

任务十七 Shopee 平台订单发货流程

教学目标

知识目标

1. 了解订单发货流程；
2. 了解商品打包和面单粘贴的流程。

技能目标

1. 能够进行商品打包；
2. 能够完成订单发货工作。

教学时长

20min

任务导入

A 职业技术学院的学生小吴，作为 Shopee 平台店铺的运营人员，需要对买家在 Shopee 平台上购买的商品进行发货处理。小吴应该怎么处理？

任务分析

当买家在 Shopee 平台上发起申请后，订单就进入了待出货状态，小吴首先要完成商品备货，确保能够发货，然后在 Shopee 平台上进行发货操作。

任务属性

岗：本任务可以培养跨境物流助理岗位的辅助开展国内直发、海外仓发货能力。

本任务可以培养跨境物流专员的仓储、发货能力。

本任务可以培养跨境电商运营专员岗位的平台使用能力。

课：本任务适用于《跨境电子商务（730702）》专业—《跨境物流实务》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。

本任务适用于《跨境电子商务（330702）》专业—《跨境物流管理》课程。

赛：—

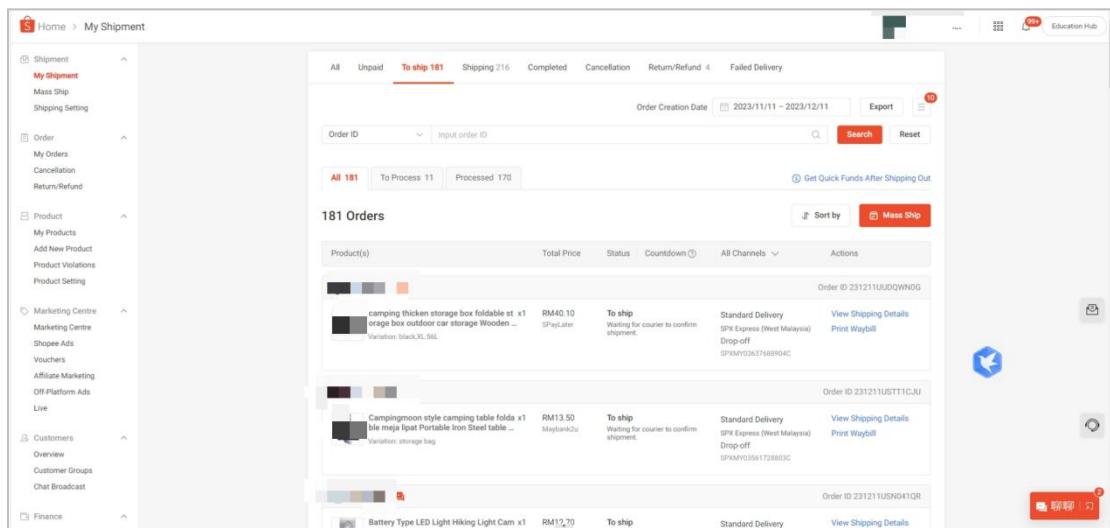
证：本任务有助于《电子商务师五级》职业考试的学习。

训：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

在卖家中心出货一单个发货

步骤 1：您可以通过卖家来管理订单。您可以在【卖家中心（Seller Centre）】>【我的物流（My Shipment）】>【物流（To Ship）】页面查看您的订单。

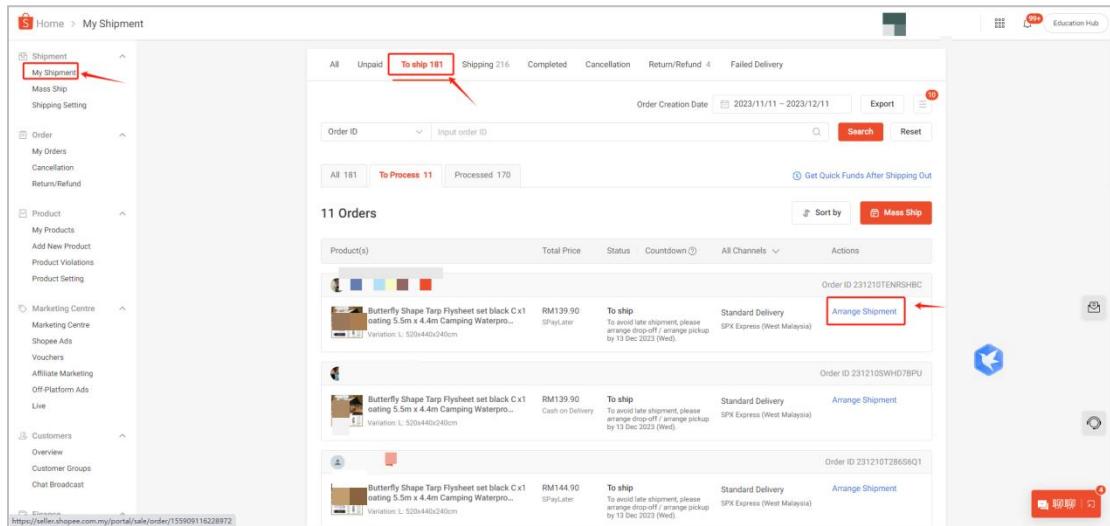


The screenshot shows the Shopee Seller Centre interface. The left sidebar has categories like Shipment, Order, Product, Marketing Centre, Customers, and Finance. The main area is titled 'My Shipment' and has tabs for All, Unpaid, To ship 181, Shipping 216, Completed, Cancellation, Return/Refund, and Failed Delivery. The 'To ship 181' tab is selected. A search bar at the top allows filtering by Order ID or Input order ID. Below the tabs, there are buttons for All 181, To Process 11, and Processed 170. A note says 'Get Quick Funds After Shipping Out'. The main content area is titled '181 Orders' and lists three items:

Product(s)	Total Price	Status	Countdown	All Channels	Actions
camping thickener storage box foldable st ...	RM40.10	To ship Waiting for courier to confirm shipment.		Standard Delivery SPX Express (West Malaysia) Drop-off SPKMTO36748894C	View Shipping Details Print Waybill
Campigmoon style camping table folda ...	RM13.50	To ship Waiting for courier to confirm shipment.		Standard Delivery SPX Express (West Malaysia) Drop-off SPKMTO3561728802C	View Shipping Details Print Waybill
Battery Type LED Light Hiking Light Cam ...	RM12.70	To ship		Standard Delivery	View Shipping Details

图 14-1

步骤 2：页面切换至【处理中（To Process）】，单击【安排出货（Arrange Shipment）】



This screenshot shows the same 'My Shipment' page as above, but the 'To Process 11' tab is selected. The main content area is titled '11 Orders' and lists three items. The third item's 'Actions' row contains a red box around the 'Arrange Shipment' button.

Product(s)	Total Price	Status	Countdown	All Channels	Actions
Butterfly Shape Tarp Flysheet set black C x1	RM139.90	To ship To avoid late shipment, please arrange drop-off / arrange pickup by 13 Dec 2023 (Wed).		Standard Delivery SPX Express (West Malaysia)	Arrange Shipment
Butterfly Shape Tarp Flysheet set black C x1	RM139.90	To ship To avoid late shipment, please arrange drop-off / arrange pickup by 13 Dec 2023 (Wed).		Standard Delivery SPX Express (West Malaysia)	Arrange Shipment
Butterfly Shape Tarp Flysheet set black C x1	RM144.90	To ship To avoid late shipment, please arrange drop-off / arrange pickup by 13 Dec 2023 (Wed).		Standard Delivery SPX Express (West Malaysia)	Arrange Shipment

图 14-2

步骤 3：选择【我将安排寄货（I Will Arrange Drop-off）】，点击【确定（Confirm）】完成发货。

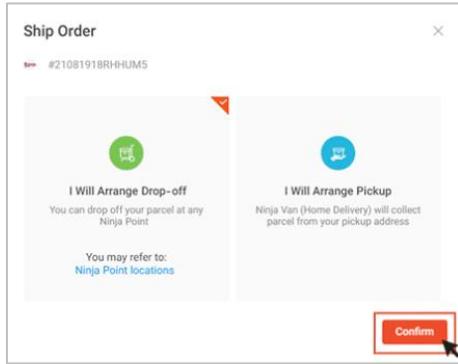


图 14-3

步骤4：选择【我将安排取货（I Will Arrange Pickup）】，点击【确定（Confirm）】，物流将到卖家收件地址取货，完成发货。

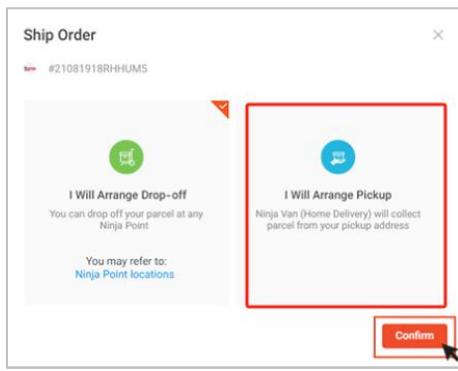


图 14-4

步骤5：点击打印文件打印出货单。



图 14-5

步骤6：在寄出包裹之前，打印一份A6尺寸的运送标签。

步骤7：将商品按打包要求进行打包，将运送标签贴在包裹，并确保条形码清晰可见。

步骤8：将商品寄往相应的仓库（或等待物流上门取件），仓库收到商品后扫描面单，商品状态会由待出货变为运送中。

批次出货

步骤 1：单击【物流（Shipment）】，点击【批次出货（Mass Ship）】

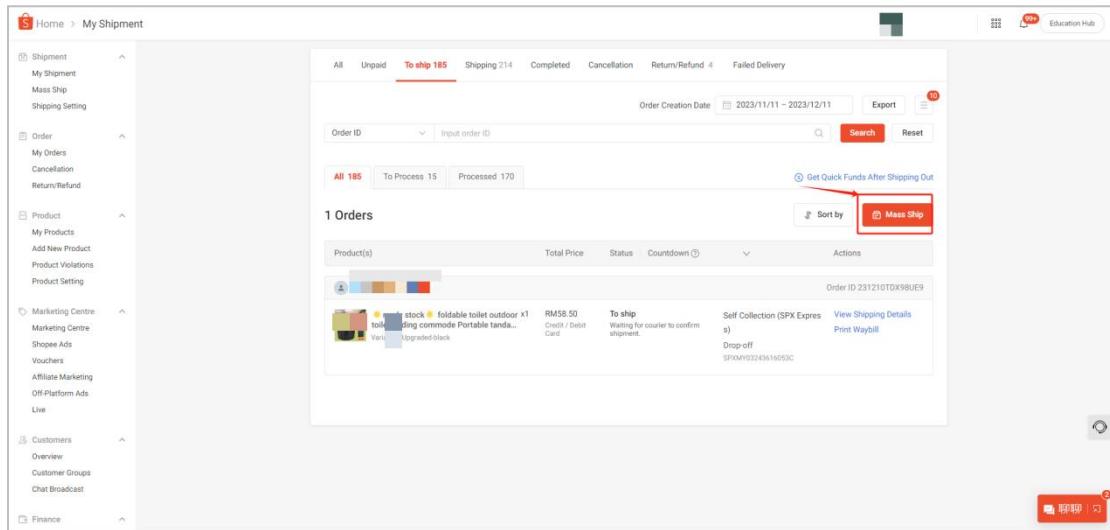


图 14-6

步骤 2：在【依照物流方式筛选订单（Filter orders by）】处选择适当的 shopee 支援物流。

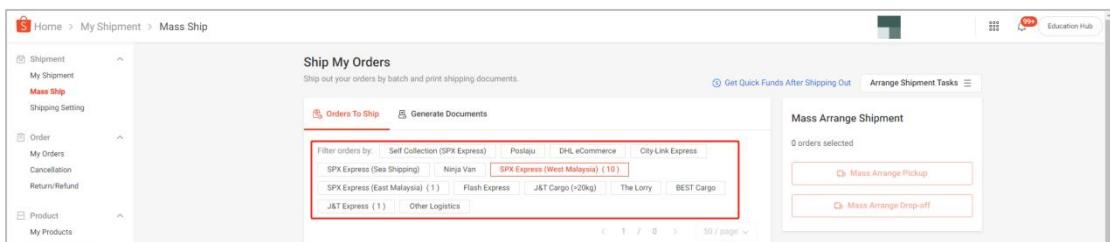


图 14-7

步骤 3：选择需要批次出货的订单。单击【批量安排取货（Mass Arrange Pickup）】出货选择的商品。

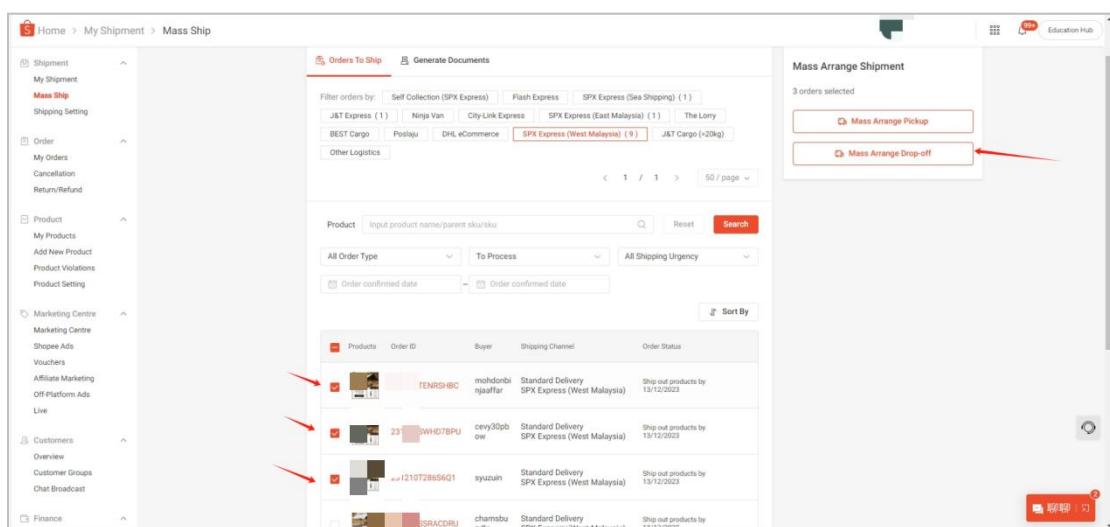


图 14-8

步骤 4: 点击【批量安排取货 (Mass Arrange Pickup)】，为所选订单安排取货日期，提供取货地址，单击【确定 (Confirm)】完成批量取货。

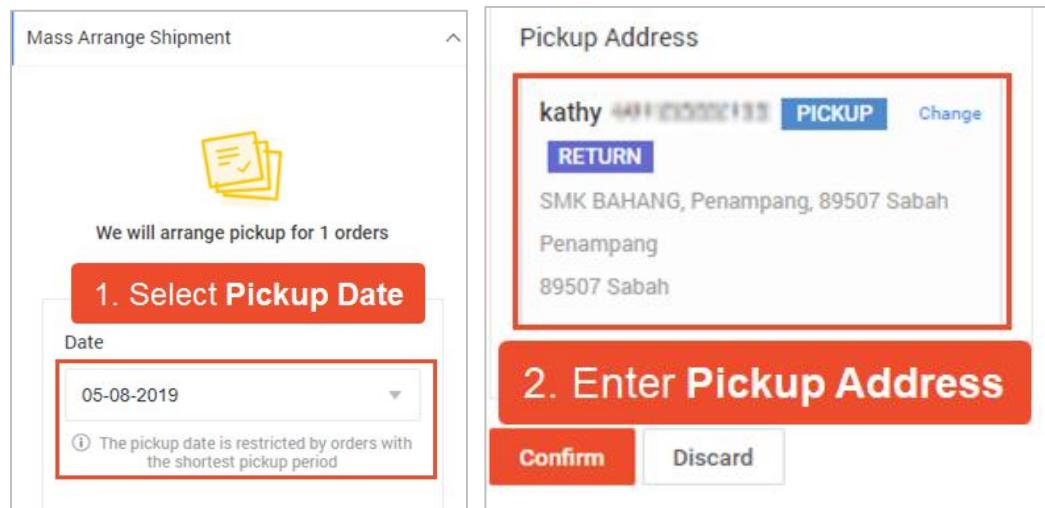


图 14-9、10

小提示

有些区域及卖家无法使用批量安排取货，卖家必须在可使用批量安排取货的站点，且必须有平均每日至少 10 笔已付费订单，才能享有使用 Shopee 支援物流的取货服务。取货服务也将取决于物流公司的区域覆盖范围。

步骤 5: 单击【批量安排寄货 (Mass Arrange Drop-off)】，核对后点击【确定 (Confirm)】即可完成批量安排出货。

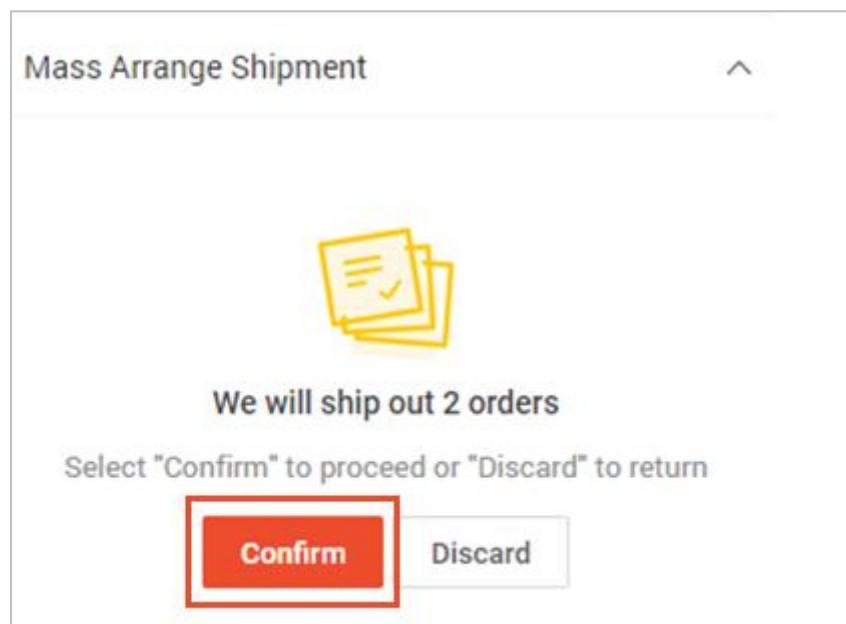


图 14-11

步骤6: 切换至【生成文档 (Generate Documents)】批量下载运输文件，选择要批量发货的商品，勾选【运单 (Air Waybill)】批量生成运单，同时下载打印发货挑捡表和发货清单，有利于打包。

The screenshot shows the Shopee Mass Ship interface. On the left, there's a sidebar with categories like Shipment, Order, Product, Marketing Centre, Customers, and Finance. The main area has tabs for 'Orders To Ship' and 'Generate Documents'. Under 'Generate Documents', it says '3 orders selected, select shipping documents to download.' There are options for 'Picklist', 'Air Waybill & Packing List' (with 'Normal' and 'Thermal' radio buttons), and 'Air Waybill' (which is checked). Below that are 'Packing List' (PDF or Excel) and 'Output file details' (Air Waybill). A large table lists three orders with columns for Product, Order ID, Buyer, Shipping Channel, Tracking Number*, and Printed. Each row has a checkbox next to the product image. Red arrows point from the bottom of the table to the 'Generate Selected Documents' button at the bottom right of the panel. A note at the bottom says 'Please allow pop-up windows to preview shipping documents.'

图 14-12

步骤7: 将商品按打包要求进行打包，将商品寄往相应的仓库（或等待物流上门取货），仓库收到商品后扫描面单，商品状态会由待出货变为运送中。

任务实训

请在 shopee 模拟实训平台完成订单发货。