

COMPETITIVE PRODUCT RESEARCH - TOKOPEDIA

Introduction

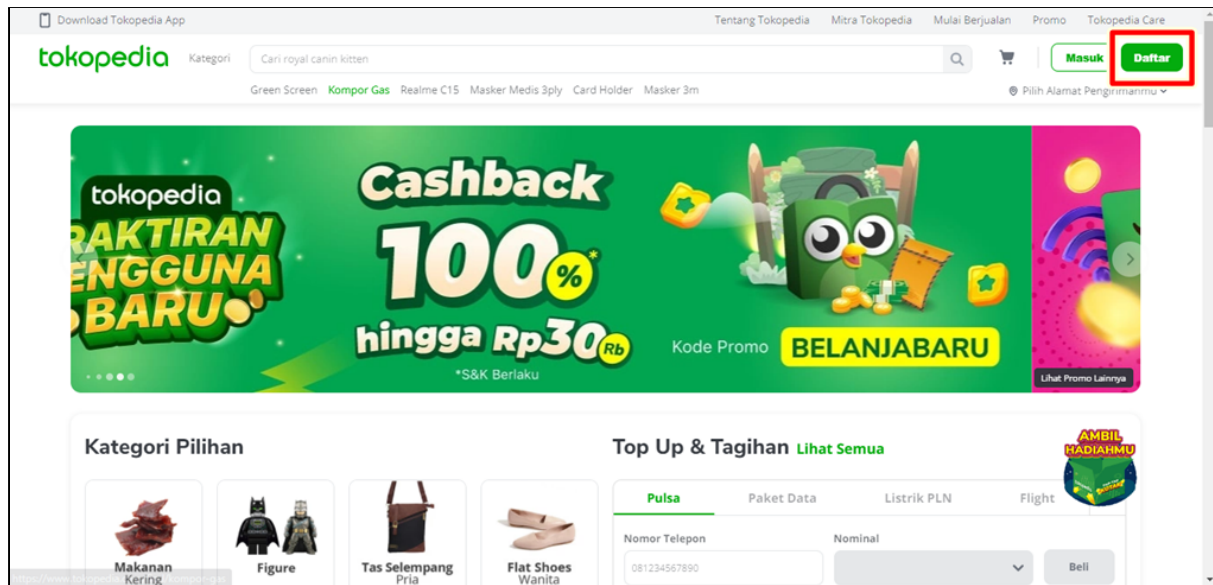
Tokopedia is an Indonesian technology company specializing in e-commerce. It was founded in 2009 by William Tanuwijaya and Leontinus Alpha Edison. It is an Indonesian unicorn along with ride-hailing company Gojek, travel service firm Traveloka, e-commerce company Bukalapak and fintech company OVO.

Features

Buyer	Seller
<ol style="list-style-type: none">1. Tokopedia app2. A variety of categories to choose3. Mobile reload and bill payment4. Promotions and discovery - flash sales, new user promo, supermarket week, shopping TV show,5. Trending products6. Brands official stores7. Free shipping8. Booking for flights, train, and accomodation	<ol style="list-style-type: none">1. Tokopedia app2. Seller Education Center - for sellers to get references and guides on shop setup, marketing, payment, shipping etc.

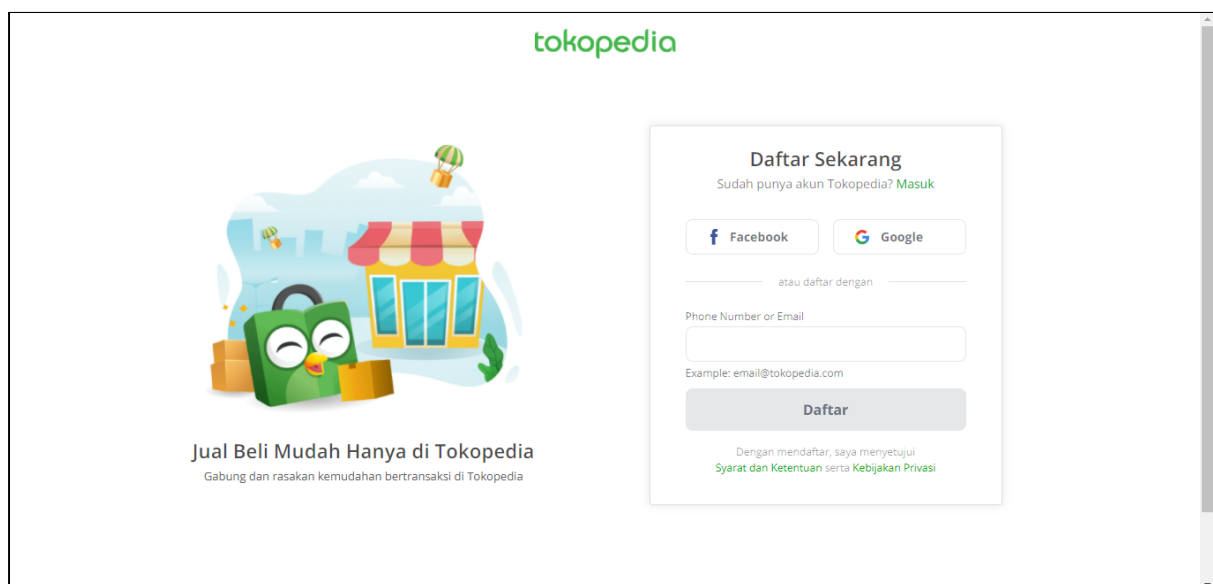
Account Setup Flow

Step 1: To start setting up your seller account and Tokopedia shop, you are required to set up your buyer account first. Go to Tokopedia website > click Daftar



Step 2: if you already have a Tokopedia account, click Masuk (Login) to sign in. If you do not have any account, choose either to sign up with your Facebook or Google account, or with your email address or mobile number.

Note: If you choose to sign up with your mobile number or email address, you will receive a verification code through SMS or email. Key in the code to activate your buyer's account.



Step 3: Set up your password for your Tokopedia account, then set up your birthdate and mobile number. Read through the terms and conditions, and tick on the box once done. Click Buat Password (Create Password) to continue.

tokopedia
KELUAR

Membuat Password Baru
Langkah terakhir, mohon lengkapi data diri Anda pada kolom di bawah ini untuk keamanan dan kenyamanan bertransaksi selanjutnya.

Email

nrawei@yahoo.com

Kata Sandi Baru

Ulangi Kata Sandi

Tanggal Lahir

** Tanggal

** Bulan

** Tahun

Nomor ponsel

☐ Saya sudah membaca dan menyetujui **Syarat dan Ketentuan**, serta **Kebijakan Privasi** dari Tokopedia.

Buat Password

Password ini digunakan saat Anda melakukan penambahan / perubahan rekening, penarikan dana, dan aktivitas yang berhubungan dengan transaksi keuangan di dalam Tokopedia.

Step 4: you will be redirected to Pengaturan (Settings) section on your Tokopedia dashboard. In the section, you can proceed to edit your personal details, payment, bank account, notification, security, and Google Authenticator.

Download Tokopedia App
Tentang Tokopedia
Mitra Tokopedia
Pusat Edukasi Seller
Promo
Tokopedia Care

Kategori Cari rx 5700

Green Screen Kompas Gas Realme C15 Masker Medis 3ply Card Holder Masker 3m

Nurul

TokoPoints

TokoPoints
Rp0
(0 Points)

Saldo

Sisa Saldo
Rp0

Member Silver

TokoMember
0
TopQuest
8
Kupon Saya
20

Kotak Masuk

Chat
Diskusi Produk
Ulasan

Nurul

[Biodata Diri](#)
[Daftar Alamat](#)
[Pembayaran](#)
[Rekening Bank](#)
[Notifikasi](#)
[Keamanan](#)
[Google Authent](#)

Pilih Foto

Besar file: maksimum 10.000.000 bytes (10 Megabytes). Ekstensi file yang diperbolehkan: JPG, JPEG, PNG

Ubah Biodata Diri

Nama
Nurul Ain Rawei
Ubah

Tanggal Lahir
1 Januari 1990

Jenis Kelamin
Tambah Jenis Kelamin

Ubah Kontak

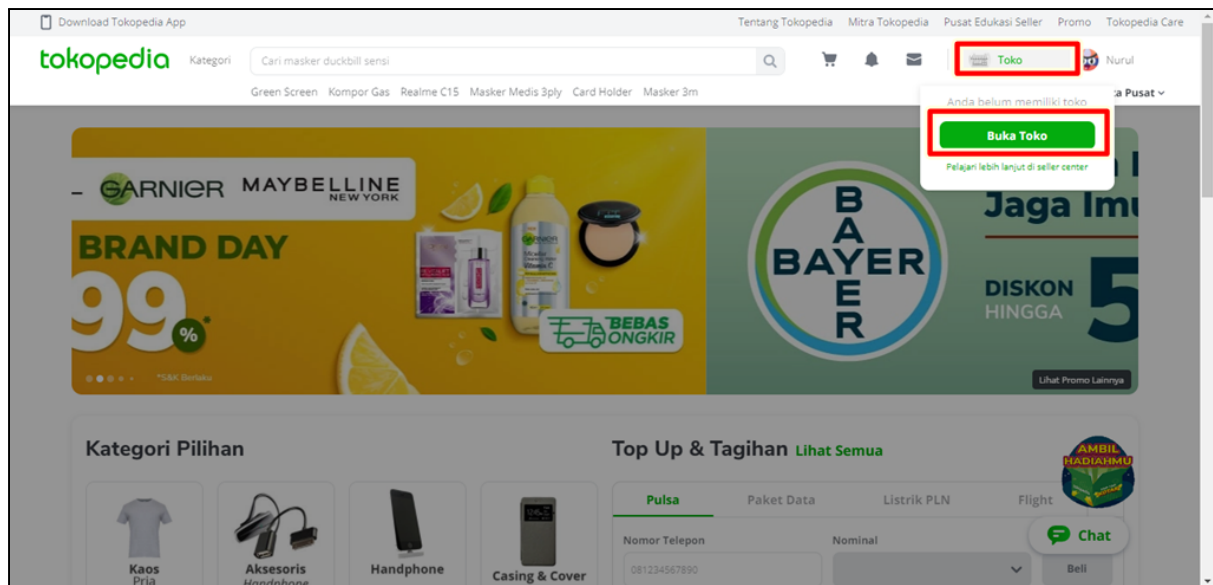
Email
ain@avana.asia
Terverifikasi
Ubah

Nomor HP
60123456789
Verifikasi

Safe Mode

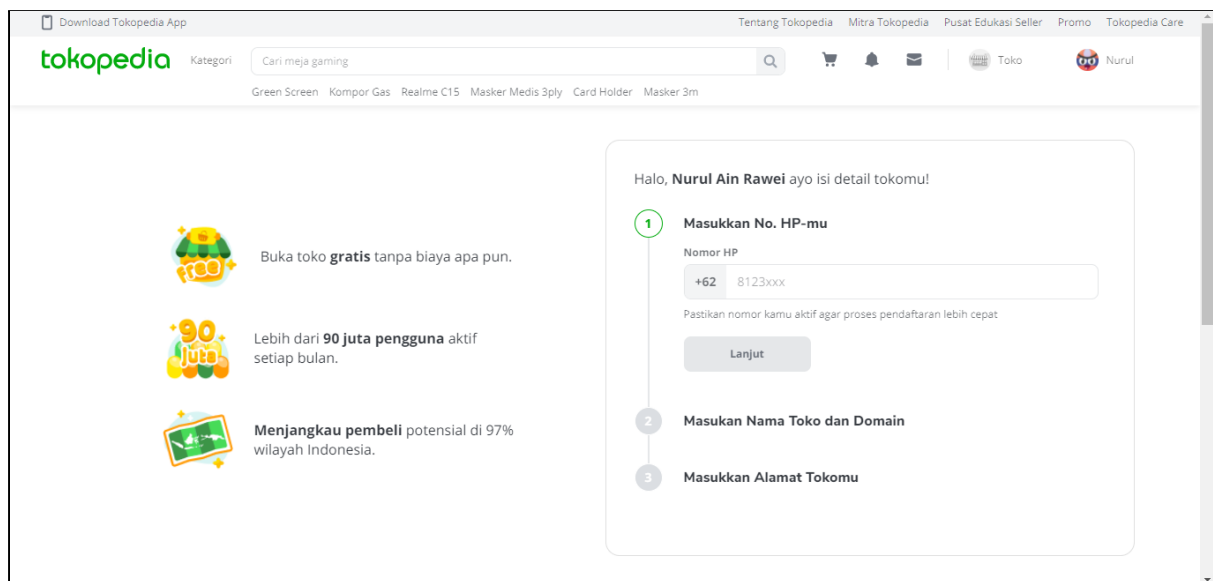
Shop Setup Flow

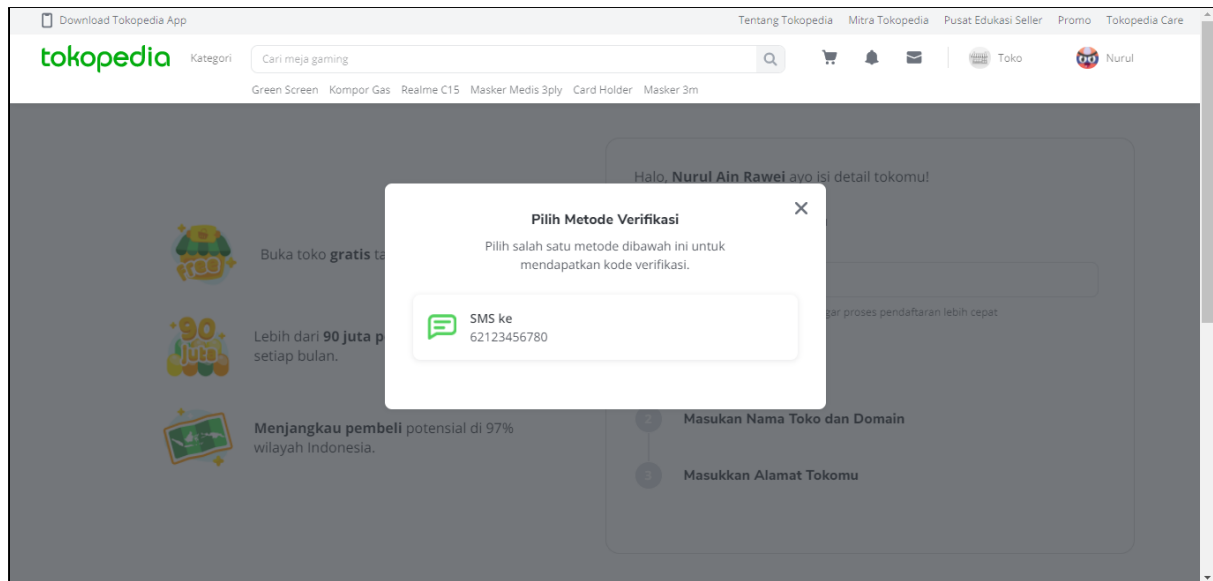
Step 1: after you have set up the buyer account, you can proceed to set up a seller account and shop. Go to Tokopedia dashboard, then click on Toko > Buka Toko



Step 2: key in your mobile number, then click Lanjut. If you see a popup message on the verification method, click on SMS to receive the code via your mobile number.

Once you have your mobile number verified, you can proceed to fill in your shop name, domain name, and your shop address.





Step 3: You can proceed to upload your products, set up payment and shipping, and go live once you are ready.

Pros and Cons of Tokopedia

Pros	Cons
<ol style="list-style-type: none"> 1. Can use buyer account to open shop (similar to Shopee) 2. Can sign up to open shop through website or app 3. Seller Education Center as guidance for sellers in setting up shop 	<ol style="list-style-type: none"> 1. Does not require identification details or business registration details to open shop - scamming alert 2. Scope more focused on Indonesia

Conclusion

Tokopedia was one of the earliest e-commerce websites established to provide an online platform for sellers to sell their products to the customers in Indonesia. It has many features comparable to other platforms: a mobile application, product uploading and listing, setup for payment and shipping, vouchers and promotions, and many more.

Similar to Shopee, a seller can sign up to open a shop on Tokopedia using his/her buyer account, and can manage the shop either through the website or mobile app. It offers tips and tutorials for the sellers' reference through Seller Education Center.

While Tokopedia has features that are convenient for sellers to use, it also has a few disadvantages. It does not require any personal or business verification feature, which means any one can set up shops and sell things, but the legitimacy is unguaranteed. Apart

from that, Tokopedia rather focuses on the Indonesia market, and this can be seen through the features, content, and types of products or services offered in the website.

In summary, Tokopedia offers a wide range of products and services for the customers, and a marketplace with a range of features that sellers can use to sell and promote their products. It has a lot of potential to be explored and used by sellers from other countries, therefore, it should at least have its market focus extended to the neighboring countries in Southeast Asia, so that the traffic can increase and the customers will get more choices of products and services to purchase.