



Lazada Seller Center

User manual

12-01-2017



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Chapter 00

Lazada

Overview

Lazada Group Business Overview

COMPANY OVERVIEW

- The **leading** online shopping and selling destination in Southeast Asia
- **Widest** footprint in the region
 - Launched in 5 markets in March 2012: Indonesia, Malaysia, the Philippines, Thailand and Vietnam
 - Launched in Singapore in May 2014
 - Headquartered in Singapore
- One-stop shop to access ~30 million products, sourced locally and internationally, across more than 15 categories
- Created an **end-to-end ecosystem** enabled by **best-in-class logistics** and payment capabilities
- Backed by the world's largest retail commerce company – Alibaba Group



LAZADA PRESENCE



Information you should know before sell on Lazada



Prohibited Items



 Counterfeit / Replica

 Used Product

 Pre-order



 Items prohibit by law

 Services

 Fresh-Frozen foods,
Medicines



- ▶ Product de-listing
- ▶ Penalty charge / Limits on Seller account
- ▶ Account suspension / all products offline
- ▶ Report to legal authorities



Chapter 01

What is Seller Center?

Introduce Seller Center

01 What is Seller Center?

Log in



2

URL link <https://sellercenter.lazada.co.th>

1

Google Chrome Only !!!

Dear Sellers,
Welcome to Lazada Seller Platform

Visit [Lazada University](#) today.
You will no longer be lost and helpless while selling! Watch tutorial videos and access relevant documents when needed.
You can even sign up for some personal coaching!

GET IT ON
Google play

Download Lazada Seller Center App today on google play. Never lose a business opportunity again when you are away from your computer.

Introducing the new Seller Center
YOU CAN CHOOSE THE NEW WAY
SPU - STANDARD PRODUCT UNIT

Login

email

password

Submit

Forgot Password? Sign Up

3

Email and Password

01 What is Seller Center?

Enabling sellers to make the best decision



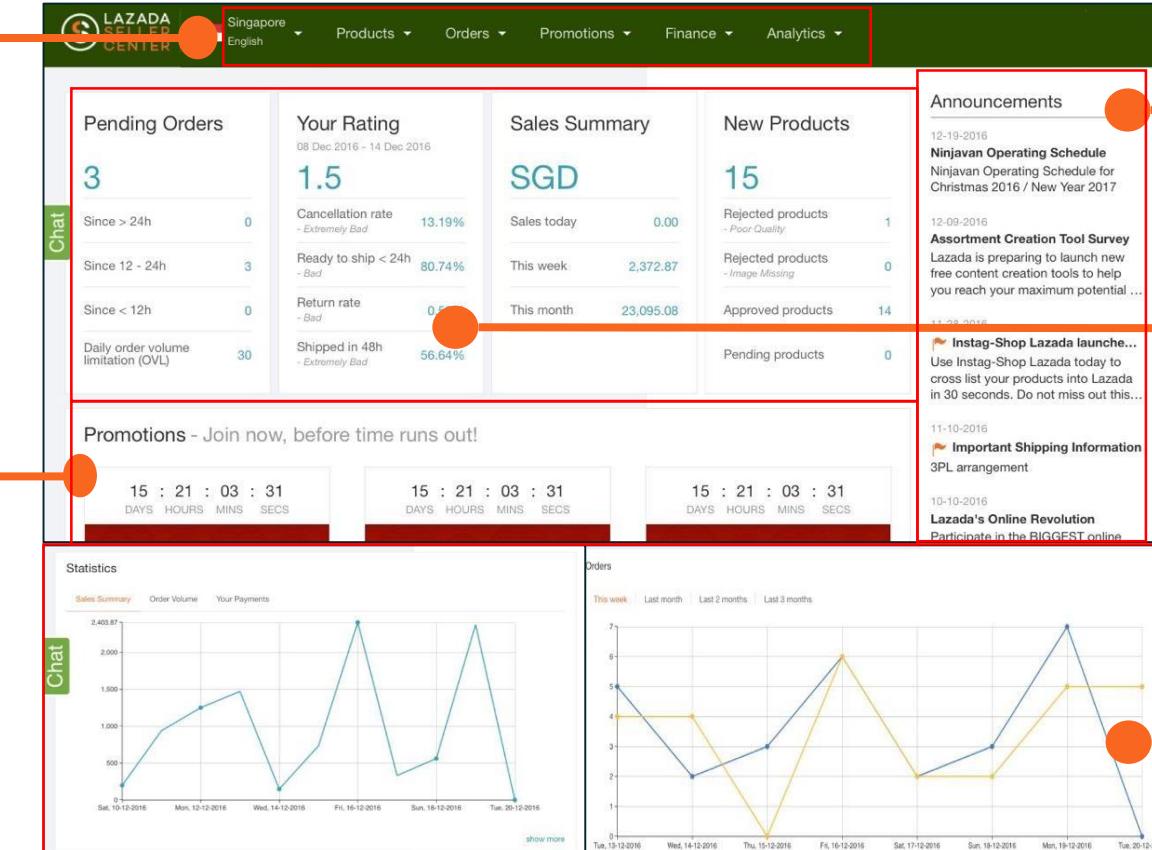
Seller Center is tools that seller use to run business with Lazada

Main Menu

A multi-functional and powerful tool that empowers and informs sellers on their business with Lazada.

Promotion

Ensuring sellers don't miss out on business opportunities



Anoucement

Keeping local sellers updates on the latest news in the eCommerce ecosystem

Dashboard

Summary roughly information for seller to know where they're stand right now such as Pending Order, Your Rating Etc.

Statistics

Helping sellers to track their business performance with Lazada



Chapter 02

Manage Product

How to add product, Edit information, Price
and Stock

Single Upload creation

By choosing category

Step 1: Navigating to the Add products page

The screenshot shows the Lazada Seller Center interface. At the top, there's a green header bar with the Lazada Seller Center logo, country/region selection (Singapore), language (English), and navigation tabs: Products, Orders, Promotions, Finance, and Analytics. Below the header is a breadcrumb navigation: Home > Products > Product Overview. The main area is titled "Product Overview". A sub-menu is open under the "Products" tab, showing options: Manage Products, Add Products (which is highlighted with a red box and a circled number 1), and Manage Image. To the right of this sub-menu, there's a button labeled "Add New" (highlighted with a red box and a circled number 2). Below the sub-menu, there are several filters: All (134), Live (0), Image Missing (2), Poor Quality (34), Sold Out (0), Best Selling (1), Inactive (179), and Uncompetitively Priced (0). At the bottom, there's a table header with columns: Name, SKU, Created, Retail Price, Sale Price, Lowest Price, Available, and Visible.

Detailed steps

1. Click on **Products**
2. Click on **Add Products** or, alternatively you can click on **Add New** button

Single Upload creation

By choosing category



Step 2: Choosing category

1 Select a Category or Existing Product 2 SPU Information 3 More Details 4 SKU & Image 5 Finish

Select a Category or Existing Product

SPU Category **1**

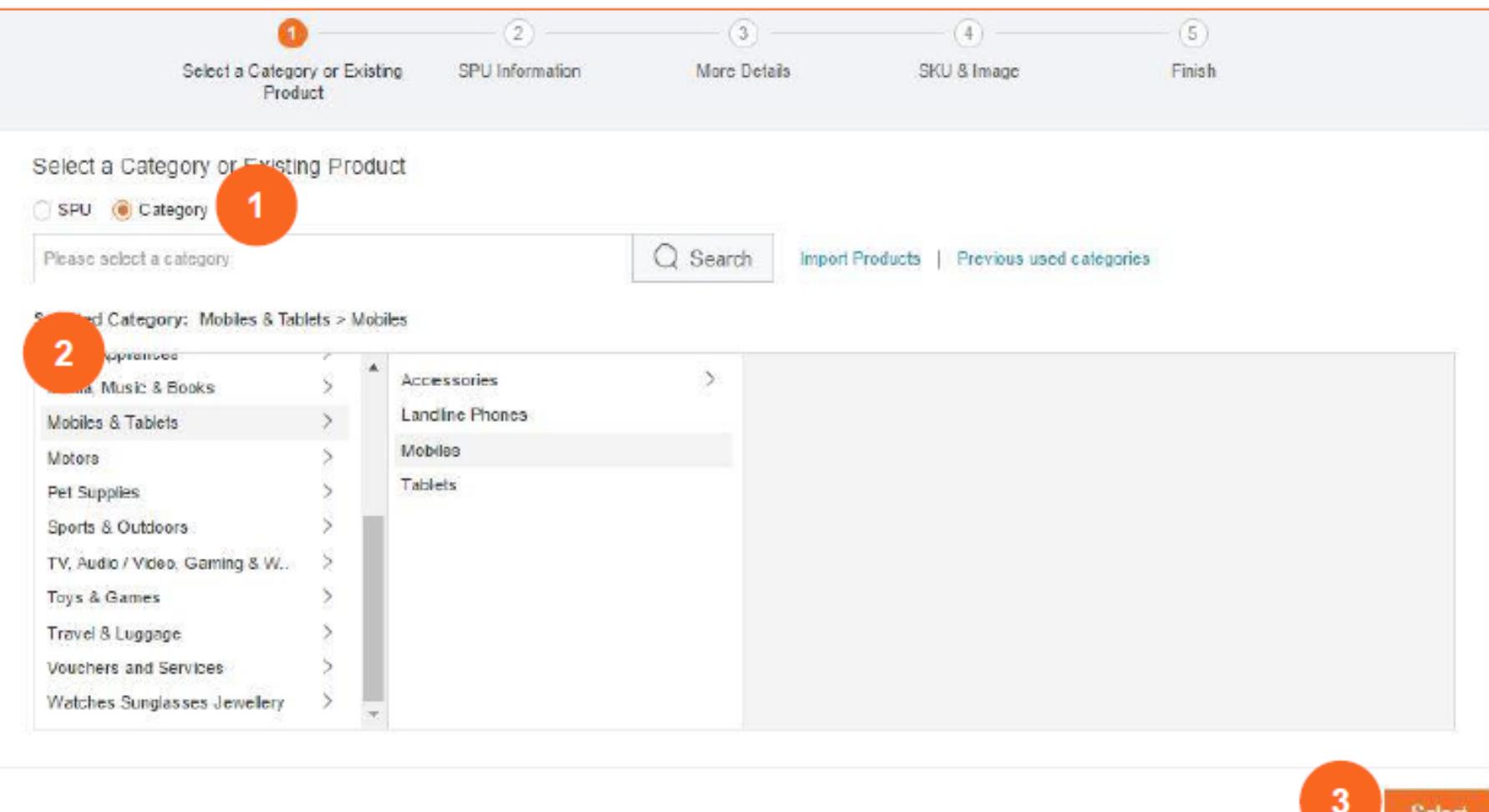
Please select a category Search Import Products | Previous used categories

Selected Category: Mobiles & Tablets > Mobiles

2 Mobiles & Tablets > Accessories
 Landline Phones
 Mobiles
 Tablets

Books, Music & Books
 Mobiles & Tablets
 Motors
 Pet Supplies
 Sports & Outdoors
 TV, Audio / Video, Gaming & W..
 Toys & Games
 Travel & Luggage
 Vouchers and Services
 Watches Sunglasses Jewellery

3



Detailed steps

1. Click on **Category**
2. At the category string section, select the category of the product you are creating, from the first level category to the deepest level.
3. Click **Select** once you have selected the deepest category string

Single Upload creation

By choosing category



Unique features

1 Select a Category or Existing Product 2 SPU Information 3 More Details 4 SKU & Image 5 Finish

SPU Information

Category: Baby & Toddler>Baby Gear>Bicycle Child Seats & Trailers

Brand *: Electrolux

Model *: EDV6051

Advanced View

Hover over the *i* icon to know more about the specific attribute sections

Click on Advanced View to view the non mandatory attributes

Single Upload creation

By choosing category



Step 3: Filling in SPU information

1

2

3

SPU Information

Select a Category or Existing Product

SKU & Image

Finish

Category: Mobiles & Tablets > Mobiles

Brand*: [dropdown]

Model*: [dropdown]

Phone Features: [dropdown]

PPI: [dropdown]

Processor Type: [dropdown]

Back

Next

Detailed steps

1. Start with filling in the **Brand** name and **Model** number. These 2 attributes are mandatory to be filled for all product creation.
2. Next, fill in the SPU attributes that are displayed in this section.
3. Click **Next** to go to the next section

Notes:

- SPU attributes that are marked with * are mandatory to be filled.
- SPU attributes are category specific, therefore you will encounter different attribute fields according to the category you have chosen

Single Upload creation

By choosing category



Step 4.1: Filling in More details (Warranty information)

Progress bar: Step 1 (Select a Category or Existing Product) completed, Step 2 (SPU Information) completed, Step 3 (More Details) in progress, Step 4 (SKU & Image), Step 5 (Finish).

More Details

1 Warranty Type *

Please select

Warranty type is a mandatory information. If your product does not have a warranty, please select "No Warranty".
Please choose one value from the dropdown list.
[Please click here to request new values](#)

2 Warranty Period

Please select

Enter the duration of the warranty for the product. If warranty is not applicable to your products, please leave this field blank.
Please choose one value from the dropdown list.
[Please click here to request new values](#)

Detailed steps

1. Choose a **Warranty Type** from the dropdown menu (mandatory to be filled in)
2. Choose a **Warranty Period** from the dropdown menu

Notes:

- As **Warranty Type** is a mandatory field for all categories, for categories that warranty is not applicable (eg: Fashion, Home and Living, etc) choose **No warranty**



Single Upload creation

By choosing category

Step 4.2: Filling in More details (Product name)

1

Name *

The name of your product should consist of the Brand, Model, important product's features and, if available, Color. Color should be put in brackets at the end of the name. Product names must be in Title Case and should not contain any special characters (# ! ?) except if it's a part of a trade name. For a better listing quality, please find the correct naming convention in the HELP, Getting Started tab on the top right corner of Seller Center screen.

Detailed steps

1. Fill in the product name in the **Name** section

Notes:

- Product name should be in general form as you are going to define the variations (colour, storage capacity, size, etc) in the next section which is the sku attributes
- **Exception: For Fashion SKUs, it is okay to input the colour in the product name as colour is not part of the sku attribute for Fashion category**



Single Upload creation

By choosing category

Step 4.3: Filling in More details (Highlights)

Highlights *

Good quality product

Durable material

Unique design

Detailed steps

1. Fill in the first 3 sections as they are mandatory.
2. 4th point and above are optional but it is recommended to have more than 3 product key feature points

Single Upload creation



By choosing category

Step 4.3: Filling in More details (Product description and Video URL)

1 Product Description

The iPhone 7 will come with a pair of Apple EarPods. They are the same as the EarPods (headphones in normal speak) that Apple has used on its previous Phone, except that the wire has a Lightning connector on the end.

NETWORK Technology: GSM / CDMA / HSPA / EVDO / LTE
Announced: 2016, September
LAUNCH: Status Available. Released 2016, September
Dimensions: 138.3 x 67.1 x 7.1 mm (5.44 x 2.64 x 0.28 in)

2 Video URL

The product description should give the customer useful information about the product to ensure a purchase.

Add video links to your Product Description for more creative content

3

Next **chat**

Detailed steps

1. Fill in the product description with relevant information pertaining to the product being sold.
2. To include video URL to be featured alongside the main images, insert the URL in the Video URL section
3. Click **Next** to go to the next section

Notes:

- Product description **should not contain any clickable links** that redirects customers to another page than Lazada
- Only **Youtube video URLs** are recognized. Do not input any other URL besides Youtube



Single Upload creation

By choosing category

Step 5.1: Filling in SKU & Image (SKU description/attributes)

1

SKU description

Color Family *	<input checked="" type="checkbox"/> Black	<input type="checkbox"/> Beige	<input type="checkbox"/> Blue	<input type="checkbox"/> Brown
	<input type="checkbox"/> Gold	<input type="checkbox"/> Green	<input type="checkbox"/> Grey	<input type="checkbox"/> Multicolor
	<input type="checkbox"/> Olive	<input type="checkbox"/> Orange	<input type="checkbox"/> Pink	<input type="checkbox"/> Purple
	<input type="checkbox"/> Red	<input type="checkbox"/> Silver	<input type="checkbox"/> Turquoise	<input type="checkbox"/> Violet
	<input type="checkbox"/> White	<input type="checkbox"/> Yellow	<input type="checkbox"/> Clear	<input type="checkbox"/> Apricot
	<input type="checkbox"/> Aqua	<input type="checkbox"/> Avocado	<input type="checkbox"/> Blueberry	<input type="checkbox"/> Blush Pink
	<input type="checkbox"/> Bronze	<input type="checkbox"/> Charcoal	<input type="checkbox"/> Cherry	<input type="checkbox"/> Chestnut
	<input type="checkbox"/> Chili Red	<input type="checkbox"/> Chocolate	<input type="checkbox"/> Cinnamon	<input type="checkbox"/> Coffee
	<input type="checkbox"/> Cream	<input type="checkbox"/> Floral	<input type="checkbox"/> Galaxy	<input type="checkbox"/> Hotpink
	<input type="checkbox"/> Ivory	<input type="checkbox"/> Jade	<input type="checkbox"/> Khaki	<input type="checkbox"/> Lavender
Storage Capacity *	<input type="checkbox"/> 300MB	<input type="checkbox"/> 200GB	<input checked="" type="checkbox"/> 128GB	<input type="checkbox"/> 115MB
	<input type="checkbox"/> 64GB	<input type="checkbox"/> 32GB	<input type="checkbox"/> 60GB	<input type="checkbox"/> 16GB
	<input type="checkbox"/> 5MB	<input type="checkbox"/> 8GB	<input type="checkbox"/> 768MB	<input type="checkbox"/> 4GB
	<input type="checkbox"/> 11GB	<input type="checkbox"/> 5GB	<input type="checkbox"/> 384MB	<input type="checkbox"/> 1GB
	<input type="checkbox"/> 500MB	<input type="checkbox"/> 2GB	<input type="checkbox"/> 128MB	<input type="checkbox"/> 120GB
	<input type="checkbox"/> 6GB	<input type="checkbox"/> 240GB	<input type="checkbox"/> 18GB	<input type="checkbox"/> 250GB
	<input type="checkbox"/> 80GB	<input type="checkbox"/> 256GB	<input type="checkbox"/> 288MB	<input type="checkbox"/> 320GB
	<input type="checkbox"/> 16MB	<input type="checkbox"/> 480GB	<input type="checkbox"/> 640GB	<input type="checkbox"/> 500GB
	<input type="checkbox"/> 160MB	<input type="checkbox"/> 512GB	<input type="checkbox"/> 100GB	<input type="checkbox"/> 750GB
	<input type="checkbox"/> 10GB	<input type="checkbox"/> 960GB	<input type="checkbox"/> 1TB	<input type="checkbox"/> 98MB

2

Price & Stock & Image

SKU: Black 128GB Available:

Detailed steps

1. Tick the relevant sku description attribute (variation) that you are selling
2. SKU will be created according to the sku description that you have chosen

Notes:

- SKU description varies according to categories
- Choosing more than one attribute is possible. Eg: Seller is selling a product that is black in colour with storage of 128GB, therefore seller will choose 2 values in the SKU description (Black and 128GB)

Single Upload creation

By choosing category



Step 5.1: Filling in SKU & Image (SKU description/attributes)

Price & Stock & Image

- › SKU: Black 128GB
- › SKU: Black 64GB
- › SKU: Beige 128GB
- › SKU: Beige 64GB

1

- Available:
- Available:
- Available:
- Available:

Detailed steps

1. Click on the slider next to Available to toggle between available (Green), and not available (Grey)

Notes:

- SKU description varies according to categories
- Choosing more than one attribute is possible. Eg: Seller is selling a product that is black in colour with storage of 128GB, therefore seller will choose 2 values in the SKU description (Black and 128GB)

Single Upload creation

By choosing category



Step 5.3: Filling in SKU & Image (Seller SKU and pricing)

1 SellerSKU *

2 Quantity

3 Special Price

4 End date of promotion

5 SellerSKU * Product_1

Barcode

Price (calculated) * 100

Start date of promotion

Select Date

End date of promotion

Select Date

A diagram showing five numbered circles (1-5) connected by lines to various input fields on a form. Circle 1 points to the 'SellerSKU' field. Circle 2 points to the 'Quantity' field. Circle 3 points to the 'Special Price' field. Circle 4 points to the 'End date of promotion' field. Circle 5 points to the 'SellerSKU' field again and also has a line connecting it to the 'End date of promotion' field.

Detailed steps

1. Fill in **Seller SKU** (mandatory)
2. Fill in **Quantity**
3. Fill in **Price (calculated)** also known as retail price
4. Fill in **Special Price** (discounted price where applicable)
5. Fill in promotion dates

Single Upload creation

By choosing category

Step 5.4: Filling in SKU & Image (What's in the box)

1

What's in the box

The screenshot shows a rich text editor interface with a toolbar at the top containing various formatting options like bold, italic, underline, and alignment tools. Below the toolbar is a text area containing a bulleted list of items:

- 1x iPhone 7 128GB
- 1x earpod
- 1x charger
- 1x manual

At the bottom of the text area, there is a small note: "Short summary/list of the package content, which the customer gets."

Detailed steps

1. Fill in **What's in the box** (aka package content) to identify the exact items that are packaged together with the main product

Note:

- Make sure that the quantity of each item is noted clearly.
- Be very specific on each item name
- Preferably using the format of '(quantity)x item'



Single Upload creation

By choosing category

Step 5.5: Filling in SKU & Image (Package Dimension)

1

Package weight
(kg) *

4

Package Length
(cm) *

13

Package width
(cm) *

20

Package height
(cm) *

15

Detailed steps

1. Fill in **Package dimensions and weight** (dimension of the courier package that you use to pack the product) - mandatory

Single Upload creation

By choosing category

Step 5.6: Filling in SKU & Image (Uploading images)



Detailed steps

1. Click **Select Images** box to choose image for upload
2. Using the image cropping tool, you are able to zoom in and out and move the canvas to perfectly align the product image.
3. Click **Save and Close** once satisfied with how the image is placed
4. Uploaded image will appear in the box. Hover on the image to access additional controls
5. Click **Edit Next Sku** to enter next SKU

Single Upload creation



By choosing category

Step 5.7: Filling in SKU & Image (Editing next SKU)

SKU: Black 64GB Available:

1 [Copy last SKU information](#)

SellerSKU * Barcode

Quantity Price (calculated) *

Special Price Start date of promotion Select Date

End date of promotion Select Date

Free Items

Detailed steps

1. Click **Copy last SKU information** to copy data from the previous SKU – this is a feature if all the SKU share the same information
2. If SKU has different data, fill in all the sections as illustrated from Step 5.1 to 5.8
3. Click **Next** to finish edit and submit product

Single Upload creation

By choosing category

Step 6: Submit product

1 Select a Category or Existing Product 2 SPU Information 3 More Details 4 SKU & Image 5 Finish



Your Product is successfully submitted

Done Add Another Product

Detailed steps

Your product has been successfully created when you are directed to the page shown here.

Additional controls:

1. Click **Edit** to edit the product
2. Click **Done** to go to Product Overview page
3. Click **Add Another Product** to create more products



Editing inventory & Price

Product > Manage product

The screenshot shows the Lazada Seller Center dashboard. At the top, there is a navigation bar with the Lazada Seller Center logo, language selection (Thailand / English), and menu items: Products, Orders, Promotions, Finance, Analytics, and Admin. The Admin menu item is currently selected, as indicated by a red dashed box around its dropdown menu. The dropdown menu contains three options: Manage Products (which is highlighted in blue), Add Products, and Manage Image.

Pending Orders

0	Since > 24h	0
0	Since 12 - 24h	0
0	Since < 12h	0
10	Daily order volume limitation (OVL)	

Sales Summary

THB

Cancellation rate - Extremely Bad	58.33%
Ready to ship < 24h - Excellent	100.00%
Return rate - Excellent	0.00%
Shipped in 48h - Extremely Bad	0.00%

New Products

0	Rejected products - Poor Quality
0	Rejected products - Image Missing
0	Approved products
0	Pending products

Announcements

12-20-2016 **3PL Opening Hours for End ...**
Important! Opening Hours of Shipping Providers for End of Year

12-19-2016 **Photoshoot and Retouch Services**
We're providing the Photoshoot and Retouch services for sellers which will be handled by our expert phot...

12-19-2016 **Lazada X Instagram**
Lazada has now developed our newest tool that would allow you to extract all photos and contents fro...

12-09-2016 **Constitution Day Holiday**
Drop off services will not be in operation on Monday 12th Decemb...

12-02-2016 **Content black-out dates**

Promotions - Join now, before time runs out!

00 : 14 : 04 : 47
DAYS HOURS MINS SECS

17 : 14 : 04 : 47
DAYS HOURS MINS SECS



Editing inventory & Price

You can edit on this page

Product Overview										
			Add New	Export	Import	View History	Name, Seller SKU	ค้นหา		
			ห้องหมวด (113)	แสดงผล (2)	ไม่เพนรูปภาพ (54)	คุณภาพต่ำ (13)	สินค้าหมวด (5)	สินค้าขายดี (2)	ปิดการใช้งาน (163) ▾	ราคาที่ไม่สามารถแข่งขันได้ (0)
ชื่อ	SKU	สร้าง	ราคาขายปลีก	ลดราคา	ราคาที่ต่ำที่สุด	สามารถใช้ได้	การมองเห็นสินค้า	เปิดการใช้งาน	ดำเนินการ	
converse1	con1	2016-12-08	1000	500	-	100	×	<input type="checkbox"/>	ดำเนินการ ▾	
converse1	con3	2016-12-08	1,000	-	-	500	✓	<input checked="" type="checkbox"/>	ดำเนินการ ▾	
converse1	con4	2016-12-08	1,000	-	-	0	×	<input checked="" type="checkbox"/>	ดำเนินการ ▾	

Products that require licenses before sell on Lazada

TISI license	FDA	Brand licensed	Advertising Medical device license & Kor Por Number
Baby & Toddler <ul style="list-style-type: none"> - Breast pump Toys & Games - Toys Home and living - Lightings - Shower  	Food Supplements  	Brands  	Medical Supplies <ul style="list-style-type: none"> • Health Monitors, Nebulizer & Aspirators, Wheelchairs, Hospital Beds, Injury Support, Health Accessories, Scale & Body Fat Analyzers, Pedometers, Medical Tests • First Aid Supplies, Ointments and Creams 



Top 5 Reject Reasons

1. No Highlights

Product highlights should contain 3 bullet points if it's less or more than 8 bullet points or not in the form of bullet points, those products will not pass QC.

Correct

Highlights *

The screenshot shows a rich text editor interface with various styling tools at the top. Below the toolbar, there is a list of bullet points:

- มีใช้สีให้เดือดตามขนาดข้อต่อข้อ 15-20 ชั่วโมง.
- หินแท้ที่นำเข้า เกรดพรีเมียม คัดเม็ดสวย
- สร้างปูคลาส เว็บทอง
- บรรจุภพและรักษาอาการเดียวกันระบบประปาท
- ปรับระบบการแพลตฟอร์มภายในร่างกายให้สมดุล
- ฝึกสามารถใช้จิตใจลงบ

Wrong

Highlights *

The screenshot shows a rich text editor interface with various styling tools at the top. Below the toolbar, there is a block of text with a single bullet point:

• มีใช้สีให้เดือดตามขนาดข้อต่อข้อ 15-20 ชั่วโมง.

• หินแท้ที่นำเข้า เกรดพรีเมียม คัดเม็ดสวย

More information: <https://lazadathpsc.zendesk.com/hc/en-us/articles/222006167>

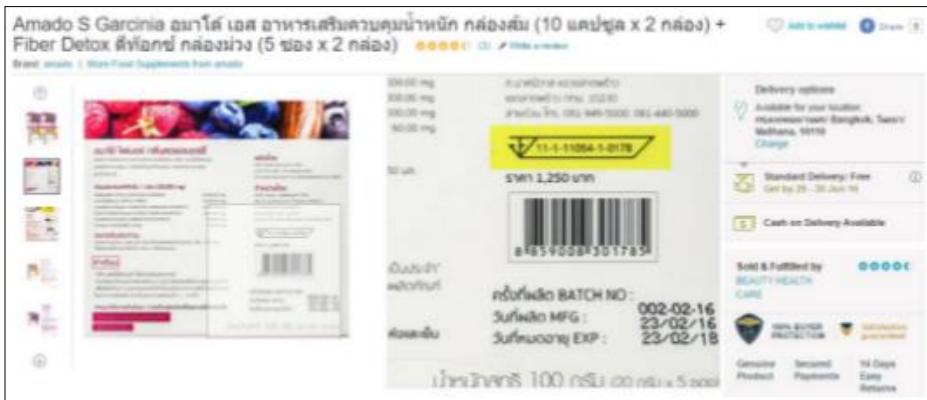


Top 5 Reject Reasons

2. This product requires FDA or TISI certification



- Some products may need to be certified by the **Thai Industrial Standards Institute** and the TIS logo must also appear on its images. The images must only be taken from the actual product packaging. If images lack the TIS logo, products will not pass QC.



- All kinds of edible products must have the **FDA** on its labels or images and the images must only be taken from the actual packaging. If images lack the FDA, products will not pass QC.



3. This product has been suspected for violating our brand related policies

If a merchant requires to sell the products protected by copyright, he or she needs to contact the partner support center and attaches copyright documents on Sales Force to affirm that he or she really has the right to sell it. If not, his or her products will not pass QC.

Definition	<ul style="list-style-type: none">Lazada does not allow replicas, counterfeit items, or unauthorized or pirated copies to be listed as they unlawfully infringe on someone else's copyright or trademark.
Tips	<ul style="list-style-type: none">Please make sure your listing follows these guidelines. If it doesn't, you may be exposed to penalties which include limits of selling privileges and suspension of your goods or account without payout.
Guide	<ul style="list-style-type: none">If you believe your product is genuine, please contact the Partner Support Center for clarification or assistance.

More information: <https://lazadathpsc.zendesk.com/hc/en-us/articles/221892648>



4. The category of your chosen product is incorrect

Merchants will need to select the right 1st level category for their products. If categories are chosen wrongly, their products will not pass QC.

Example 1:

Product

Apple iPhone 6 16GB Black

Correct Main Category/Level 1:

Mobiles & Tablets

Categorized by seller under:

Health & Beauty

Example 2:

Product

Men's T-shirt Black

Correct Main Category/Level 1:

Fashion

Categorized by seller under:

Automotive

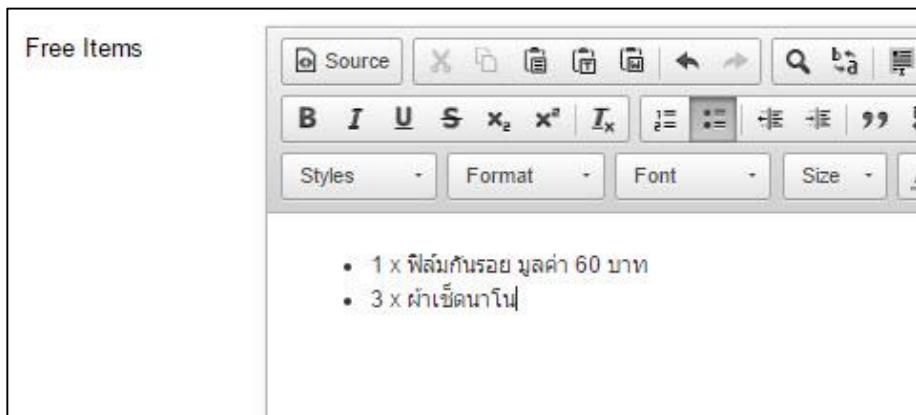
Both product examples are categorized in the wrong product category.

More information: <https://lazadathpsc.zendesk.com/hc/en-us/articles/221892148>

Top 5 Reject Reasons

5. Please specify value of free items

If products come with free items, merchants must specify the value of each free item obviously. If not, products will not pass QC and will be rejected with the '**Please Specify the value of free items'** rejection reason.





Chapter 03

Order Fulfillment

Manage Orders, Pack and Shipping

03 Order Management Process



03 Order Management Process



1. Go to orders
2. Click the topic, manage orders.

The screenshot shows the Lazada Seller Center dashboard. The top navigation bar includes the Lazada Seller Center logo, language selection (Thailand English), and menu items: Products, Orders (with a dropdown arrow), Promotions, Finance, and Analytics. A red box highlights the 'Orders' menu item. Below the navigation bar are four main sections: Pending Orders, Your Rating, Sales Summary, and New Products. The Pending Orders section shows 3 pending orders. The Your Rating section displays a rating of 3.8 for the period from 29 Sep 2016 to 05 Oct 2016. The Sales Summary section shows sales figures for today, this week, and this month. The New Products section shows 1 new product with details about rejected and approved products.

Pending Orders		Your Rating		Sales Summary		New Products	
3		3.8		THB		1	
Since > 24h	0	Cancellation rate - Good	0.48%	Sales today	2775.00	Rejected products - Poor Quality	0
Since 12 - 24h	0	Ready to ship < 24h - Good	91.61%	This week	25368.00	Rejected products - Image Missing	1
Since < 12h	3	Return rate - Good	0.43%	This month	33829.65	Approved products	0
Daily order volume limitation	20	Shipped in 48h - Average	83.63%			Pending products	0

03 Order Management Process



“Pending” orders which is waiting for seller to manage, Please following :

- 1) You also click “+” in front of each order to see more detail.
- 2) Pick products and pack which a standards Packaging.

The screenshot shows the Lazada Seller Center interface. The top navigation bar includes the Lazada Seller Center logo, language selection (Thailand English), product, orders (selected), promotions, finance, analytics, user account (Tayo Test Shop), and admin options. The main title is "Orders Overview". Below it, a filter bar shows "Pending (3) : All (3)" highlighted with a red box, along with other filters for Ready to Ship (2), Shipped (2), and Completed (2). There are search and export/import buttons. The main table lists three pending orders:

	Document	Order Nr.	Order Date	Pending Since	Payment Method	Retail Price	#	Status	Printed	Actions
<input type="checkbox"/>	+ Invoice	387568139	07 Oct 2016 16:40	1 hour	COD	89.00	1	Pending	X	Ready to Ship Cancel
<input type="checkbox"/>	+ Invoice	385267639	01 Oct 2016 16:16	6 days	COD	50.00	1	Pending	✓	Ready to Ship Cancel

03 Order Management Process



3) Click “Ready to ship”

2.1) Click “Ready to ship”

①

“ When can pack all items this order in 1 box

2.2) Click “Ready to ship”

②

“ If the product can not be packaged in 1 box.

	Document	Order Nr. ↓↑	Order Date ↓↑	Pending Since ↓↑	Payment Method ↓↑	Retail Price ↓↑	#	Status	Printed ↓↑	Actions
<input type="checkbox"/>	— Invoice	387568139	07 Oct 2016 16:40	1 hour	COD	89.00	1	Pending	X	Ready to Ship Cancel ①

	Send To	Seller SKU	Product	Image	Packed	Shipping Information	Status	Printed	Actions
<input type="checkbox"/>	ยุพา สีลากาติกุล 89/234หมบ. บนา กีรนษ์ ต. บางเมือง ใหม่ อ. เมือง สมุทรปราการ/ Samut Prakan- เมืองสมุทรปราการ/ Mueang Samut Prakan-10270 10270 Thailand Invoice Number: 315	Spin_01_purple	Spin Mop ชุดถัง ปืนฉีดน้ำเดนเลส พื้นห้องไม้ฟักห้องและ พื้นห้อง 2 ห้องรุ่น Eco (สีม่วง)		Packed	Dropshipping Provider: Kerry Tracking Code: LAMKT7001010 2958	Pending	X	Ready to Ship Cancel ②

03 Order Management Process



4) After that a window will appears, click Create package.

The screenshot shows the Lazada Seller Center interface. The top navigation bar includes the Lazada Seller Center logo, language selection (Thailand English), product and order management links, promotions, finance, analytics, user account (Tayo Test Shop), and admin options. The main content area is titled 'Orders Overview' and shows a list of pending orders. A modal dialog box is open over the list, titled 'Delivery'. It contains a dropdown menu set to 'Kerry' and a red-bordered 'Create Package' button. The main table below has columns for Document, Order Nr., Order Date, Pending Since, Payment Method, Retail Price, #, Status, Printed, and Actions. One row is visible for an invoice with order number 387568139.

Document	Order Nr.	Order Date	Pending Since	Payment Method	Retail Price	#	Status	Printed	Actions
Invoice	387568139	07 Oct 2016 16:40	1 hour	COD	89.00	1	Pending	X	Ready to Ship Cancel

03 Order Management Process



5) **Please enter invoice ID** : window will show up and the system will automatically generate the invoice number. Then click "Save invoice ID"

The screenshot shows a software interface for managing orders. At the top, there's a header bar with a date range from '5, 2016 - Dec 20, 2016' and a close button ('x'). Below this is a main table with several rows of order data. A modal dialog box is overlaid on the screen, titled 'Please enter invoice ID'. This dialog contains five input fields: 'Order Nr.' (313475738), 'Items' (1 / 1), 'Provider' (LEX+ Kerry), 'Tracking ID' (MPK1003257002), and 'Invoice Number' (117675). At the bottom of the dialog are two buttons: 'Close' and 'Save invoice ID', with the latter being highlighted by a red rectangle. The main table below the dialog shows more detailed information for each order row, including columns for 'Invoice' (348585738), 'Shipment Status' (17:19), 'Last Update' (20 Dec 2016 17:19), 'Delivery Time' (less than an hour), 'Payment Method' (Debit/Credit Card), 'Amount' (129.00), 'Quantity' (1), and 'Status' (Pending).

Document Type	Order Nr.	Items	Provider	Tracking ID	Invoice Number
+ Invoi	313475738	1 / 1	LEX+ Kerry	MPK1003257002	117675
+ Invoi		< Change shipment			
+ Invoice	348585738	17:19	hour		
+ Invoi		20 Dec 2016 17:19	less than an hour	Debit/Credit Card	129.00
+ Invoi				1	Pending

03 Order Management Process



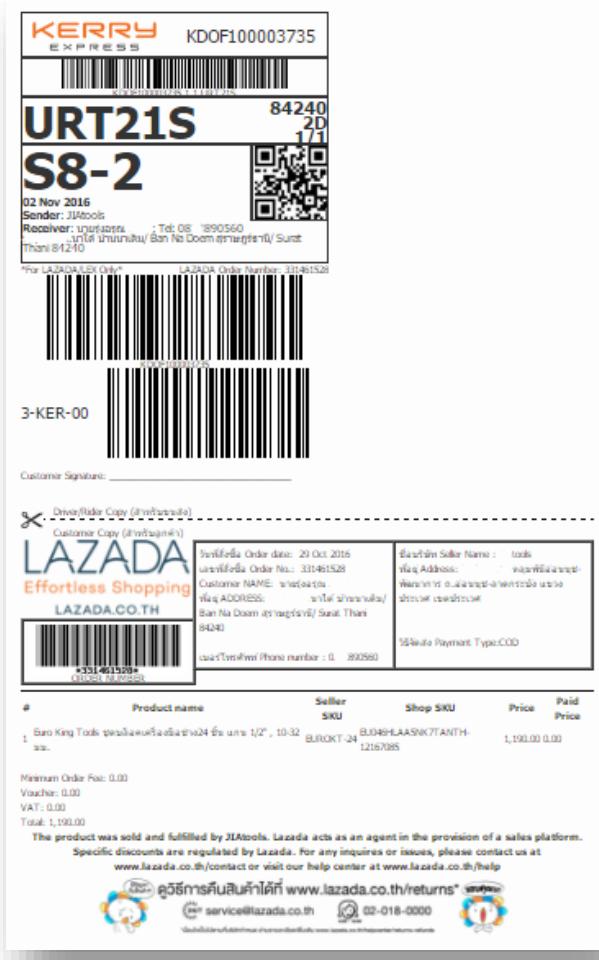
6) Click “**Shipping Label**” : Shipping Label As customer address and order detail
Print out 2 copies and put in pouch and stick on a package that you already pack up. Make sure the barcode is displayed.

The screenshot shows the Lazada Seller Center interface. At the top, there's a navigation bar with links for Home, Orders, Promotions, Finance, Analytics, User Profile (Tayo Test Shop), and Admin. The Orders tab is currently selected. Below the navigation is a breadcrumb trail: Home > Orders > Orders Overview. A modal window is open in the center, displaying the message "Invoice ID have been saved". Inside the modal, there's a table with one row containing order details: Order Nr. 387568139, Items 1 / 1, Provider Kerry, Tracking ID LAMKT70010102958, and Invoice Number 315. Below the modal, the main Orders Overview page is visible. It features a table of pending orders with columns for Document (Invoice), Order Nr., Order Date, Pending Since, Payment Method, Retail Price, #, Status, Printed, and Actions. One row in the table is highlighted with a red border around the "Actions" column, which contains the options "Ready to Ship" and "Cancel". At the bottom of the page, there are "Print" and "Set Status" buttons.

Order Nr.	Items	Provider	Tracking ID	Invoice Number
387568139	1 / 1	Kerry	LAMKT70010102958	315

Document	Order Nr.	Order Date	Pending Since	Payment Method	Retail Price	#	Status	Printed	Actions
Invoice	387568139	07 Oct 2016 16:40	1 hour	COD	89.00	1	Pending		Ready to Ship Cancel

03 Order Management Process



Shipping Label

Print out 2 copies

How to use

Fold in half and put into a plastic pouch. Making sure barcode showed on package clearly.

03 Order Management Process



7) Press ready to ship again. And you can close this window.

LAZADA SELLER CENTER Thailand English Products Orders Promotions Finance Analytics Admin Tayo Test Shop Admin

Home > Orders > Orders Overview

Orders Overview

Invoice ID have been saved

Order Nr.	Items	Provider	Tracking ID	Invoice Number
387568139	1 / 1	Kerry	LAMKT70010102958	315

< Change shipment Close All Documents Invoices Shipping Labels **Ready to ship**

Document	Order Nr.	Order Date	Pending Since	Payment Method	Retail Price	#	Status	Printed	Actions
Invoice	387568139	07 Oct 2016 16:40	1 hour	COD	89.00	1	Pending	X	Ready to Ship Cancel

Print Set Status

03 Order Management Process



Back to order overview page, as you can see that move to the ready to ship section .

The screenshot shows the Lazada Seller Center Orders Overview page. The top navigation bar includes the Lazada Seller Center logo, language selection (Thailand English), product and order dropdowns, promotions, finance, analytics, user account (Tayo Test Shop), and admin options. The breadcrumb navigation shows Home > Orders > Orders Overview. Below the navigation is a search bar with fields for Order Number, Customer, Product, Payment, Start Date, End Date, and a Search button. There are also buttons for Print, Set Status, Export, Import, and View History. The main content area displays a table of orders. The table has columns for Document (checkbox), Order Nr. (link), Order Date, Pending Since, Payment Method, Retail Price, #, Status, Printed (checkbox), and Actions. Two rows are visible: one for order 356341319 (status Ready to Ship) and another for order 341819319 (status Ready to Ship). Both rows show an Invoice document and COD payment method.

Document	Order Nr.	Order Date	Pending Since	Payment Method	Retail Price	#	Status	Printed	Actions
Invoice	356341319	28 Sep 2016 20:48	8 days	COD	50.00	1	Ready to Ship	<input checked="" type="checkbox"/>	
Invoice	341819319	28 Sep 2016 13:53	9 days	COD	100.00	2	Ready to Ship	<input checked="" type="checkbox"/>	

03 Order Management Process



The screenshot shows the Lazada Seller Center interface. At the top, there's a navigation bar with the Lazada Seller Center logo, language selection (Thailand English), and menu items: Products, Orders (selected), Promotions, and Finance. Below the navigation is a breadcrumb trail: Home > Orders > Orders Overview. The main area is titled 'Orders Overview' and includes filters for All, Pending (3), Ready to Ship (2), and Shipped (2). A dropdown menu for 'Completed' status is open, showing four options: Delivered, Cancelled, Delivery failed, and Returned. At the bottom, there are buttons for Print and Set Status, and a table header with columns for Document, Order Nr., Order Date, Pending Since, Payment Method, and Retail F.

You can track the delivery status on completed tab.

There are four status which are

- 1. Delivered** – product shipped to customers.
- 2. Cancelled** – if customer cancel before ship , seller don't need to pay any but if you cancel because out of stock , you will be punished
- 3. Delivery failed** – customer refuse at door step
- 4. Returned** – product is returned to shop

03 3PL Standard Packaging



Prohibited Items for Shipping



Valuable items

Jewelries, furs, precious metals



Cash

Bond, treasury, deeds, stamps



Fragile

Glass, earthenware, ceramic



Frozen Food

Seafood, ice-cream



Live animals

Plants



Drugs

Cigarette, tobacco



Hazardous

toxic goods, explosives, weapons
gun



illegal items

Any illegal items Thai law



Standard Box



Box

- Use a sturdy and undamaged box with all flaps intact.
- **Envelopes and satchels are designed for documents or light-weighted soft products only.**
- Choose a box which size allows space for enough cushioning materials.
- The box shall have no hole, tear or corner dent.
- For heavier items, use double-walled boxes.
- **The box should meet the requirements of the International Safe Transit Association (ISTA)¹ Procedure 3A test protocol².**
- A box loses its strength after use. **Kerry Express strongly discourages reusing boxes for dispatch purpose.**



Single Wall corrugated Board



Double Wall Corrugated Board



Cushion

- At least 2 inches of **cushioning material** around each side of the product for protection. The heavier your product, the thicker the cushioning material should be.
- For products with odd or special shapes and/or sharp edges/points, wrap and tape these areas.
- Add **filling material** between the wrapped product and the wall of box to restrict product movement.

Tip:

When you shake the box, you shall not feel any movement of the product inside





Seal

- Use **H-taping Method**. The tape shall be at least 2" wide evenly across all flaps or seams, top and bottom.
- For heavier or larger items, add extra tape.
- Do not use rope or string around parcels as this may damage the parcels. They may even get caught in our machines during dispatch.
- Add special handling markings (e.g. "This Way Up", "Fragile") if necessary¹.





Don't

Bundle the packet into 1 pack as it may damage the product box. In addition, if the strap box is damaged, some boxes will be missing delivery invoices.



Don't

Using a rope or strapping a box may damage the box.



Don't

Use of rigid packaging This will cause the product to be damaged Or pack the product without shockproof material.



Don't

Use bag which is difficult to attach AWB



Don't

Don't use improper plastic bags instead of pouches. This will cause scan failure and lead time will be delayed.



Don't

Don't adjust AWB size or template form standard.This will cause scan failure and lead time will be delayed.



Single Box

1. Always allow enough space for cushioning materials between your product and outer box (at least 2 inches). Typical cushioning materials are Bubble Wrap®, loose-fill peanuts, crumpled papers, etc.
2. If necessary, add filling material to space between the product and the wall of the box to prevent movement of the product during shipment
3. If your product can be affected by dust, water or humidity, place it in a plastic bag first.
4. A plastic bag is also required if your product can spill.¹ Enough spill-absorbing material is needed to be enclosed around the product for the whole content.





Box-in-Box

1. Protect your products with at least 2-inch of cushioning material. If there are more than one product, wrap individually.
2. Place it into a corrugated box. Add filling to prevent product movement.
3. Seal the box with H-Taping Method.
4. Place this box into another larger box. Ensure it is at least 3 inches wide between the inner and outer box for cushioning and/or filling materials.
5. Seal the outer box with H-Taping Method.





Bundling Packaging Instruction



Seller to ensure the quantity of the AWB to be the same as Quantity of the parcel



Seller to clearly write Lot No. e.g. 1/2, 2/2 with clear letter and visibility for 3PL



Ensure Lot No. to be on the same side as Tracking No.



EX. Bundling Packaging: Process Flow



03 Shipment Process

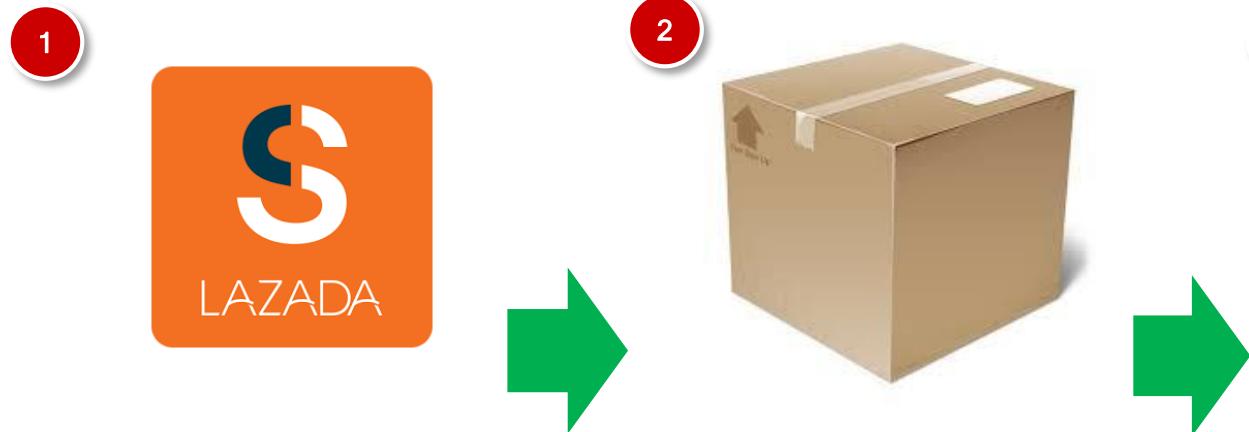


1. Pick up

Sellers

Lazada's shipping provider

Customers



- “Ready to Ship” on Seller Center

Packing

- grand total of 120 cm (length + width + height)
- maximum weight of 20 kgs.

- Lazada will pick up your products next working day
- Lazada will not pick up on holidays.

- Customer receive products

03 Shipping Cost for Pick up



1. For sellers on Pick up

Please refer to the rate card in the table below, shall be applied for the shipments below 20 Kgs.

Condition: Weight <20 KGs, and the sum of three dimensions < 150 CMS.

Weight bracket	Rate Card	With 20 THB subsidy if applicable for Fashion and Health and Beauty
0.0 - 0.19 kg	THB 45	THB 25
0.2 - 0.49 kg	THB 49	THB 29
0.5 - 0.99 kg	THB 58	THB 38
1.0 - 1.49 kg	THB 68	THB 48
1.5 - 1.99 kg	THB 74	THB 54
2.0 - 2.49 kg	THB 80	THB 60
2.5 - 2.99 kg	THB 85	THB 65
3.0 - 3.99 kg	THB 100	THB 80
4.0 - 4.99 kg	THB 120	THB 100
5.0 - 9.99 kg	THB 150	THB 130
10.0 - 14.99 kg	THB 200	THB 180
15.0 - 20.00 kg	THB 240	THB 220



Pick Up fee

Pick up fee / day	
Number of packages	Fee
0 - 3	THB 45
4 - 10	THB 15/package
> 10	THB 150

03 How to print out Carrier manifest (Pick up)



1) go to "ready to ship" status

The screenshot shows the Lazada Seller Center Orders Overview page. The top navigation bar includes links for Home, Orders, Promotions, Finance, Analytics, User Profile (Tayo Test Shop), and Admin. The Orders tab is active. Below the navigation is a breadcrumb trail: Home > Orders > Orders Overview. The main section is titled 'Orders Overview' and displays a table of orders. At the top of the table, there are filters for Order Number, Customer, Product, Payment, Start Date, End Date, and a Search button. Below the filters are buttons for Print, Set Status, Export, Import, and View History. The table has columns for Document, Order Nr., Order Date, Pending Since, Payment Method, Retail Price, #, Status, Printed, and Actions. Two rows are visible in the table:

Document	Order Nr.	Order Date	Pending Since	Payment Method	Retail Price	#	Status	Printed	Actions
Invoice	356341319	28 Sep 2016 20:48	8 days	COD	50.00	1	Ready to Ship	✓	
Invoice	341819319	28 Sep 2016 13:53	9 days	COD	100.00	2	Ready to Ship	✓	

03 How to print out Carrier manifest (Pick up)



2) Click "Print" and "Print Carrier manifest for selected item"

The screenshot shows the Lazada Seller Center Orders Overview page. At the top, there is a navigation bar with the Lazada Seller Center logo, language selection (Thailand English), and menu items: Products, Orders (selected), Promotions, Finance, Analytics, User Profile (Tayo Test Shop), and Admin. Below the navigation bar, the breadcrumb path is Home > Orders > Orders Overview. The main title is Orders Overview, and below it, there are filter buttons for All, Pending (3), Ready to Ship (2) (which is highlighted in orange), Shipped (2), and Completed. There are also search and export/import buttons. In the center, there is a table of orders with columns: Order Number, Customer, Product, Payment, Start Date, End Date, Actions, Status, Printed, and Actions. Two rows of order data are visible. At the top left of the table area, there is a 'Print' button with a dropdown menu. This dropdown menu has several options: Print all documents for selected items, Print stock checklist for selected items, Print invoice for selected items, Print shipping label for selected items, and Print carrier manifest for selected items. The 'Print carrier manifest for selected items' option is highlighted with a red box. The bottom row of the table has a checked checkbox, a plus sign, an Invoice link, and the order number 341819319.

				Order Date	Pending Since	Payment Method	Retail Price	#	Status	Printed	Actions
1	28 Sep 2016 20:48	8 days	COD	50.00	1	Ready to Ship	✓				
2	28 Sep 2016 13:53	9 days	COD	100.00	2	Ready to Ship	✓				

03 How to print out Carrier manifest (Pick up)



- 3) Print out "Carrier manifest " 2 copies
- 4) Lazada's driver sign all 2 copies and you keep 1 copy

SELLER CENTER

Shipping provider: Kerry Carrier manifest printed on: Thu Nov 24 14:36:09 GMT+07:00 2016

Order Number	Package Tracking Number	Number of Pieces in Package
316467588	LAMKT70010859528	1
359658588	LAMKT70010850254	1
334728588	LAMKT70010850255	1
356636588	LAMKT70010850256	1

Total of Packages	4
Date: Thu Nov 24 14:36:09 GMT+07:00 2016	Signature 

SELLER CENTER

Shipping provider: Kerry Carrier manifest printed on: Thu Nov 24 14:36:09 GMT+07:00 2016

Order Number	Package Tracking Number	Number of Pieces in Package
316467588	LAMKT70010859528	1
359658588	LAMKT70010850254	1
334728588	LAMKT70010850255	1
356636588	LAMKT70010850256	1

Total of Packages	4
Date: Thu Nov 24 14:36:09 GMT+07:00 2016	Signature 

03 Shipment Process



2. Drop off

Sellers	Lazada's shipping provider	Customer
---------	----------------------------	----------



- “Ready to Ship” on Seller Center

Packing

- grand total of 120 cm (length + width + height)
- maximum weight of 20 kgs.

- Where and when can I drop off my orders? click [Drop off](#)
- After Click ready to ship, you can drop your item right away.

- Customer receive products

03 Shipping Cost for Drop off



2. For sellers on Thai Post Drop Off, KERRY Drop Off, DHL Drop Off and LEX Drop Off

(limited to 15 packages per day maximum)

Weight bracket	Thai Post		Kerry, DHL, Lazada Express	
	Rate Card	With 20 THB subsidy if applicable for Fashion and Health and Beauty	Rate Card	With 20 THB subsidy if applicable for Fashion and Health and Beauty
0.0 - 0.19 kg	THB 33	THB 13	THB 45	THB 25
0.2 - 0.49 kg	THB 33	THB 13	THB 49	THB 29
0.5 - 0.99 kg	THB 48	THB 28	THB 58	THB 38
1.0 - 1.49 kg	THB 58	THB 38	THB 68	THB 48
1.5 - 1.99 kg	THB 63	THB 43	THB 74	THB 54
2.0 - 2.49 kg	THB 68	THB 48	THB 80	THB 60
2.5 - 2.99 kg	THB 73	THB 53	THB 85	THB 65
3.0 - 3.99 kg	THB 80	THB 60	THB 100	THB 80
4.0 - 4.99 kg	THB 90	THB 70	THB 120	TH 100
5.0 - 9.99 kg	THB 105	THB 85	THB 150	THB 130
10.0 - 14.99 kg	THB 150	THB 130	THB 200	THB 180
15.0 - 20.00 kg	THB 190	THB 170	THB 240	THB 220

Remark: Sellers who are interested in DHL Drop Off service can apply by filling the

"Drop off Registration/Cancellation/Change Form" starting from 15 August 2017 onward.

Lazada Shipping system Drop off Condition

- Drop off Sellers will only receive a maximum of 15 orders per day.
- Dimensions of your order should reach a
- grand total of 120 centimeters (length + width + height)
- Your Order should hold a maximum weight of 20 kgs.

More information please click [HERE](#)



Chapter 04

Finance

Fees, Payment term



Term	Description
COD	Cash on Delivery
Listing Price	The price indicated by the Seller for the sale of goods on Lazada's platform, including GST but excludes any coupons or other unilateral discounts provided by Lazada to Buyers
Platform	The Lazada website, lazada.com.my, and any other internet domain property or mobile application owned by Lazada
Product	An item ordered by the buyer from Lazada's platform

04 Understanding Lazada Fees



For every order that is fulfilled by Merchants, Lazada charges the following fees **on delivery** of a product to the customer:

Type of fee	Definition	Calculation
Commission fee	A fee payable to Lazada for the service of providing The e-commerce platform for sales transaction	Listing unit price x Commission rate (+GST)
Shipping fee	Amount charged for transporting product from one location to another.	3PL chargeable weight x Lazada rate card (Merchant is responsible for the Input of measurements)
Payment fee	Payment gateway fee for prepaid and handling fee imposed by 3PL for COD	Listing unit price x 2% (+GST)

04 Understanding Lazada Fees



Administrative Fee

A fee will be imposed by Lazada for non-compliance with the Marketplace Agreement.

The below gives a snapshot of common occurrences :

Type of transaction	Definition	Calculation
Fake Order Status	Order status appears as “ready to ship”, but the product still not packed and ready to be handed to the shipper	300 THB + GST for each product
Wrong fulfilment	Wrong item being delivered to the customer	300 THB + GST for each product
Counterfeit product	Fake product, which is an imitation of original product or replica of a brand name, violating any intellectual property right	3,000 THB + GST for each product



04 Understanding Lazada Fees

Lazada also charges other fees which are variable depending on the transactions, as follows :

Type of fee	Definition	Calculation
Cancellation fee	A fee that would be charged to the merchant due to not fulfilling an order within 24 hours	300 (for each product) + GST

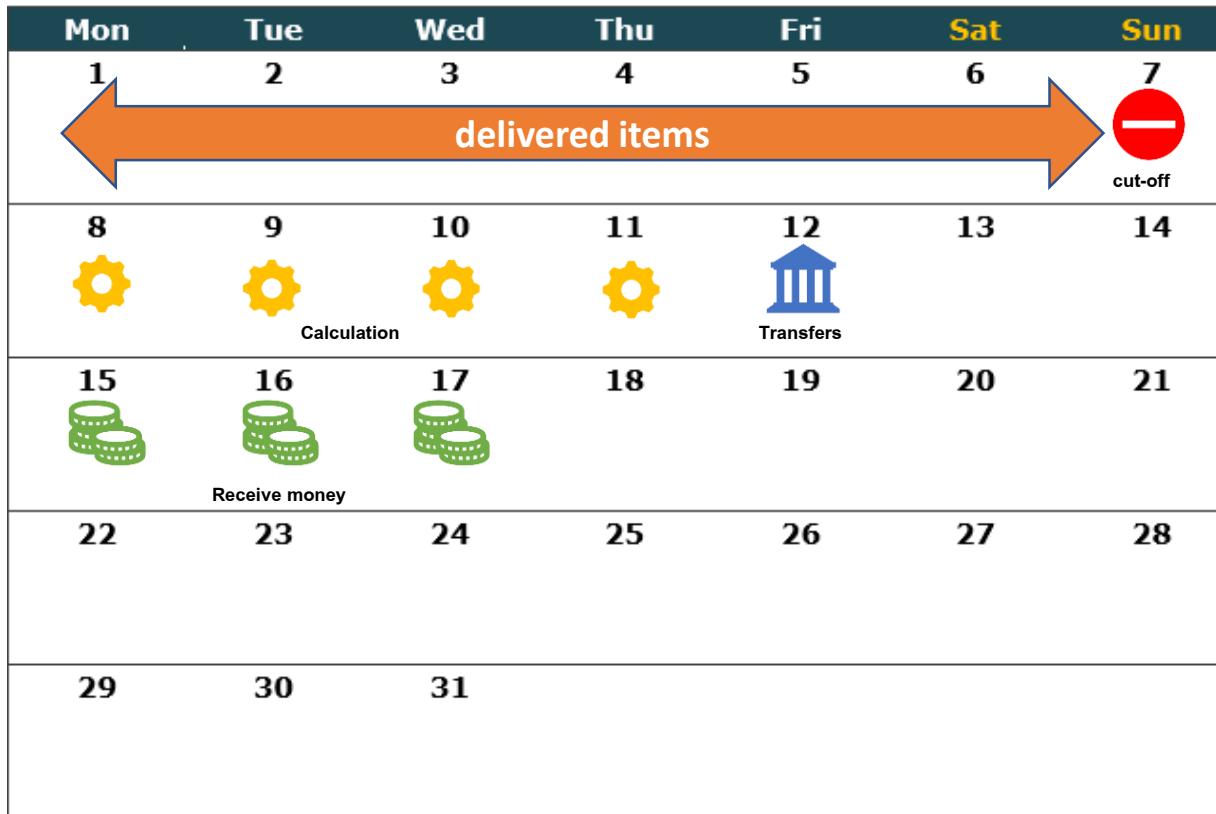
04 Understanding Lazada Fees



Lazada would credit the seller's account in the following circumstances :

Type of credit	Definition	Calculation
Commission credit (Return)	Commission would be reversed on receiving a valid return from the customer	Commission fee charged at the time of order
Shipping fee credit	Amount received by Lazada on behalf of the Seller	Customer order less than 99 baht must pay for shipping.
Seller credit	Any other credit not indicated above, arising from dispute which would be credited to the Seller after being confirmed by PSC's investigation	

04 Lazada Payment Cycle



- Sellers will be paid on a weekly basis.
- Each payment will refer to all delivered items before the cut-off.
- Payments will be received after 7th working days from the end of each payment cycle

* Do note that the actual payment period will be extended to as long as 5 – 8 working days, this is done to allocate the duration of your financial service provider. The calculations will be enclosed in your payment details upon receiving them.



04 Computation of Payout Per Order

Payout = (Listing Unit Price – Commission – Shipping fee - Payment fee) + GST

Example of normal payout

Name ↓↑	SKU ↓↑	Created ↓↑	Retail Price ↓↑	Sale Price ↓↑	Lowest Price ↓↑	Available ↓↑	Visible	Active ↓↑	Actions
MSI PE60 2QE-206MY Core i7 15.6" Notebook (Silver)	PE60 2QE-206MY	2015-06-25	4299	4199	-	1	✓	■	Actions ▾
MSI CX62 6QD-269MY Gaming Notebook (15.6" FHD, i5-6300HQ, 4GB, 128GB SSD, Nvidia GT940M-2GB, W10H)	CX62 6QD-269MY	2016-08-31	3099	2899	-	2	✓	■	Actions ▾
Gigabyte GA-Z170X-Gaming G1 E-ATX Motherboard (1151, 2X PCI-E 16, 4X DDR4, Z17XG1-20GA)	GA-Z170MB	2015-10-21	2699	2459	-	2	✓	■	Actions ▾
(Genuine) Beoplay A2 Bluetooth Speaker (Copper Black)	5705260045734	2016-07-19	2999	2199	-	5	✓	■	Actions ▾
(Genuine) Beoplay A2 Bluetooth Speaker (Green)	5705260045727	2016-07-19	2999	2199	-	5	✓	■	Actions ▾

2,199.00

04 Computation of Payout Per Order



(Genuine) Beoplay A2 Bluetooth Speaker (Green)	570526004572 7	2016-07-19	2999	2199	-	5	✓		Actions ▾
---	-------------------	------------	------	------	---	---	---	--	-----------

Description	Rates	Total (THB)
Unit Price	0	2,199.00
Commission	2%	43.98
GST for Commission	7%	3.07
Payment Fee	2%	43.98
GST for Payment Fee	7%	3.07
Shipping Fee (<i>incl. GST</i>)	150 THB	150
Net pay-out		1,954.9



04 Shipping Fee

Shipping cost is the responsibility of merchant. If merchant correctly inputs product weight and size, merchant will only bear the first kg with the balance shipping fee being borne by customer.

EX : Shipping Fee

Weight bracket	Thai Post		Kerry, DHL, Lazada Express	
	Rate Card	With 20 THB subsidy if applicable for Fashion and Health and Beauty	Rate Card	With 20 THB subsidy if applicable for Fashion and Health and Beauty
0.0 - 0.19 kg	THB 33	THB 13	THB 45	THB 25
0.2 - 0.49 kg	THB 33	THB 13	THB 49	THB 29
0.5 - 0.99 kg	THB 48	THB 28	THB 58	THB 38
1.0 - 1.49 kg	THB 58	THB 38	THB 68	THB 48
1.5 - 1.99 kg	THB 63	THB 43	THB 74	THB 54
2.0 - 2.49 kg	THB 68	THB 48	THB 80	THB 60
2.5 - 2.99 kg	THB 73	THB 53	THB 85	THB 65
3.0 - 3.99 kg	THB 80	THB 60	THB 100	THB 80
4.0 - 4.99 kg	THB 90	THB 70	THB 120	TH 100
5.0 - 9.99 kg	THB 105	THB 85	THB 150	THB 130
10.0 - 14.99 kg	THB 150	THB 130	THB 200	THB 180
15.0 - 20.00 kg	THB 190	THB 170	THB 240	THB 220

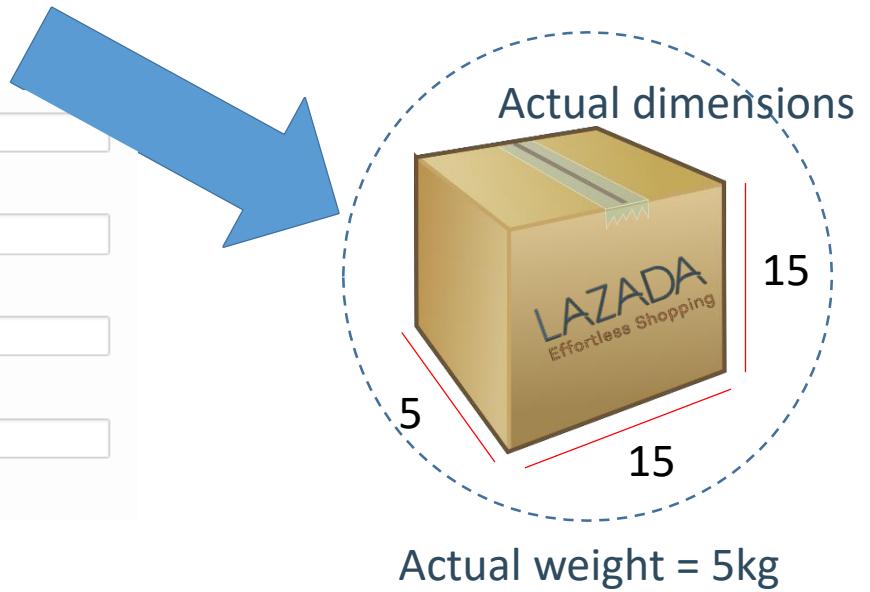
04 Reason for Extra Shipping Fees



Inaccurate package's dimensions & weight

Seller updated wrong package's dimensions & weight in Seller Centre

Package Height (cm) *	<input type="text" value="10"/>
	2 decimal. Please fill in accurate measurement
Package Length (cm) *	<input type="text" value="10"/>
	2 decimal. Please fill in accurate measurement
Package Width (cm) *	<input type="text" value="5"/>
	2 decimal. Please fill in accurate measurement
Package Weight (Kg) *	<input type="text" value="3"/>
	2 decimal. Please fill in accurate measurement



04 How to View Account Statement on Seller Center



The screenshot shows the Lazada Seller Center homepage. At the top, there is a navigation bar with links for Products, Orders, Promotions, Finance (highlighted with a red box and a green callout bubble labeled '1'), Analytics, and Admin. Below the navigation bar, there are several sections: Pending Orders, Your Rating (with a rating of 2.8), Sales Summary (in THB), and Products. A yellow callout bubble labeled '2' points to the 'Account Statements' link under the Finance dropdown menu. To the right, there is an Announcements section with a list of recent updates.

Pending Orders

Since > 24h	1
Since > 24h	1
Since 12 - 24h	0
Since < 12h	0
Daily order volume limitation (OVL)	10
POL Limit	30
POL Reactivation Limit	24

Your Rating
19 Jun 2017 - 16 Jul 2017
2.8

Cancellation rate - Extremely Bad	60.00%
Ready to ship < 24h - Excellent	100.00%
Return rate - Excellent	0.00%
Shipped in 48h - Extremely Bad	0.00%

Sales Summary
THB

Sales today	0.00
This week	698.00
This month	5,861.00

Rejected products - Poor Quality	0
Rejected products - Image Missing	17
Approved products	4

Products

Announcements

- 07-14-2017 **New feature: RTS SLA**
This new feature is to help you remind the deadline of order that you need to fulfill.
- 07-06-2017 **July 2017 Payment Cycle**
Payment dates for July 2017
- 22-2017 **Please Update Your Product Images**
noticed that product images of one or several of your SKUs are updated. This has a negative impact...
- 3-2017 **Instructions for Problem Solution**
Provide quick help to our valuable...

From your seller center homepage:

- 1) Go to “Finance”
- 2) Select “Account Statement”

04 Account Statements on Seller Center



Period	17 Jul 2017 - 23 Jul 2017	Date Range – Based on twice monthly cycle (Eg: 1 st -14 th Sept/ 15 th -30 th Sept), for all delivered orders.	Export
Opening Balance	Unpaid balance from previous statements.	-18,603.90 THB	
Orders	<ul style="list-style-type: none">▶ Sales Revenue 320.00 THB▶ Other Revenues 29.00 THB▶ Fees -27.39 THB	Subtotal 321.61 THB	
Refunds	<ul style="list-style-type: none">Returned or Cancelled Orders 0.00 THBRefund on Fees 0.00 THB	Subtotal 0.00 THB	
Closing Balance	Total Balance	-18,282.29 THB	
Payout	0.00 THB		

04 Account Statements on Seller Center



not paid		
Opening Balance	Unpaid balance from previous statements.	0.00 MYR
Orders	▶ Sales Revenue ▶ Other Revenues ▶ Fees	88,622.98 MYR 2,837.72 MYR -10,294.28 MYR
	Subtotal	81,166.42 MYR
Refunds	▶ Returned or Cancelled Orders ▶ Refund on Fees	-138.00 MYR 12.53 MYR
	Subtotal	-125.47 MYR
Closing Balance	Total Balance	81,040.95 MYR
Payout		81,040.95 MYR

For **NOT PAID** transaction: If payment has not been made by LAZADA, the left corner will be gray. "Not paid"





The diagram illustrates the breakdown of account statement components into detailed transaction tables.

Opening Balance		Unpaid balance from previous statements.	0.00 MYR																								
Orders		<table border="1"> <tr><td>Item Charges</td><td>14,649.00</td><td>MYR</td></tr> <tr><td>Claims</td><td>10.00</td><td>MYR</td></tr> <tr><td>Other Credit</td><td>45.00</td><td>MYR</td></tr> <tr><td>Lazada Fees</td><td>-1,012.00</td><td>MYR</td></tr> <tr><td>Penalties</td><td>-51.00</td><td>MYR</td></tr> <tr><td>Other Debit</td><td>-1.00</td><td>MYR</td></tr> <tr><td>3rd Party Services</td><td></td><td></td></tr> <tr><td>Subtotal</td><td>13,640.00</td><td>MYR</td></tr> </table>		Item Charges	14,649.00	MYR	Claims	10.00	MYR	Other Credit	45.00	MYR	Lazada Fees	-1,012.00	MYR	Penalties	-51.00	MYR	Other Debit	-1.00	MYR	3rd Party Services			Subtotal	13,640.00	MYR
Item Charges	14,649.00	MYR																									
Claims	10.00	MYR																									
Other Credit	45.00	MYR																									
Lazada Fees	-1,012.00	MYR																									
Penalties	-51.00	MYR																									
Other Debit	-1.00	MYR																									
3rd Party Services																											
Subtotal	13,640.00	MYR																									
Returns		<table border="1"> <tr><td>Item charges</td><td>-100.00</td><td>MYR</td></tr> <tr><td>Claims</td><td>20.00</td><td>MYR</td></tr> <tr><td>Fees</td><td>35.00</td><td>MYR</td></tr> <tr><td>Penalties</td><td>-10.00</td><td>MYR</td></tr> <tr><td>Others</td><td>5.00</td><td>MYR</td></tr> <tr><td>3rd Party Services</td><td></td><td></td></tr> <tr><td>Subtotal</td><td>-50.00</td><td>MYR</td></tr> </table>		Item charges	-100.00	MYR	Claims	20.00	MYR	Fees	35.00	MYR	Penalties	-10.00	MYR	Others	5.00	MYR	3rd Party Services			Subtotal	-50.00	MYR			
Item charges	-100.00	MYR																									
Claims	20.00	MYR																									
Fees	35.00	MYR																									
Penalties	-10.00	MYR																									
Others	5.00	MYR																									
3rd Party Services																											
Subtotal	-50.00	MYR																									
Other Transactions		<table border="1"> <tr><td>Subsidy</td><td>20.00</td><td>MYR</td></tr> <tr><td>Services</td><td>-5.00</td><td>MYR</td></tr> <tr><td>Others</td><td>20.00</td><td>MYR</td></tr> <tr><td>Subtotal</td><td>35.00</td><td>MYR</td></tr> </table>		Subsidy	20.00	MYR	Services	-5.00	MYR	Others	20.00	MYR	Subtotal	35.00	MYR												
Subsidy	20.00	MYR																									
Services	-5.00	MYR																									
Others	20.00	MYR																									
Subtotal	35.00	MYR																									

Other Credit		45.00 MYR
Adjustments - <txn type>		45.00 MYR
Customer Shipping Fee		20.00 MYR
3rd Party Related Rebate		20.00 MYR
Lazada Fees		-1,012.00 MYR
Commission Debit		-872.00 MYR
Commission Rebates		20.00 MYR
Payment fee		-160.00 MYR
Penalties		-51.00 MYR
Late Shipment		-50.00 MYR
Defective goods		-1.00 MYR
Other Debit		-1.00 MYR
Adjustments - <txn type>		-1.00 MYR

Date	Seller ID	Order No.	Package No.	Item No.	Name	Amount
2-Feb-17	xxxx	xxxx	xxxx	xxxx	Out of stock cancellation	5
25-Jan-17	xxxx	xxxx	xxxx	xxxx	Out of stock cancellation	5

[Download as excel](#) [click here](#)
[Understand calculations](#) [click here](#)

04 How to Generate Transaction Report From Seller Center



The screenshot shows the Lazada Seller Center interface. The top navigation bar includes links for Products, Orders, Promotions, Finance (which is highlighted with a red box and a green callout labeled 1), Analytics, and Admin. Below the navigation, the path Home > Finance > Account Statement is visible. The main section is titled 'Account Statement' with a date range selector set to '17 Jul 2017 - 23 Jul 2017'. A dropdown menu from the 'Finance' link contains five options: 'Account Statements', 'Order Overview', 'Transaction Overview' (which is highlighted with a red box and a green callout labeled 2), and 'Pending Transactions'. At the bottom right are 'Export' and 'View Export History' buttons.

The screenshot shows the 'Transaction Overview' page. It features a date range selector ('17 Jul 2017 - 23 Jul 2017') with a green callout 3, a transaction type selector ('All Transactions') with a green callout 4, and an 'Export' button with a green callout 5. The main area displays a table of transaction data:

Date	Transaction Type	Transaction Number	Order Number	Details	Comment	Amount
19 Jul 2017	Commission	TH10270-M5XGW6N-170719	398416311	TEST SKU DO NOT PURCHASE 1		-20.54
19 Jul 2017	Item Price Credit	TH10270-5MFT7J3-170719	398416311	TEST SKU DO NOT PURCHASE 1		320.00

A yellow callout box on the right side lists five steps corresponding to the numbered elements in the interface:

- 1) Go to “Finance”
- 2) Select “Transaction Overview”
- 3) Select the date range
- 4) Choose type of transaction data you need to export
- 5) Click on “Export”

04 How to Generate Transaction Report From Seller Center



Home > Finance > Transaction Overview

Transaction Overview

Date 15 Jun 2017 - 30 Jun 2017 Transaction All Transactions Export Export History Detail, order Q

Exports

Date	Type	User name	Status
Jun 16, 2017 12:23:48 PM	AllTransactions	008@mailinator.com	Download 1 times download
Feb 27, 2017 6:07:42 PM	AllTransactions	008@mailinator.com	Download 0 times download

Cancel Done

7 16 Jun 2017 Payment fee MY101UG-HE7JQ9L-170616 383994817 SoKaNo Trendz SKN904 Classical Premium Men Wallet-Dark Blue -0.47 0.03

finance.export.tran....csv Show all X

6) Click “Download” once the export report is ready
7) Open “Finance Export” file to view all data

You have 5 questions from customers ANSWER PENDING QUESTIONS

04 Tax Invoice Cycle



Please note that
the tax invoice
will be sent via
email

Tax Invoice

- Lazada would send invoice to sellers every month.
- The tax invoice will be sent via email and hard copy
- If seller does not receive the invoice & finds any discrepancies in the tax invoice, contact PSC by filling up the [General form on Seller support center](#).





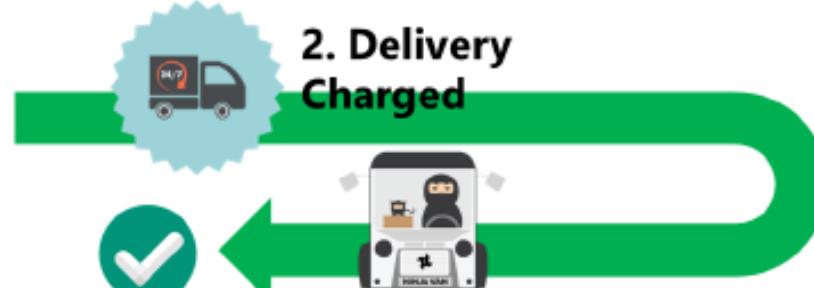
Scenario : Non-Convenience Returns (aka Faulty/Defective, Wrong item, Wrong content)

Finance : Seller will be charged shipping fee + return shipping fee + payment fee

Star
t



1. Seller



4. Shipping Fee will be charged



3. Return due to:
- Faulty / Defective
- Wrong item
- Wrong Content



Scenario : Convenience Returns (aka Change of Mind)

Finance : Seller will NOT be charged with shipping fee

Star
t



1. Seller



4. Return Shipping Fee will not be charged



3. Return due to:
- Change of Mind



Chapter 05

Seller Support

Promotion, FAQ, Lazada University, PSC

Join Lazada Promotions

Apply for Promotions: Option 1



LAZADA SELLER CENTER | Singapore - English | Products | Orders | Promotions | Analytics | Finance | TangoBestSeller |

Pending Orders		Your Rating		Sales Summary		New Products		Announcements	
0		4.5		0		2			
Since > 24h	0	Cancellation rate - Extremely Bad	30%	Sales today	0	Rejected products - Poor Quality	0	07-31-2016	SkyNet-DS API Error
Since 12 - 24h	0	Ready to ship < 24h - Bad	50%	This week	0	Rejected products - Image Missing	0	Dear valued merchant, Greeting! We are pleased to inform that A5 Air Way...	
Since < 12h	0	Return rate - Excellent	0%	This month	SGD 4,696	Approved products	0	07-31-2016	New Payment Cycle training
Current Daily Order Volume Limit(OVL)	1,000	Shipped in 48h - Average	40%			Pending products	2	Dear Sellers, Lazada will be changing your payment cycle to a twice month..	

Promotions – Join now, before time runs out!

21 : 45 : 12 : 02
DAYS HOURS MINS SECS

Online Revolution TECH 95%
AUDIO, GAMING & GADGETS MINIMUM 20% DISCOUNT

Online Revolution Tech Week
2016.11.26 - 2016.11.28
Minimum price discount: 20%
Registration until: 2016.11.27

[Join](#)

21 : 45 : 12 : 02
DAYS HOURS MINS SECS

CHINESE NEW YEAR 2016 KICK OFF SALE 88%
SHOP NOW!

Chinese New Year Sale
2016.1.26 - 2016.2.8
Minimum price discount: 5%-80%
Registration until: 2016.1.27

[Join](#)

21 : 45 : 12 : 02
DAYS HOURS MINS SECS

BIRTHDAY SALE! 4X MORE TRAFFIC
15-18 MAR ON THE LAZADA APP

Birthday Sale
2016.3.15 - 2016.3.18
Minimum price discount: 5%-80%
Registration until: 2016.3.17

[Join](#)

Time left till promotion entry closes

Dear Sellers, We sent an email subjected "Invitation to Lazada's...

Join Promotion Option 1
Click "Join" to view the promotion criteria & join

Join Lazada Promotions

Apply for Promotions: Option 2



LAZADA SELLER CENTER | Language: en_US | Products | Orders | **Promotions** | Finance | Analytics | seller test

Home > Promotion > All Promotion

All Promotions

Sort the Campaigns

- "Open": new promotions that you can join
- "Review": promotions that you have submitted your deals
- "Active": on-going promotions that yours deals are included
- "Expired": past promotions

Actions

Promotion Banner	Promotion Name	Registration End	Start Date	End Date	Count	Deals	Action
	qifan test	2016-08-25 00:00:00	2016-08-27 00:00:00	2016-08-28 00:00:00	0	0	open
	qifan test	2016-08-25 00:00:00	2016-08-27 00:00:00	2016-08-28 00:00:00	38	1	open
	qifan test 2	2016-08-25 00:00:00	2016-08-27 00:00:00	2016-08-28 00:00:00	0	0	open

Updates!

- o New - "Promotion Banner"
- o No more "Criteria Types"

3 Apply

Join Promotion Option 2
Click "Apply" from all the promotions under the [open] tab, view the details and join.



Promotion > All Promotions > Apply

Promotion : LAZADA HOT SALE

Promotion Details Add New products Update Products

BABY BOOMER

Select product for Promotion

Description: Describes the content of the promotion, in decide what the promotion is about - Limit: 160000 characters. Description defines the content of the promotion. It is a helpful text for the sellers. Description, it is a helpful text for the seller that helps to help decide, what the promotion is about - Limit: 160000 characters. Description defines the content of the promotion. It is a helpful text for the sellers.

Promotion Dates

LAZADA HOT SA campaignDates

Start: Wed Aug 31 00:00:00 CST 2016
End: Thu Sep 01 00:00:00 CST 2016

registration

End: Tue Aug 30 00:00:00 CST 2016

Submission Deadline

Limit: 160000 characters. Description defines the content of the promotion. It is a helpful text for the sellers.

The number of products and sellers that have already been approved for the promotion.

FAQ Criteria

Campaign Products	Sellers	Criteria
4	1	Minimum price discount: 10
Category Root Category	Discount 10	Brand
4	1	Minimum price discount: 10
Category Root Category	Discount 10	Brand

New!
"Category", "Discount" and "Brand"

Join Lazada Promotions "Add New Products" Tab



- In the "Add New Products" tab, find all the live products under the relevant category (or categories).
- After adding the products, Lazada will examine the deals to ensure appropriate products are selected

Promotion : LAZADA HOT SALE

Promotion Details **Add New products** Update Products FAQ

Click here to add all your products to the promotion.
(Use cautiously)

Product Name	Seller SKU	Current Price	Promo Price	Current Stock	Action
Fortuna Tesla Case	SKU Apple iPhone 6 Plus / 6s Plus Bumper	100	90.00 SGD	15	Add to Promotion
Fortuna Tesla Case	SKU Apple iPhone 6 Plus / 6s Bumper	100	90.00 SGD	15	Add to Promotion

1 **Add All Products**

2 **Add to Promotion**

New! "Current Stock"

Add single product to the promotion.

System will calculate promotion price based on campaign criteria. You can lower it further to provide an attractive deal.



Join Lazada Promotions

“Promotions” > “My promotions” Tab

LAZADA SELLER CENTER | Singapore English Products Orders Promotions Finance Analytics TangoBestSeller

Home > Promotion > My Promotion

My Promotions

All Open Review Active Expired

Check your submitted deals under "Pending", "Approved" and "Rejected".

	Pending	Approved	Rejected	Status	Actions
bobob	14	0	0	open	update

05 Seller Support





Contact Us Form page

Contact Us

Crossborder Sellers (크로스보더 판매자님들 (跨境卖家)):

Please click through this link for further assistance and your queries and questions will be attended at the soonest.

Local Sellers:

We would love to hear from you!

Have a request? You may check our questions and answers in our Support Center items or fill in the suggested online form and we will assist your request accordingly for the following issues:

- Order Processing Issues Form:
Are you having issues with product drop-off?
Have you handed over your order to SP, (Skyreal, Gojek, Grab) and want to change your order status to 'Ready to ship'?
- Invalid Tracking Number/Correct Form:
Are you having issues tracking your original tracking number and need a new tracking number?
Do you want to replace your existing tracking number with a new tracking tracking number?
- Shipment Request Form:
Do you need accessories such as flyers, pouches, stickers for your order to fulfill process?
Have you been waiting for more than 2 weeks to receive your stickers?
- QC Status Inquiry Form:
Are you still waiting for your SHU(s) to be approved after 6 days from uploading or reselling?
Do you want to request an update on status of your SHU approval?
- Return Order Form:
Do you want to issue a dispute on the reason of your returned item?
- Shipping Fee Form:
Do you have a dispute on the shipping fee charged to your order?
- Help to CDR Content Form:
Do you want to group or add a new brand to your CDR?
- Soft Tag Up Form:
Are you interested to business a seller on Lazada Malaysia?
- Penalty and Payment Dispute Form:
Do you have a dispute on penalties that have been wrongly charged?
Are you facing a delay in payment for your delivered orders?
- Seller Center API Support:
Do you have issues with your API?

For any other inquiry use:

General Form (for local sellers only)

To reach out, Please support team via email or call us at 03-2255 2885 (for local sellers only)
Operation Hours: Mon-Fri 9AM-6PM (KST)



Live Chat

How can we help?

Live chat by snap engage

Next



Pending Orders: 0
Your Rating: 0
Sales Summary: SGD 11
Rejected products: 0 (Poor Quality)
Rejected products: 0 (Ready to ship < 24h)

Since > 24h: 0
Cancellation rate: 0.0
Sales today: 0.0
Since 12 - 24h: 0
Ready to ship < 24h: 0.0

My Account
Profile
Manage Users
Document Template
Account Settings
Seller Support
Lazada University

Tutorials
Looking for help to grow your business on Lazada? Here is the right place to learn and get some tips with our hands-on tutorials and How-to guides. Selling on Lazada is as easy as A-B-C!

Courses & Schedules
Interested in seeking some personal coaching to learn how to grow your business on Lazada? Take advantage by signing up for our free live webinars or face-to-face courses today!



LINE @Account

An Enhanced Communication Platform for our valued sellers has now been introduced! Add us on LINE and gain insight to valuable information such as upcoming campaigns, news, and announcements. With the growth and popularity of social media such as LINE, we are able to help serve you better! Add us on LINE with the following ID: "@lazadahappyselling" or simply scan the QR code provided below.

LAZADA มี LINE@Account ใหม่ สำหรับร้านค้า แล้วจ้าาา
อัพเดตข่าวสารใหม่ๆ พร้อมวิธีการเพิ่มยอดขาย
ได้แล้ววันนี้ เพียงสแกน QR Code



วิธีสแกน QR Code ผ่าน
LINE โดยไปที่เพิ่มเพื่อน
และเลือก QR Code

LINE ID :@lazadahappyselling (มี@ด้วยน้า)



Please add our Facebook page for sellers:
Lazada Happy Selling to keep you updated with all the news, updates, events, quick tips, contests and training materials



LAZADA
CO.TH

Thank you



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