

Shopee International Platform (SIP)

Edited: 21/09/2020

OBJECTIVES

In this lesson, we are going to learn how to setup your store to sell internationally and what the best practices are and how to setup your product, pricing and shipping details.

CONTENT

1. Introduction to Shopee International Platform (SIP)
2. Shopee International Platform Capabilities
3. Benefits for SIP Sellers
4. Best Practices of SIP Sellers
5. FAQs
6. Stay Connected

Introduction to Shopee International Platform

Introduction



Planning on growing your business abroad to expand your customer base **but** facing operational difficulties? Worry no more because...

Shopee International Platform is here! Congratulations! You are one of our selected sellers to join Shopee International Platform where we will help you expand your business internationally at no additional cost or effort!

Our International Vision



International Expansion Strategy

Singapore serves as the pilot market.

Shopee International Platform will then target 5 other markets after Singapore launch:

- Thailand
- Vietnam
- Taiwan
- Philippines
- Indonesia

Note:

(i) Country list sequence is not an indication of market launch priority.

(ii) Malaysia Sellers will have footprints in 6 international markets eventually. **But currently Singapore will serve as the pilot market.**

Overview of Shopee International Platform

Shopee International Platform is a cross-border program that provides...



Expanded consumer outreach

To potentially 6 other regional markets



Value-added cross-border services

Logistics, payment and customer service arrangements at **no additional cost**



Local selling experience

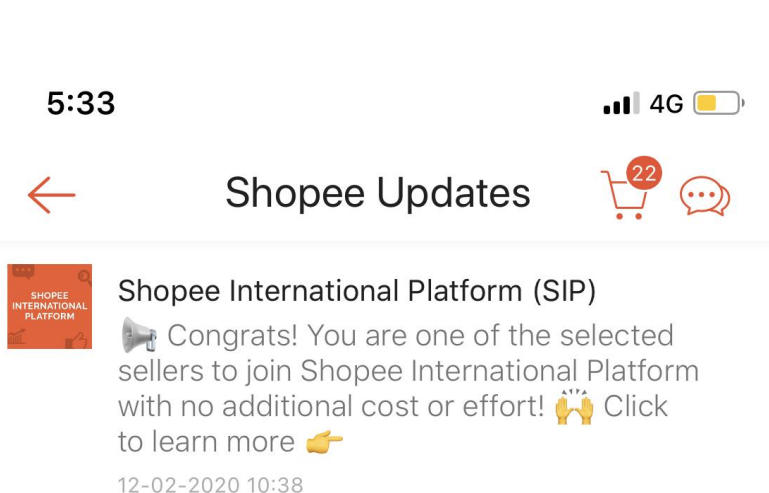
No additional effort required to expand business overseas

Overview of Shopee International Platform

Overall Process



How will you be notified if you are selected to join SIP?



- 1 Shopee will send eligible sellers a push notification via Shopee App → Shopee Updates
- 2 Click "Yes" & Accept Shopee International Platform Terms of Service
- 3 Shopee will proceed to onboard sellers in 2 weeks' time after sellers have received the push notification

Note: If you would like to opt out of SIP program, please drop an email to our customer service team - help@support.shopee.com.my or call +603-2777 9222

Shopee International Platform Capabilities

Shopee International Platform (SIP) Capabilities

Leverage on Shopee's state-of-the-art capabilities to expand internationally:



1 Agree Terms of Service

Read and agree to
Shopee International
Platform TOS



2 Receive orders

Receive orders from
overseas buyer and
arrange parcel shipment
to Malaysia Shopee
Warehouse



3 Fulfilled by Shopee Supported Logistic

Parcel will be delivered by
PosLaju/ JnT/ DHL. No
additional effort required.



4 Sales Remittance

Receive sales
proceeds via Seller
Wallet once parcel
delivery is completed

Shopee International Platform (SIP) Capabilities



Agree to Terms of Service

3.1 Shopee shall collect the Shopee Listing Price from the Seller in the local currency and

3. Shopee shall remit the Malaysia Listing Price to the Malaysia Seller in Malaysian Ringgit (less any applicable fees, charges, commissions and other deductions).

3.2 The order shall be subject to reasonable inspection by Shopee and Shopee may reject any products that are defective, not in accordance with the requirements under the Order, are reasonably believed to be counterfeit or otherwise breach the Terms of Service or Shopee Policies.

4. Obligations, Representations, and Warranties

4.1 Nothing in this Shopee International Platform Terms of Service shall release the Malaysia Seller from any of its obligations, liabilities, representation or warranties to a buyer pursuant to the Terms of Service, Shopee Policies or by operation of law in relation to its products.

4.2 For avoidance of doubt, any fees applicable to Malaysia Seller as provided in the Terms of Service and the Shopee Policies, shall continue to apply.

4.3 You also warrant that the listings made available on the Affiliate Platform shall not infringe upon the copyright, trademark or other intellectual property rights of third parties and the publication and distribution of the listings on the Affiliate Platform will not infringe the rights of any third parties.

4.4 You agree to indemnify, defend and hold harmless Shopee, and its shareholders, subsidiaries, affiliates, directors, officers, agents, co-branders or other partners, an employees (collectively, the "Indemnified Parties") from and against any and all claims, actions, proceedings, and suits and all related liabilities, damages, settlements penalties, fines, costs and expenses (including, without limitation, any other dispute resolution expenses) incurred by any Indemnified Party arising out of or relating to: (a) any transaction made on the Shopee Overseas Sites, or any dispute in relation to such transaction, (b) the Shopee Guarantee, (c) your violation or breach of any term of these Shopee International Platform Terms of Service or any policy guidelines referenced herein, (d) your use or misuse of any of the Services, (e) your breach of any law or any rights of a third party, or (f) any Content uploaded by you.

Step 1

1. Acknowledgement

(I acknowledge that I have read and agree to the above Terms of Service.) *

☐ Yes

☐ No, you are required to write in to support@shopee.com.my or call +60 32777 9222 to exclude your Shopee account from this program.

Submit

Step 2

Shopee International Platform (SIP) Capabilities

2



Receive Orders



Delivery Address

Shopee International Platform (SG), 60355453789

Block 2 - Unit 5, First Floor, Lot 10003, Jalan Jubli Perak 22/1A, Seksyen 22



Logistic Information

Poslaju



scommercetrading

Follow



Chat Now

Shopee International Platform (SIP) Capabilities

3



Fulfilled by PosLaju



Delivery Address

Shopee International Platform (SG), 60355453789

Block 2 - Unit 5, First Floor, Lot 10003, Jalan Jubli Perak 22/1A, Seksyen 22



Logistic Information

Poslaju



scommercetrading

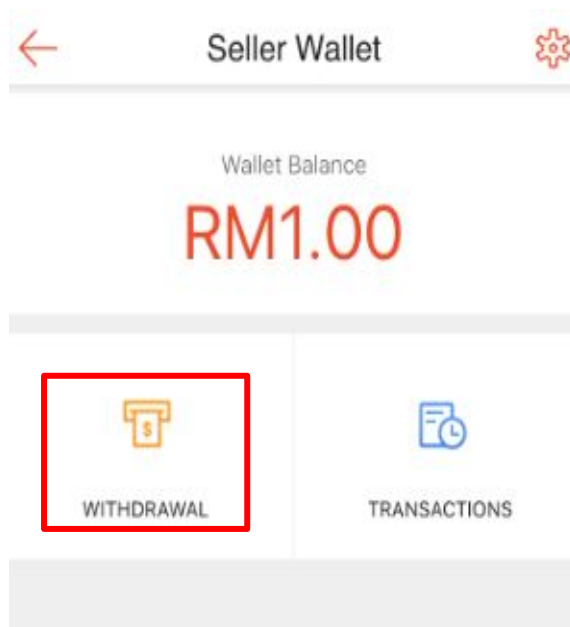
Follow

Chat Now

Shopee International Platform (SIP) Capabilities



Sales Remittance



Benefits for SIP Sellers

Benefits for SIP Sellers

We provide you with the required services to uncover new customers, amplify your brand, and grow your business internationally at zero cost.



Maintain local selling experience



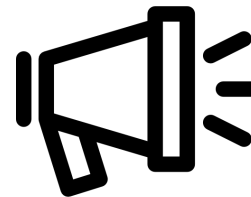
Enjoy free cross-border logistics, customer service, and payment solutions



Boost cash flow and minimise business risks through diversification of markets



Expand customer base and achieve higher orders

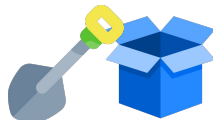


Amplify your brand through Campaign & Flash Sale exposure

Shopee International Platform Performance

Top Categories

- Home & Living



- Food & Beverage

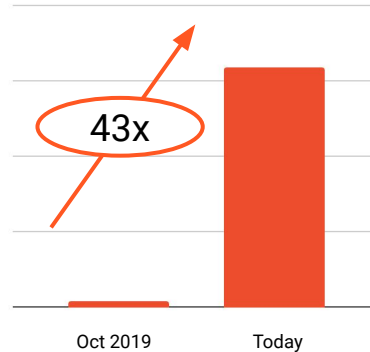


- Beauty & Personal Care

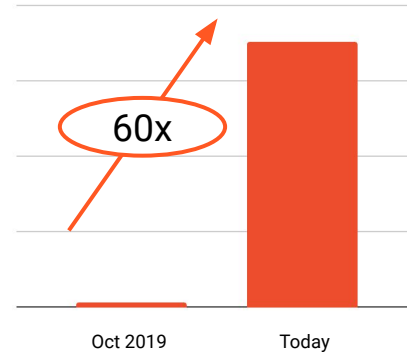


Overall Performance

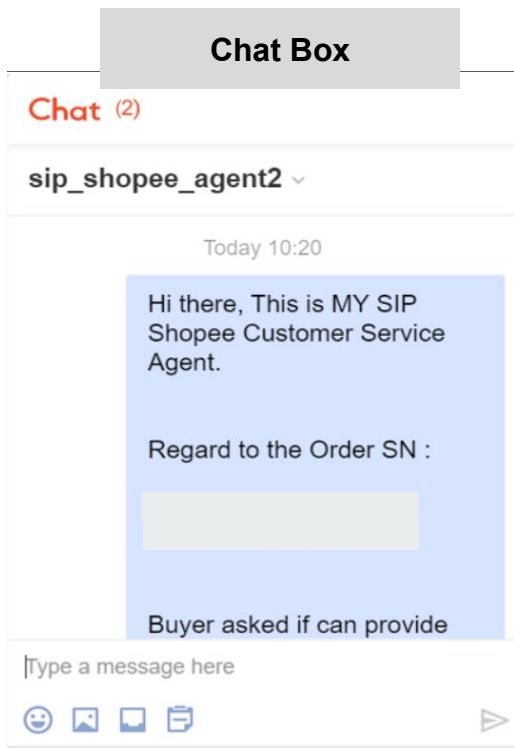
Avg Daily Orders



Avg Daily Merchandise (SGD)



SIP Customer Services



SIP Customer service team (via **SIP_shopee_agent**) will reach out to sellers via Shopee Chat regarding customer enquiries if necessary.

SIP Customer Services

Seller Inquiry Form

Shopee International Platform: Seller Inquiry (Platform Antarabangsa Shopee: Pertanyaan Penjual)

* Required

Shop Username (Nama Pengguna Kedai) *

Enter your Malaysia Shopee Username. (Masukkan Nama Pengguna Belian Malaysia anda.)

Your answer

Order ID *

Enter your Order ID in reference to your query. (Masukkan ID Pesanan anda merujuk kepada pertanyaan anda.)

Your answer

Query Type (Jenis Pertanyaan) *

☐ Which product model/style/variation/colour does the buyer want? (Model produk / gaya / variasi / warna yang pembeli inginkan?)

☐ Product is out of stock, please change to a different product/variation/model/style/colour (Produk habis, sila tukar produk / variasi / model / gaya / warna yang berbeza)

☐ Product is out of stock, please cancel the order. (Produk telah kehabisan stok, sila batalkan pesanan.)

☐ Undelivered Area, Seller request to cancel the order (Kawasan Dilarang, Permintaan Penjual untuk membatalkan pesanan)

Sellers can reach out to the SIP CS team with the Order ID via the [Seller Inquiry form](#) for any issues related to SIP Orders.

* Do not send any message to scommercetrading buyer account

Best Practices of SIP Sellers

Best Practices of SIP Sellers



Accept Shopee's Terms and Conditions

(Log into Shopee App → Notification → Shopee updates)



Provide product name and description in **English**



Ensure accurate **product weight** is updated



Do not block shopee customer service email/ chat (SIP_shopee_agent) and SIP buyer account (scommercetrading)

Frequently Asked Questions (FAQs)

FAQs

Q: Do we have to pay additional charges to enrol into Shopee International Platform program?

A: Don't worry! No additional cost is required to participate in this program. Shopee International Platform aims to provide you with cross border services that will ensure no additional effort required to sell overseas. At the same time, local selling experience is maintained!

Q: How long will it take for my parcels to reach overseas buyer?

A: Shopee partners with a network of established logistic providers which will ensure reliable and efficient delivery for both our sellers and buyers. The delivery time would be dependent on the overseas destination. For delivery to Singapore, it will take approximately 5-10 days.

Q: Do we need to use Shopee supported logistic (PosLaju / J&T Express/ DHL eCommerce) to send the parcel to Shopee warehouse or Shopee will arrange a 3rd party to collect the parcel from us?

A: Yes, sellers will need to use either integrated Poslaju/ J&T Express/ DHL eCommerce and fulfill the shipment as usual. The delivery process will still be the same as the process you are using now. Nothing will be changed. Please do not proceed manual shipment for SIP orders.

FAQs

Q: Do we have to respond to queries made by overseas buyer?

A: As one of the various services provided by Shopee International Platform, overseas customer queries will be handled promptly by Shopee's customer service team.

Q: Do we need to manage products separately for different regions with different languages? How do we know if my products are prohibited in certain countries/ regions ?

A: Product details is advisable to be in English. Please refer to the official custom website for the list of controlled & prohibited goods for import. For example, [Singapore Customs website](#). Kindly drop an email to our customer service help@support.shopee.com.my or call +6032777 9222 if you have any issue of the listing.

Q: How can we track overseas orders for further changes, for example, cancel order due to stock availability, or check on the Return and Refund status?

A: All overseas orders will show as scommercetrading in the seller center. Kindly drop an email to our customer service help@support.shopee.com.my or call +6032777 9222 if you require an order update.

FAQs

Q: How will my total stock be allocated to the respective overseas markets?

A: Shopee has performed a detailed stock allocation analysis by conducting an overall assessment which compares the product demand within the respective local markets. Based on this assessment, an accurate stock allocation logic has been derived which ensures sufficient stock allocated to local and overseas markets.

Q: How is the price determined in oversea shops?

A: The price in overseas shops is based on system calculation. Product weight (shipping fee) and conversion rate will be taken into consideration.

Q: How long would the system take to update the shop & product information?

A: The shop info (included shop name, profile image, shop banner and shop description) will only sync once when the oversea shop is created. For the time being, we are not able to update the shop info on the real time basis due to system limitation. While for the product info (included product names, image, product description, variation and stock) will be real time syncing from local shop.

FAQs

Q: Will all my local products to be synced to oversea market?

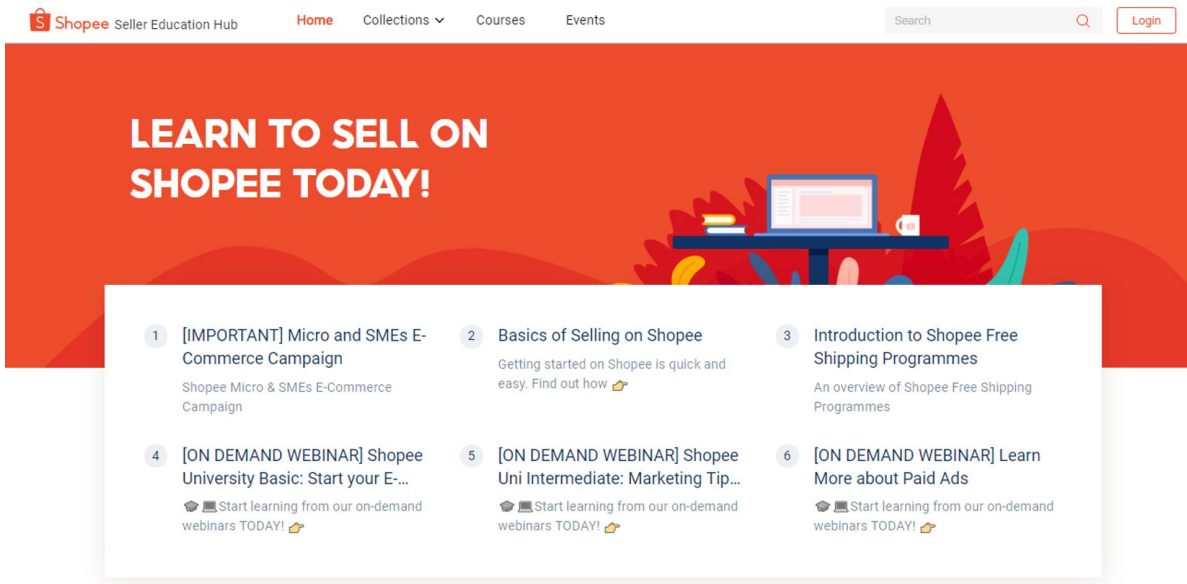
A: The differences in-country regulations resulting in certain items that we're selling in MY are prohibited to be sold in other countries. Such listings will filter out during the duplicating process. By referring the Terms of Service of Shopee International Platform:

"2.1 By participating in the Program, Malaysia Seller authorizes Shopee to open and operate a store on the Shopee Overseas Sites on Malaysia Seller's behalf ("Overseas Shops"). The services provided by Shopee shall include creating, maintaining and removing listings, chat services, inventory services, reporting services and collection and remittance of sale proceeds."

Q: Can we participate in overseas shocking sales or campaigns?

A: Sellers with attractive product assortments and competitive pricing will be invited to join overseas shocking sales and campaigns.

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



The screenshot shows the Shopee Seller Education Hub interface. At the top, there's a navigation bar with the Shopee logo, 'Seller Education Hub', and links for 'Home', 'Collections', 'Courses', and 'Events'. A search bar and a 'Login' button are also present. The main banner features the text 'LEARN TO SELL ON SHOPEE TODAY!' above an illustration of a desk with a laptop and a cup. Below the banner, a white box displays six featured courses:

- 1 [IMPORTANT] Micro and SMEs E-Commerce Campaign
Shopee Micro & SMEs E-Commerce Campaign
- 2 Basics of Selling on Shopee
Getting started on Shopee is quick and easy. Find out how 📖
- 3 Introduction to Shopee Free Shipping Programmes
An overview of Shopee Free Shipping Programmes
- 4 [ON DEMAND WEBINAR] Shopee University Basic: Start your E-...
📺 Start learning from our on-demand webinars TODAY! 📺
- 5 [ON DEMAND WEBINAR] Shopee Uni Intermediate: Marketing Tip...
📺 Start learning from our on-demand webinars TODAY! 📺
- 6 [ON DEMAND WEBINAR] Learn More about Paid Ads
📺 Start learning from our on-demand webinars TODAY! 📺



[Shopee Seller Education Hub](#)



TERIMA KASIH