	*	*
Be unable to enjoy freight or event subsidies of Shopee (28 days)		*	*	*	*
The commodity will not be displayed on the page (28 days)		*	*	*	*
The commodity will not be displayed on the “Search Result” column (28 days)			*	*	*
It is not allowed to create/modify the commodity (except changing inventories) (28 days)				*	*
The account will be frozen (28 days)					*

Note:

After the 28-day penalty expires, it will be automatically relieved, but if the scoring quarterly cycle does not end, the accumulated scores will not change

The cumulative penalty scores will only be cleared on Monday of the first week for each quarter

Note: the condition for graduation is to calculate the sum of all the points deducted during the incubation period, which will not be cleared

Computational logic of penalty scoring system

- **Every Monday,** new penalty scores will be included according to the violations of the previous week and accumulated with the existing penalty scores of the quarter;
- **On the first Monday of every quarter** (January, April, July and October), the penalty score of the previous quarter will be cleared.

For example:

卖家A

- 卖家A在第3周得到了3个惩罚积分，所以禁止参加Shopee主题活动28天
- 卖家在第7周会重新获得参加活动的权利
- 惩罚积分在下个季度的第一个周的周一清零

卖家B

- 卖家B在第3周得到了3个惩罚积分，所以禁止参加Shopee主题活动28天
- 卖家并没有提升自己的运营表现并在第5周得到了第6个惩罚积分
- 卖家除了不允许参加Shopee主题活动惩罚，接下来28天也不会得到运费补贴，商品也不会出现在浏览页面中
- 卖家在第9周会重新获得参加活动，运费补贴的权利，商品也会出现在浏览页面中
- 惩罚积分在下个季度的第一个周的周一清零

Items included in penalty score

The Penalty System of Shopee Sellers is a scoring system used by Shopee to measure whether its sellers complies with the rules of Shopee platform. If the seller violates the rules of Shopee in the process of operation, corresponding penalty points will apply, and the seller's operation events will be limited based on different penalty points.

Shopee aims to remind sellers to abide by the rules of the platform and standardize their own operation through the seller’s penalty scoring system, and also provide buyers with a healthier consumption experience.

Sub-items of the seller’s penalty scoring system

1. Late Shipping Rate (LSR) and Non-Fulfillment Rate (NFR) ★
2. Violation of the rules for putting commodity on sale ★
3. Customer service ---- inappropriate and offensive words in the chat with shops via Liaoliao ★
4. Fraudulent/abusive transportation
5. Abusive platform resources

→

No Listing

Inferior Listing

Infringement and Counterfeiting

卖家发货规则 Seller Fulfillment

DTS (Days To Ship)
The seller can set the DTS to 3 or 5-10 days, and the commodity with DTS set to 5-10 days are pre-sale commodity

1.迟发货率

$$LSR = \frac{\text{The order quantity of late shipping in the past 7 days}}{\text{The total order quantity of shipping in the past 7 days}}$$

Calculation of late shipping orders: The orders that are not scanned before the commodity are transported to the warehouse on DTS (working day) will be recorded as late shipping orders, and DTS + 1 natural journal in Brazil site will be recorded as late shipping orders

2.未完成订单率

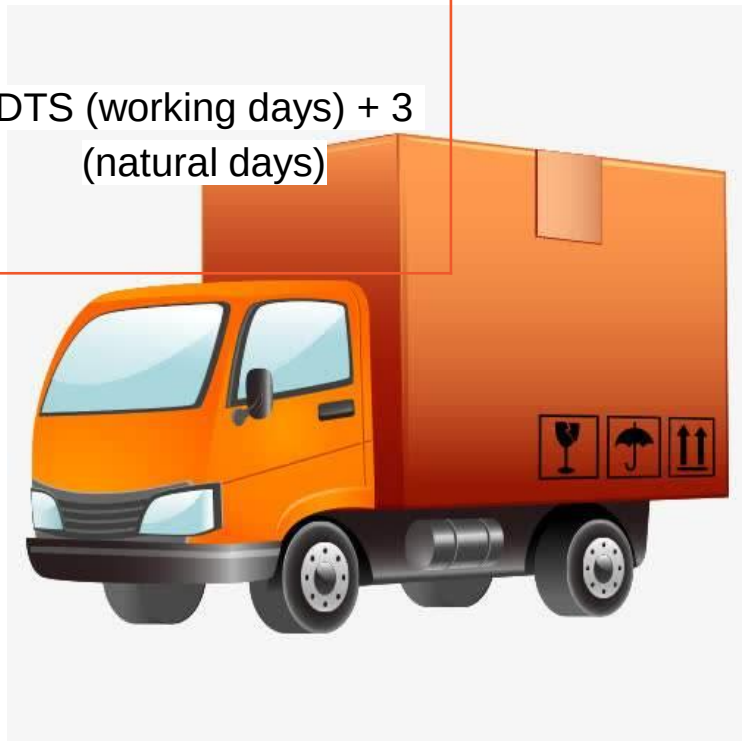
$$NFR = \frac{\text{The non-fulfillment rate in the past 7 days}}{\text{In the Last 7 days (non-fulfillment orders + net orders)}}$$

Net orders refer to those that have been completed but return or refunds have not been initiated

迟发货率 Late Shipping Rate (LSR)

Site	DTS settings	Late shipping calculation logic (first kilometer/scanning that is conducted before the commodity are transported to the warehouse)	Automatic order cancellation logic (Not-clicked shipment)	Calculation logic of the orders canceled automatically (clicked shipment but scanning before the commodity are transported to the warehouse)
Non-Brazil sites	3/5-10	DTS (working days)	DTS (working days)	DTS (working days) + 3 (natural days)
Brazil sites		DTS (working days) + +1 (natural days)	DTS (working days) + +1 (natural days)	

From January 25, 2021 (viewing the orders in the past 7 days, that is, the change starts from January 18), the calculation logic of late shipping orders and automatic order cancellation will be updated.

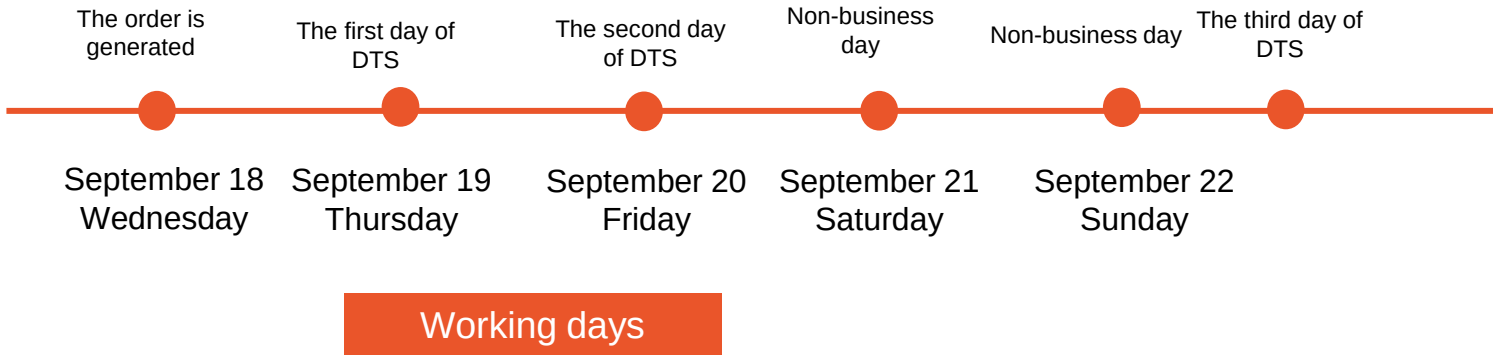


迟发货率 Late Shipping Rate (LSR)

Case I: The order was generated on **September 18 (Wednesday)**, how is it the late shipping? Days To Ship (DTS is 3)

一	二	三	四	五	六	日
26 廿六	27 廿七	28 廿八	29 廿九	30 初一	31 初二	1 初三
2 初四	3 抗战胜...	4 初六	5 初七	6 初八	7 初九	8 白露
9 十一	10 教师节	11 十三	12 十四	休 13 中秋节	休 14 十六	休 15 十七
16 十八	17 十九	18 二十	19 廿一	20 廿二	21 廿三	22 廿四
23 秋分	24 廿六	25 廿七	26 廿八	27 廿九	28 三十	班 29 初一
30 初二	休 1 国庆节	休 2 初四	休 3 初五	休 4 初六	休 5 初七	休 6 初八

DTS setting	Calculation logic of late shipping (scanning before the commodity are transported to the warehouse)
3/5-10	DTS (working days)



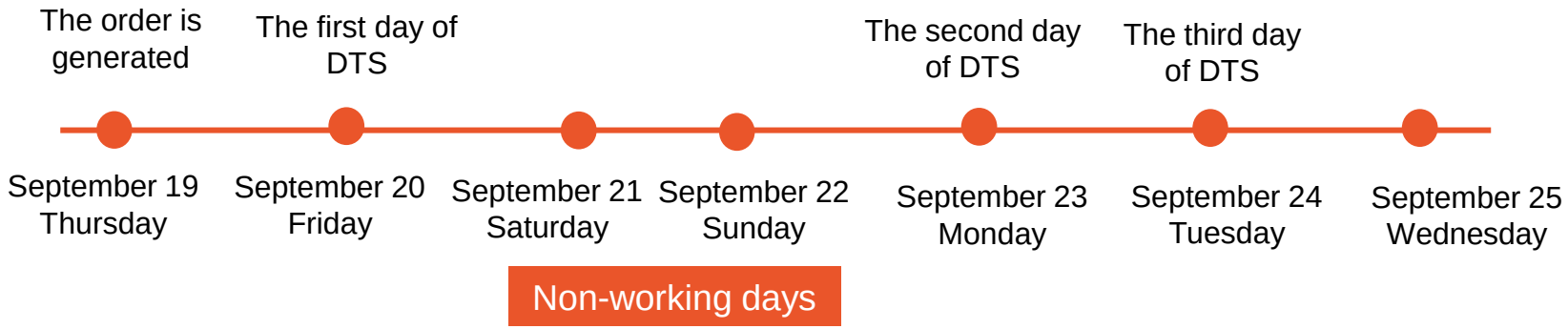
The order was not scanned by the warehouse before 23:59:59 on September 23, so it is regraded as late shipping.

迟发货率 Late Shipping Rate (LSR)

Case II: The order is generated on **September 19 (Thursday)**, how is regarded as the late shipping? Days To Ship (DTS is 3)

一	二	三	四	五	六	日
26 廿六	27 廿七	28 廿八	29 廿九	30 初一	31 初二	1 初三
2 初四	3 抗战胜...	4 初六	5 初七	6 初八	7 初九	8 白露
9 十一	10 教师节	11 十三	12 十四	休 13 中秋节	休 14 十六	休 15 十七
16 十八	17 十九	18 二十	19 廿一	20 廿二	21 廿三	22 廿四
23 秋分	24 廿六	25 廿七	26 廿八	27 廿九	28 三十	班 29 初一
30 初二	休 1 国庆节	休 2 初四	休 3 初五	休 4 初六	休 5 初七	休 6 初八

DTS setting	Calculation logic of late shipping (scanning before the commodity are transported to the warehouse)
3/5-10	DTS (working days)



The order was not scanned by the warehouse before 23:59:59 on September 24, so it is regraded as late shipping.

订单未完成率 Non-Fulfillment Rate（NFR)

The Calculation Formula for Non-Fulfillment Orders

Non-fulfillment orders = ① orders canceled by the seller+

②The return or refund order successfully initiated by the buyer

③ Orders are automatically canceled due to Sellers' responsibility

$$NFR = \frac{\text{The non-fulfillment rate in the past 7 days}}{\text{Total orders in the past 7 days (non-fulfillment orders + net orders)}}$$

Calculation of the orders canceled automatically
Orders that are not clicked by DTS for shipment will be recorded as those which are automatically canceled (non-Brazilian sites)
At the Brazilian site, orders that are not clicked on DTS + 1 natural day will be recorded as those which are automatically canceled

DTS (working days) + orders that have not been scanned when commodity have been transported to the warehouse for 3 natural days will be recorded as those which are automatically canceled

Note: The exemption of logistics prescription is only for the working days set on DTS, and there is no exemption of logistics prescription (natural day).

Deduction logic of late shipping rate (LSR) and non-fulfillment rate (NFR)

The platform will calculate the late shipping rate and non-fulfillment rate of previous seven days every week. If any item of the non-fulfillment rate or late shipping rate fails to meet the standard, 1 point will be scored. If none of them meet the standard, 2 points will be scored. 2 points will be scored if any item of non-fulfillment rate or late shipping rate isn't up to the standard. In case of none of them is up to the standard, 4 points will be scored.

Taiwan markets

计分项目	标准 1	计分
未完成订单率	>=10%	1
迟发货率	>=10%	1

计分项目	标准 2	计分
未完成订单率	未完成订单>=15 单且>=10%	2
迟发货率	迟发货订单>=30 单且>=10%	2

Singapore markets

计分项目	标准 1	计分
未完成订单率	>=10%	1
迟发货率	>=10%	1

计分项目	标准 2	计分
未完成订单率	未完成订单>=30 单且>=10%	2
迟发货率	迟发货订单>=50 单且>=10%	2

Philippine market

计分项目	标准 1	计分
未完成订单率	>=15%	1
迟发货率	>=15%	1

计分项目	标准 2	计分
未完成订单率	未完成订单>=50 单且>=15%	2
迟发货率	迟发货订单>=60 单且>=15%	2

Malaysian market

计分项目	标准 1	计分
未完成订单率	>=10%	1
迟发货率	>=15%	1

计分项目	标准 2	计分
未完成订单率	未完成订单>=30 单且>=10%	2
迟发货率	迟发货订单>=50 单且>=15%	2

Vietnam market

计分项目	标准 1	计分
未完成订单率	>=10%	1
迟发货率	>=10%	1

计分项目	标准 2	计分
未完成订单率	未完成订单>=30 单且>=10%	2
迟发货率	迟发货订单>=30 单且>=10%	2

Indonesian and Thai markets

计分项目	标准 1	计分
未完成订单率	>=10%	1
迟发货率	>=10%	1

计分项目	标准 2	计分
未完成订单率	未完成订单>=30 单且>=10%	2
迟发货率	迟发货订单>=50 单且>=10%	2

Solutions to high late shipping rate and non-fulfillment Rate

Short-term approach

- **Increase order quantity**——Store discounts, coupons, bundling sale, keyword advertising, participation in activities
- **Avoid new NFR/LSR**——Ensure that orders are no longer shipped late and canceled

Long-term approach

- **Stocking**——The source of commodity is stable and the commodity can be supplied in time/stocked up in advance before the activities
- **Packaging**——Monitor the packaging quality and reduce wrong shipment, missing shipment, overlong or overweight and damaged parts
- **Logistics**——Track warehouse scanning every day/select high-quality domestic logistics providers
- **Products**——Regularly assess the return or refund rates of suppliers' commodity, select the superior and eliminate the inferior/regularly update the commodity inventory

Violation of the rules for putting commodity on sale

Shopee

No Listing

- **Put on sale the Goods that are prohibited from being sold** (including contraband commodity by cross-border sellers, illegal commodity and commodity recalled by the local government, etc.)
- Place an advertisement or sell the commodity free of physical objects
- Replace with different products under the same product ID
- **Exaggerated and false discounts**
- The pictures for product description has the watermark to guide the content of the external platform
- Pink content in the product pictures or descriptions - please carefully read the special specifications and handling methods for the sale of adult products

Inferior Listing

- Errors in the setting of commodity category
- Duplicate listing of commodity (including duplicate listing of commodity by the same seller and different shops)
- Misleading pricing
- **Irrelevant keywords** (for example, the product title and label that are used or the description of relevant products are inconsistent with those of the commodity themselves)
- The picture quality is poor, and the area that is occupied by the commodity is less than 70% of the whole of the picture

Infringement and Counterfeiting

- Non-Taiwan sites: 1 point is scored for the commodity that violate intellectual property rights or counterfeit products. In case of serious violation, 2 points is scored
- Taiwan site: 2 points is scored for the commodity that violate intellectual property rights or counterfeit products. In case of serious violation, 3 points is scored
- 15 points will be scored if it is proved that counterfeit products are sold or pictures and texts of products are plagiarized

If the seller violates the rules for putting commodity on sale, 1 point is scored. In case of serious violation, 2 points is scored
If the seller violates the aforesaid rules for putting commodity on sale and puts similar illegal commodity on sale again after the commodity are deleted, an additional 1 pints will be scored for penalty.

Violation of rules for putting commodity on sale - no listing

1. Put on sale the Goods that are prohibited from being sold are put on sale - SLS

Each order of **Class A** contraband commodity scores **3 points**. Every 5 orders of **Class B** contraband commodity score **1 point.**

Shopee平台违禁品A类标准

类别	物品名称	备注
第一类爆炸物品	1、手雷、铝雷管、电雷管、纸雷管、铜雷管、铁雷管、火雷管、TNT、手榴弹、炮弹、拉火管、岩石炸药、硝铵炸药、奥克托令、纯感太安、纯化黑索今、黑火药、黑索今、吉纳、聚奥、双方、乳化炸药、双迫、塑性炸药、太安、爆炸装置、导火索、导爆索、鞭炮、烟花 等等 2、仓库常见爆炸类物品：仿真手雷、礼花筒、烟雾弹、压缩气罐等等	1、查获第一大类第1类物品将直接交由公安机关处理 2、仿真爆炸物品易引起恐慌造成次序混乱，且对公司有造成一定的负面影响
第二类易燃气体	1、氢气、氢气、一氧化碳、乙烯、乙炔、丙烷、防锈润滑剂、发胶、汽车冷冻添加剂、清洁剂、杀虫剂、喷雾定画液等 2、仓库常见易燃气体：打火机、火机气、压缩气瓶等	
第三类易燃液体	汽油、煤油、苯、乙醇、白酒、油漆、防污剂、油墨、松洁水、天那水等	
第四类枪支弹药类	玩具枪、仿真枪、工艺枪、砸炮枪、发令枪、步枪子弹、子弹吊饰、子弹型装饰品等其他武器或仿品	1、具备枪支外形特征，并且具有与制式枪支材质和功能相似的枪管枪机、机匣或者击发等机构之一的； 2、外形、颜色与制式枪支相同或者近似，并且外形长度尺寸介于相应制式枪支全枪长度尺寸的二分之一与一倍之间的
第五类刀具类	跳刀、锁刀、蝴蝶刀、弹簧刀、匕首、民族刀、皮带刀、梳子刀、双刃刀、单刃刀、剑、斧头等	所有带杀伤性的刀具全部做扣留处理
第六类腐蚀品类	硫酸、电解液、高锰酸钾、过氧化氢等	
第七类毒害品类	1、冰毒、海洛因、大麻、摇头丸、吗啡、可卡因等 2、吸毒用具 3、提供与非法药物/毒品生产有关的信息的出版物和其他媒体	如查获该类物品直接交由公安机关处理
第八类火种类	打火机、镁棒点火器、火机枪、喷火枪、万次火柴等	具备此类（如打火机、喷火枪等）外形特征的，需做扣留处理，为违禁品A类
第九类军警用具类	警服、警徽、电击器、警棍、手铐、警绳、指虎、钝器等	具备此类用具外形特征的，需做扣留处理，为违禁品A类
第十类杂项类	所有活体动植物或干植物（扇贝、乌龟、盆景/动物尸体/尸骨生物标本）、所有药品、文物类、银行卡、货币、香烟及其他烟草制品、制造烟草制品的仪器、弓、弓弩、医疗设备、成人和淫秽物质或媒体、假冒或侵权产品等	动植物活体、经过晒干或其他处理的动植物，都会扣留做违禁品A类处理

Shopee平台违禁品B类标准

站点	全站点违禁品B类	个别站点违禁品B类	备注	说明
ID	箭（箭头） 强力磁铁 纯电池，例如充电宝、外置电池等，包括单独的纽扣电池和高容量电池（一般大于8000mAh） 蜡烛 枪型小饰品 刀具/剑模型（饰品） 球类（充气） 油漆 点烟器（无明火） 粉末 电子烟及配件（如烟油等） 含酒精类（非纯酒精，如酒精棉等） 喷雾 胶水 药膏贴（艾草贴、足贴等） 牙粉 电动平衡车 保健品 颜料 食品（包括宠物食品） 香薰类（艾草熏香、蚊香、檀香、烧香等） 竹炭类 无人机 香水、精油 润滑油、机油 干燥剂 香料 在运输途中意外开启并导致发光、发热以及发出声响的带电产品	赌具（扑克牌、骰子、筹码等） 成人用品 指甲油（包括甲油胶） 卸甲水（油） 液体（>200ml）	无人机可以寄运 香水和精油单个包裹50ml内可以寄运	1：所有B类物品包括但不仅限于表格内的例子 2：临时性违禁品B类不扣分；如激光笔、头盔、话筒、麦克风
MY		赌具（扑克牌、骰子、筹码等） 成人用品 指甲油（包括甲油胶） 卸甲水（油） 液体（>200ml）		
PH		指甲油（包括甲油胶） 卸甲水（油） 无人机 液体（>200ml）		
TH		赌具（扑克牌、骰子、筹码等） 成人用品 指甲油（包括甲油胶） 卸甲水（油） 电子秤（体重秤、体脂秤；需要认证） 牙刷（需要认证） 电视机顶盒（需要认证） 无人机 液体（>200ml）	充电宝：陆运可以寄运（卖家需将商品放到正确的category类别）	
SG		指甲油（包括甲油胶） 卸甲水（油） 赌具（扑克牌、骰子、筹码等） 成人用品 液体（>200ml）		
TW		赌具（扑克牌、骰子、筹码等） 指甲油（包括甲油胶） 卸甲水（油） 除虫用品（蚊香、防蚊手环） 液体不得超过100ml 手机、平板电脑、笔记本电脑 蓝牙产品(如无线鼠标、蓝牙耳机、蓝牙音箱)、智能穿戴设备、无线通信产品(如收音机、遥控器、路由器、电视机顶盒) 儿童座椅、汽车安全座椅、手推车 液体（>200ml）		
VN		液体（>200ml）	充电宝：陆运可以寄运（卖家需将商品放到正确的category类别）	
BR		指甲油（包括甲油胶） 卸甲水（油） 液体（>30ml） 成人用品 批量的电子原件（>5个/包裹）		

Note:
See the Manual for the Guidance of Logistics for details
The contraband commodity that have been seized is not limited to the items in the table. Whether their physical objects have the functions of the dangerous commodity banned by the General Administration of Civil Aviation (GACA) or factors threatening the safe flight of aircraft or are the commodity that are restricted for export by the State Administration for Entry-Exit Inspection and Quarantine of the People's Republic of China and the General Administration of Customs of the People's Republic of China (GACC) will be the final judgment of category.

If the seller wants to confirm whether the commodity can be mailed, he/she can consult the warehouse customer service staff
See the Manual for the Guidance of Shopee Logistics for details for contact information

Violation of rules for putting commodity on sale - no listing

2. Exaggerated and false discount = increase of the original price and then discount promotion

Definition of exaggerated and false discounts

Exaggerating and false discounts means that sellers raise prices and then give large discount before discount activities. If business firms have exaggerated and false discount behavior, the Shopee will delete the product within two days and score the sellers according to the standard of the seller's scoring system.

How to determine the discount is exaggerated and false?

As long as the commodity have a discount mark (whether set by the Shopee platform or the Seller itself), and there is a status of inflated statement, it will be deleted and scored.

How to avoid deduction?

- **Before putting on sale,** the cost of the commodity and the discount space shall be included in the price to **reserve the discount space**;
- The price of the commodity without sales basis can be changed by **deleting the commodity** and then **uploading** them again;
- The original price of the hot-selling products that have been sold can be increased due to the rise in price. After the commodity are investigated and dealt with by the system, the business firms can provide the corresponding certificate for the rise in price to the operation manager for appeal.

Violation of the rules for putting commodity on sale

No Listing

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- Replace with different products under the same product ID
- **Exaggerated and false discounts**
- The pictures for product description has the watermark to guide the content of the external platform
- Pink content in the product pictures or descriptions - please carefully read the special specifications and handling methods for the sale of adult products

Inferior Listing

- Errors in the setting of commodity category
- **Duplicate listing of commodity** (including duplicate listing of commodity by the same seller and different shops)
- Misleading pricing
- **Irrelevant keywords** (for example, the product title and label that are used or the description of relevant products are inconsistent with those of the commodity themselves)
- The picture quality is poor, and the area that is occupied by the commodity is less than 70% of the whole of the picture

Infringement, counterfeiting and others

- Non-Taiwan sites: 1 point is scored for the commodity that violate intellectual property rights or counterfeit products. In case of serious violation, 2 points is scored
- Taiwan site: 2 points is scored for the commodity that violate intellectual property rights or counterfeit products. In case of serious violation, 3 points is scored

- 15 points will be scored if it is proved that counterfeit products are sold or pictures and texts of products are plagiarized

If the seller violates the rules for putting commodity on sale in the previous month, 1 point is scored. In case of serious violation, 2 points is scored

If the seller violates the aforesaid rules for putting commodity on sale and puts similar illegal commodity on sale again after the commodity are deleted, an additional 1 pints will be scored for penalty.

Violation of rules for putting commodity on sale - inferior listing

1. Duplicate listing

The definition of the duplicate listing of commodity is:

There is no obvious difference between the commodity that are put on sale. Duplicate listing of the same product is strictly prohibited and will be deleted. The regulation is designed to ensure that every buyer can have the best browsing experience and avoid the seller’s improper dominance of the search results on the Shopee.

Common types (the same site):
1. Publish the commodity repetitively in different commodity categories
2. Put the same products with different specifications on sale repetitively
3. Publish the same commodity at different prices

Handling method: The commodity will be deleted directly with points deducted

In order to provide better user experience for the buyers on Shopee platform, all sites of Shopee platform have begun to monitor the duplicate listing of commodity **between shops of different sellers** in the platform. Duplicate listing of commodity refers to the behavior that sellers repetitively publish the same commodity in different shops. The commodity that is listed repetitively will be deleted by the platform, and the seller's penalty scoring system will score the penalty points to the seller.

Violation of rules for putting commodity on sale - inferior listing

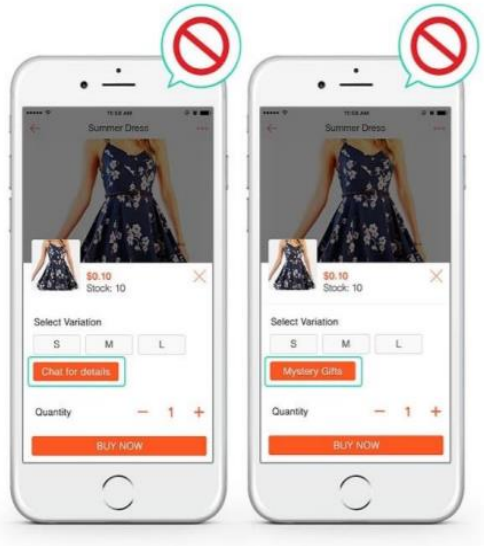
2. Misleading pricing

Sellers set too high or too low prices on their own commodity to win more exposure to customers, but they aren't really willing to sell the listed commodity. The accessory of commodity shall not be listed separately, but it, together with the original commodity, shall be regarded as a commodity with different attributes of the same commodity.

Handling method: The commodity will be deleted directly with points deducted

举例 1：

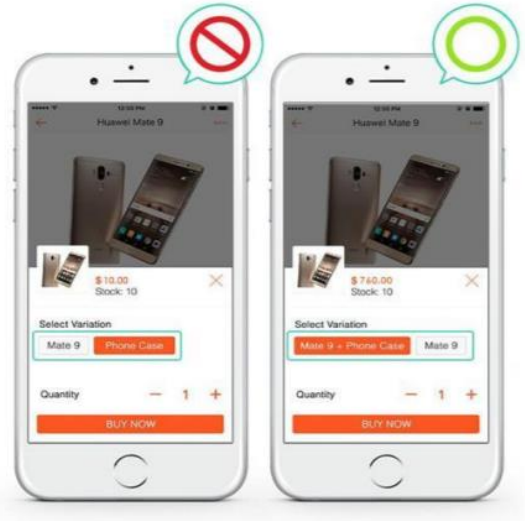
卖家将商品价格设置为远低于（例如 0.10）或者远高于商品市场价格（例如 9999）会被系统删除。



举例 2：

当销售手机套组的时候，手机（价值$750）和手机壳（价值$10）

错误做法：$750 手机，$10 手机壳



正确做法：$750 手机，$760 手机+手机壳

Violation of rules for putting commodity on sale - inferior listing

3. Abuse of keywords/brands and attributes

If the information contained in the commodity does not correspond to or is not related to the commodity sold, it will be regarded as listed junk commodity.

Handling method: The commodity is notified to be pulled from shelves for the first time. If it is still nonconforming after being uploaded again, it will be deleted with its points deducted. Repetitive violations may result in the frozen account of the seller.

Type	Example:	Correct method
Abuse of keywords/brands	• The commodity title contains multiple or irrelevant brand names/keywords: for example, “women’s pants, skirts and shirts”, “LANEIGE Dior SK-II moisturizing cream” • Irrelevant keywords appear in the commodity title: for example, “Dell monitor | not ASUS, Samsung, LG TV”	• According to the commodity title format recommended by Shopee: brand + product name + model. For example, Innisfree Green Tea Serum. • Ensure that all keywords in the title and description are accurate and relevant to the commodity sold. Do not include inaccurate/irrelevant keywords in the product title. • Enter the accurate attributes of commodity classification, including brand name, model and warranty period. • If the commodity has no brand name, please select “No brand”
Abuse of attributes	• The brand name appears repetitively or multiple brand names appear, such as “Nike, Nike, Nike” “Nike, Puma, Adidas” • Other attribute information is inaccurate, for example “top selling product” written in the attribute • Inaccurate brand attributes, for instance “Chinese brand”	

Violation of the rules for putting commodity on sale

No Listing

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Violation of rules for putting commodity on sale - infringement and counterfeiting

If the seller is complained of infringement for the first time, Shopee platform will remove the corresponding infringing commodity from the shelves. If the seller is complained of infringement again, Shopee platform will temporarily freeze the seller's account for 7 days. In case the seller account is complained of infringement once more after the account is unfrozen, the account will be frozen for 7 days again, the rest may be deduced by analogy (the number of infringement began to accumulate on March 27, 2017).

Shopee platform may directly close the account of the complained sellers who have violated the rule seriously or whose cumulative infringement is excessive

Duplicate listing of commodity by cross-border sellers and local sellers

In case the seller, without permission, uses the commodity pictures of other sellers as his/her own commodity pictures, or the commodity information of other sellers as his own commodity information, the behavior will be judged as piracy of pictures or commodity information.

Site	Penalty
Taiwan site	• 15 points for penalty
Thailand site	• The commodity that is listed repetitively will be deleted and 1 point will be scored for penalty, • 2 points will be scored for the penalty of serious duplicate listing. • If the number of commodity listed repetitively by a seller accounts for a certain standard of the total number of commodity of sellers, 15 points will be scored for penalty, and his/her account number will be frozen for 28 days.
Malaysian site	• The commodity that is listed repetitively will be deleted and 1 point will be scored for penalty, • 2 points will be scored for the penalty of serious duplicate listing. Meanwhile, if there are serious violations after manual inspection, the shop will be frozen.

Violation of the rules for putting commodity on sale - other specifications

The commodity title shall not contain the keyword related to Shopee activities

市场	泰国、新加坡	菲律宾	马来西亚、印尼、越南
违反规则的商品	商品标题中带有"Big sale 11.11", "11.11 Big sale"," < Shopee 12.12 > ", " < Shopee 11.11 > " ," Shopee 9.9 ", 等关键词	商品标题中带有"Big sale 11.11", "11.11 Big sale"," < Shopee 12.12 > ", " < Shopee 11.11 > " ," Shopee 9.9 "等关键词.	商品标题中带有"Big sale 11.11", "11.11 Big sale"," < Shopee 12.12 > ", " < Shopee 11.11 > " ," Shopee 9.9 ",等关键词**且并没有实际商品**（见下图）
处理方法	下架该商品	删除该商品	删除该商品

The sellers are prohibited from uploading quickly in Indonesian market

The sellers are required to adjust the upload speed of ERP to at most 5 SKUs per minute, which can avoid freezing the account. If the upload speed is greater than the requirement, the shop will be frozen

Inappropriate speeches and offensive behaviors in shop chat

与买家沟通中不当言语及行为	计分
过去7天卖家因自身因素通过聊聊请买家取消订单	2
过去7天在商品评论中使用辱骂性话语回复买家	2
过去7天在聊聊中使用辱骂性话语回复买家	2
过去30天订单数>=10且聊聊回应率<=20%	1

卖家因素指： 商品缺货、商品损坏、价格设定错误等状况。但若为合理说明性质或非卖家自身的问题，且可以从聊聊信息中判断，卖家将不会被计分。

过去7天评论及聊聊中使用辱骂性话语的卖家将计2惩罚计分。若为优选卖家，同时将移除优选卖家资格。

若卖家在过去30天订单数>=10，并且聊聊回应率未超过20%，将计1惩罚计分。

Inappropriate speeches and offensive behaviors in shop chat

The seller guides the buyer to other platforms

On the Shopee platform, the sellers are prohibited from guiding buyers to leave Shopee platform via LiaoLiao to complete transactions. Once such behaviors are found, the seller will be punished accordingly.

Behavior 1:

The messages that are repetitively sent by a seller to multiple buyers contain, but not limited to:

- Promoting the seller's commodity or services on other platforms
- Guiding buyers to other websites
- Sending messages unrelated to Shopee
- Spreading the seller's personal contact information and have no clear sales intention on Shopee platform

Once a seller is found to have such behaviors, his/her shop will be closed

Behavior 2:

- A seller mentioned many times in the LiaoLiao and intended to guide the buyer to other platforms

If A seller is found to have such behavior for the first time, it will be warned. If the seller is found to have such behavior for the second time, the shop will be closed

Fraudulent/abusive transportation

A seller transports empty packages or commodity that do not match its order

Shopee logistics will check sellers' transportation of commodity every day. If it is found that a seller transports empty packages or commodity that do not match its order, and such behaviors reach a certain quantity, the seller will be treated as follows:

	违反规则	严重违反规则
初次	警告	冻结店铺 28 天或关店
第二次	冻结店铺 28 天	关店
第三次	关店	-

Abusive platform resources

If a seller is found to have the following abuse of platform resources, it will be punished accordingly:

滥用行为	惩罚计分
被系统侦测到的滥用行为	1
查实刷单、自买自卖行为	账户永久性冻结
查实滥用折扣代码行为	账户永久性冻结
假一赔二案成立/Shopee 抽查确实为假货、仿品	15
系统侦测到卖家未填订单号点击发货或伪造/错误的物流单号	3

Note: If the system detects that a seller has not filled in the order number of equal to or greater than 3 orders and greater than 50% of the orders, and clicked shipment or has had counterfeit/wrong logistics order number in the past 7 days, the seller will score 3 points for penalty.

PART 4

Channel restrictions on prohibited commodity and logistics

Shopee

What is the commodity that are prohibited from being sold?

The commodity that are prohibited from being sold refer to commodity that are not allowed to be sold by local laws and regulations or Shopee commodity specifications. including:

The Products that are not allowed to be sold online in various countries and regions;

The products that are only allowed to sell products by sellers with local business licenses in various countries and region;

The Products that are prohibited from being sold due to customs reasons in various countries and regions.

Shopee

Which products are prohibited on Shopee?

Products listed on Shopee should comply with local laws, as well as Shopee's terms and policies. It is the seller's responsibility to check before listing the products.

Do note that this list might be updated from time to time, so please visit these pages regularly for updates:

- Prohibited and Restricted Items Policy
- Telecommunication Equipment
- Medical Devices, Medicinal Products, Cosmetic, Health Supplement, Chinese Proprietary Medicines (CPM), Traditional Medicines

Useful links from Health Sciences Authority (HSA):

- HSA Updates

Useful links from Enterprise Singapore (ESG):

- Regulations and Guidelines for Suppliers
- Consumer Protection (Safety Requirements) Regulations (CPSR)
- Consumer Protection (Consumer Goods Safety Requirements) Regulations (CGSR)

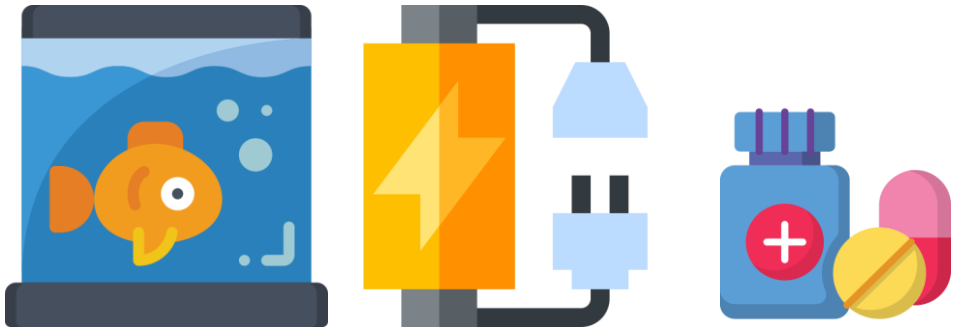
Some of the prohibited categories on Shopee, including services, illicit drugs, prescription or pharmacy drugs, drugs or replenishers with false/deceptive statements, weapons, cigarettes and wildlife products.

In addition, some products require special approval or licensing. You need to upload relevant supporting documents before you can sell the commodity on Shopee.

Taiwan

SLS Limitation and Prohibited Products

1. According to relevant laws and regulations in Taiwan, the following products are **prohibited** from transportation:
   - **A. All fresh and unprocessed foods**, meat and meat products, peanuts, lotus seeds, ginkgo (ginkgo seed), shiitake mushrooms, food with medicinal value or treatment function;
   - **B. Medicine**, health care products, medical equipment, pest control products, and anti-mosquito wristband;
   - **C. Cigarettes**, e-cigarettes and e-cigarette accessories, currency, bills, stocks and other valuable securities;
   - **D. Inflammables and explosives** (such as nail polish and other alcohol-based products, essential oils, compressed gas), hair gel, perfume and other pure liquid products (each liquid product shall not exceed 100ml);
   - **E. Weapon-related items** (such as optical sights, model guns, toy guns and ammunition) and offensive items (such as iron braces, batons, knives and axes, daggers, slingshots and swords);
   - F. Mobile phones, tablets and laptops, electric self-balancing vehicle and other non-detachable battery products, power banks, **portable power supplies (products that can charge other devices) and other pure electric products**;
   - G. Bluetooth product (such as wireless mouse, bluetooth headset and bluetooth speaker), **smart wearable devices** and wireless communications (such as radio, remote control, router and TV set-top box)
   - H. Child seats, car safety seats, trolleys, strong magnetic products (such as speakers and microphones);
   - I. Animal and plant products restricted by the Washington Convention or requiring animal and plant quarantine certificates;
   - J. Electric products that are accidentally opened in transit and **result in luminescence, heating and sound**;
   - **K. Infringement products and products without brand authorization.**
2. Meanwhile, the total value of shop-delivered **packages should not exceed 20,000 NTD**; otherwise it will not be delivered.



Philippines

SLS Limitation and Prohibited Products

The following products cannot be currently available for shipping through SLS Standard Express channels:

a. Fresh food and medicine
b. Pure battery, power bank (all products that can charge other devices) and electric self-balancing vehicle
c. Package containing more than 200ml liquid (excluding alcohol and spray)
d. E-cigarettes and e-cigarette accessories, cigarettes, certificates, cinerary casket and unmanned aerial vehicle
e. Currency, counterfeit money, commemorative coins and coins with monetary value, stamps, lottery tickets, credit and debit cards
f. Firearm-related items (such as optical sights, model guns and ammunition) and offensive items (such as iron braces, batons, electric shock device, knives and axes, daggers, slingshots and swords)
g. Animal and plant products restricted by the Washington Convention, seeds and plant extracts subject to animal and plant quarantine
h. Inflammables and explosives (such as nail polish and other alcohol-based products, perfume, tooth powder and lighters), magnetic products (such as magnets) and products with gas (such as rubber ball, football and spray)
i. Counterfeit commodity and commodity involving infringement, otherwise they will be confiscated and the seller will be fined
j. Drugs, radioactive substances, infectious substances and chemicals (such as sulfuric acid and ethanol)

****The mobile phones and tablets can be delivered to the Philippines, with each package not more than 2**

Malaysia

SLS Limitation and Prohibited Products

1. The following products **cannot** be currently available for shipping through SLS Standard Express channels:
   A. **Medicines, fresh food**, counterfeit money and stamps, credit and debit cards, lottery tickets, certificates, sex products, **e-cigarettes and e-cigarette accessories**, cigarettes, cinerary casket, commodity with gas (such as life jackets, rubber balls, football and sprays), medical supplies and medical aids
   B. Walkie-talkies, printers, projectors, pure battery goods, power banks (all products that can charge other devices), electric self-balancing vehicle, easy-to-light commodity and easy-to-sound commodity
   C. **Animal and plant products** restricted by the Washington Convention, seeds and plant extracts subject to animal and plant quarantine
   D. **Firearm-related items** (such as optical sights, model guns and ammunition) and offensive items (such as iron braces, batons, electric shock device, knives and axes, daggers, slingshots and swords)
   E. **Inflammables and explosives** (such as inflammable liquids containing alcohol, nail polish, tooth powder, lighters and compressed gases) and strong magnetic products (such as magnet)
   F. **Counterfeit commodity and commodity without brand authorization**; otherwise the commodity will be detained by the customs, and fines and fees incurred will be borne by the seller
   G. **Drugs**, radioactive substances, infectious substances and chemicals (such as sulfuric acid and ethanol)
   H. Gambling-related products (such as playing cards and dice)
   I. Package **containing more than 200ml liquid (excluding alcohol and spray)**
2. **The **mobile phones and tablets** can be delivered to Malaysia, with each package **not more than 2.**

Singapore

SLS Limitation and Prohibited Products

1. **The following products cannot be currently available for shipping through SLS Standard Express channels:**

a. Fresh food, medicines, medical supplies, e-cigarettes and e-cigarette accessories, cigarettes, cinerary casket and products with gas (such as rubber balls and basketballs)

b. Currency, counterfeit money, stamps, credit and debit cards, lottery tickets, certificates and adult products

c. Animal and plant products restricted by the Washington Convention, seeds and plant extracts subject to animal and plant quarantine

d. Firearm-related items (such as optical sights, model guns and ammunition) and offensive items (such as iron braces, batons, electric shock device, knives and axes, daggers, slingshots and swords)

e. Inflammables and explosives (such as inflammable liquids containing alcohol, nail polish, tooth powder, lighters and compressed gases) and strong magnetic products (such as magnet)

f. Counterfeit commodity and commodity without brand authorization; otherwise the commodity will be detained by the customs, and fines and fees incurred will be borne by the seller

g. Drugs, radioactive substances, infectious substances and chemicals (such as sulfuric acid and ethanol)

h. Electric self-balancing vehicle, pure battery and power bank (all products that can charge other devices)

i. Gambling-related products (such as mahjong, playing cards and dice)

j. Package containing more than 200ml liquid (excluding alcohol and spray)

2. The mobile phones and tablets can be delivered to Singapore, with each package not more than 2.

Indonesia

SLS Limitation and Prohibited Products

1. The following products cannot be currently available for shipping through SLS Standard Express channels:
   - **A. Electric self-balancing vehicle, pure battery and power bank** (all products that can charge other devices)
   - **B. E-cigarettes and e-cigarette accessories**, cigarettes, e-money, e-books, credit and debit cards, lottery tickets, certificates, cinerary casket, sex products, **fresh food, medicines**, medical supplies and medical aids (such as hearing aids), and various types of dangerous goods subject to air traffic control
   - **C. Animal and plant products** restricted by the Washington Convention, seeds and plant extracts subject to animal and plant quarantine
   - **D. Firearm-related items** (such as optical sights, model guns and ammunition) and offensive items (such as iron braces, batons, electric shock device, knives and axes, daggers, slingshots and swords)
   - E. **Inflammables and explosives** (such as inflammable liquids containing alcohol, nail polish, tooth powder, lighters and compressed gases), strong magnetic products (such as magnet) and products with gas (such as rubber ball)
   - F. **Counterfeit commodity and commodity without brand authorization**; otherwise the commodity will be detained by the customs, and fines and fees incurred will be borne by the seller
   - G. **Drugs**, radioactive substances, infectious substances and chemicals (such as sulfuric acid and ethanol)
   - H. Gambling-related products (such as playing cards and dice)
   - I. Package **containing more than 200ml liquid (excluding alcohol and spray)**
2. **Computers, tablets, mobile phones, unmanned aerial vehicles, walkie-talkies and other communication equipment can be delivered to** Indonesia, with each order **not more than 2 sets**.

Thailand

SLS Limitation and Prohibited Products

The following products cannot be currently available for shipping through SLS Standard Express channels:

A. Inflammable and explosive materials such as nail polish, perfume, tooth powder, lighter and compressed gas, ferromagnetic products such as magnets, and products with gas such as football.
B. Mobile phones, tablets, desktop computers, unmanned aerial vehicles, walkie-talkies and other communication equipment
C. E-cigarettes and e-cigarette accessories, cigarettes, cinerary caskets, TVs, electronic scales, electric self-balancing vehicles, magnetic putty and pure battery products
D. Food, all medicine, health care products, medical devices (such as thermometer/sphygmomanometer, beauty products using laser/needle and Babaka.)
E. **Animal and plant products** restricted by the Washington Convention, seeds and plant extracts subject to animal and plant quarantine
F. Sexual-related products such as publications, videos, DVDS and software that contain pornography and obscene language, as well as products that include sensitive words like Massage
G. Drugs, radioactive substances, infectious substances and chemicals (such as sulfuric acid and ethanol)
H. Products related to gambling, such as dice and playing cards, but excluding chess
I. Counterfeit and suspected infringing products, branded products and unauthorized use of others' copyrights (such as toys with unauthorized cartoon images) will be confiscated and the seller will be fined unless the authorization documents are provided
J. Firearm-related items and offensive items
K. Packages **containing more than 200ml liquid (excluding alcohol and spray)**
L. Currency, banknotes and certificates

Vietnam

SLS Limitation and Prohibited Products

The following products cannot be currently available for shipping through SLS Standard Express channels:

a. Food, drugs, health products, drugs, radioactive substances, infectious substances, chemicals (such as sulfuric acid and ethanol)

e. Inflammables and explosives (such as perfume, alcoholic liquids, tooth powder and lighters)

c. Organisms, animal and plant products restricted by the Washington Convention, seeds and plant extracts subject to animal and plant quarantine

d. Packages containing more than 200ml liquid (excluding alcohol and spray)

e. Products with gas or air pressure (such as balls and compressed gas sprays), e-cigarettes and e-cigarette accessories, tobacco and magnetic putty.

f. Currency, counterfeit currency, stamps, credit cards, debit cards, lottery tickets, certificates, cinerary casket, maps, all books and publications and government or police related items (such as badges, badges or uniforms)

g. Precious metals, gemstones, branded watches and sex toys

h. Mobile phones, tablets and electric self-balancing vehicles

d. Firearm-related items (such as optical sights, model guns, weapons and ammunition) and offensive items (such as iron braces, batons, electric shock device, knives and axes, daggers, slingshots and swords)

j. Counterfeit or commodities without brand authorization that violate this clause will be confiscated and fined by the customs

Shopee

Module X

Promotion

Shopee

Promotion

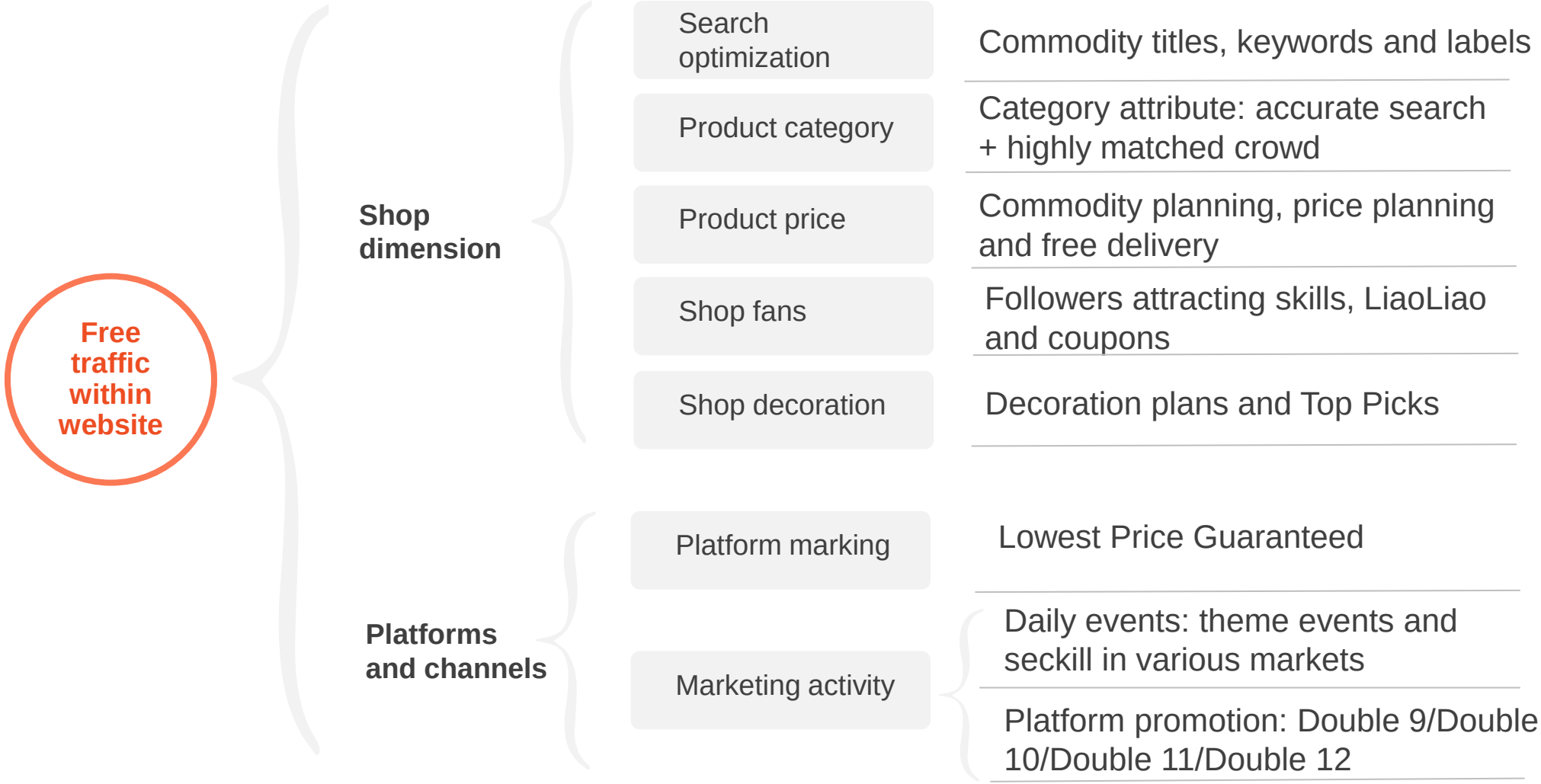
1. Free traffic within website

2. Paid traffic within website

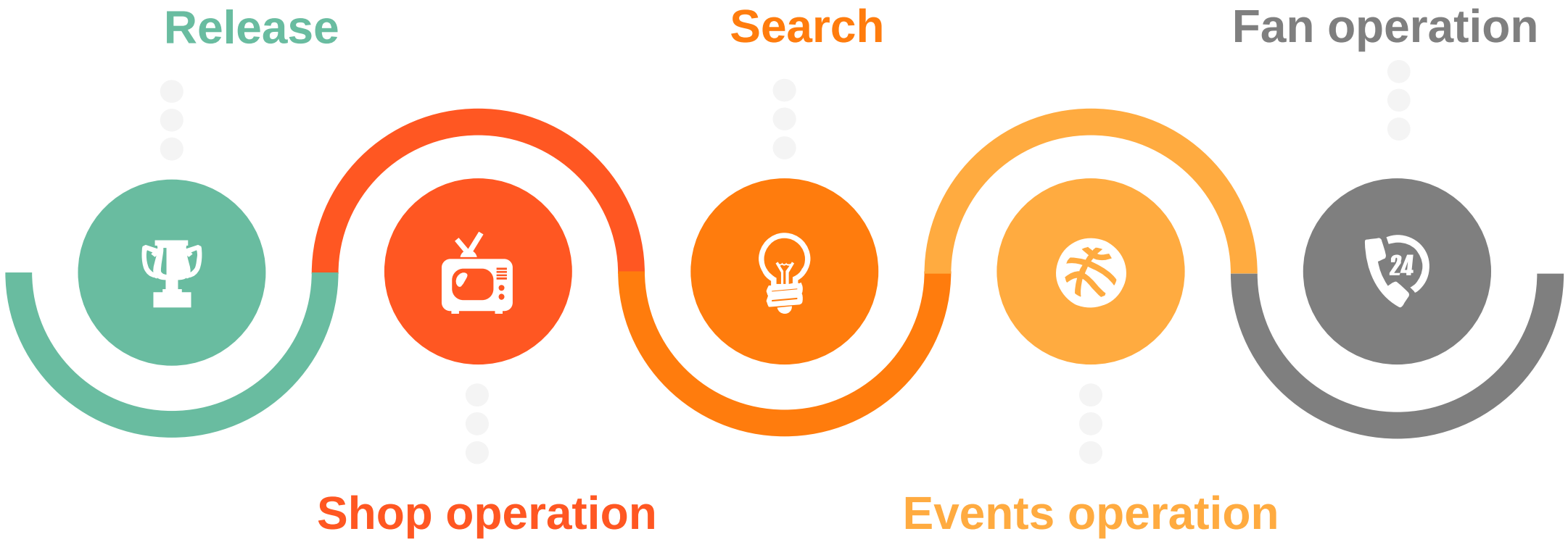
PART 1

Free traffic within website

Traffic composition within website



Shopee Traffic Development Dimension



Do you have the right time for updating?

Through big data analysis of new commodities, we find that

- the right time for updating helps the product get good traffic exposure as soon as possible

- the 24-hour traffic support period of gold after the launch of new sites in Indonesia, Thailand and Vietnam shall be attached importance to

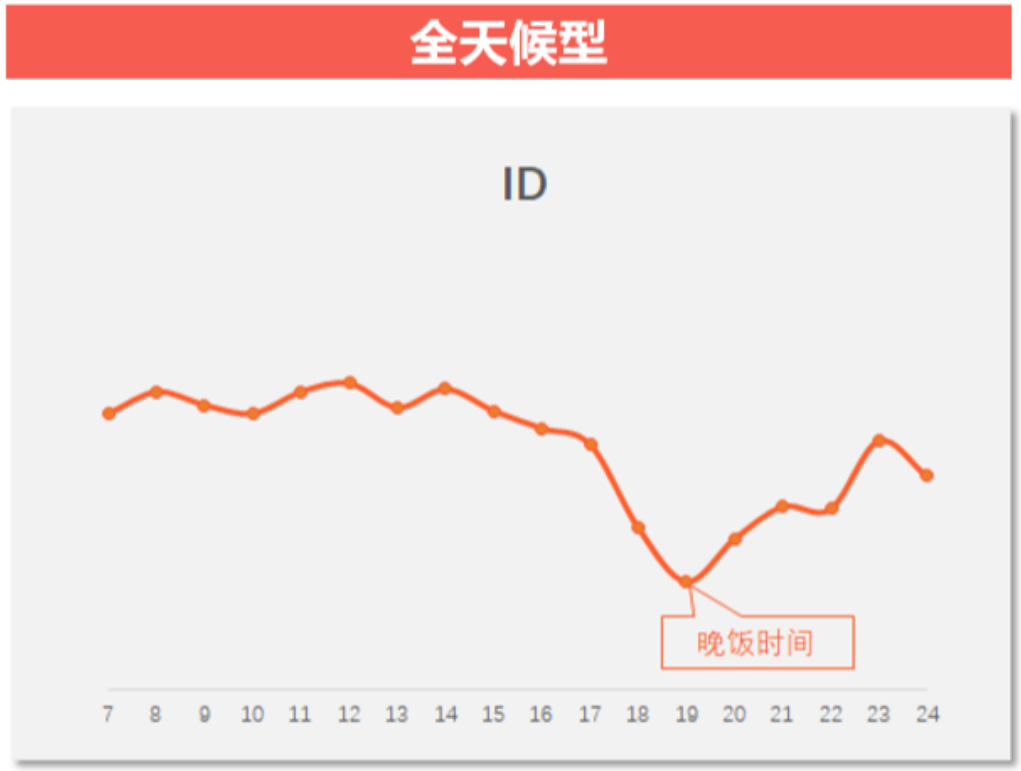
- the first week after updating is the key to attracting product traffic

Note: the time in the figure is local time

Updating time of Indonesia sites

数据发现

印尼市场在一天不同时间上新（除晚饭时间以外），均能获得好的流量曝光
即使在夜间22-24点，产品曝光依然能达到早午间的较高水平



注：1. 横轴表示一天的时间点，为当地时间 2. 纵轴越高表示在该时间点上新能更快获得好的曝光

Recommendation form of updating of Indonesia sites

ID上新Tips总结

- 所有品类推荐上新时间集中在中午，大多数均推荐傍晚前上新
- 其中，Auto&Moto推荐在中午和晚上上新，3C&HA则推荐在中午和下午上新
- H&L、WA，TKB、Shoes、Auto&Moto品类在晚上上新也能够得到快又好的曝光

ID	上午 7~11点	中午 11~14点	下午 14~18点	傍晚 18~21点	晚上 21~24点
3C & HA	★	★★★★	★★★★	★	★
FA	★★★★	★★★★	★★★★	★	★
H&B	★★★★	★★★★	★★★	★	★
Outdoor	★★★★	★★★★	★★★★	★	★★
Games, Books & Hobbies	★★★★	★★★★	★★★★	★	★
MA	★★★★	★★★★	★★★★	★	★★
Bags	★★★	★★★★	★★★★	★	★
H&L	★★★★	★★★★	★★★★	★	★★★
WA	★★★★	★★★★	★★★★	★	★★★
TKB	★★★★	★★★★	★★★	★	★★★
Shoes	★★★★	★★★★	★★★	★	★★★★
Auto & Moto	★★	★★★★	★★	★	★★★★

注：
1. 星星数量越多表示新品上新后相对能获得更快更好的流量曝光
2. 上述时间为当地时间，中国比印尼快一个小时，例如印尼7点时，中国8点

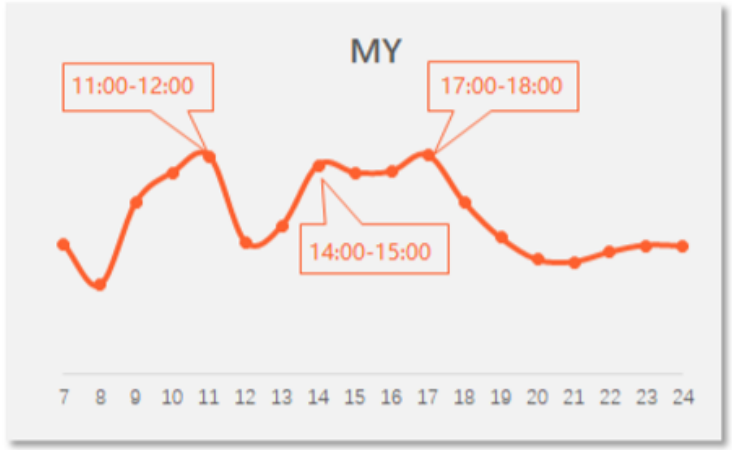
Ps: please update the Indonesian site in English, and do not put goods on sale in large quantities at a time, or the shop will be frozen

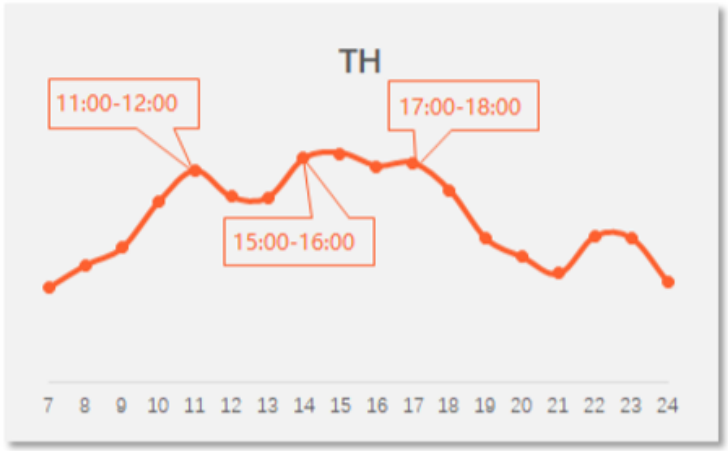
Updating time of Thailand and Vietnam sites

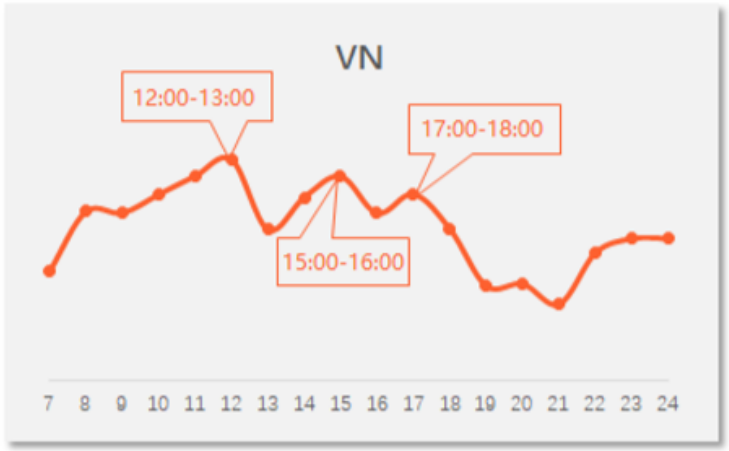
数据发现

马来、越南和泰国站点呈现早上单峰，午后双峰且高活跃时间较长的状态

三峰型







注：1. 横轴表示一天的时间点，为当地时间 2. 纵轴越高表示在该时间点上新能更快获得好的曝光

Recommendation form of updating of Thailand sites

TH上新Tips总结

- 所有品类推荐上新时间集中在中午；除了WA品类以外，其它品类均推荐在下午上新
- 此外，傍晚也适宜上新的品类有H&L、WA、HB、Bags，晚上也适宜上新的品类有HB、Bags、Games, Books&Hobbies

TH	上午 7~11点	中午 11~14点	下午 14~19点	傍晚 19~22点	晚上 22~24点
3C & HA	★	★★★★	★★★★	★	★
H&L	★★	★★★★	★★★★	★★★	★
FA	★★★	★★★★	★★★★	★	★
Outdoor	★★★★	★★★★	★★★★	★★	★
WA	★★★★	★★★★	★★	★★★	★
H&B	★	★★★★	★★★★	★★★★	★★★
Bags	★	★★★★	★★★★	★★★★	★★★★
TKB	★	★★★★	★★★★	★	★
Auto & Moto	★	★★★★	★★★★	★	★
MA	★	★★★★	★★★★	★	★★
Shoes	★	★★★★	★★★★	★	★
Games, Books & Hobbies	★★★	★★★★	★★★★	★	★★★★

注：
1. 星星数量越多表示新品上新后相对能获得更快更好的流量曝光
2. 上述时间为当地时间，中国比泰国快一个小时，例如泰国7点时，中国8点

Ps: Put goods on sale in English in Thailand, and the platform will translate the title into local language

Recommendation form of updating of Vietnam sites

VN上新Tips总结

- 所有品类推荐上新时间集中中午和下午；除了Games, Books&Hobbies品类以外也推荐在上午上新
- 另外， H&L、WA、 TKB、Outdoor、Bags、Shoes品类在适宜在晚上进行上新

VN	上午 7~12点	中午 12~15点	下午 15~19点	傍晚 19~22点	晚上 22~24点
3C & HA	★★★	★★★★	★★★★	★	★
FA	★★★★	★★★★	★★★★	★	★
H&B	★★★★	★★★★	★★★★	★	★★
Auto & Moto	★★★★	★★★★	★★★★	★	★
MA	★★★★	★★★★	★★★★	★	★★
H&L	★★★★	★★★★	★★★★	★	★★★
WA	★★★	★★★★	★★★★	★	★★★
TKB	★★★★	★★★★	★★★★	★	★★★★
Outdoor	★★★★	★★★★	★★★★	★	★★★★
Bags	★★★★	★★★★	★★★★	★	★★★★
Shoes	★★★★	★★★★	★★★★	★	★★★★
Games, Books & Hobbies	★★	★★★	★★★★	★	★

注:
1. 星星数量越多表示新品上新后相对能获得更快更好的流量曝光
2. 上述时间为当地时间，中国比越南快一个小时，例如越南7点时，中国8点

Ps: Put goods on sale in English in Vietnam, and the platform will translate the title into local language; otherwise, it will be regarded as violating rules for putting goods on sale!

Platform traffic -- events

Actively sign up for events to gain exposure

- **Registration channel:** [My marketing events] - [My theme events] in the backstage of each site will regularly launch event registration notices. Welcome to actively sign up for participation

- **Registration skills:** Carefully read the product selection and price requirements of events, and accurately select the products to increase the probability of being selected;

  Select the popular products in shops to participate in the events, and try to provide

Platform function - shop promotion setting

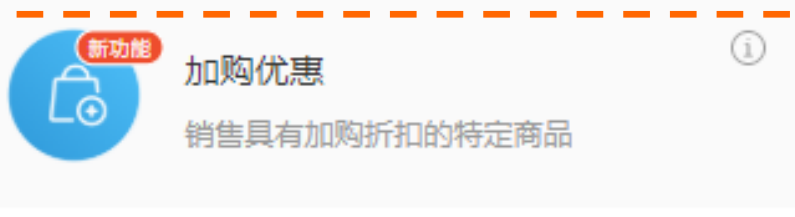
My discount event - discounts on commodities

Package discount - bundle sale/multi-piece multi-discount

My discount coupon - establishment of shop coupon/commodity coupon

Freight discount - freight coupon setting (freight free/freight reduction)

Following gift - establishment of following coupon



Additional purchase discount - buyers can get the exclusive additional purchase price after making additional purchase

Platform function - shop promotion setting

Platform function - follower events

Platform traffic - followers

Actively attract followers to improve commodity exposure

Customer attraction inside the site:

- Get followers by interaction with buyers:

Pay attention to every chat opportunity, and ask the opposite side to follow your shop even if he/she doesn't buy your commodities now

- Follower discount:

Sellers can encourage buyers to give a "like" to their products or follow their shops, and give discounts or gifts as rewards at the next purchase

- Set up following gift

Buyers who follow a seller's shop for the first time can receive corresponding coupons

- Actively post feed posts

Actively release the trends of popular products/new products in the shop, which can be trend/funny matter sharing, to attract the following of buyers, and promote the transformation to conclusion of business through coupons;

Customer attraction outside the site:

Attract customers through external websites such as Facebook

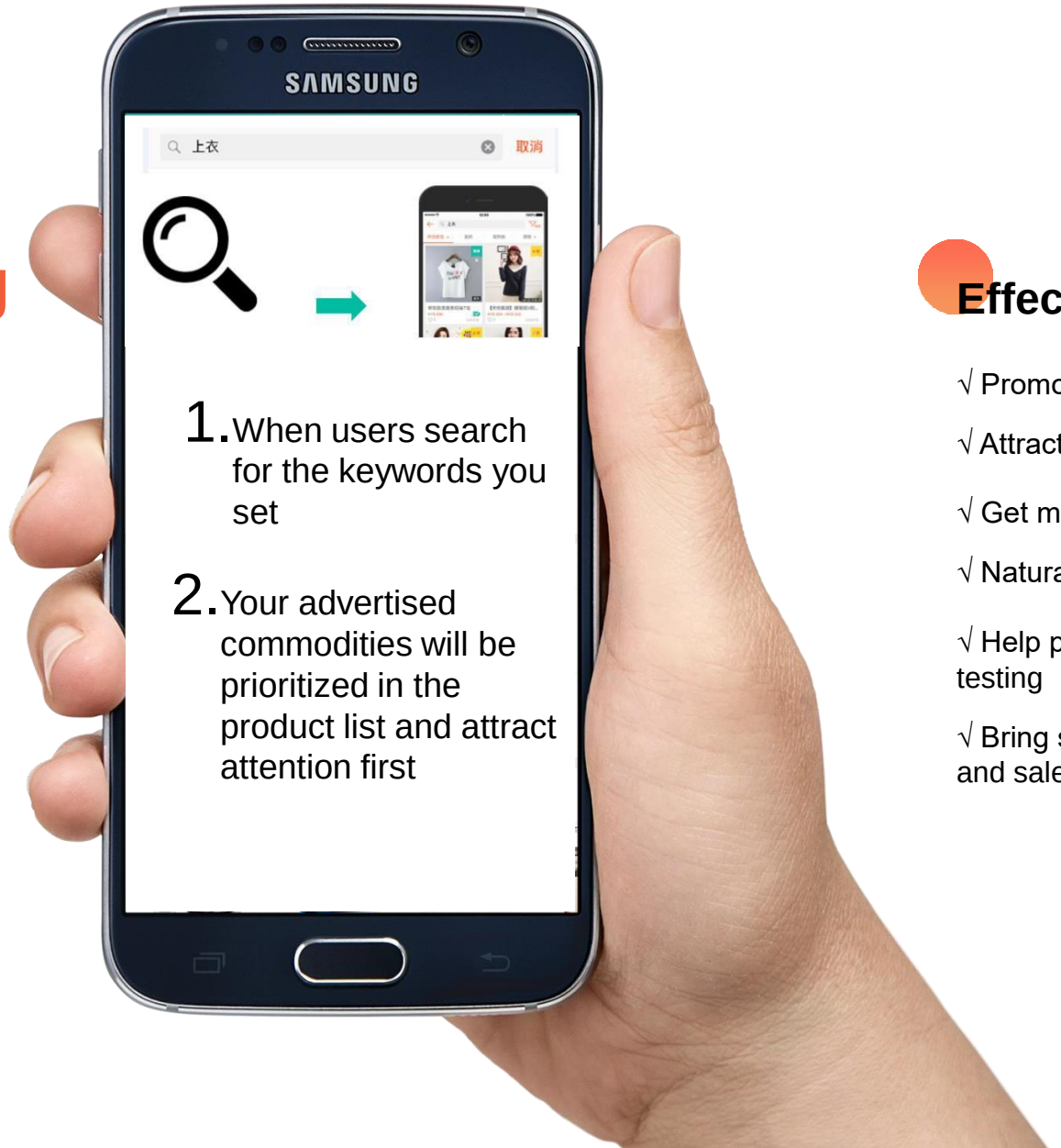
Take the initiative to attract followers, interact with followers, and push the news of new products to followers when the shop has something new

PART 2

Paid traffic within website

What is keyword advertising

Keywords advertising is a paid advertising service launched by Shopee platform, which can improve the exposure of sellers' commodities in mobile APPs and platform web pages. When buyers search for the corresponding keywords, the commodities of sellers who have purchased the keywords advertising service will be prioritized in the search results, so as to help sellers come into contact with more buyers and bring traffic and order growth.



Effects of advertising:

√ Promote the conclusion of business

√ Attract visitors into the shop

√ Get more followers

√ Naturally improve the order quantity

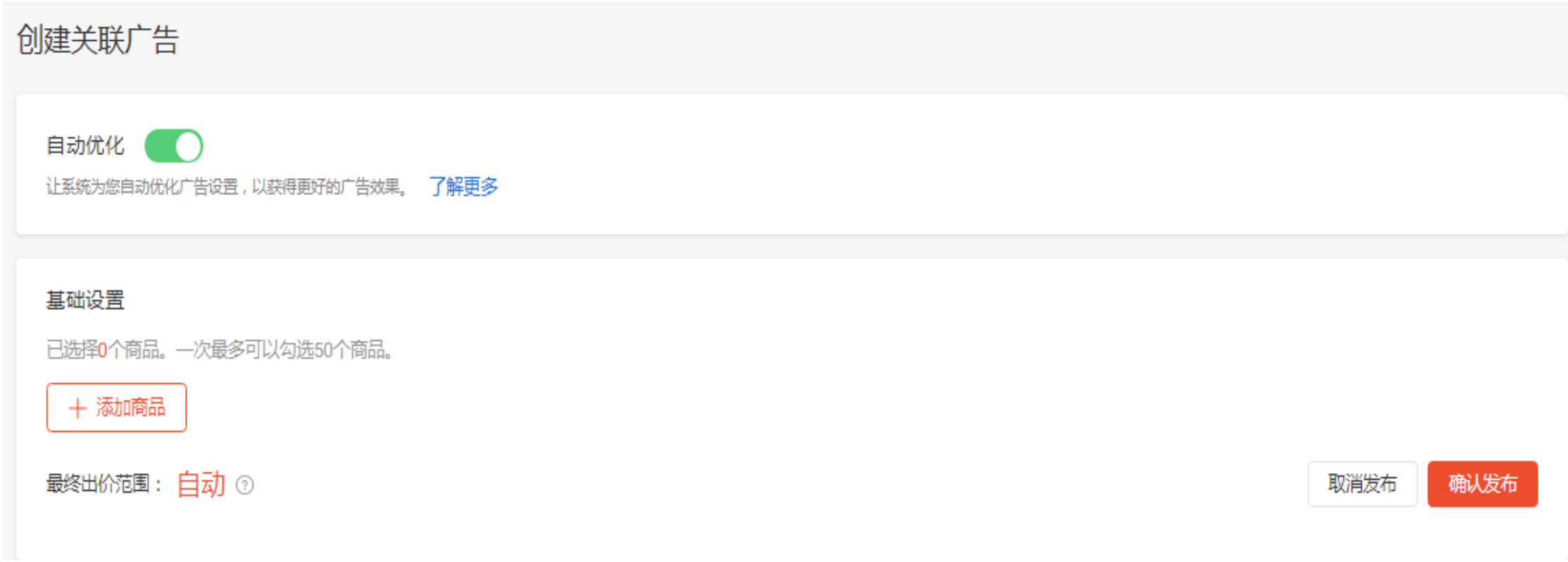
√ Help product picture and model testing

√ Bring sustained growth to the traffic and sales of the whole shop

Marketing center - Shopee ads - create new ads

Create search ads

Create contextual ads



Key indicators of keywords advertising

High CTR, because the commodity/main picture/price is attractive

High CR, because the price/comment/description is attractive **/ the commodity size is complete**

Low CPC, because words are located in the front, and the competitiveness of words is small

CPC

CPC (Cost Per Click)
Charge per click.

Total cost = CPC * clicks

High ROI, because the cost is low and the sales is high

ROI

投资回报率（Return On Investment）。 The result of ROI is usually expressed as a percentage, that is, the ratio of input to output.

ROI = sales revenue/advertising cost

Introduction to keywords advertising rules - product ranking rules

When other sellers also purchase the keywords advertising service, multiple ads will appear on the same result page as your products.

Your ad ranking will be affected by the following two factors:

1. Keyword quality score;

2. Single click price set

Introduction to keywords advertising rules - keyword quality score

提示!

关键字质量评分

预测点击率: 根据所选商品、关键字等信息预测出的产品点击率

广告线上表现: 该商品、关键字在广告期间的实际点击率

相关度: 所选关键词和商品标题、描述、分类等相关程度

固定广告排名竞拍仿真:

卖家 A, B, C, 和D 同时竞拍同样关键字

卖家	关键字质量评分	竞拍价格	广告排名
Seller A	Bad	0.02 USD	#4
Seller B	Very Good	0.04 USD	#1
Seller C	Good	0.01 USD	#3
Seller D	Good	0.02 USD	#2

在搜索结果页面中:

Seller B	#1
Seller D	#2
Seller C	#3
Seller A	#4

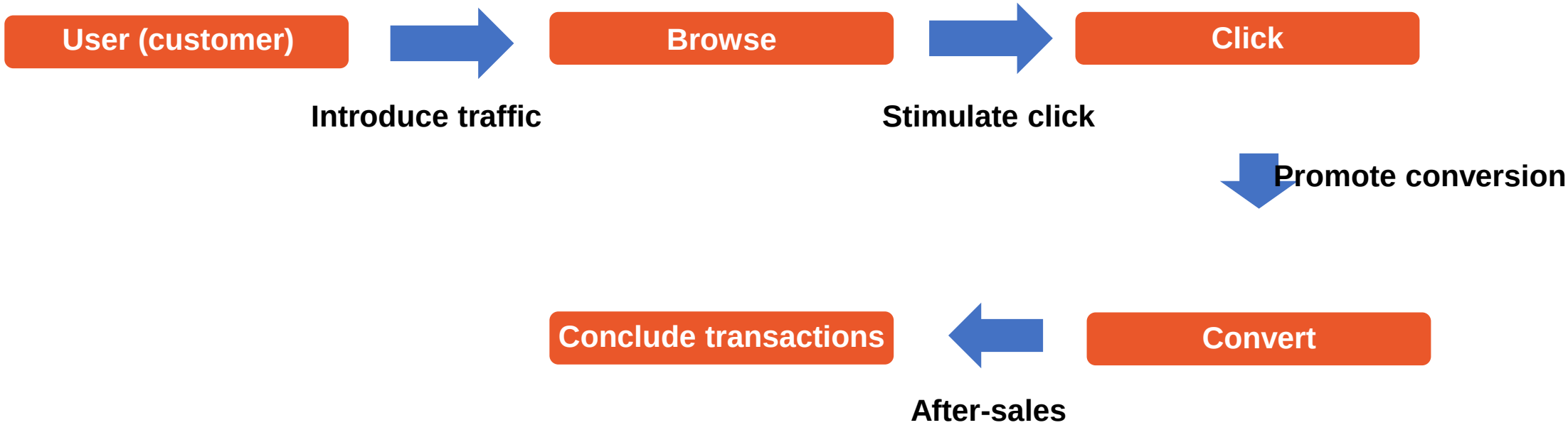
General overview of operational skills

High traffic × High conversion = High sales

- Continuous updating
- Top promotion
- Search
- Followers
- Backstage event registration
- Charge: keywords advertising

- Shop decoration
- Commodity details
- Shop events
- Chat reply

User behavior:



Soul searching to online retailers

Do you know what you're selling?

Does your shop have low-cost customer attraction and frequently repurchased products?

How do your products compare with those of other similar shops?

Does anyone like your products? Do you want to buy your own products?

Thank you!