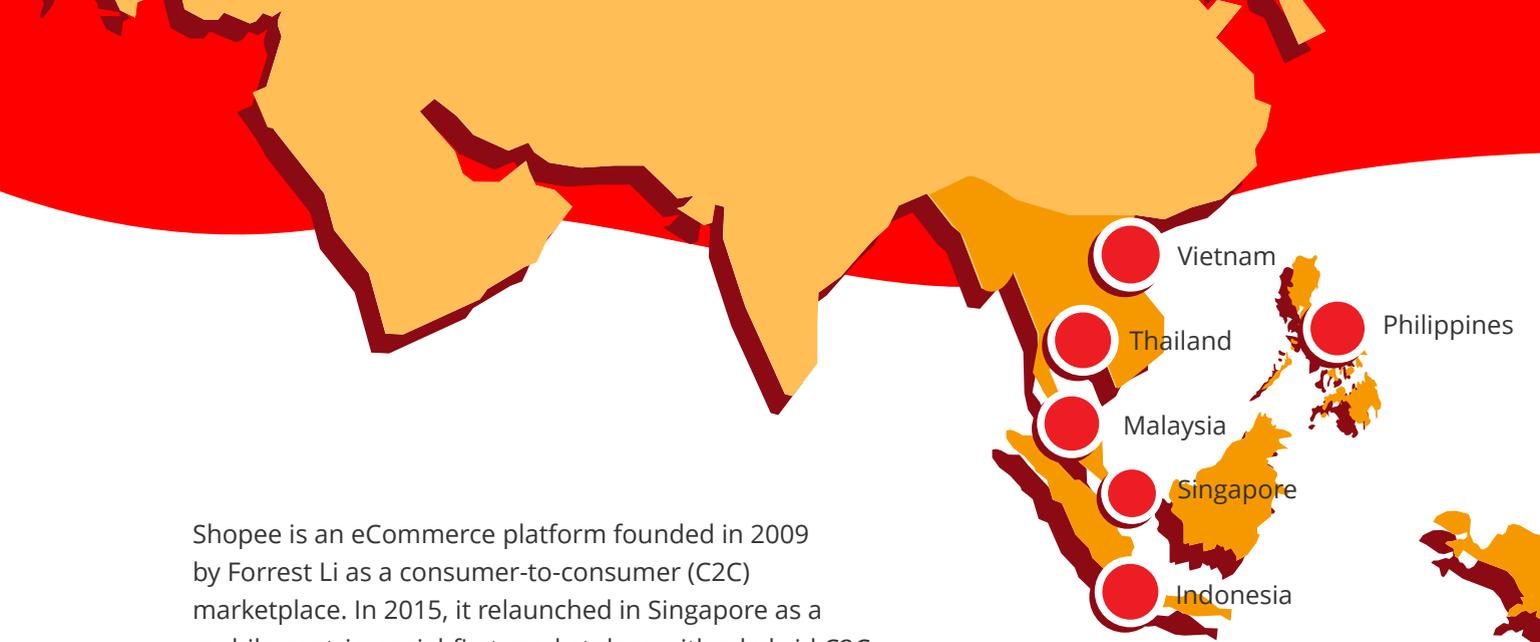


How to sell on Shopee in 2020





Shopee is an eCommerce platform founded in 2009 by Forrest Li as a consumer-to-consumer (C2C) marketplace. In 2015, it relaunched in Singapore as a mobile-centric, social-first marketplace with a hybrid C2C, business-to-business (B2B), and business-to-consumer (B2C) model.

As of 2020, it operates in the following ASEAN countries:

 Indonesia
([Shopee.co.id](https://shopee.co.id))

 Malaysia
([Shopee.com.my](https://shopee.com.my))

 The Philippines
([Shopee.ph](https://shopee.ph))

 Singapore
([Shopee.sg](https://shopee.sg))

 Thailand
([Shopee.co.th](https://shopee.co.th))

 Vietnam
([Shopee.vn](https://shopee.vn))

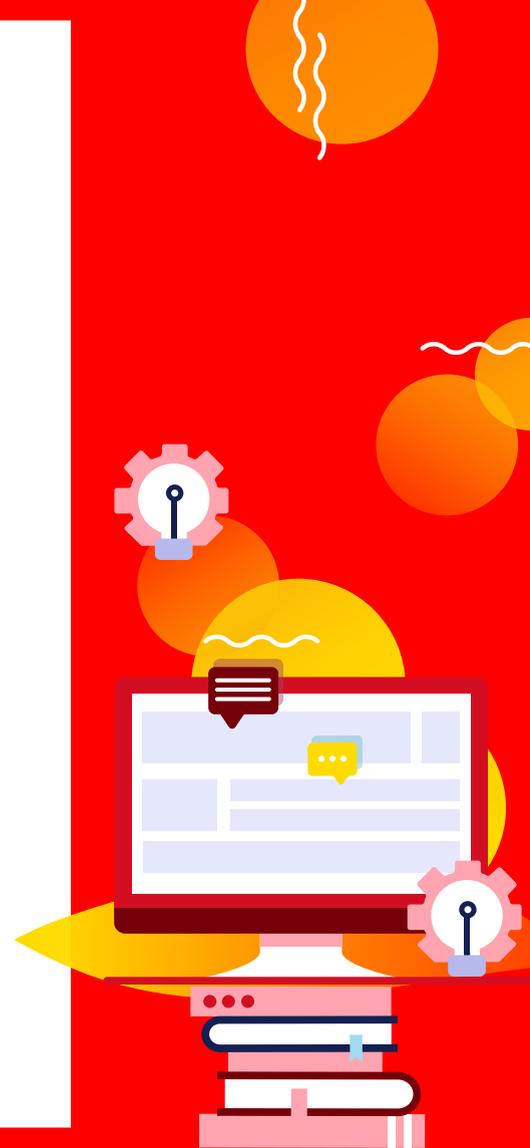
*The iPrice Group's **Year-End report on Southeast Asia** marks **Shopee as the most popular eCommerce app across Southeast***

Not only did it beat equally big marketplaces Lazada, Tokopedia, and Aliexpress for that quarter's monthly active users (MAU) and total app downloads, but Shopee was also the most visited eCommerce platform with **over 2 billion website visitors**.

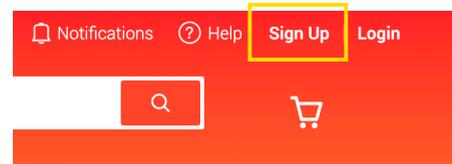
This marketplace's regional popularity makes it a necessity for any seller looking to establish a presence in Southeast Asia. Unlike Shopify or WooCommerce, Shopee allows merchants to open an online store with a relatively low overhead cost. Its global selling programs provide companies around the world—including those from mainland China—with a consolidated platform that can serve and deliver products throughout the region.

Southeast Asia is highly diverse, with each country having its own import and export regulations, online shopping culture, tax laws, and buying preferences. **Shopee's marketplace helps to consolidate a merchant's operations so they can spend more time developing, selling, and marketing their products.**

If you want to sell to Southeast Asian shoppers through Shopee in 2020, here's everything you'll need to get started.



01 Registering as a Shopee seller



Because of Shopee's roots as a C2C marketplace, seller registration is an easy process. Anyone can sell on Shopee simply by navigating to their country's main homepage and clicking on the "Sign Up" link in the upper-right corner. It's completely free to make a Shopee account.

Like most Southeast Asian eCommerce platforms, Shopee has different seller tiers, each with different privileges:

01

No-Label Sellers

Every merchant starts off as a no-label seller. Merchants can use the same account to buy and sell; there's no need for separate logins.

This option is intended for small-scale sellers, or for those who are at the very beginning of their eCommerce journey.

02

Overseas Sellers

Shopee is well-known for welcoming overseas sellers, especially those based in mainland China and South Korea. Shopee lets consumers know if a seller is based abroad in the "Shipping from" section of a product listing and product preview.

03

Preferred/Star Sellers

Shopee's Preferred Seller status is currently invite-only. The program rewards active sellers with high shop ratings, a large number of successful transactions, and good customer service, which is measured by low chat response time and high response rate.

The name of this program varies depending on the country you are in. However, they offer the same benefits.

Shopee Preferred Sellers are identified by an orange label and orange tick on their storefront and product pages, and in product searches.

The Preferred Seller label: 

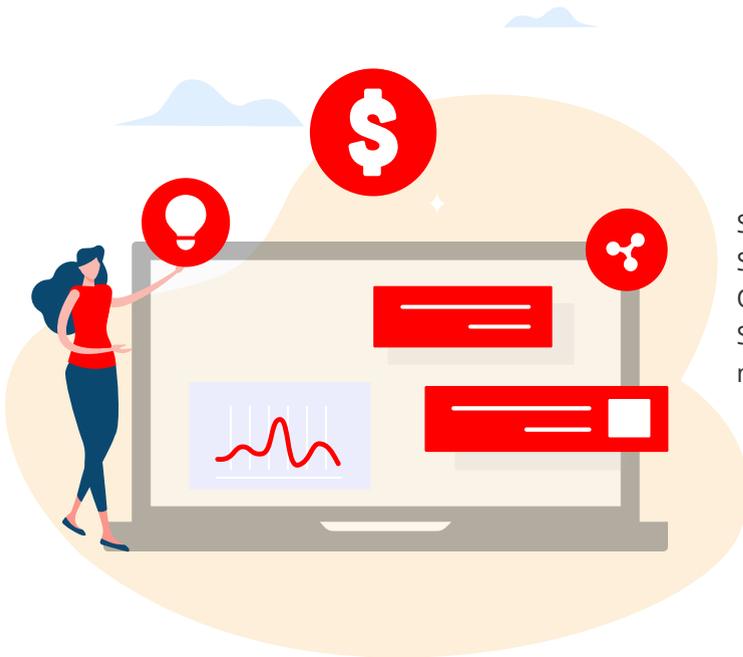
The Preferred Seller tick: 

04

Official Shops

Official Shops are merchants who own a specific brand or act as the official distributor of a licensed product. Unlike the Preferred Seller program, merchants can only apply to the Official Shop program by submitting valid certification, an official logo, and certificates of registration or a business license.

These requirements vary based on your country of origin. In Singapore, for example, sellers will need an ACRA bizfile, letter of authorization (LOA), brand logo, and a link to a valid brand site.



04 Official Shops

Additionally, to be approved as Official Shops, sellers have to agree to specific Shopee policies:

- All items must be 100% authentic—no counterfeits
- Offer a 15-day return/refund policy
- Offer free shipping for all items or join the Shopee Supported Logistics program

Sellers can also be invited to become an Official Shop by Shopee based on good performance. Official Shops are automatically included in Shopee Mall, an exclusive Shopee-run marketplace that features branded products.

02 Available seller education resources

Sellers who wish to learn more about the Shopee ecosystem can access an educational portal called the [*Shopee Seller Education Hub*](#), nested inside the Shopee Seller Centre. Each country has its own Education Hub with localised information about basic selling topics such as:



Listing Your Products



How To Fulfil An Order



Business Insights - Sales Overview



Enhancing Your Shop



Income Management

Merchants with questions can contact Shopee through the Seller Centre, chat directly with a representative on the app, or refer to the [Shopee Help Centre](#), a collection of answers to some of the most commonly asked selling and buying questions. Think of the Seller Centre as a must-read primer about Shopee selling basics, and the Help Centre as a place to find answers to more specific questions.

For example, if you're confused about the best way to rate a buyer or how to pay for a service fee, you refer to the Help Centre's [Selling and Billing section](#). But if you want to read about transaction fees or learn about product listings, you can get started at the Seller Centre.

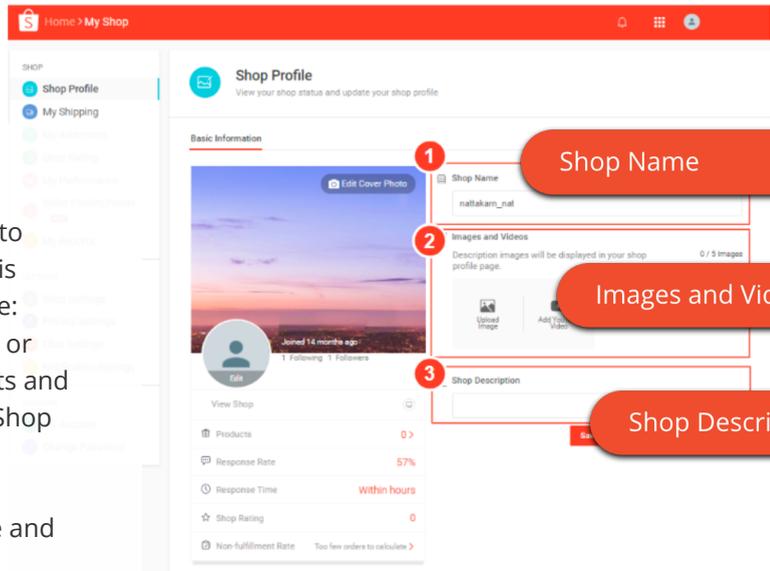
Listing products on Shopee

Selling on Shopee is easy for businesses and individual merchants alike.

Start with a free account

New merchants are limited in their ability to customise their Shopee storefront, which is called the “Shop Profile” page. For example: sellers can add a maximum of five images or YouTube videos to showcase their products and brand identity. They can also edit a short Shop Description.

Most consumers will see the profile image and cover image first when browsing product listings, so take extra care when choosing your main visual content.



Choose your products wisely

Shopee is generous with their product-listing limits. A brand-new seller can list up to 1,000 products, while Shopee Mall sellers can list up to 20,000 items.

Criteria	Listing Limit
Sellers who have joined Shopee for less than 30 days or have less than 5 completed unique orders	1,000
Sellers who have joined Shopee for at least 30 days AND have between 5 and 100 completed unique orders	3,000
Sellers who have joined Shopee for at least 30 days AND have more than 100 completed unique orders	5,000
Preferred Sellers	10,000
Shopee Mall Sellers	20,000

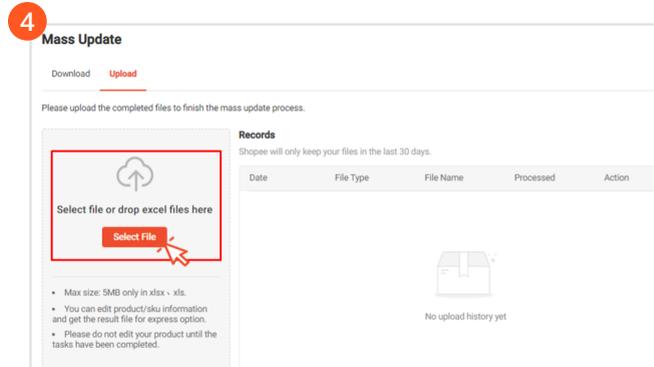
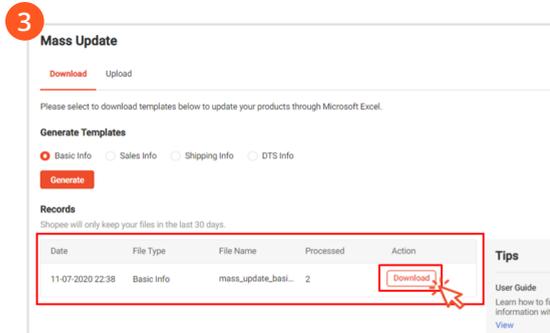
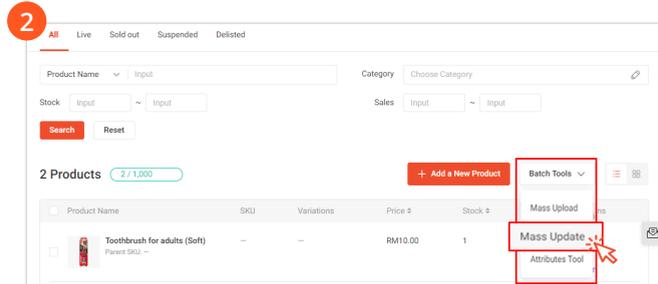
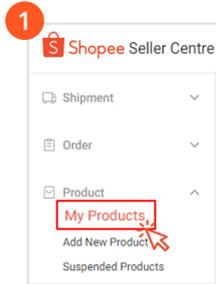
Sellers can also batch-upload up to 500 products at a time through the “My Products” section of the Seller Centre. You'll receive an Excel template, which includes specific categories that should be filled out carefully:

Category	Relevant Information
Category ID	Create each relevant category to receive a category code. The relevant numerical code should be inserted in this field.
Product Name	Keep the name concise and simple. Include a brand name, product name, model, and other relevant details; but avoid keyword spamming. Shopee's recommended naming structure is “Brand + Product Model + Specification + Size”.
Product Description	Include the right keywords in your product description. Shopee lets consumers search for hashtags, so include up to 20 hashtags that best describe your product.
Price	Pricing in this field is mandatory for products without variation. But if your product has variants, leave the cell empty.
Stock	Stock amounts are mandatory for products without variation. But if your product has variants, leave the cell empty.
Product Weight (in KG)	Product weight is used to calculate shipping fees, so fill out this section accurately.
Ship Out In	This refers to the estimated number of days needed to process an order for shipment. If it's left blank, Shopee will default this number to three days.
Variations	If the product doesn't have variations, leave this section blank. Variation names, prices and stocks are mandatory.
Mass Image URL Upload	Shopee accepts URL links to images with filenames ending in .jpg, .jpeg, or .png.

Shopee also provides users with examples of how the information in these fields should be formatted:

Information	Accepted Format	Example
Category Code	Numbers (integers) only	Valid Code: 656
Product Name	String of letters, numbers, and punctuations, with max. 80 characters (space included)	Recommended: Sony VAIO 15" Laptop
Product Description	String of letters, numbers, and punctuations, with max. 3,000 characters (space included)	Recommended: White in color, 25cm height, 23cm breadth
Price	Numbers only Range: 0.10 – 999,999,999.99	Valid Input: 192.4
Stock	Numbers (integers) only Range: 1 – 999,999	Valid Input: 517
Product Weight	Numbers only Range: 0.01 – 50 (in KG)	Valid Input: 2, 47.8, 236.95
Ship Out In	Numbers (integers) only Range: 1 – 30	Valid Input: 5
Variation Name	String of letters, numbers, and punctuations, with max. 30 characters (space included)	Color: Red, Silver, Gold Szie: XS, S, M, L, XL
Variation Price	Numbers only Range: 0.10 – 999,999,999.99	Valid Input: 192.4
Variation Stock	Numbers (integers) only Range: 1 – 999,999	Valid Input: 517
Image URL	Shopee accepts URL links to images with filenames ending in .jpg, .jpeg, or .png.	Ensure that it is publicly accessible

Batch editing on Shopee functions in a similar way. To mass-edit products, a merchant will need to download the relevant template, make edits in the Excel sheet, and reupload the file.



Use appropriate visual content

The right images and videos can persuade even the most doubtful shoppers to make a purchase. Shopee allows for a maximum of nine high-resolution product images taken from different angles, and in different settings. The first image uploaded will be the product's cover photo, and it must:

1. Clearly show the product (and brand, where possible)



2. Feature the product itself, without packaging

3. Not include unnecessary text or graphics



Share:     

 Favorite (1.1k)

Any uploaded images have to meet a minimum dimension of 500 x 500 px, 72 dpi.

04 Pricing your products

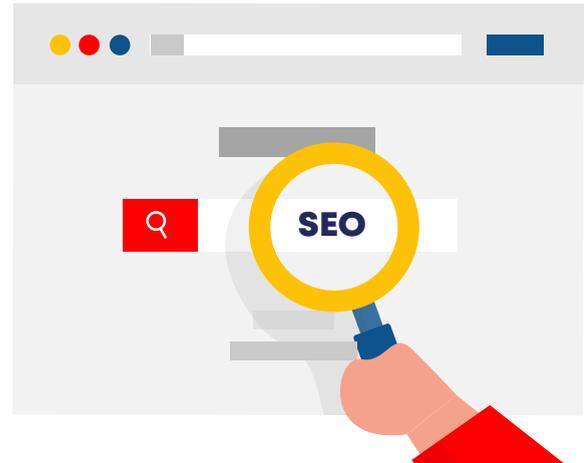
When pricing your products, pay careful attention to your competitors' prices. If you price your own products too low, customers would become suspicious. But if you price them too high, you risk being filtered out of user searches. When possible, keep your prices at market standards.



05 Promoting your products with Shopee tools

SEO and backlinks

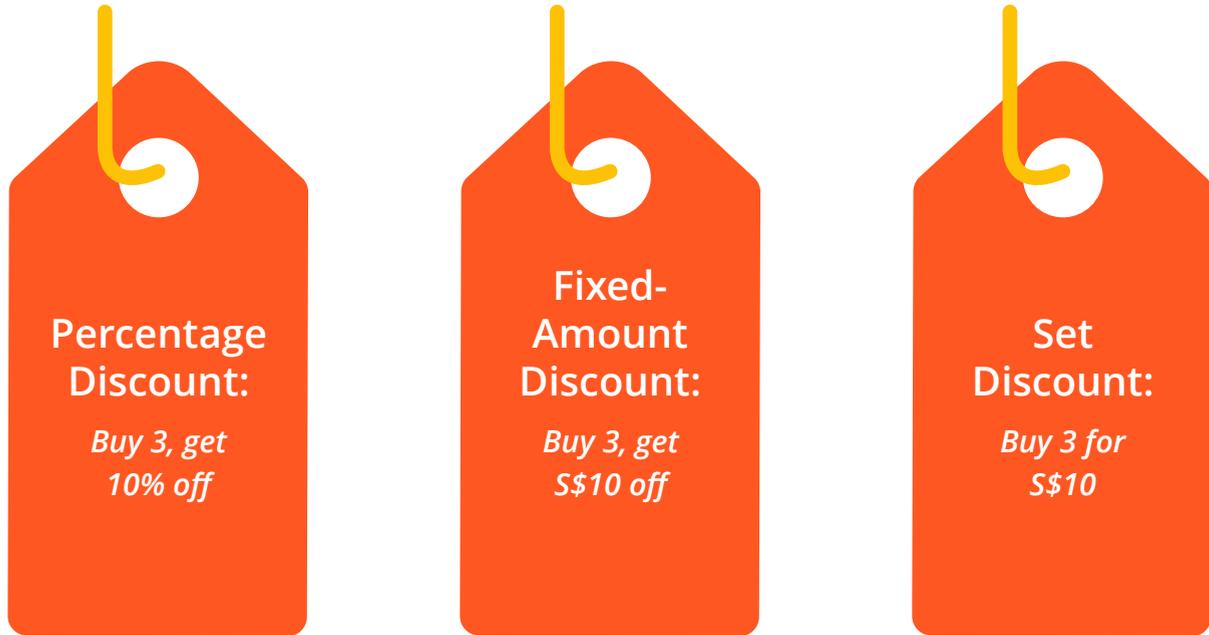
Search engine optimisation (SEO) involves using appropriate keywords to attract shoppers from other sites or search engines to your store and product listings. This will help your products rank higher on search results.



Store Element	SEO Best Practices
Product Title	<ul style="list-style-type: none"> • Capitalise the first letter of each word • Do not use ALL CAPS, except for certain brand names, e.g., ZARA, ASUS • No subjective commentary, promotional messages, or keyword spam • No emoticons, hashtags, or symbols • Recommended naming structure: “Brand + Product model + Specification + Size”
Product Descriptions and Hashtags	<ul style="list-style-type: none"> • Include product specifications such as: <ul style="list-style-type: none"> • Material • Weight • Dimensions • Electrical characteristics • Other defining factors • Add notable product features, uses and benefits • Specify product warranties and coverage periods • Use 10-30 <u>hashtags</u> per product listing
Product Categories	<ul style="list-style-type: none"> • Choose the correct product categories • Provide <i>all</i> appropriate attributes for Standard Product Unit (SPU) information <ul style="list-style-type: none"> • e.g., laptops: include CPU model, graphics card, HDD vs. SSD storage, extra features, operating system, color, dimensions, weight, warranty, bundled peripherals

Bundling your products

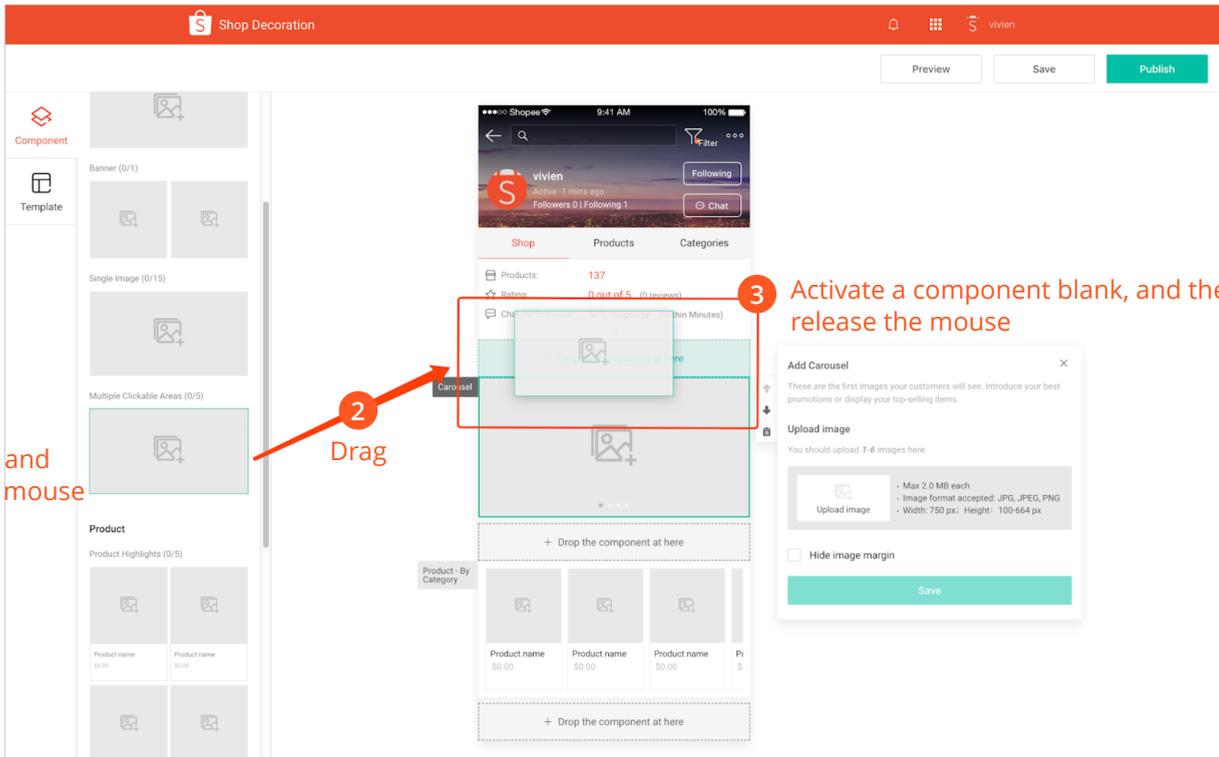
Bundle Deals are a Seller Centre feature that enables sellers to create discounted groups of products. There are three types of discounts a seller can set for their Bundle Deals:



The total price of a Bundle Deal must be lower than the prices of the items if bought individually.

Shop Decoration

The Shop Decoration feature is a drag-and-drop storefront builder that lets selected sellers customise the flow and layout of their Shop profile. The goal is for the customised shop to attract more shoppers and build a unique brand look.



Some blocks or “components” that can be added and edited include:

Component	Relevant Information
Single Image	Display your products and promotions as one cohesive image.
Multiple Clickable Area	Embed multiple clickable links within an image.
Text Category List	Display your shop's categories in a list format without uploading images.

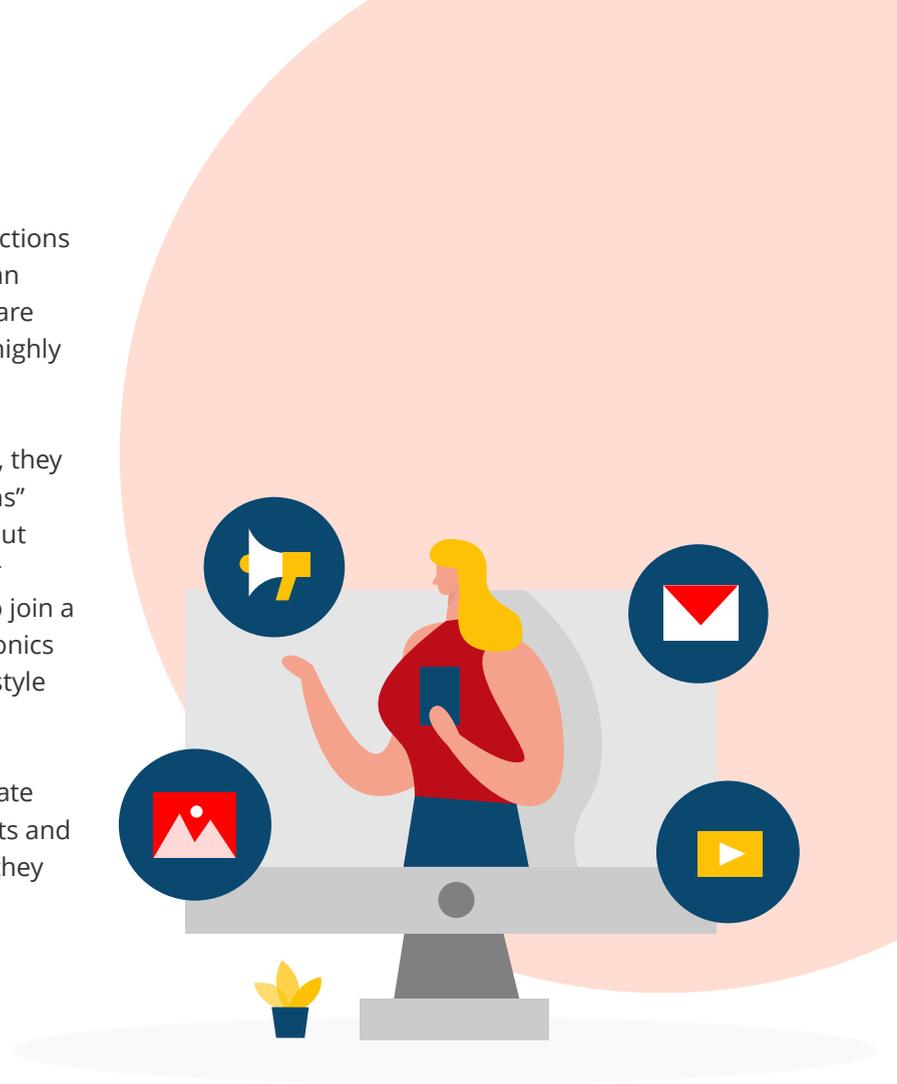
One of the best features of Shop Decoration is the ability to highlight specific products. This allows you to bring attention to your most popular offerings, or boost visibility for lesser-known products.

Shopee Campaigns

Shopee Campaigns are time-limited collections of seller-submitted products curated by an internal Shopee team. These campaigns are featured on the Shopee landing page in highly visible, easily accessible banners.

Because submissions are done by sellers, they should regularly check the “My Campaigns” section of their Seller Centre to learn about campaigns relevant to their business. For example, a skincare brand might apply to join a Beauty Bazaar campaign, while an electronics shop might be eligible for a Home & Lifestyle campaign.

To join a campaign, sellers should nominate only their best and most relevant products and offers. This increases the likelihood that they will be approved.



Shopee Shocking Sales

Shocking Sales are Shopee's take on the popular flash-sale model. Much like Campaigns, Shocking Sales are submit-only.

Their prime position and high popularity among buyers mean that only selected merchants (such as Preferred Sellers and Official Sellers) can nominate their products. To gain access to this exclusive promotion channel, merchants should maintain a high shop rating, chat response rate, and fulfilment rate; and ship their products on time.



Shopee Feed

Shopee Feed is a way of getting recommendations for products available on this Southeast Asian eCommerce platform. It's a social networking feature much like Instagram, where sellers can share attractive visual content linked to a product listing.

Sellers can:

- Post photos and short videos for store
- Share product information and links through captions and tags

Buyers can:

- Follow their favourite seller or influencer
- Scroll, view, like, comment on, and share their favourite posts
- Tap on the photos and be directed to product listings and vouchers

Shopee Live Streaming

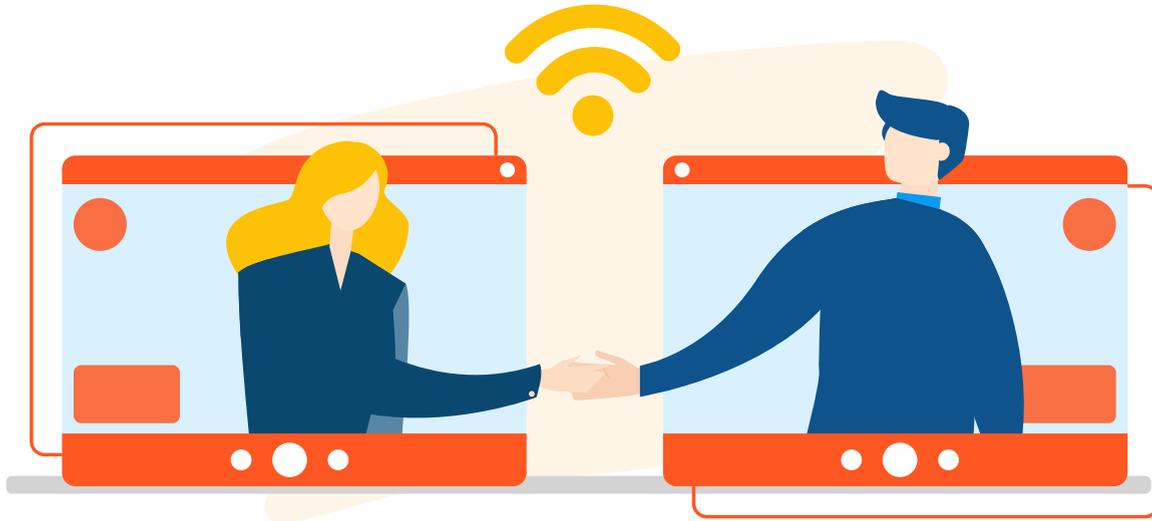
Shopee Live Streaming is an app feature that sellers can use to host live shopping videos, as well as interact with buyers and answer their questions. And like Shopee Feed, this feature gives them another marketing channel.

Sellers can:

- Set up and host live streams
- Link products for sale in live streams

Buyers can:

- View and post comments in live streams
- View and buy products from live streams



Shopee Ads

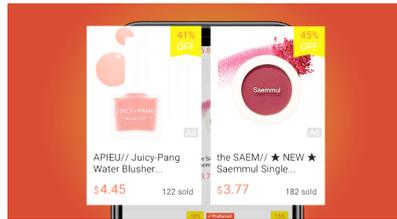
Shopee ads are charged based on the number of times shoppers click on them. A merchant can top up non-refundable Ads Credit, for use in a wide selection of advertisements. Sellers can also automatically top-up Ads Credit from the Shopee Seller Wallet when it falls below a certain point.

A merchant can buy three main ad types from Shopee:



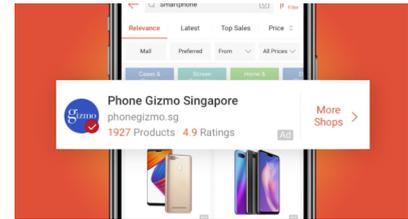
Keyword Ads

Keyword Ads will boost a product in keyword search results



Targeting Ads

Targeting Ads place products on the Daily Discover section of the homepage and Similar Products section below other products



Shop Ads

Shop Ads enhance shop visibility by including a link to the shop storefront at the top position of search results

Order Fulfilment and Shipping

Merchants on Shopee have two main choices for order fulfilment:

- *Shopee Supported Logistics*, or
- *Independent fulfilment and shipping*.

Shopee Supported Logistics (SSL) and third-party logistics (3PL) companies allow merchants to schedule their packaged products for pick-up or drop-off. However, SSL lets you track the package within the app (as opposed to checking the airway bill on a separate website), and automatically input tracking numbers.

If you prefer working with 3PL companies, you can use J&T Express to deliver your Shopee orders. J&T also offers [software integration](#) with Shopee, making store management easier overall.

Merchants can choose more than one logistics provider by toggling their options in the Seller Centre. The customer can then choose their preference at the checkout stage.

It's easy to prepare packages for shipment on Shopee. The **"Download Shipping Documents"** feature allows you to download all of your shipping labels, picking, and packing lists in a single document. You can also download your Shipping List, update your parcel tracking numbers in the Excel file, and reupload to Shopee to mass-update airway bills.

Customers can either drop by any of the J&T Express branches across Singapore, or [contact us](#) for our shipping rates and terms of service. J&T Express delivers parcels from Monday to Sunday, with a time frame of next day delivery for Shopee.

How and when Shopee pays its sellers

Shopee customers across different countries can pay via Shopee Pay, online bank transfer, or ATM transfer. If they choose 3PL shipping, they may also be able to pay via cash-on-delivery (COD) in countries like the Philippines—though this feature isn't available in Singapore. Locally issued Mastercard or Visa credit or debit cards can be used with Preferred/Star Sellers and Shopee Mall merchants.

Once an order is completed, all earnings will be credited to your Shopee Wallet minus any fees. You can then withdraw the credits to your bank account. You can also store multiple bank accounts, and manually choose which one to use.



Sellers can set up automatic withdrawals from their Shopee Wallet to their verified bank account either once a week or once a month.

Weekly automatic withdrawals are processed

on Wednesdays, and

deposits arrive in the designated account by Thursday or Friday.

Monthly automatic

withdrawals are initiated on the first of each month.

Sellers can also withdraw their money manually.

Unlike automatic

withdrawals, manual withdrawal amounts can be adjusted—from S\$10 to S\$100, S\$1,000, or more. These take about three to four business days to complete.

Each merchant can withdraw up to once a week for free. Additional withdrawals will cost another S\$.20 to cover bank processing fees.

Shopee Fees

Shopee started out as a free eCommerce marketplace for Asia. But in 2018, it began charging usage fees. This is Shopee's commission fee, levied on the sale of all products for all Shopee Mall sellers. These fees fluctuate, and you should check their Help Centre often to check the most recent changes.

In Indonesia, Vietnam, and Malaysia, this commission fee is charged to Shopee Mall and Preferred/Star Sellers. Shopee Mall fees range from 1% to 5%, depending on the product category. On the other hand, Preferred/Star Sellers are charged a 1% fee based on the price of the product after seller-borne discounts.

As of August 2020, these are the latest Singaporean commission fees:

Categories	Commission Fee
Electronic categories (Mobile & Gadgets, Home Appliances, Computers & Peripherals, Camera & Drones, and Video Games)	2%
Non-electronic categories	5%

Shopee also charges a separate transaction fee ranging from 1%-2%. This fee covers the costs of providing and supporting multiple payment gateways, and is charged to all Shopee sellers across all countries.

Ready to sell on Shopee?

Getting on a major eCommerce marketplace in Southeast Asia—and doing great business—is your top business goal for 2020! Shopee is a great eCommerce platform with low fees, a huge audience, and attentive seller support.

But one last question must be answered beforehand: which shipping service can you partner with to get your products from assortment to doorsteps intact and on time, all year round? Better yet, which logistics company also provides eCommerce solutions covering product listing and management to last-mile delivery?





Visit the [J&T Express Singapore](#) website to learn more about what we do, how we do it, and all the ways we can help you and your eCommerce business.

Let's go!

