

# COMPETITIVE PRODUCT RESEARCH - SHOPEE

## Introduction

[Shopee](#) Pte Ltd is a multinational technology company based in Singapore. The company's main focus is on e-commerce. A part of Sea Group, Shopee was launched in Singapore in 2015, and later launched in Malaysia, Thailand, Taiwan, Indonesia, Vietnam, the Philippines, Brazil, and Mexico. ([Wikipedia](#))

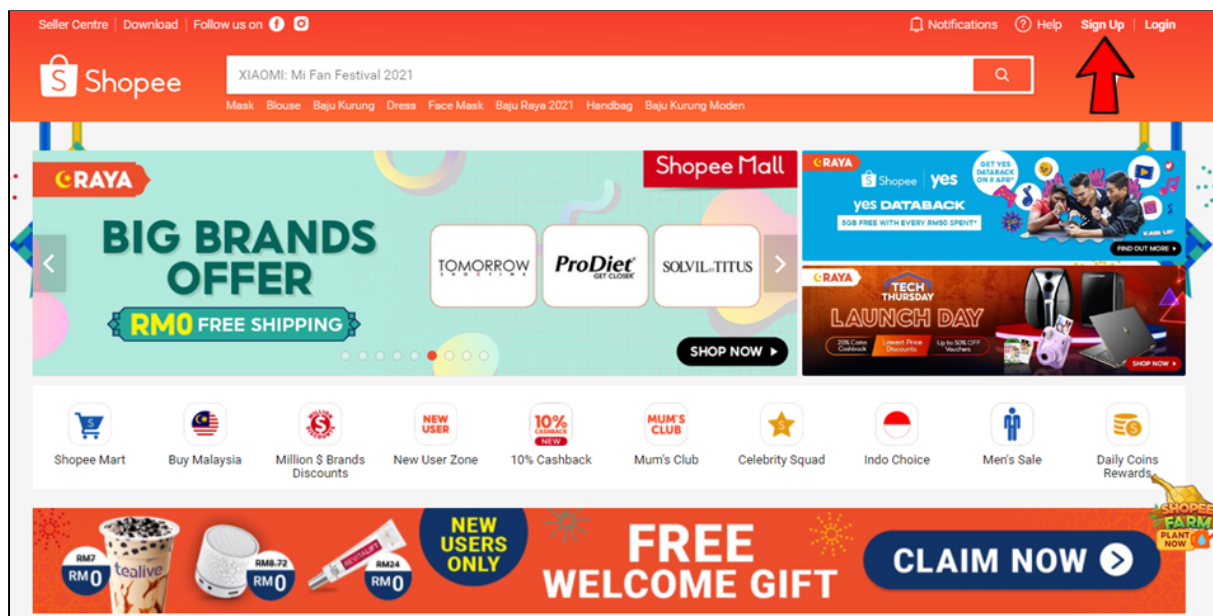
## Features

Buyer	Seller
<p>Shopee App: to make purchases through mobile</p> <p>Website</p> <ul style="list-style-type: none"><li>- Available categories: Fashion (women, men, kids), toys, furnitures and home appliances, groceries, pet items, accessories, automotive, gadgets, watches, bags and wallets, computers, sports and outdoor items, shoes, games, books, hobbies, tickets, vouchers, travel items, luggage, gaming items and consoles, cameras, drones etc.</li><li>- Sales and promotions: Black Friday, 11.11, 12.12, 10.10, Shocking Sales etc.</li><li>- <a href="#">Shopee Mall</a>: a dedicated in-app space that showcases Official Brands and Shopee's Top Sellers</li><li>- Trending searches: features most searched products on timely manner</li><li>- Top Products: best-selling products from each category</li></ul>	<p>Shopee App: to add/promote products, to manage sales and delivery process etc.</p> <p>Website:</p> <ul style="list-style-type: none"><li>- Shipment: My Shipment (to monitor shipping/delivery process), shipment settings, Mass Ship</li><li>- Order: My Orders, Cancellation, Return/Refund</li><li>- Product: My Products, Add New Product, Suspended Products</li><li>- Marketing Centre: Marketing Centre, Shopee Ads</li><li>- Finance: My Income, My Balance, Bank Accounts</li><li>- Data: Business Insights, Account Health, Preferred Seller</li><li>- Customer Service: Chat Assistant</li><li>- Shop: Shop rating, Shop profile, Shop decoration, Shop Categories, My reports</li></ul>

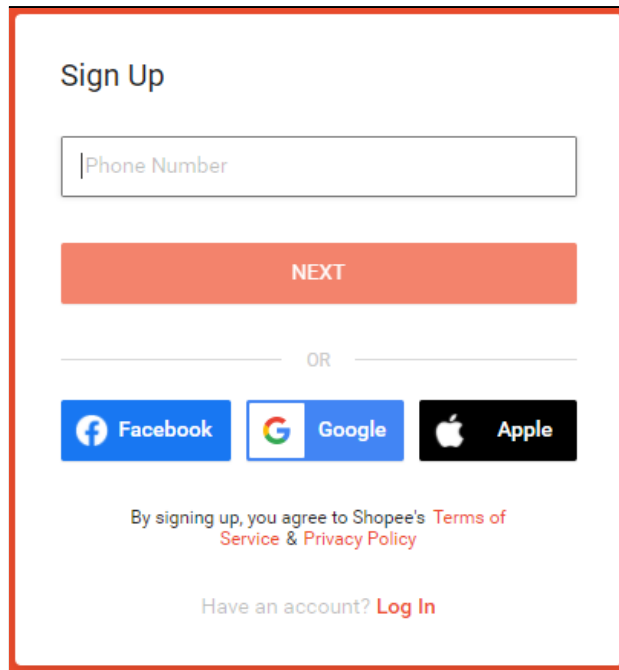
<ul style="list-style-type: none"> <li>- Daily Discover: featured products based on previous searches made by shoppers</li> <li>- Chat: for shoppers to directly contact the sellers</li> <li>- <a href="#">Shopee Help</a>: FAQs, tab/button for contacting Shopee Customer directly through call/email</li> <li>- Shopee Coins: buyer gets these coins from every purchase. Buyer then can use the coins to redeem vouchers and waive product price and shipping costs</li> <li>- Vouchers: Free Shipping, Partner Vouchers e.g. Family Mart and Gongcha, Shop Vouchers, Cashback, Digital Purchase, Offline</li> </ul>	<ul style="list-style-type: none"> <li>- Settings: My Addresses, Basic Settings (Basic settings, payment, privacy, chat settings, notifications), Account</li> <li>- <a href="#">Seller Education Hub</a>: courses that sellers can take to explore and improve their understanding about Shopee's features</li> <li>- Non-Shopee Supported Logistics (Non-SSL): sellers/dropshippers can use couriers that are not supported by Shopee for shipping the items</li> <li>- Seller Wallet: payment received by the seller will be kept here until the seller decides to transfer the balance into the bank account</li> </ul>
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## Account Setup Flow

Step 1: Go to [Shopee](#) website > click Sign Up.



Step 2: Choose whether you want to sign up with your phone number, or with your email address

A screenshot of the Shopee Sign Up page. At the top, it says "Sign Up". Below that is a text input field labeled "Phone Number". Underneath the field is an orange button labeled "NEXT". Below the button is a horizontal line with "OR" in the center. Underneath the line are three social media login buttons: Facebook (blue), Google (blue with Google logo), and Apple (black with Apple logo). Below these buttons is a line of text: "By signing up, you agree to Shopee's Terms of Service & Privacy Policy". At the bottom, it says "Have an account? Log In".

Sign Up

Phone Number

NEXT

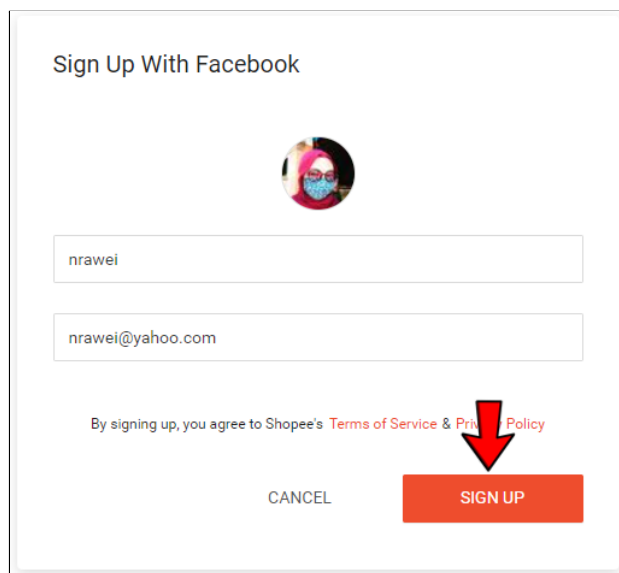
OR

Facebook Google Apple

By signing up, you agree to Shopee's Terms of Service & Privacy Policy

Have an account? Log In

Step 3: key in your email address and username. Click Sign Up to proceed. By clicking Sign Up, you have agreed to Shopee's Terms or Service and Privacy Policy.

A screenshot of the "Sign Up With Facebook" page. At the top, it says "Sign Up With Facebook". Below that is a circular profile picture of a person wearing a pink hijab and a blue face mask. Underneath the profile picture are two text input fields: the first one contains "nrawei" and the second one contains "nrawei@yahoo.com". Below these fields is a line of text: "By signing up, you agree to Shopee's Terms of Service & Privacy Policy". At the bottom, there are two buttons: a "CANCEL" button and a "SIGN UP" button. A large red arrow points down to the "SIGN UP" button.

Sign Up With Facebook

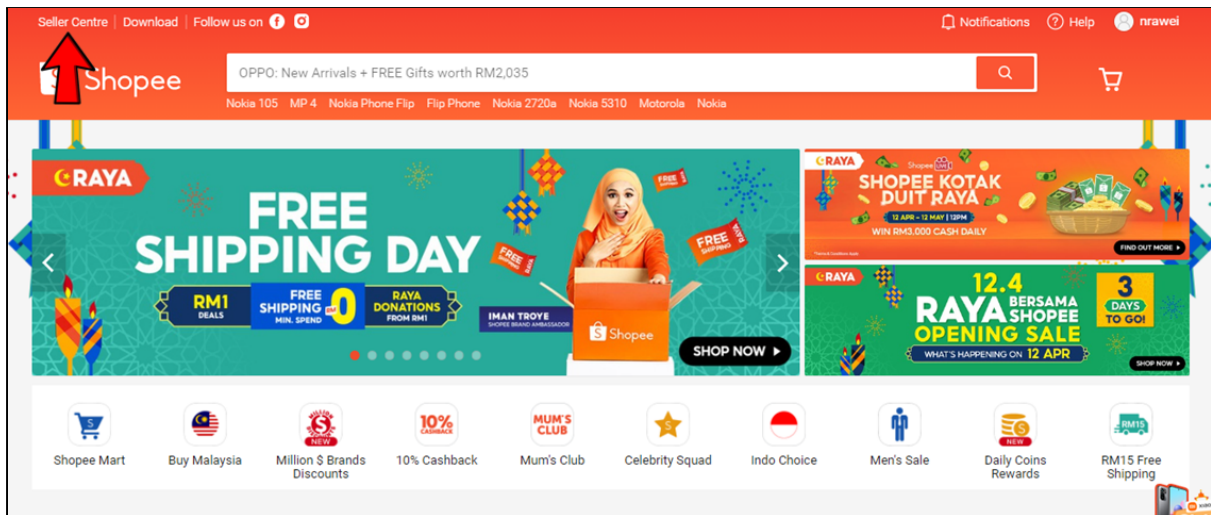
nrawei

nrawei@yahoo.com

By signing up, you agree to Shopee's Terms of Service & Privacy Policy

CANCEL SIGN UP

Step 4: You will be taken to the Shopee homepage. Click on the Seller Centre to start setting up your shop.



Step 5: Read through Shopee Terms of Service, and tick on the box that implies you have agreed with the terms.

**Shopee Terms of Service**

DHL eCommerce and J&T Express Free Shipping Programs are now available to **ALL SELLERS** under Shopee Supported Logistics. If you wish to start using these shipping options, simply **toggle on** the shipping channels for your shop and products!

Before using the shipping channels, make sure that:

1. You are within [J&T Express](#) or [DHL eCommerce](#)'s coverage area. Do note that both channels support deliveries within **West Malaysia only** at the moment.
2. You have a **printer** to print out the Air Waybills generated in Seller Center for your DHL/J&T orders under Shopee Supported Logistics.
3. You have read and understood the **T&Cs** for [J&T Express Free Shipping Program](#) and [DHL eCommerce Free Shipping Program](#).

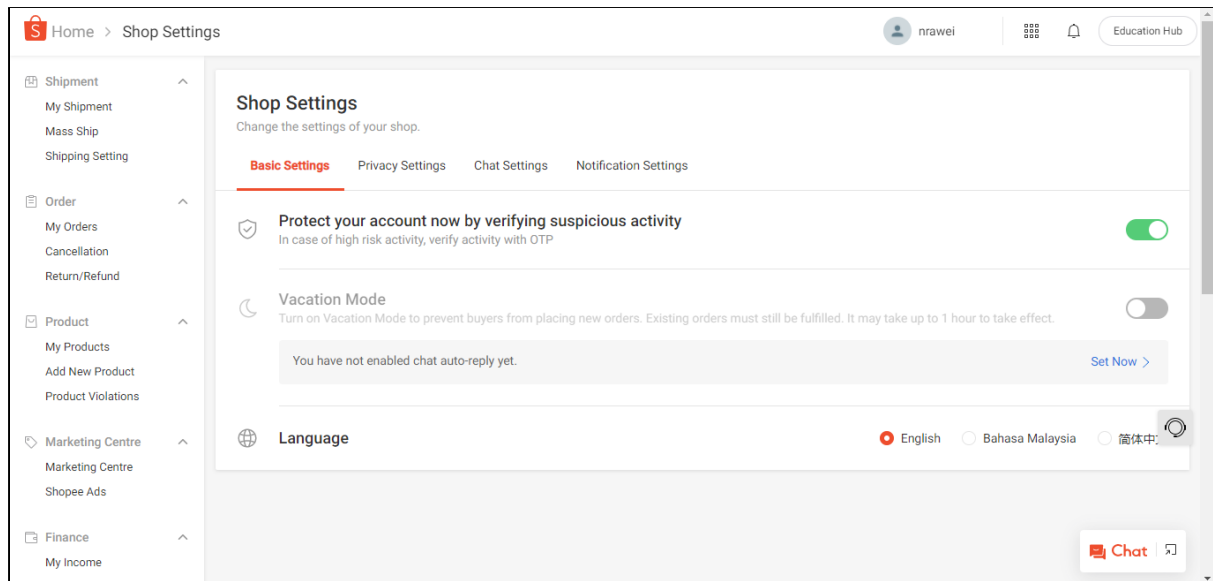
For more info on Free Shipping Programs offered under Shopee Supported Logistics, click [here](#).

☒ I have read and confirmed that I am given a full opportunity to understand the terms of the Terms of Use.

## Shop Setup Flow

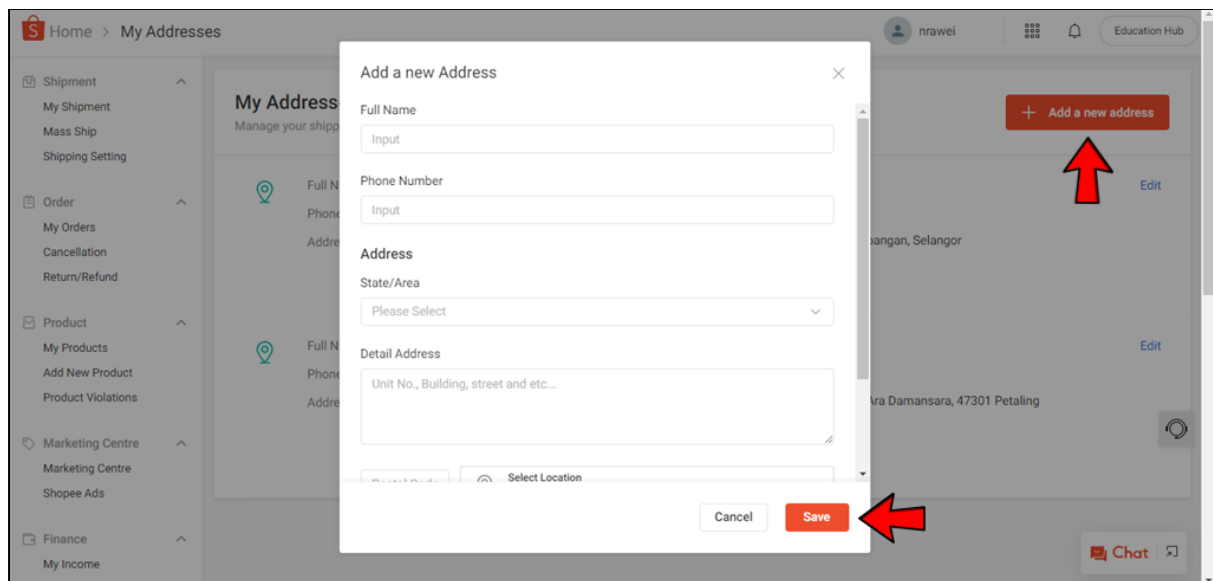
### A. Shop Settings

Go to Home (Seller Centre dashboard) > scroll below to Settings > Shop Settings.



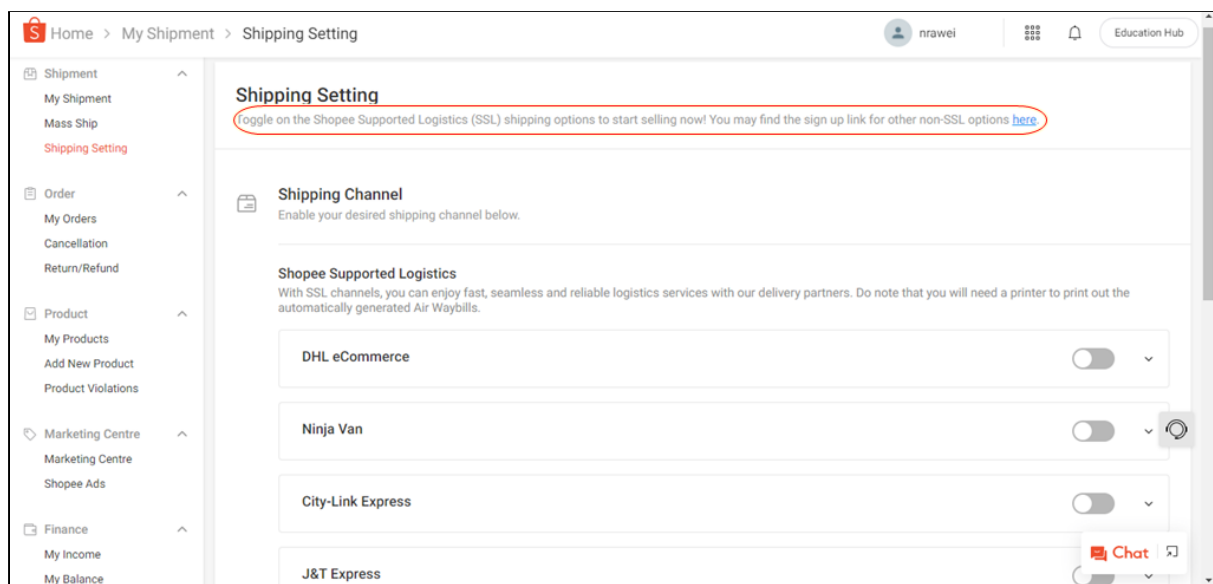
## B. Pickup and Return Address

1. Go to Home (Seller Centre dashboard) > scroll below to Settings > My Addresses > choose an address > Edit > Tick on Set as Pickup Address and Set as Return Address > click Save.
2. If you want to create a separate address for either Pickup or Return process and make it default, go to Home (Seller Centre dashboard) > scroll below to Settings > My Addresses > Add a New Address > key in your address > Tick on Set as Default Address > Tick on Set as Pickup Address or Set as Return Address > click Save.



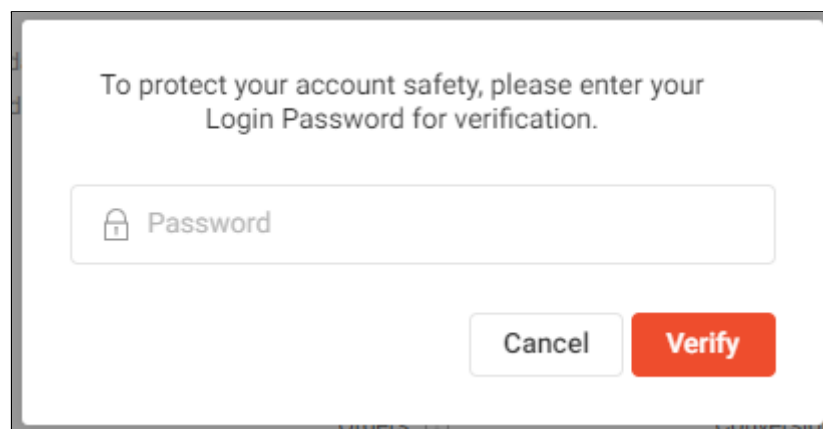
## C. Shipping Settings

1. Go to Home (Seller Centre dashboard) > Shipment > Shipping Settings > Choose a courier > Edit Days to Ship e.g. 3 working days > if you want to use thermal printing, tick on Thermal Printing.
2. If you want to use couriers that are not supported by Shopee, head to Home (Seller Centre dashboard) > Shipment > Shipping Settings > read on the instruction right under Shipping Setting title > click [Here](#) and follow the terms and instructions to apply for using Non-Shopee Supported Logistics (Non-SSL).

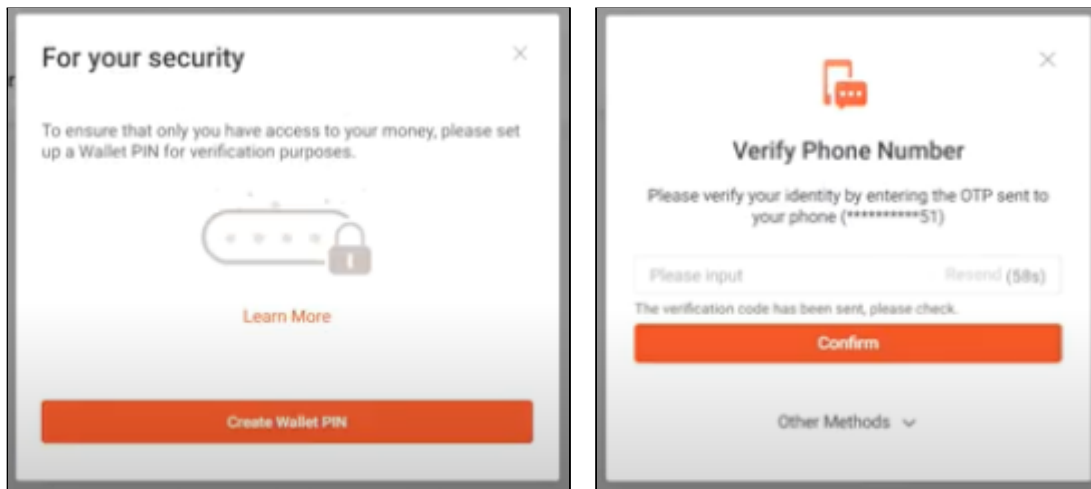


## D. Payment Settings

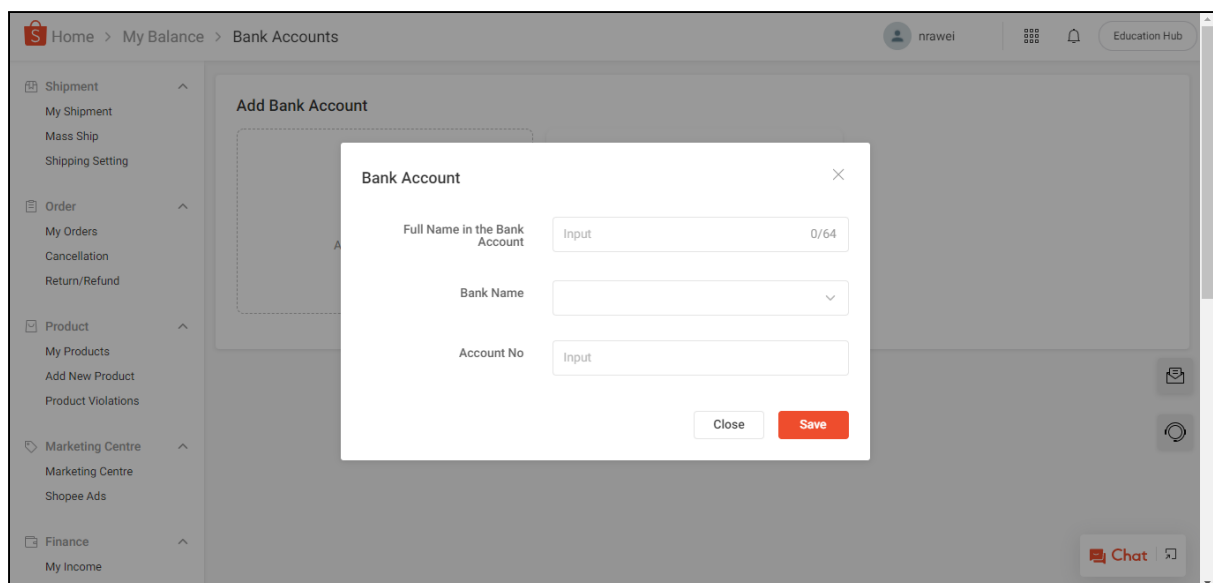
1. Add a Bank Account: you will need to set up your Seller Wallet PIN. Go to Home (Seller Centre dashboard) > Finances > Bank Account > key in your Shopee password to verify > click Verify.



2. Set up Seller Wallet PIN > verify your phone number by keying in your phone number to get the OTP number > key in the OTP number > click Confirm.

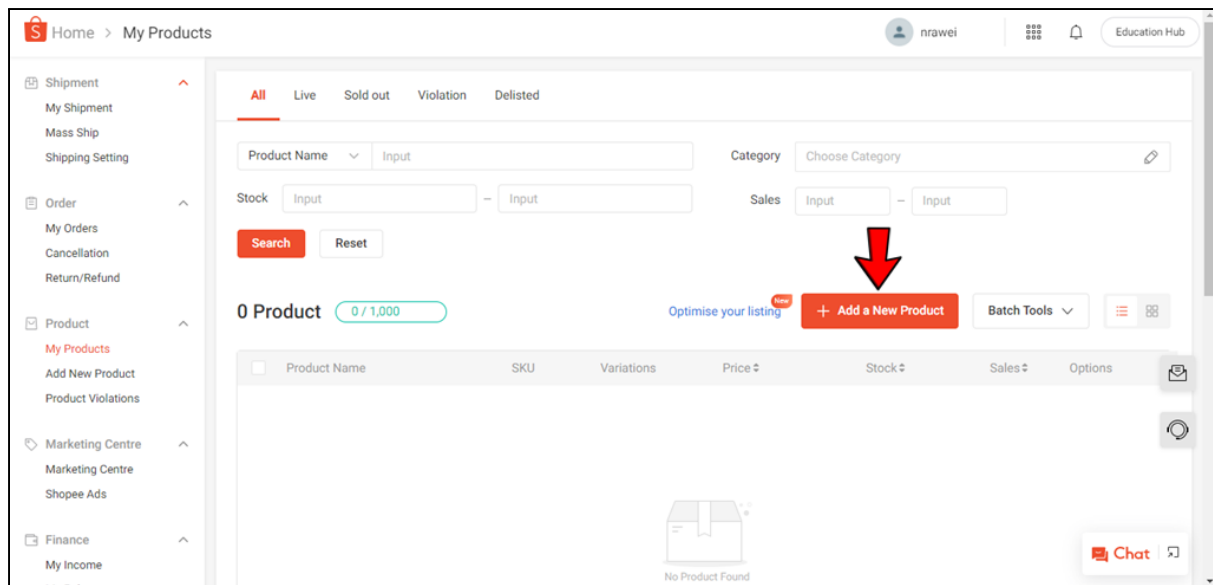


3. Once you have set up Seller Wallet PIN and entered Bank Account section, click Add Bank Account > key in bank account details > click Save.



## E. Shop Profile

Go to Home (Seller Centre dashboard) > Product > My Products > Add New Product > key in product details: product name (at least 20 characters), category, description, brand etc. > Save and Publish.



## Pros and Cons of Shopee

Pros	Cons
<ol style="list-style-type: none"> <li>1. Login - can choose to login with phone number, Google, Facebook or Apple ID</li> <li>2. Can switch between Buyer and Seller Mode (Seller Centre will open on new tab when clicked)</li> <li>3. Secured - seller will key in their password and Seller Wallet PIN again when they want to access and amend info in Finances (Bank Account and Payment Settings)</li> <li>4. Categories are ready for sellers to set up while adding their products - no need to create their own categories</li> <li>5. Marketplace - products uploaded by the sellers will be listed there</li> </ol>	<ol style="list-style-type: none"> <li>1. Can change username only once</li> <li>2. Seller will have to access a different page to apply to use Non-Shopee Supported Logistics (Non-SSL)</li> <li>3. No shop manager - seller will do shop management on their own</li> <li>4. No webstore - Shopee does not offer any free webstore to the sellers</li> <li>5. Shop creation - cannot create more than one shop</li> </ol>



## Conclusion

Shopee has many features that benefit sellers such as in-site categories, marketplace, options to use courier services supported and not supported by Shopee, order management, finance management, insights, tutorials (on-demand webinars) and guides, customer service, and so on.

It is found that the user interface is easy to understand, and the setup is easier as each setting requires less steps to go through. It has a dedicated Seller Centre which can be opened in a new tab, which makes the seller able to access Shopee in both Buyer and Seller Mode. It is easier to add products in the Seller Centre as the seller can add pre-existing categories available and does not have to create a new category. It is also very secure, as passwords are required if the seller wants to access sections such as Bank Account and Account Settings.

However, Shopee also has its cons. The seller can only change their username once, which can be difficult if the seller wants to switch to selling under a different brand. Apart from that, there is no individual webstore, no option to create more than one shop, and no option to invite another person as a shop manager. Shopee has Non-Shopee Supported Logistics (Non-SSL) where sellers and dropshippers can opt to use couriers not supported by Shopee, but they have to go to a different webpage to submit their application to use Non-SSL.

In conclusion, Shopee has established itself as one of the key players in the e-commerce industry. The abundance of features really helps the sellers to promote and sell their products and services. Shopee is a great platform we at AVANA can take it as a prime example and a goal to achieve in order to attract more sellers so that they can use our platform to sell their products, generate more income, and expand their business.