

SHOPEE

Shopee电商平台实训课程

任务一



Shopee平台店铺 入驻指导



颜值立方



教学目标

知识目标

Knowledge goals

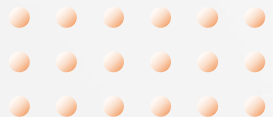
1.熟悉店铺入驻的流程。

技能目标

skill goals

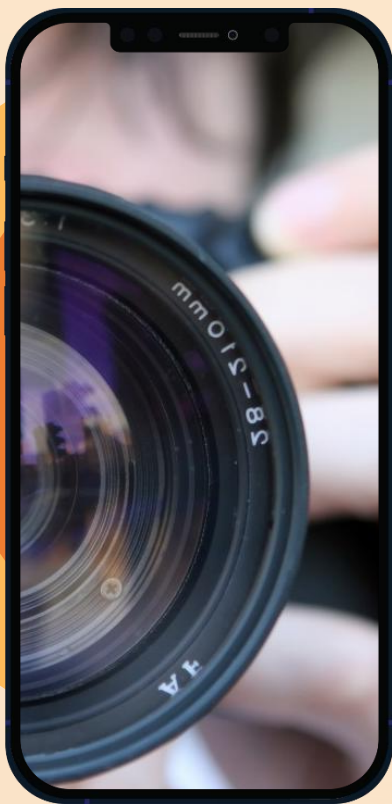
1.能够完成在shopee注册成为卖家。

2.能够设置店铺基础信息。





任务导入



本次任务预计时间

20min



吴总是一家服装实体店的老板，多年来业务遍及全国，由于经营状况良好，有意扩大经营规模，结合Shopee平台的入驻条件和要求，吴总决定入驻shopee跨境电商平台并聘请A职业技术学院的学生小吴负责shopee店铺的管理与经营，首先，小吴需要以公司的名义注册Shopee平台的账号。

小吴该怎么完成店铺入驻？



任务描述



本次任务预计时间

20min



在开始Shopee店铺经营之前，首先要在平台上注册成为卖家，需要小吴需提前准备好本土手机号码、银行卡号及企业注册号等基础材料，并在Shopee平台上完成卖家注册。



任务属性



TikTok 任务属性

Task
Properties

1

岗位属性

Job attributes

- 本任务可以培养跨境电商运营专员岗位的电子商务平台使用能力。
- 本任务可以培养跨境电商运营专员岗位的店铺注册能力。

2

课程属性

Course attributes

- 本任务适用于《跨境电子商务（530702）》专业—《跨境电子商务基础》课程。
- 本任务适用于《跨境电子商务（530702）》专业—《跨境电商运营》课程。

3

赛项属性

Event attributes

- 本任务有助于《全国职业院校技能大赛-ZZ020电子商务运营赛项》
模块一：网店开设装修-任务1：网店规划与注册的学习。

4

职业考试

Vocational Examination

- 本任务有助于《电子商务师五级》职业考试的学习。

5

实训任务

Simulation Tasks

- 本任务属于实训任务，学习结束后将进行实操训练。

任务实施

0

1
卖家
中心

Seller
Centre

0

2
注册
界面

Sign
Up

0

3
验证
手机号

Verify
Phone No.

0

4
登录
账户

Login

0

5
开始
注册

Start
Registration

任务实施

0

卖家
信息

Seller
Information

0

注册
企业

Registered
Business

0

商店
信息

Shop
Information

0

运输
渠道

Shipping
Channel

1

提交
注册

Submit



01

卖家中心

Seller Centre

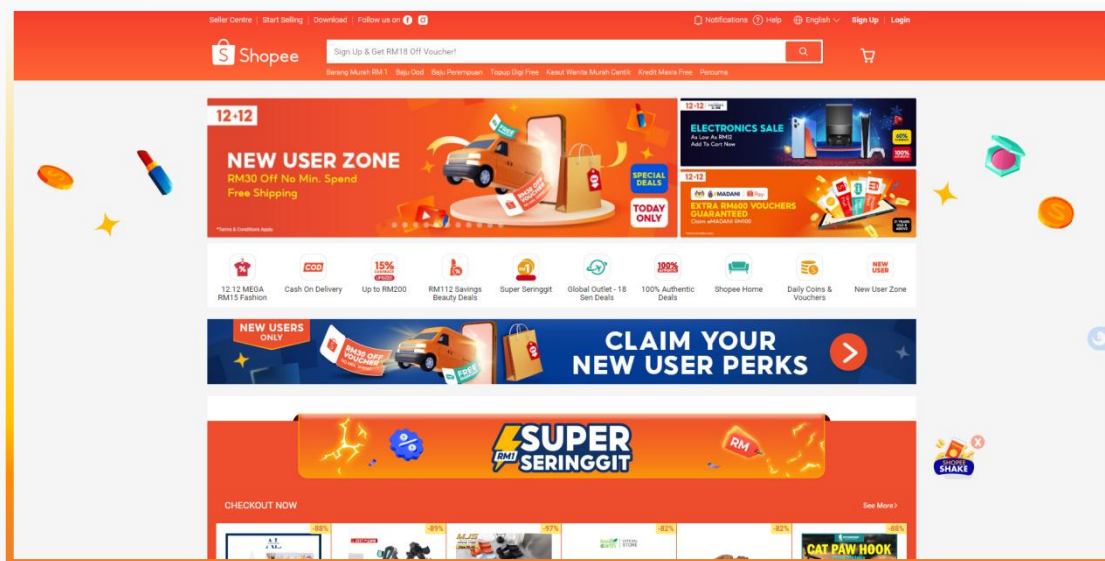




步骤一 卖家中心

1【卖家中心（Seller Centre）】

访问虾皮的官方网站，进入【卖家中心（Seller Centre）】。





02

注册界面

Sign Up

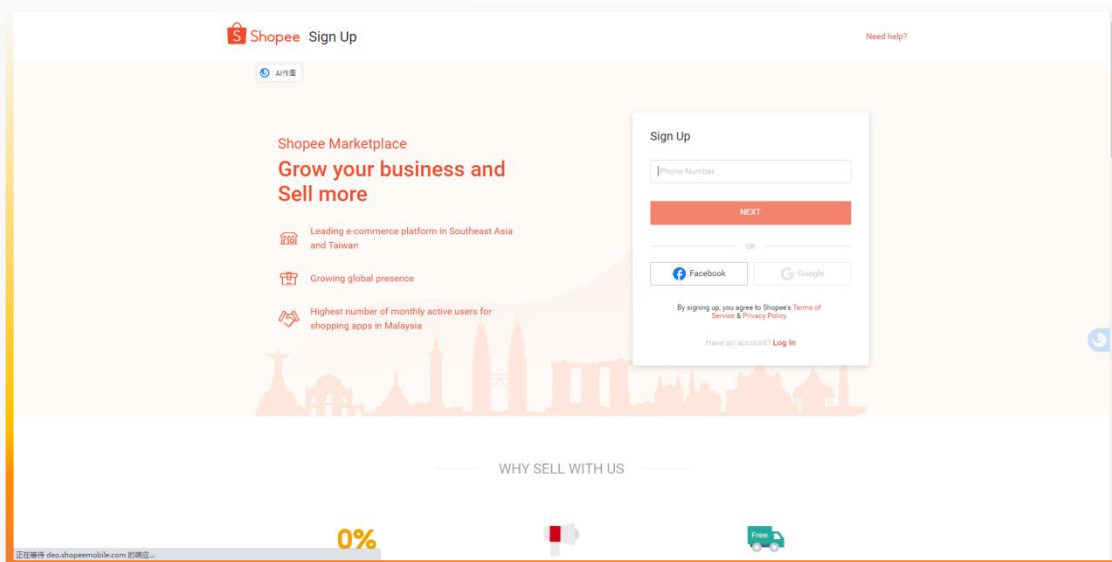




步骤二 注册界面

1【注册界面（Sign Up）】

在【注册界面（Sign Up）】，输入手机号注册。输入注册站当地手机号，例如，输入马来西亚手机号，接收并输入验证码以验证身份。





03

验证手机号

Verify Phone No.





步骤三 验证手机号

1【验证手机号 (Verify Phone No.)】

在【验证手机号 (Verify Phone No.)】栏，填写验证码，在【创建密码 (Create Password)】处为虾皮账号设置一个安全的密码，单击下方注册【(Sing Up)】，完成注册。

The image displays two side-by-side screenshots of the Shopee registration interface. The left screenshot shows the 'Set Your Password' screen, which is the final step in the registration process. It features a progress bar at the top with three steps: '1 Verify Phone No.', '2 Create Password', and '3 Done'. The '2 Create Password' step is currently active. Below the progress bar, there is a red arrow pointing left and the text 'Set Your Password'. A message states: 'Last step! Set your password to complete the sign up.' Below this, there is a password input field with a red border and a red eye icon. Underneath the input field, there are three password requirements: 'At least one lowercase character', 'At least one uppercase character', and '8-16 characters'. At the bottom, there is a red 'SIGN UP' button. The right screenshot shows the 'Sign Up Successful!' screen. It features a progress bar at the top with the same three steps, but now the '3 Done' step is active. Below the progress bar, there is a green checkmark icon and the text 'Sign Up Successful!'. A message states: 'You have successfully created a Shopee account with the number (+63) 91 [redacted]'. Below this, there is another message: 'You are being redirected to Shopee.' At the bottom, there is a red 'Back To Shopee' button.



04

卖家中心

Seller Centre

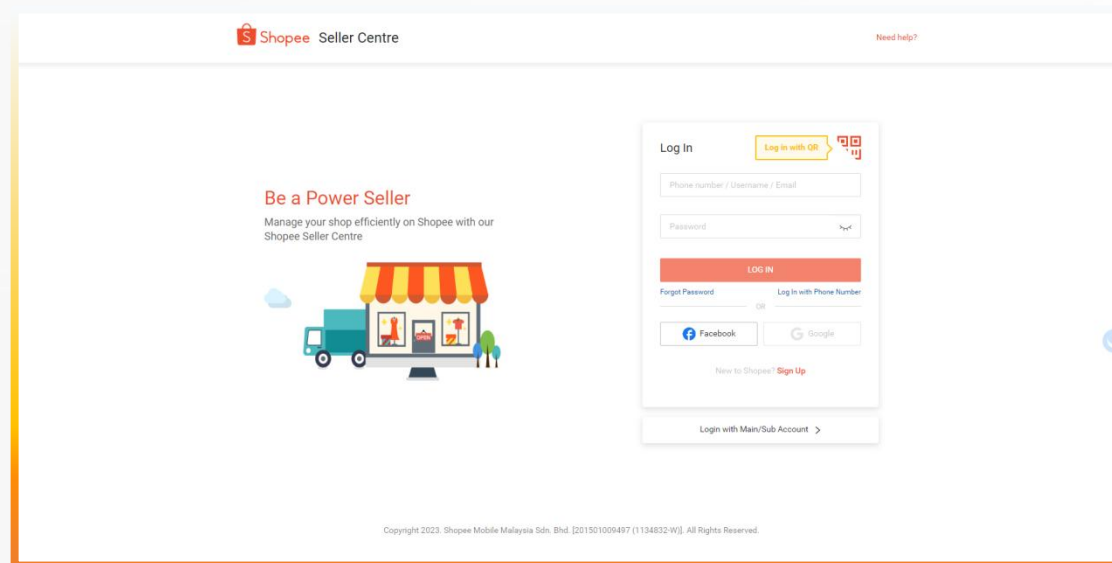




步骤四 卖家中心

1【卖家中心（Seller Centre）】

进入【卖家中心（Seller Centre）】，输入账号、密码，登录shopee账户。





05

开始注册

Start Registration

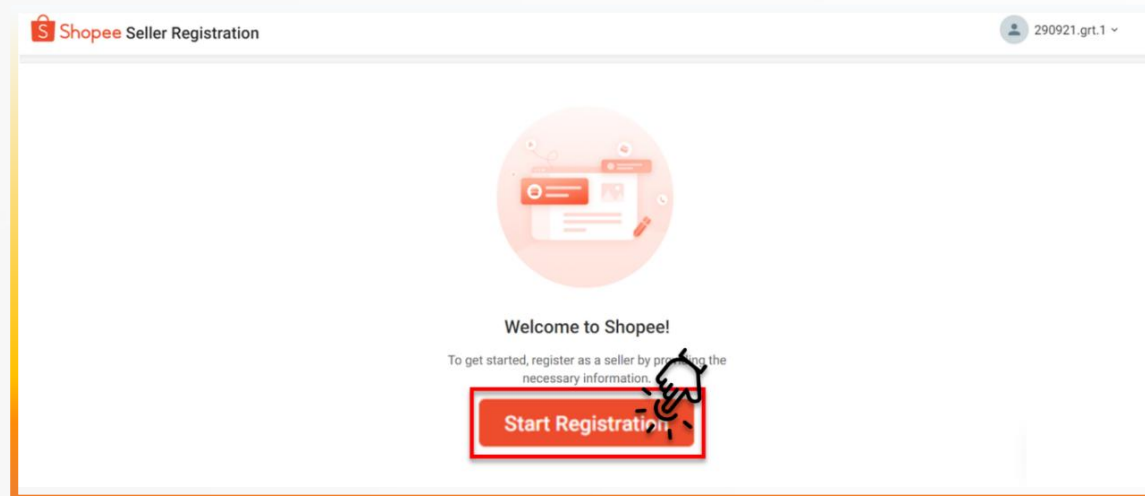




步骤五 开始注册

1【开始注册（Start Registration）】

未注册成为卖家的账户，将被引导至【卖家注册（Seller Registration）】页面。点击【开始注册（Start Registration）】





06

卖家信息

Seller Information





步骤六 卖家信息

1【卖家信息（Seller Information）】

输入【卖家信息（Seller Information）】：如果您注册为个人卖家，在【卖家类型（Seller Type）】选择【个人（Individual）】，并【填写全名（Full Name）】【身份证号/护照号（IC Number/Passport Number）】。

The screenshot shows the 'Shopee Seller Registration' interface. At the top, there are four tabs: 'Seller Information' (active), 'Shop Information', 'Shipping Channel', and 'Submit'. Below the tabs, the 'Seller Type' section has two radio buttons: 'Individual' (selected and highlighted with a red box) and 'Registered Business'. Below this, the 'Full Name' field contains the text 'sibcd' with a character count of '4/80'. Below that, the 'IC Number/Passport Number' field contains the text '980901237890' with a character count of '12/20'. A hand icon with a pointing finger is positioned over the 'Individual' radio button. At the bottom right of the form, there are 'Save' and 'Next' buttons.



07

注册企业

Registered Business





步骤七 注册企业

1【注册企业（Registered Business）】

如果您是从企业/公司注册，请选择“注册企业”【（Registered Business）】（请准备好您的企业注册号），填写【公司名称（Company Name）】和【企业注册号（Business Registration Number）】，输入后点击【下一步（Next）】。

The screenshot shows the 'Shopee Seller Registration' form. At the top, there are four tabs: 'Seller Information', 'Shop Information', 'Shipping Channel', and 'Submit'. The 'Seller Information' tab is active. Under 'Seller Type', there are two radio buttons: 'Individual' and 'Registered Business'. The 'Registered Business' option is selected and highlighted with a red box. Below this, there are two input fields: 'Company Name' and 'Business Registration Number'. A hand icon with a lightning bolt is pointing at the 'Registered Business' radio button. At the bottom right, there are 'Save' and 'Next' buttons.

08

商店信息

Shop Information





步骤八 商店信息

1【商店信息（Shop Information）】

继续输入您的【商店信息（Shop Information）】。包括【店铺名称（Shop Name）】、【收货地址（Pickup Address）】、【电子邮箱（Email）】。

The screenshot shows the 'Shopee Seller Registration' interface, specifically the 'Shop Information' step. The progress bar at the top indicates the current step. The form contains the following fields:

- Shop Name: A text input field with a character count of 12/35.
- Pickup Address: A button labeled '+ Add'.
- Email: A text input field with the placeholder 'Input'.
- Phone Number: A text input field with a pre-filled value '+00 0234866'.

At the bottom of the form, there are three buttons: 'Back', 'Save', and 'Next'. The 'Next' button is highlighted with a red box, and a hand icon is pointing at it, indicating the next action to take.



09

运输渠道

Shipping Channel





步骤九 运输渠道

1【运输渠道（Shipping Channel）】

选择首选的【运输渠道（Shipping Channel）】。您的商店需要至少开启 1 个运输渠道。

标准配送将自动启用，并且将根据您的取货地址自动为您分配物流合作伙伴。

自2023年3月21日起，大件重货配送通道将自动启用，并根据您的提货地址为您分配物流合作伙伴。

The screenshot shows a web interface for configuring shipping channels. At the top, there is a progress bar with four steps: 'Seller Information', 'Shop Information', 'Shipping Channel' (the current step), and 'Submit'. Below the progress bar, the title 'Shipping Channel' is followed by the instruction 'Enable your desired shipping channel below.' The main content area is divided into four sections, each with a 'Collapse' button on the right:

- Standard Delivery**: Contains one item, 'Standard Delivery (COD enabled)', which has a green toggle switch turned on.
- Bulky & Heavy Delivery**: Contains one item, 'Bulky & Heavy Delivery', which has a green toggle switch turned on.
- Economy Delivery**: Contains one item, 'Economy Delivery (Sea Shipping)', which has a grey toggle switch turned off.
- Self Collection**: Contains one item, 'Self Collection (Shopee Xpress)', which has a green toggle switch turned on.

At the bottom left of the form is a 'Back' button, and at the bottom right is a red 'Submit' button. A hand cursor icon is pointing at the 'Submit' button.



10

提交注册

Submit

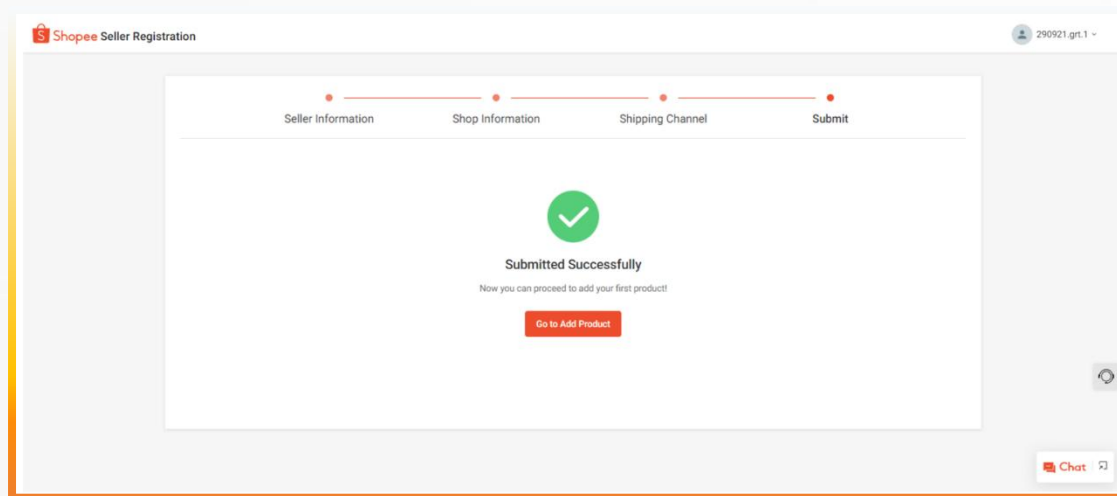




步骤十 提交注册

1【提交（Submit）】

单击【提交（Submit）】即可完成店铺注册。





任务实训

请同学们在TikTok Shop虚拟仿真实训平台上完成如下实训任务：

实训素材：

提供本土手机号、银行卡、企业注册号、法人身份信息、营业执照。

实训要求：

- 1.使用本土手机号，在模拟实训平台注册shopee账户。
- 2.利用所提供的素材，根据Shopee平台规则，上传注册信息，完成卖家注册。



SHOPEE

Shopee电商平台实训课程



恭喜你

完成本任务的学习

C o n g r a t u l a t i o n s t o y o u

