

IT6506 - e-Business Technologies

8. e Supply Chain Management

Level III - Semester 6

Overview

This chapter will focus on e-Supply Chain Management. The first section will cover theories related to Supply Chain Management, SCM applications, their features, and functionalities. The subsequent section will present a case study conducted on eBay, one of the most popular ecommerce websites. The following sections will provide a detailed discussion on how to list and sell products on eBay and Daraz.

Intended Learning Outcomes

At the end of this lesson, you will be able to;

- Discuss theories related to Supply Chain Management
- Discuss SCM applications and their features and functionalities
- Discuss how to list and sell a product on eBay and Daraz

List of sub topics

8.1 SCM applications and their features and functionalities

8.2 Case Study - Ebay

8.3 Ebay

8.4 Daraz

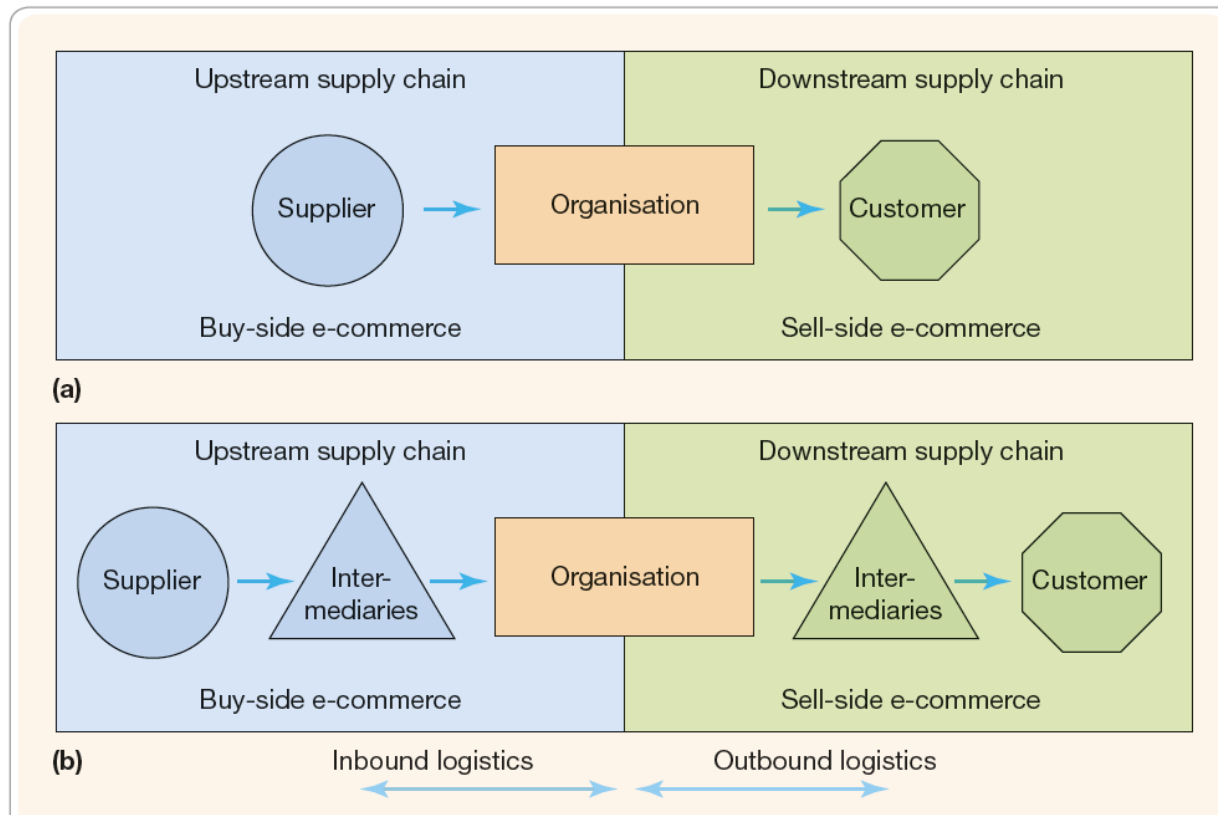
8.1 SCM applications and their features and functionalities

What is Supply Chain Management?

- Supply Chain Management is the process of planning, organizing, implementing, and controlling the operations of the supply chain as efficiently as possible.
- Supply Chain Management involves the coordination of all supply activities of an organization from its suppliers and delivery of products to its customers.
- Supply Chain Management encompasses the planning and management of all activities involved in sourcing, procurement, conversion, and logistics management activities.

8.1 SCM applications and their features and functionalities ...contd.

As shown in the following figure, upstream supply chain activities which are equivalent to buy-side e-commerce, and downstream supply chain activities which correspond to sell-side e-commerce can be identified for most of the organizations.



8.1 SCM applications and their features and functionalities ...contd.

- Supply Chain Management includes not only the supplier and buyer but also the intermediaries such as the supplier's suppliers and the customer's customers.
- Technology is vital to Supply Chain Management since managing relationships with customers, suppliers, and intermediaries is based on the flow of information and the transactions between these parties.
- An effective supply chain will look to optimize its;
 - Information Flow
 - Product Flow
 - Cash Flow

Historic evolution of SCM

- The historic evolution of SCM can be categorized into 6 eras; namely
 - Creation Era
 - Integration Era
 - Globalization Era
 - Specialization Era Phase I
 - Specialization Era Phase II
 - Supply Chain Management 2.0

Creation Era

- The term "Supply Chain Management" was first coined by Keith Oliver in 1982.
- But the concept of Supply Chain Management has been there since really 20th century when assembly lines were invented.
- Characteristics of Supply Chain Management in this era include
 - need for large-scale changes
 - re-engineering
 - downsizing due to cost reduction programs
 - widespread attention to Japanese management practices

Integration Era

- Evolved with the development of Electronic Data Interchange (EDI) systems in the 1960s
- Further developed through the 1990s by the introduction of Enterprise Resource Planning (ERP) systems.
- This era continued to develop well into the 21st century with the expansion of Internet-based collaborative systems.
- Characteristics of Supply Chain Management in this era include
 - increasing value-added
 - reducing costs through integration
- Supply chains that existed in this era can be categorized into 3 stages
 - Stage 1 - systems such as production, storage, distribution, and material control are not linked and are independent of each other
 - Stage 2 - systems mentioned above are integrated into an ERP system
 - Stage 3 - supply chain achieved vertical integration with upstream suppliers and downstream customers

Globalization Era

- Supply chains extended beyond national boundaries and into other continents.
- Characteristics of Supply Chain Management in this era include
 - globalization of Supply Chain Management in organizations with the goal of increasing their competitive advantage, adding value, and reducing costs through global sourcing.

Specialization Era Phase I

- Industries began to focus on 'core competencies'
- Companies sold off non-core operations, outsourcing these functions to other companies.
- Some changes that happened in this era included
 - Original Equipment Manufacturers (OEMs) became brand owners
 - Contract manufacturers had to manage bills of material with different part-numbering schemes from multiple OEMs
 - Popularising of vendor-managed inventory
- This created several individual supply chains connecting specific producers, suppliers, and customers.
- They worked together to design, manufacture, distribute, market, sell, and service a product.

Specialization Era Phase II

- Supply chain specialization began in the 1980s with transportation brokerages, warehouse management, and non-asset-based carriers
- It has matured into supply planning, collaboration, execution, and performance management
- Market forces demand rapid changes that affect supply chain infrastructure.
- Specialization allows companies to focus on core competencies and assemble networks of best-in-class partners thereby increasing overall performance and efficiency.
- Outsourcing technology hosting for supply-chain solutions began in the late 1990s
- This has progressed from the Application Service Provider model to the on-demand model and currently to the Software-as-a-Service model

Supply Chain Management 2.0

- The term "SCM 2.0" has been introduced to describe the changes occurring within supply chains and the development of processes, methodologies, and tools to manage them in this new era, which is based on the foundations of globalization and specialization.
- Currently, there is a growing popularity of supply-chain-collaboration platforms that connect multiple buyers and suppliers with financial institutions, allowing them to conduct automated supply-chain finance transactions.
- Web 2.0 is a trend on the World Wide Web that aims to promote creativity, information sharing, and collaboration among users. It is centered around the idea of providing a navigable path through the vast amount of information available on the web to find what one is looking for. The primary characteristic of Web 2.0 is to help users easily access and navigate the web in a usable and intuitive manner.

Supply Chain Management 2.0 ...contd.

- SCM 2.0 is an extension of the Web 2.0 concept in supply chain management. It aims to provide a navigable pathway to achieve results quickly by combining various processes, methodologies, tools, and delivery options. The goal is to guide companies through the increased complexity and speed of the supply chain, which is affected by global competition, rapid price fluctuations, surging oil prices, short product life cycles, expanded specialization, near- and far-shoring, off-shoring, and talent scarcity.
- SCM 2.0 uses established solutions to quickly achieve results while being adaptable to future changes. This is done through specialized networks composed of top supply chain experts who understand the key elements that deliver desired outcomes. The solutions are offered in various options such as business process outsourcing, managed services, software as a service (SaaS), or traditional software deployment models.

Evolution of SCM in Organizations

Level 1

- The focus is on improving internal processes, such as reducing costs in sourcing and logistics. These efforts typically remain within a specific business unit.

Level 2

- Begins to dismantle internal silos and prioritize corporate integration. Different departments within the company collaborate to synchronize procurement, processing, and shipping.

Level 3

- The perspective of businesses shifts to an external view, which involves a greater emphasis on the customer. A key metric that now measures the success of the supply chain is customer satisfaction.

Evolution of SCM in Organizations ...contd.

Level 4

- The stage involves involving trading partners and suppliers in discussions about how to reach customers. The partners go beyond the buying and selling agreement, initiating collaboration and information sharing to reach a shared customer goal.

Level 5

- This represents a step towards fully automated connections between businesses, where partners can exchange information electronically, resulting in reduced production cycle times. Real-time inventory visibility helps to reduce forecasting errors.

Developments in Supply Chain Management

- To understand the role of e-commerce in supply chain management, it is important to look at the historical context of management practices and how information systems have been utilized to support them. Some of the stages are,
 - 1960s/70s: Physical Distribution Management (PDM)
 - 1970s/80s: Logistics management (Materials Requirement Planning (MRP) and Just-In-Time – JIT)
 - 1980s/90s: Supply Chain Management and Efficient Consumer Response (ECR)
 - 1990s/2000s: Technological Interface Management (TIM)

1960s/70s: Physical Distribution Management (PDM)

- PDM treated stock management, warehousing, order processing, and delivery as related activities
- Information systems were developed to manage these processes but were often paper-based and not integrated across functions
- Some leading companies started using EDI (Electronic Data Interchange) for document automation
- EDI was used on a point-to-point basis for electronic purchase orders, shipping notes, and invoices
- PDM only focused on the management of finished goods, not materials and processes impacting the distribution process
- PDM was replaced by logistics management, which saw manufacturing, storage, and transport as integral parts of the total distribution process

1970s/80s: Logistics management (Materials Requirement Planning (MRP) and Just-In-Time – JIT)

- The Just-In-Time (JIT) philosophy aims to improve the efficiency and flexibility of the raw materials acquisition, production, and distribution process.
- JIT involves seeking minimum order quantities and stock levels, introducing flexible manufacturing processes and systems, and interfacing directly with the customer.
- Materials requirement planning systems help to maintain resources at optimal levels.
- The design for manufacture technique simplifies the number of components required for manufacturing.
- Lean production and lean supply aim to eliminate waste and minimize inventory and work in progress.

1980s/90s: Supply Chain Management and Efficient Consumer Response (ECR)

- Effective Supply Chain Management requires closer integration between suppliers, customers, and intermediaries.
- Some instances involved one organization in the channel taking over functions that were traditionally the domain of the intermediary.
- The primary goals of supply chain management are
 - to maximize efficiency and effectiveness for all players and
 - to maximize the opportunity for customer purchase by ensuring adequate stock levels at all stages of the process
- Global sourcing of supplies from preferred suppliers has grown rapidly among multinational organizations, and the internet enables smaller players to source globally and improve competitiveness.

1980s/90s: Supply Chain Management and Efficient Consumer Response (ECR) ...contd.

- Integrated information systems like the SAP ERP system help manage the entire supply chain, automate new order requests, and introduce faster and more responsive ordering, manufacturing, and distribution systems.
- Technology has diminished the need for warehouses to be located near the markets they serve.

1990s/2000s: Technological Interface Management (TIM)

- Hamill and Gregory (1997) suggest that the focus in the supply chain will shift towards the collection, collation, interpretation, and dissemination of vast amounts of information.
- Enterprise Resource Planning (ERP) systems are updated to support direct data interfaces with suppliers and customers, including EDI and XML.
- ERP systems can also interface with B2B intermediary sites or exchanges such as Elemica
- SAP has created mySAP to help customers manage and personalize their interactions with these exchanges.
- XML is increasingly used as the technical means to achieve technological interface management.
- Hagel and Rayport (1997) suggest that the critical resource possessed by new intermediaries will be information rather than inventory.

1990s/2000s: Technological Interface Management (TIM) ...contd.

- Customer information capture can serve customers rather than vendors in the future.
- The opportunity grows for intermediaries to act as customer agents and not supplier agents as customers become more aware of the value of information and technology enables them to protect private information.

Push and Pull supply chain models

- Push and pull are two fundamental models of Supply Chain Management that differ in the way products are ordered, produced, and delivered.

Push Supply Chain Model

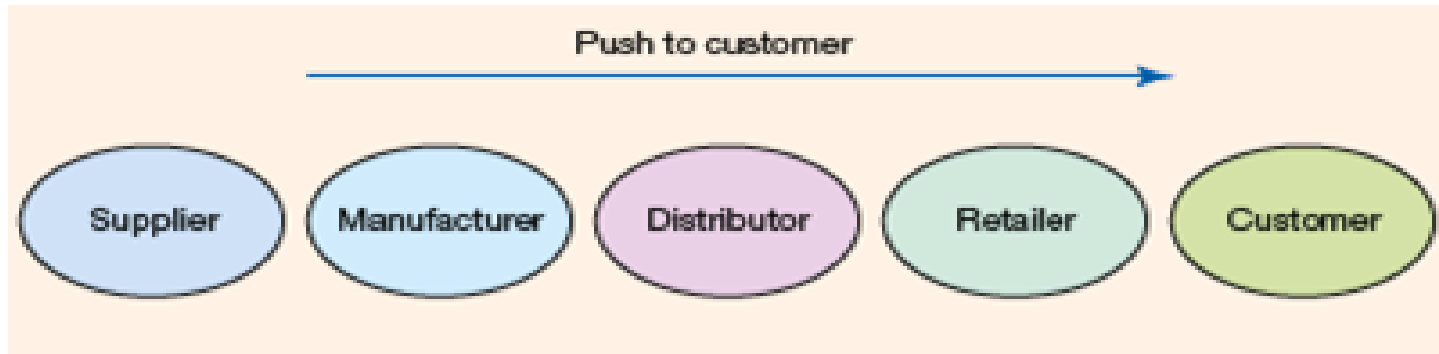
- This model is based on forecasting future demand and producing products to fulfill future demand. The products are pushed through the supply chain towards the customer.
- The aim of this model is to optimize the production process for cost and efficiency.
- Typical characteristics of this model are
 - Manufacturer-led new product development
 - Poor data integration through limited use of technology
 - Long cycle and response times
 - High inventory levels
- Information systems are used for independent data management by supply chain members. Limited use of EDI.

Push and Pull supply chain models ...contd.

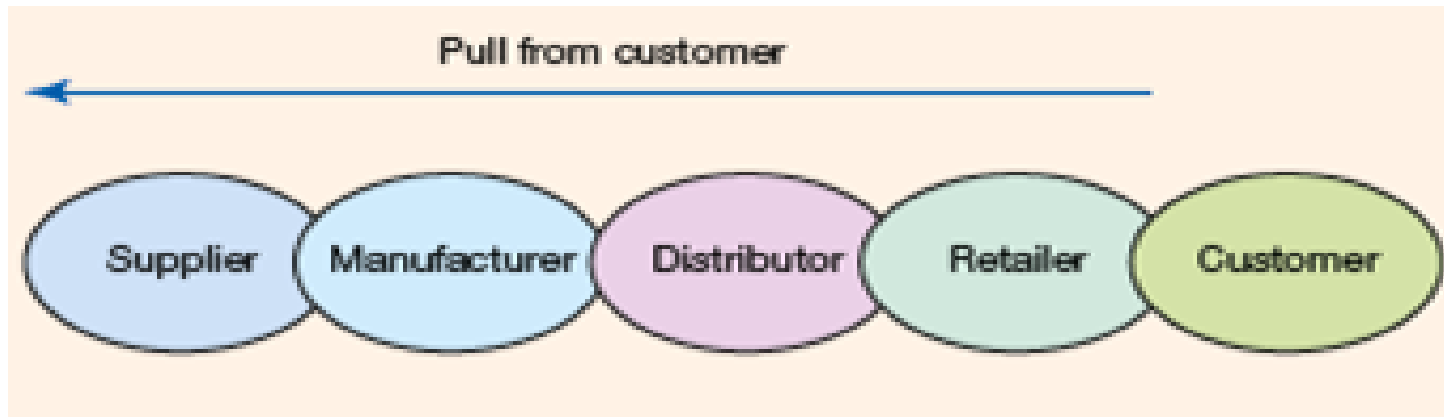
Pull Supply Chain Model

- This model is based on customers' demand. Products are produced in response to customer orders, and the flow of goods is "pulled" toward the customer through the supply chain.
- The aim of this model is to enhance product and service quality
- Typical characteristics of this model are
 - Market research-driven
 - The technology used to achieve research and data integration
 - Short cycle and response times
 - Low inventory levels.
- Information systems are used for Integrated internal systems and information sharing between supply chain members. Extensive use of EDI and e-commerce, often through B2B exchanges and intermediaries.

Push and Pull supply chain models ...contd.



Push Supply Chain Model



Pull Supply Chain Model

Examples of SCM Software

- SAP Supply Chain Management
- Infor Supply Chain Management
- Blue Yonder
- NetSuite SCM
- Shippabo
- Magaya Supply Chain
- Logiwa WMS

Features and functionalities of SCM

The main functionalities of SCM software can be listed as below

- Purchasing
 - Purchasing is the process of buying materials needed to manufacture products. Suppliers should be able to deliver these materials when required. Therefore the manufacturer and the supplier must communicate and coordinate to ensure timely delivery of materials.
- Operations
 - Operations include the day-to-day activities of the company. To purchase the materials, the company needs to know how much to order. This is done by forecasting the demand for the production. Accurate forecasting must align with inventory management and production schedules to ensure that the company is operationally positioned to manufacture the right amount of product to meet the needs of consumers.

Features and functionalities of SCM ...contd.

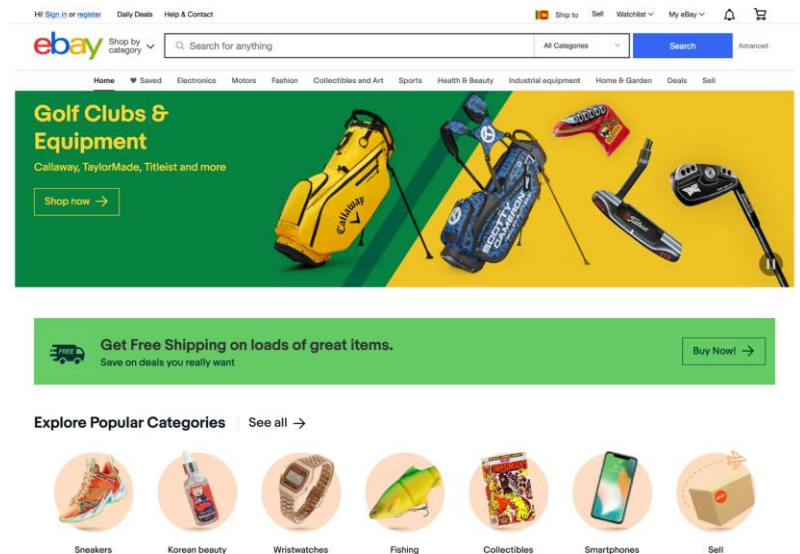
- Logistics
 - This is the function that involves the coordination of activities in the supply chain. Warehousing, inventory management, and transportation are some examples. All the participants in the supply chain must communicate effectively to ensure that products reach consumers in a timely and efficient way in the precise form that the consumer expects.
- Resource Management
 - This involves planning, organizing, and controlling resources such as labor, raw materials, and technology. These resources are required throughout the manufacturing process from raw materials to final product. Effective Supply Chain Management requires the right allocation of these resources to the right supply chain activities to optimize the entire system.

Features and functionalities of SCM ...contd.

- Information Workflow
 - This describes how information moves between members of the supply chain. Ineffective information flow and poor communication can cause disruptions, delays ,and mistakes. Employing a systematic approach to sharing information across the supply chain ensures that the right companies have the right data to make the right decisions at the right time.

8.2 Case Study - Ebay

eBay is one of the world's largest and most popular online marketplaces, connecting millions of buyers and sellers globally. Founded in 1995, eBay has revolutionized the way people buy and sell goods, offering a platform for individuals and businesses of all sizes to sell new or used items. With over 185 million active buyers and more than one billion listings at any given time, eBay offers a diverse range of products across various categories, including electronics, fashion, home and garden, and automotive, to name a few.



8.2 Case Study - Ebay ...contd.

The value proposition of ebay

- For Buyers
 - Trust
 - Value
 - Selection
 - Convenience
- For Sellers
 - Access to broad global markets
 - Efficient marketing and distribution
 - Opportunity to increase sales

8.2 Case Study - Ebay ...contd.

Detailed Seller Ratings

- A feature available on eBay where the users can rate the seller on 4 criteria
 - item as described
 - communication
 - delivery time
 - postage and packaging charges
- This tries to increase the conversion rate by increasing the positive shopping experience. For example;
 - by including more accurate descriptions with better pictures
 - avoiding excessive shipping charges.

8.2 Case Study - Ebay ...contd.

Risk Factors of eBay

- The main risk factor for eBay is Fraud.
- To counter this eBay has developed 'Trust and Safety Programs' which are particularly important to reassure customers since online services are prone to fraud.
- eBay feedback forum and top seller status are examples of this.

8.3 Ebay

Activity

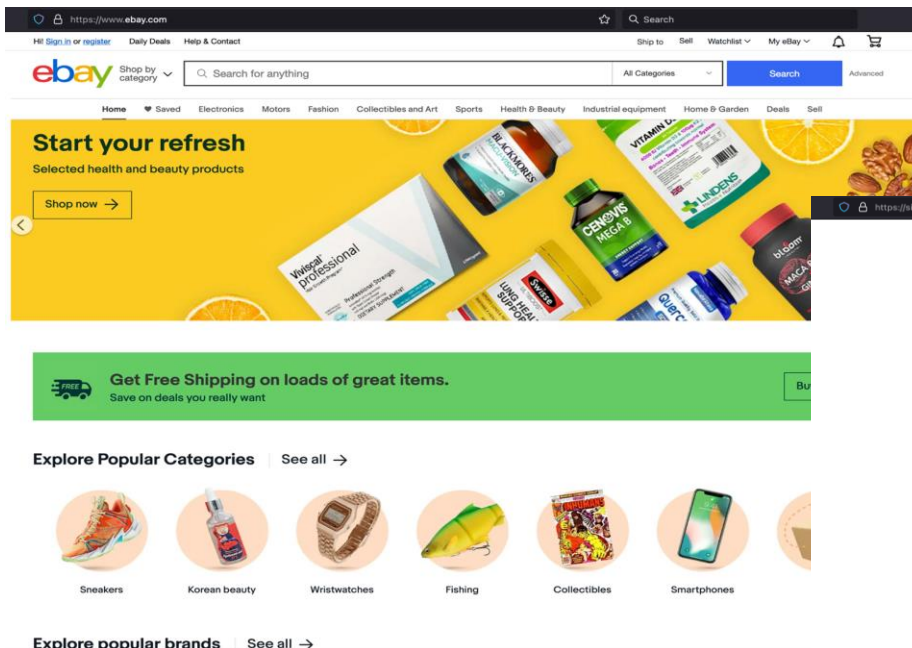
How to create a listing on eBay?

The following slides contain a guide on how to create a listing on eBay.

8.3 Ebay ...contd.

Creating an eBay account

First, you need to go to www.ebay.com and click on register. Then you can enter the required information and click on create account button.

A screenshot of the 'Create an account' page on eBay. The page has a dark header with the URL 'https://signup.ebay.com/pa/crte?u=https%3A%2F%2Fwww.ebay.com%2F'. The main heading is 'Create an account'. Below it are two radio buttons: 'Personal account' (selected) and 'Business account'. The form includes fields for 'First name', 'Last name', 'Email', and 'Password'. To the right of the form are three buttons: 'Continue with Google', 'Continue with Facebook', and 'Continue with Apple'. Below the form is a 'Create account' button. At the bottom of the page, there is a small copyright notice: 'Copyright © 1996-2023 eBay Inc. All Rights Reserved. Accessibility, User Agreement, Privacy, Payments Terms of Use, Cookies, Your Privacy Choices and AdChoice'.

8.3 Ebay ...contd.

Creating a listing on eBay

Once you logged in you can click on sell button at the top

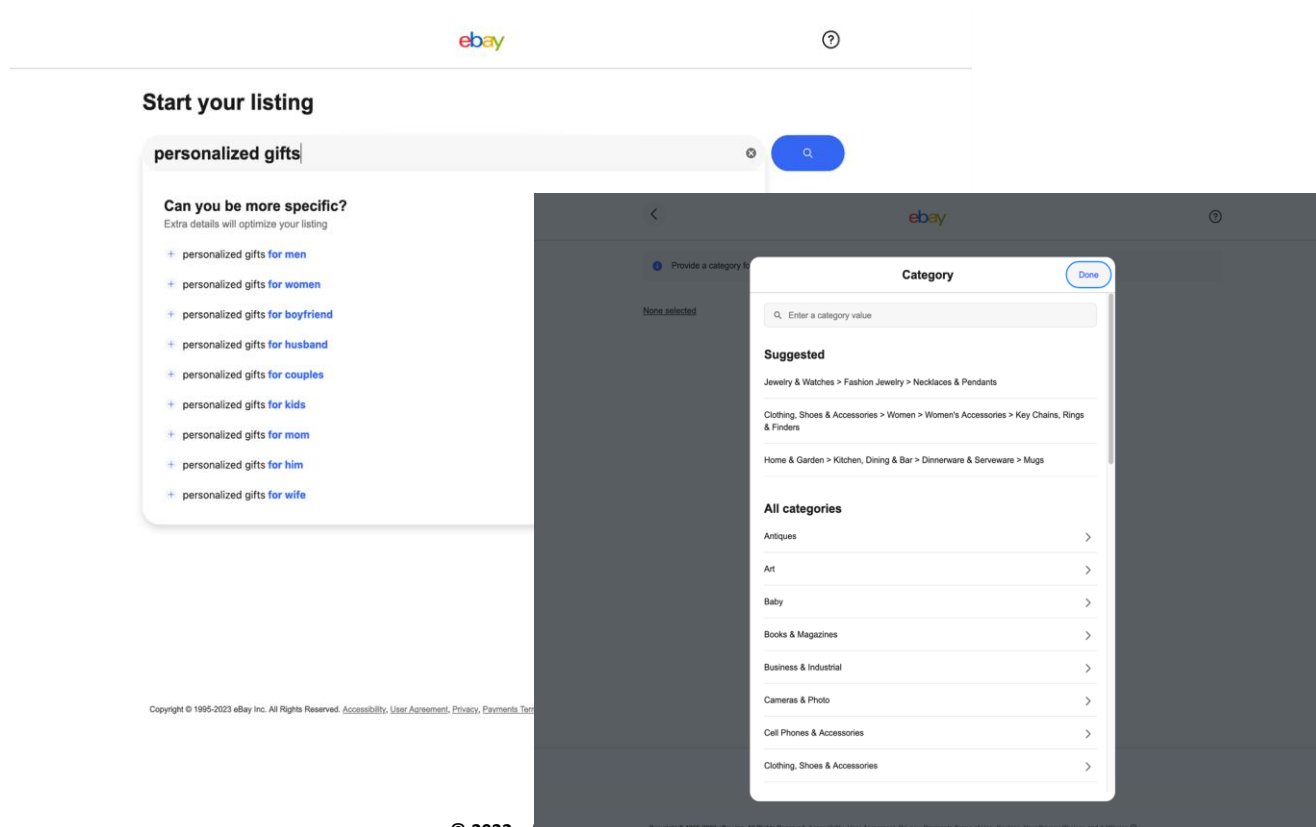
The screenshot shows the eBay homepage. At the top, there's a navigation bar with links for 'Daily Deals', 'Help & Contact', 'Ship to', 'Sell', 'Watchlist', 'My eBay', and a shopping cart icon. Below this is a search bar with the text 'Search for anything' and a dropdown menu for 'All Categories'. A large banner for 'Golf Clubs & Equipment' features images of golf bags and clubs, with a 'Shop now' button. Below the banner is a green section for 'Get Free Shipping on loads of great items. Save on deals you really want.' At the bottom, there's a section for 'Your Recently Viewed Items' with a 'See all' link. This section displays four items: a drone for \$6.74 (10% off), an aluminum alloy part for \$39.64, a drone controller for \$8.30, and a drone for \$29.77 (32% off).

The screenshot shows the 'Start your listing' page on eBay. It features a search bar with the placeholder text 'Tell us what you're selling'. Below the search bar is a section for 'Your templates' with a right arrow icon. The text below this section reads: 'Use a template to start your listing. You currently do not have any listing templates. Manage your listing templates.' There is a question mark icon in the top right corner of the page.

8.3 Ebay ...contd.

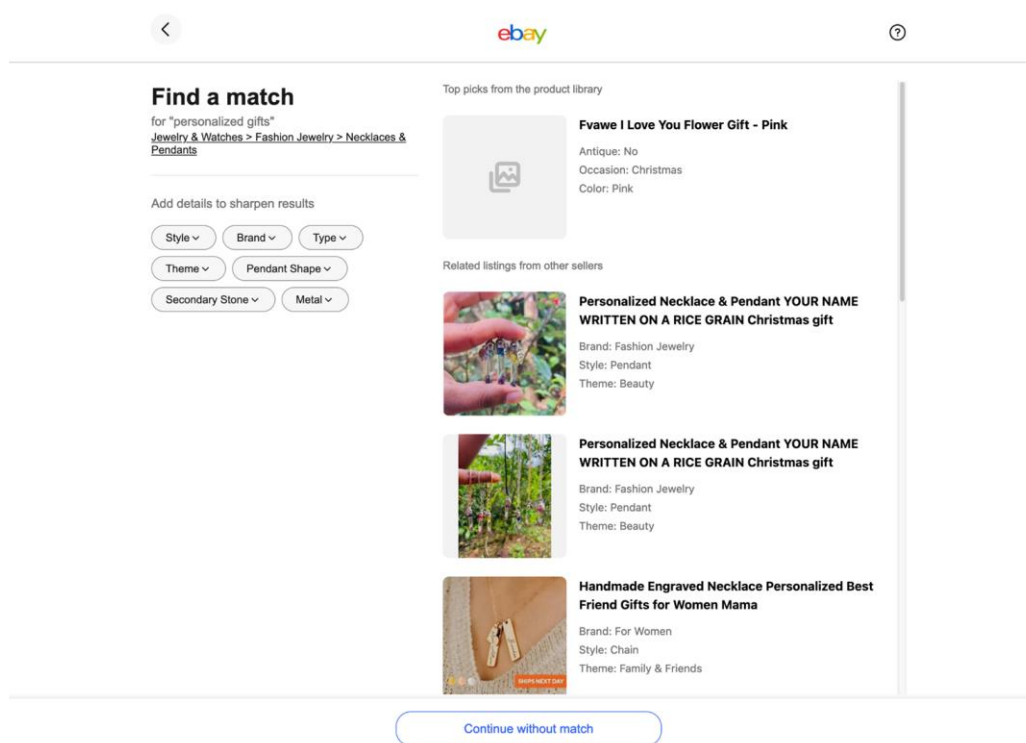
Then you can enter what you are selling and eBay will give you category recommendations on it. You can select a recommended category or select a different category from all the categories.

Please note that the options may vary with the category you have selected.



8.3 Ebay ...contd.

After that eBay will provide a list of similar items, where you can select a match. If you don't want to select a match, you can “Continue without match”



Copyright © 1995-2023 eBay Inc. All Rights Reserved. [Accessibility](#), [User Agreement](#), [Privacy](#), [Payments](#), [Terms of Use](#), [Cookies](#), [Your Privacy Choices](#) and [AdChoice](#) ⓘ

8.3 Ebay ...contd.

Then you have to provide details about the product

The screenshot shows the eBay mobile app interface. A modal titled "Confirm details" is displayed in the center, asking the user to "Select the condition of your item". The modal contains four radio button options: "New with tags", "New without tags", "New with defects", and "Pre-owned". At the bottom of the modal is a button labeled "Continue to listing". The background is a blurred view of the eBay app's search results page, showing a search for "personalized gifts" and various filter buttons like "Style", "Brand", "Theme", "Pendant", and "Secondary Stone".

Confirm details ✕

Select the condition of your item ⓘ

- ☐ New with tags
- ☐ New without tags
- ☐ New with defects
- ☐ Pre-owned

[Continue to listing](#)

Find a match for "personalized gifts" Jewelry & Watches > Fashion Pendants

Add details to sharpen results

Style ▾ Brand ▾ Theme ▾ Pendant ▾ Secondary Stone ▾

Personalized Best

Copyright © 1995-2023 eBay Inc. All Rights Reserved. Accessibility User Agreement Privacy Payments Terms of Use Cookies Your Privacy Choices and Ad Choices ⓘ

8.3 Ebay ...contd.

Some of the information you need to add is

- Photos / Video of the item
- Title
- Item specific information
 - Style
 - Brand
 - Type
 - Theme
 - Color
 - Material
- Item condition
- Description
- Selling format
- Price
- Shipping details
- Payment method

8.3 Ebay ...contd.



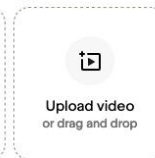
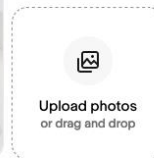
Complete your listing

PHOTOS & VIDEO ⓘ

Remove all

See photo options

5 of 24 photos



TITLE

See title options

Item title

Personalized Necklace

19/80

List faster

Select all applicable item specifics pulled from your title.

☒ Type: Necklace

Subtitle (optional) – \$6.00 ⓘ

0/55

ITEM CATEGORY

Edit

Necklaces & Pendants

in Jewelry & Watches > Fashion Jewelry

8.3 Ebay ...contd.



ITEM SPECIFICS

Required

Buyers need these details to find your item.

Style

Chain (+1)



Brand

Unbranded



Type

Necklace



Additional (optional)

Buyers also search for these details.

Theme ~ 453.4K searches

Letters, Numbers & Words



Pendant Shape ~ 358.6K searches

Rectangle



Secondary Stone ~ 268.2K searches

No Stone



Color ~ 198.2K searches

Gold



Metal ~ 193.8K searches

Yellow Gold Plated



Metal Purity ~ 29.8K searches

Enter your own

Main Stone ~ 187.7K searches

No Stone



Material ~ 183.7K searches

Metal



[Show more](#) ▾

VARIATIONS

 Edit

Save time and money by listing multiple variations of your item in one multi-quantity, fixed price listing.

CONDITION

Item condition

New without tags

Condition description ⓘ

8.3 Ebay ...contd.

DESCRIPTION

B  Custom template ▾

[Show all options](#)


Looking for a thoughtful gift to surprise your loved one? Look no further than this beautiful pendant necklace!

Featuring a stunning four-sided pendant on a delicate chain, this necklace is the perfect way to show your affection. And the best part? You can customize the text on the pendant, making it a truly personal and unique gift.

Crafted from high-quality materials, this necklace is built to last and will look great with any outfit. Whether you're looking for a special birthday present, an anniversary gift, or just want to show your appreciation, this necklace is sure to make your loved one feel loved and cherished.

So why wait? Order now and give the gift of personalized style and love!

PRICING

 [See pricing options](#)

Format

Buy It Now ▾

Price

\$ 120.00

Quantity

1

Sold listings in the last 90 days ⓘ

Median sold price \$9.00

Free shipping 25%

[See similar listings](#)

Allow offers

Buyers interested in your item can make you offers -- you can accept, counter or decline.



Minimum offer (optional)

\$ 80.00

Auto-accept (optional)

\$

Add volume pricing

Offer a discount when buyers purchase more than one item at a time.



Buyers are more likely to purchase more of the same item if you add a Volume Pricing discount.

Schedule your listing

Your listing goes live immediately, unless you select a time and date you want it to start.



8.3 Ebay ...contd.

SHIPPING

Shipping method

Standard shipping: Small to medium items

Package weight (optional)

lbs.

3

oz.

Package dimensions (optional)

in.

x

in.

x

in.

Domestic Shipping

Cost type

Flat rate: Same cost regardless of buyer location

Domestic services



ePacket delivery from China

7 - 12 business days

Buyer pays

\$ 50.00

Offer free shipping



Add services

Rate table (optional)

None



International shipping

Add shipping services

Cost type

Flat rate: Same cost regardless of buyer locati...

International services



Economy International Shipping

13 - 23 business days

Buyer pays

\$ 50.00

Ships worldwide



Add services

Rate table (optional)

None



8.3 Ebay ...contd.

Preferences

Your settings

10 business days handling

Item location Zhejiangvince, China

No returns accepted

Unless item is not as described

PROMOTED LISTINGS

Using eBay Ads to promote your listings can help increase the likelihood of a sale by helping your items be seen by millions of active buyers.

Promoted Listings Standard

Reach more buyers

Only pay when your item sells through a click on your ad.



25% more clicks

when using Promoted Listings Standard, on average (data from Sept 2022 - Feb 2023).

Listing ad rate

10.9%

Suggested: 10.9%

[Edit campaign: Default campaign](#)



PREFERENCES

 Edit

Payment

Payment

[Payments managed by eBay](#)

☒ Require immediate payment when buyer uses Buy It Now

CHARITY

 Edit

List it for free.

A [final value fee](#) applies when your item sells.

By selecting List it, you agree to pay the above fees, accept the [eBay User Agreement](#), [Payments Terms of Use](#) and [Marketing Program Terms](#); acknowledge reading the [User Privacy Notice](#) and assume full responsibility for the item offered and the content of your listing.

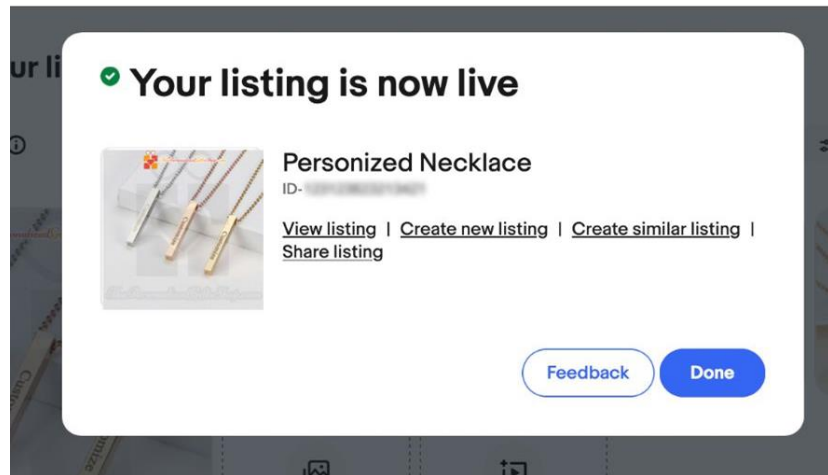
List it

Save for later

Preview

8.3 Ebay ...contd.

Once you add all the information and click on “List it”, eBay will list your product for sale.



8.3 Ebay ...contd.

You will be able to see the listed item under the active tab in the selling section.

The screenshot displays the eBay 'My eBay Active' page. At the top, there's a navigation bar with links for 'Daily Deals', 'Help & Contact', 'Ship to', 'Sell', 'Watchlist', 'My eBay', and a shopping cart icon. Below this is the eBay logo and a search bar with the placeholder text 'Search for anything'. The main heading is 'My eBay Active', with sub-tabs for 'Activity', 'Messages', and 'Account'. The 'Activity' tab is selected, showing a 'Summary' section with a 'Recently viewed' list. The 'Active' section is highlighted, showing a list of active listings. The first listing is a 'Personalized Necklace' with an item ID of '123456789012'. It has a price of '\$120.00' and a 'Buy It Now' button. The listing also shows '0 Views' and '0 Watchers'. A 'Promote listing' button is visible next to the item. The left sidebar contains a 'Selling' section with a list of options: 'Overview', 'Sell an item', 'Drafts', 'Scheduled', 'Active' (selected), 'Sold', 'Unsold', 'Payments', and 'Shipping labels'.

Hi [johndoe](#) ▾ Daily Deals Help & Contact Ship to Sell Watchlist ▾ My eBay ▾

ebay Shop by category ▾ All Categories ▾ Advanced

My eBay Active

[Activity](#) Messages Account [PersonalizedNecklace \(1★\)](#)

Summary **Active** Sort: Newly listed ▾

Recently viewed

Buying ▾

Watch list

Saved ▾

Selling ▴

- Overview
- Sell an item
- Drafts
- Scheduled
- Active**
- Sold
- Unsold
- Payments
- Shipping labels

Promote it
Boost your item's visibility to help it sell faster

Personalized Necklace
Item ID: [123456789012](#)
\$120.00 Buy It Now
Or best offer
+ Shipping (buyer pays \$50.00)
Listing renews in 30d 23h

▾

0 Views

0 Watchers

8.4 Daraz

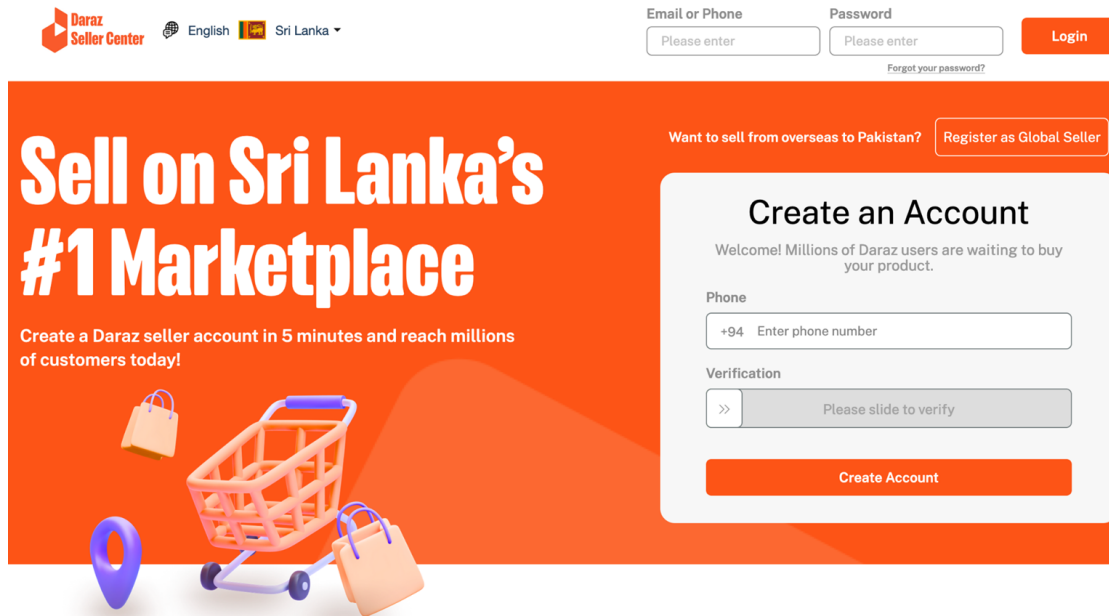
Activity

How to create a listing on Daraz?

The following slides contain a guide on how to create a listing on Daraz with brief descriptions of important features.

8.4 Daraz ...contd.

Daraz is an eCommerce platform similar to eBay. To sell on Daraz you need to register at Daraz seller center.



The screenshot shows the Daraz Seller Center interface. At the top, there's a navigation bar with the Daraz Seller Center logo, language options (English, Sri Lanka), and login fields for Email or Phone and Password. Below the login fields is a 'Forgot your password?' link. The main banner features the text 'Sell on Sri Lanka's #1 Marketplace' and 'Create a Daraz seller account in 5 minutes and reach millions of customers today!'. To the right of the banner is a 'Create an Account' form. The form includes a 'Phone' field with a '+94' country code and a 'Verification' field with a 'Please slide to verify' button. A 'Create Account' button is at the bottom of the form. A 'Register as Global Seller' button is also visible.

Daraz Seller Center English Sri Lanka

Email or Phone Password Login

Forgot your password?

Want to sell from overseas to Pakistan? Register as Global Seller

Create an Account

Welcome! Millions of Daraz users are waiting to buy your product.

Phone

+94 Enter phone number

Verification

>> Please slide to verify

Create Account

Why Sell on Daraz?



Reach

Millions of customers on Daraz, Pakistan's most visited shopping destination



Free Registration

Account registration & listing items for sale is free



Reliable Shipping

Fast, reliable and hassle free delivery through Daraz logistic network



Timely Payments



Marketing Tools



Support & Training

8.4 Daraz ...contd.

- Then you will be redirected to the seller dashboard where seller verification is done
- You need to
 - add your address
 - add photos of your ID
 - add photos of your bank passbook/bank statement etc. to verify bank details

8.4 Daraz ...contd.



- Products
- Fulfillment by Daraz
- Orders & Reviews
- Seller Tools
- Ad Solutions
- Seller Advisor
- Finance
- Daraz University
- Seller Support
- Account & Settings
- Seller Documents

Like Our Facebook Page And Never Miss An Update!
Webinars, trainings, and much more!



LIKE NOW

New Seller Verification

Please complete the todo as soon as possible, and then start the business journey!

- 1 Add Profile
- 2 Add Address
- 3 Verify ID & Bank
- 4 Add Product

Profile Information

Store Name

Email

Add

Phone Number

+94

Change

Next

Daraz University

VISIT >

Join courses and tutorials to grow your business online

Getting Started on Daraz



Guide to Seller Center



Guide to Product Listing



Seller Scorecard Policy



8.4 Daraz ...contd.

Products

Fulfillment by Daraz

Orders & Reviews

Seller Tools

Ad Solutions

Seller Advisor

Finance

Daraz University

Seller Support

Account & Settings

Seller Documents

Like Our Facebook Page And Never Miss An Update!

Webinars, trainings, and much more!

LIKE NOW

New Seller Verification

Please complete the todo as soon as possible, and then start the business journey!

✓ Add Profile

✓ Add Address

3 Verify ID & Bank

4 Add Product

ID & Bank Account Information

Account Type

I'm an individual

You can sell in this category even if you don't have a registered business. All you need is a valid ID, a bank account, and great products to sell!

Learn more

I'm a Sole Trader or Incorporated Business

You can sell in this category if you are registered as a sole trader or incorporated business. Just submit the proper business documents to sell in this category.

Learn more

Verify Identification Card

ID Card Front

Upload a picture

ID Card Back

Upload a picture

See Photo Guidelines

Verify Bank Account

Upload a Bank Passbook Front Page/Bank Statement/Cheque Copy/Mobile Banking Screenshot

Upload a picture

See Photo Guidelines

© 2022 e-Learning Centre, UCSC

54

8.4 Daraz ...contd.

Once you add all the details and they were verified you'll be able to add products for selling.

The screenshot displays the Daraz Seller Center interface for adding a new product. The left sidebar contains navigation options: Products, Manage products, New Add Products, Media Center, Manage image, Bulk Add/Edit Products, Fulfillment by Daraz, Orders & Reviews, Seller Tools, Ad Solutions, Seller Advisor, Finance, Daraz University, Seller Support, Account & Settings, and Seller Documents. The main content area is titled 'Basic information' and includes sections for 'Product Images & Video' and 'Product Information'. The 'Product Images & Video' section shows a grid of image slots (Cover Photo, Image 2 to Image 8) and a video upload area. The 'Product Information' section includes fields for Product Name (Sinhala and English), Recommended Category (Watches Sunglasses Jewellery > Jewellery > Women > Fashion Jewellery > Necklaces), Category (Watches Sunglasses Jewellery / Jewellery / Women / Fashion Jewellery / Necklaces), Product Attributes (5/5 filled), and Brand. The right sidebar shows a 'Content Score' section with a 'Qualified' status and a 'Tips | Video' section with a video upload prompt.

Daraz Seller Center

Search

Products

- Manage products
- New Add Products**
- Media Center
- Manage image
- s-wb-common@DARAZ_ManageTest
- Bulk Add/Edit Products
- Fulfillment by Daraz
- Orders & Reviews
- Seller Tools
- Ad Solutions
- Seller Advisor
- Finance
- Daraz University
- Seller Support
- Account & Settings
- Seller Documents

Basic information

Product Images & Video

Your product images is the first thing your customer sees on the product page.

Product Images * ⓘ
Upload between 3 to 8 images

Media Center

Cover Photo * Image 2 Image 3 Image 4 Image 5 Image 6 Image 7 Image 8

Video ⓘ
☒ Local Upload ☐ Product Video URL

Product Information

Having accurate product information raises discoverability.

Product Name * ⓘ
Sinhala Personalized Necklace 19/255
English Personalized Necklace 19/255

Recommended Category

- ☐ Watches Sunglasses Jewellery > Jewellery > Women > Fashion Jewellery > Necklaces
- ☐ Pet Supplies > Dog > Training Aids > Leashes & Collars
- ☐ Home Appliances > Cooling & Heating > Air Treatment > Air Purifiers
- ☐ Pet Supplies > Dog > Dog Flea & Tick > Collars
- ☐ Pet Supplies > Dog > Leashes, Collars & Muzzles > Collars

Category * ⓘ
Watches Sunglasses Jewellery / Jewellery / Women / Fashion Jewellery / Necklaces recently used

Product Attributes * ⓘ
5/5 filled

Brand ⓘ Model

Basic Information

- ☒ Basic Information
- ☐ Description
- ☐ Variants, Price, Stock
- ☐ Service & Warranty

Content Score

Qualified

Tips | Video

Use video to show your real product and convince buyer. Video will be shown in your product page.

8.4 Daraz ...contd.

Products

Manage products

New Add Products

Media Center

Manage image

s-wb-common@DARAZ_ManageTest

Bulk Add/Edit Products

Fulfillment by Daraz

Orders & Reviews

Seller Tools

Ad Solutions

Seller Advisor

Finance

Daraz University

Seller Support

Account & Settings

Seller Documents

Brand

No Brand

Main stone

No Stones

Metal

Modify

Silver plated

Gold Plated

Model

Rectangle

Material

Modify

Stainless Steel

SHOW LESS

Product Highlights

Having accurate product information raises discoverability. [Learn More](#)

Buyer Promotion Image

White Background Image

Upload an image with white background. (Aspect Ratio 1:1)

Highlights

English

Sinhala

Looking for a thoughtful gift to surprise your loved one? Look no further than this beautiful pendant necklace!

Featuring a stunning four-sided pendant on a delicate chain, this necklace is the perfect way to show your affection. And the best part? You can customize the text on the pendant, making it a truly personal and unique gift.

Crafted from high-quality materials, this necklace is built to last and will look great with any outfit. Whether you're looking for a special birthday present, an anniversary gift, or just want to show your appreciation, this necklace is sure to make your loved one feel loved and cherished.

So why wait? Order now and give the gift of personalized style and love!

characters: 697

Basic information

Description

Variants, Price, Stock

Service & Warranty

Content Score

Qualified

Tips | Video

Use video to show your real product and convince buyer. Video will be shown in your product page.

57



8.4 Daraz ...contd.

Products

Manage products

New Add Products

Media Center

Manage image

s-wb-common@DARAZ_ManageTest

Bulk Add/Edit Products

Fulfilment by Daraz

Orders & Reviews

Seller Tools

Ad Solutions

Seller Advisor

Finance

Daraz University

Seller Support

Account & Settings

Seller Documents

Chain Size

Not Specified

Please Select

Price & Stock

LKR Price

LKR Promo Price

Quantity

Seller SKU

0/200

Apply to All

Color Family	Chain Size	Price *	Special Price	Quantity	SellerSKU	Free Items	Available
Gold	Not Specified	LKR 100000.00	Add	1	187520137-1683278874440-0		<input checked="" type="checkbox"/>
Silver	Not Specified	LKR 100000.00	Add	1	187520137-1683278874440-1		<input checked="" type="checkbox"/>

Service & Warranty

Service

Sellers can opt to provide warranty for the customers. [Learn More](#)

Warranty Type

No Warranty

MORE ATTRIBUTES

Delivery

Please ensure you have entered the right package weight (kg) and dimensions (cm) for accurate shipping fee calculations. [Learn More](#)

Package Weight (kg) *

0.1

Package Dimensions (cm) *

10

10

10

View Shipping Cost Detail

MORE ATTRIBUTES

Save Draft

Submit

Basic Information

Description

Variants, Price, Stock

Service & Warranty

Content Score

Qualified

Tips | Video

Use video to show your real product and convince buyer. Video will be shown in your product page.

8.4 Daraz ...contd.

- Once you have listed the products you will be able to sell products. When you receive the order, you just have to package the product properly and hand it over to the Daraz delivery team.
- Payments will be directly added to the bank account provided when you are signing up.

8.4 Daraz ...contd.



Home > Orders > Orders Overview

Orders Overview

All | **Pending: All** | Ready To Ship | Shipped | Delivered | Cancelled | Returned | Failed Delivery | Refund Only

Products

Fulfilment by Daraz

Orders & Reviews

Manage Orders

Manage Reviews

Schedule Drop-offs

Customer Returns

Seller Tools

Ad Solutions

Seller Advisor

Finance

Daraz University

Seller Support

Account & Settings

Seller Documents

Print

Set Status

Export

Import

View History

		Document	Order No. ↓↑	Order Date...	Pending Since ↓↑	Payment Method	Retail Price	#	Status	Ship-on-Time SLA	Printed	Actions
No data												

Daraz University | Help Center | Contact Seller Support

Daraz Seller Center

- It gives sellers instant access to key data to better manage their business on Daraz
- Some of the functionalities of the Daraz seller center are
 - Adding products
 - Overseeing orders
 - Handling stock
 - Joining campaigns
 - Using seller tools
 - Contacting the seller support team

Daraz Supply Chain Management

- Daraz supply chain management, which is also known as “Fulfillment by Daraz (FBD)” is a service where Daraz is responsible for processing, packing, and shipping your orders. Your items are stored in the Daraz warehouse and only a shipping fee is charged based on the number of orders shipped.
- The basic steps of the FBD process are as follows
 1. Seller sends products to Daraz fulfillment center
 2. Daraz stores the products
 3. Customer places order
 4. Daraz manages the products packaging and handling
 5. Daraz delivers the product to the customer
 6. Return management is handled by Daraz

Daraz Supply Chain Management

- Home
- Product
 - Manage Fulfilment SKU
 - Manage Platform Product
- Planning
 - Replenishment Parameters
- Orders
 - Manage Reverse Order
- Inventory
 - Send to Warehouse
 - Return from warehouse
- Analytics
 - Sales Report
 - Live Inventory
 - Inventory Reconciliation
 - Expiry Date Report
 - Inventory Aging Report
 - Serial Number Report

Home

Period

Today

Open Inbound Order ?

Live data, no history available

Status	# Orders	# SKUs	# Items
Pending inbound	0	0	0
Start receiving by warehouse	0	0	0

SKUs below Min. alert threshold

Live data, no history available

# SKUs	Action
0	Check Live Inventory

Announcements

No data

Send to Warehouse ?

Today

Status	# Orders	# SKUs	# Items
Submitted	0	0	0
Approved	0	0	0
Rejected by Daraz	0	0	0
Inbounded	0	0	0
Defective	0	0	0
Expired	0	0	0
On time	0	0	0
Delay	0	0	0

Return from Warehouse ?

Today

Status	# Orders	# SKUs	# Items
Submitted	0	0	0

Customer Orders

Today

# Orders	# SKUs	# Items
0	0	0

Trend of Customer Orders

Last 7 Days

04-28 04-29 04-30 05-01 05-02 05-03 05-04

Benefits of FBD

1. Improves customer satisfaction by speeding up fulfilment time
2. Higher sales lead to higher conversion rate
3. Saves cost and time for sellers as no warehouse/additional employee cost
4. Easy to expand business through unlimited Order Volume Limit (OVL)