



Shopee International Platform (SIP)

Edited: 24/3/2021

CLASS RULES

1. Questions asked during the class must be related to the class itself. For example, if the class is about marketing, you should not ask about payment matters.
2. Please take note that this class is not a customer support channel. If you have any specific shop issues, please direct them to our customer support (<https://help.shopee.com.my/my/s/contactusform>) for help.
3. To get the slides for the class, you have to fill up the feedback form which will be opened until 11:00 PM on the same day of the class. For example, if the class is on Tuesday 3:00 PM, you have until that same Tuesday at 11:00 PM to fill up the form.
4. Kindly take note that attendees who do not follow the class rules and disrupt the class session (e.g. rude comments, threats, or use of profanities) will be booted out of the session.

OBJECTIVES

In this lesson, we are going to learn how to setup your store to sell internationally and what the best practices are and how to setup your product, pricing and shipping details.

CONTENT

1. Introduction to Shopee International Platform (SIP)
2. Shopee International Platform Capabilities
3. Benefits for SIP Sellers
4. Best Practices of SIP Sellers
5. FAQs
6. Stay Connected



Shopee

Introduction to Shopee International Platform



Introduction



Planning on growing your business abroad to expand your customer base **but** facing operational difficulties? Worry no more because...

Shopee International Platform is here! Congratulations! You are one of our selected sellers to join Shopee International Platform where we will help you expand your business internationally at no additional cost or effort!

Our International Vision



International Expansion Strategy

Singapore serves as the pilot market.

Shopee International Platform will then target 5 other markets after Singapore launch:

- Thailand
- Vietnam
- Taiwan
- Philippines
- Indonesia

Note:

(i) Country list sequence is not an indication of market launch priority.

(ii) Malaysia Sellers will have footprints in 6 international markets eventually. **But currently Singapore will serve as the pilot market.**

Overview of Shopee International Platform

Shopee International Platform is a cross-border program that provides...



Expanded consumer outreach

To potentially 6 other regional markets



Value-added cross-border services

Logistics, payment and customer service arrangements at **no additional cost**

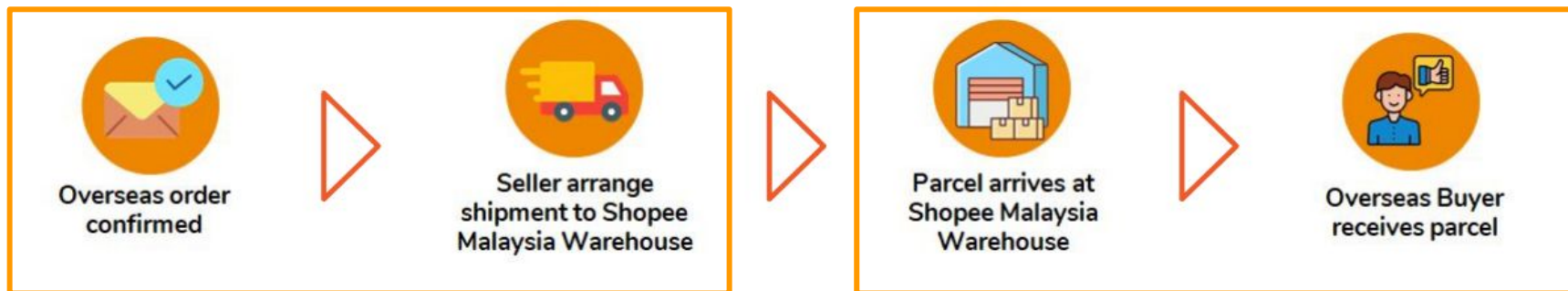


Local selling experience

No additional effort required to expand business overseas

Overview of Shopee International Platform

Overall Process

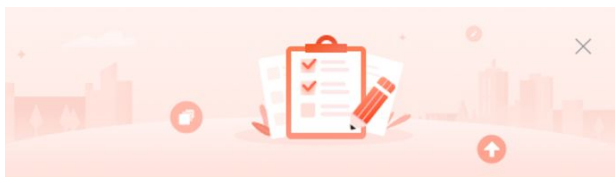


Managed by Seller:
Fulfill the shipment as per normal

Managed by Shopee

How will you be notified if you are selected to join SIP?

Pop-up TOS



Sell globally on Shopee International Platform!

Congratulations! You are one of our selected sellers to participate in the Shopee International Platform program where we will help you to expand your business internationally for **FREE!** Your local selling experience is maintained, and Shopee will provide you with value-added cross border services, such as logistics, payments and customer service.

By clicking on the 'Accept' button below, kindly acknowledge that you have read through and agreed to the [Terms of Service](#). To learn more about Shopee International Platform, please click [here](#).

If you have any questions, please drop an email to help@support.shopee.com

[Learn More](#)

Reject

Accept

1

Eligible sellers will receive a **pop-up Terms of Services ("TOS")** with the title "Sell globally on Shopee International Platform!" via Seller Centre.

2

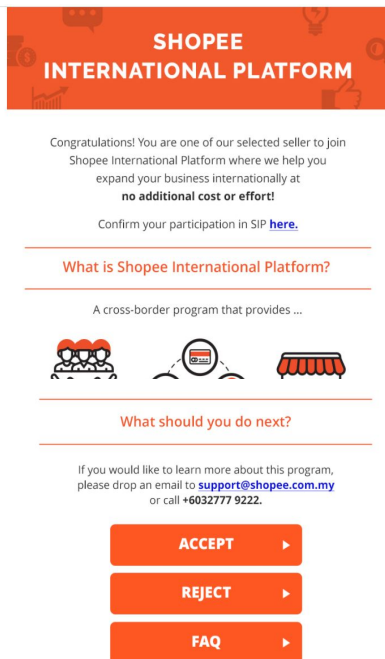
Sellers can click **any of the 3 buttons** as per below:

- a. "Accept" - Agree to participate SIP
- b. "Reject" - Disagree to participate in SIP
- c. "Learn More" - Additional details on SIP programme.

For sellers who click "Accept" or "Reject" in this pop-up TOS, there will be no further action required.

How will you be notified if you are selected to join SIP?

Landing Page




SHOPEE INTERNATIONAL PLATFORM

Congratulations! You are one of our selected seller to join Shopee International Platform where we help you expand your business internationally at **no additional cost or effort!**

Confirm your participation in SIP [here](#).

What is Shopee International Platform?

A cross-border program that provides ...



What should you do next?

If you would like to learn more about this program, please drop an email to support@shopee.com.my or call +6032777 9222.

ACCEPT ▶

REJECT ▶

FAQ ▶

Form

← MY Shopee International Platfo...

By clicking on the 'Yes' button below, I agree to join Shopee International Platform and acknowledge that I have read through and agreed to the Terms of Service (<https://help.shopee.com.my/my/s/article/Shopee-International-Platform-Terms-of-Service>).

- Yes
- No

If No, please provide the reason for opting out of Shopee International Platform. (optional)

- I want to focus on the local market
- I already have an overseas shop
- I do not have an overseas shop but I prefer to operate my overseas shop myself
- I have an overseas distributor / face brand restriction in distributing overseas
- I am not satisfied with Shopee International Platform's service
- My products are prohibited to send/sell overseas
- My products are too bulky to send/sell overseas
- I do not possess the license required to sell overseas
- I do not have sufficient stock
- I am selling counterfeit SKUs
- Others

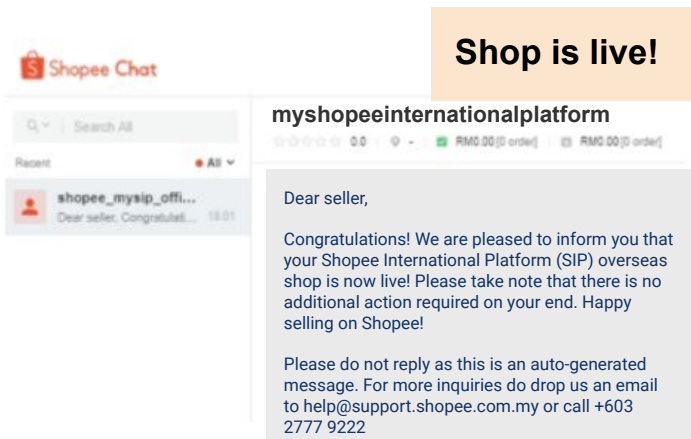
SUBMIT

3

Sellers that clicked **“Learn More”** will be redirected to a **Landing Page** with additional details on the SIP programme. Upon further understanding the details and T&Cs of SIP programme, at the bottom of the landing page, sellers will be able to select to either **“Accept”** or **“Reject”** joining SIP.

Sellers that clicked either **“Accept”** or **“Reject”** are required to fill up the **form** provided to **confirm their response**.

How will you be notified if you are selected to join SIP?



4

For sellers who have agreed to join SIP, Shopee will proceed to onboard sellers who have accepted the Terms of Service of SIP programme. This process will take **2-3 weeks**.

5

Once the shop has been set up and is live on Shopee oversea platform, sellers will receive a confirmation message from **myshopeeinternationalplatform**.



Shopee

Shopee International Platform Capabilities



Shopee International Platform (SIP) Capabilities

Leverage on Shopee's state-of-the-art capabilities to expand internationally:



Receive orders

Receive orders from overseas buyer and arrange parcel shipment to Malaysia
Shopee Warehouse



Fulfilled by Shopee Supported Logistic

Parcel will be delivered by J&T / ShopeeExpress / NinjaVan / Pos Laju / DHL. No additional effort required.



Sales Remittance

Receive sales proceeds via Seller Wallet once parcel delivery is completed

Shopee International Platform (SIP) Capabilities



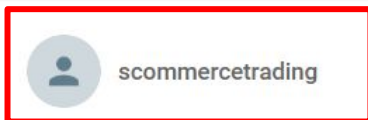
Receive Orders

Delivery Address

Shopee International Platform (SG), 60355453789
Block 2 - Unit 5, First Floor, Lot 10003, Jalan Jubli Perak 22/1A, Seksyen 22

Logistic Information

Poslaju



Follow

 Chat Now

Shopee International Platform (SIP) Capabilities

2



Fulfilled by Shopee Supported Logistics



Delivery Address

Shopee International Platform (SG), 60355453789

Block 2 - Unit 5, First Floor, Lot 10003, Jalan Jubli Perak 22/1A, Seksyen 22



Logistic Information

Poslaju



scommercetrading

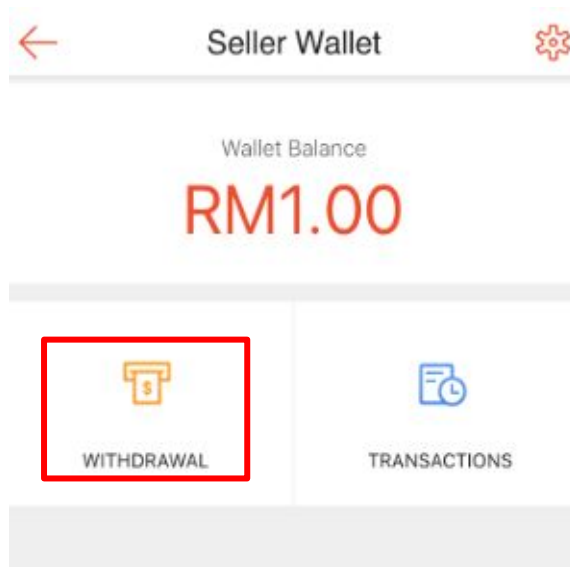
Follow

Chat Now

Shopee International Platform (SIP) Capabilities



Sales Remittance



Benefits for SIP Sellers



Benefits for SIP Sellers

We provide you with the required services to uncover new customers, amplify your brand, and grow your business internationally at zero cost.



Maintain local selling experience



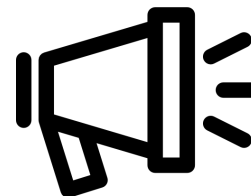
Enjoy free cross-border logistics, customer service, and payment solutions



Boost cash flow and minimise business risks through diversification of markets



Expand customer base and achieve higher orders

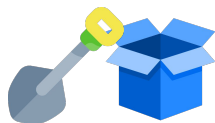


Amplify your brand through Campaign & Flash Sale exposure

Shopee International Platform Performance

Top Categories

- Home & Living



- Food & Beverage

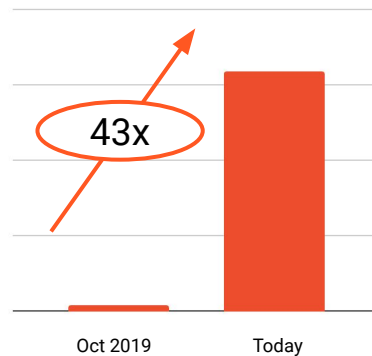


- Beauty & Personal Care

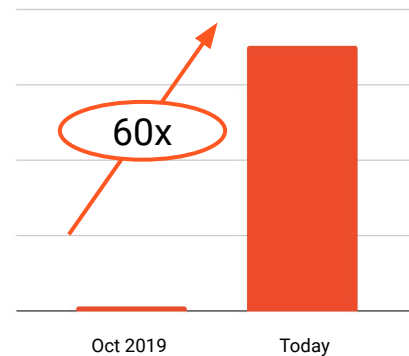


Overall Performance

Avg Daily Orders



Avg Daily Merchandise (SGD)



SIP Inquiries

Seller Inquiry Form

Shopee International Platform: Seller Inquiry (Platform Antarabangsa Shopee: Pertanyaan Penjual)

* Required

Shop Username (Nama Pengguna Kedai) *

Enter your Malaysia Shopee Username. (Masukkan Nama Pengguna Belian Malaysia anda.)

Your answer _____

Order ID *

Enter your Order ID in reference to your query. (Masukkan ID Pesanan anda merujuk kepada pertanyaan anda.)

Your answer _____

Query Type (Jenis Pertanyaan) *

Which product model/style/variation/colour does the buyer want? (Model produk / gaya / variasi / warna yang pembeli inginkan?)

Product is out of stock, please change to a different product/variation/model/style/colour (Produk habis, sila tukar produk / variasi / model / gaya / warna yang berbeza)

Product is out of stock, please cancel the order. (Produk telah kehabisan stok, sila batalkan pesanan.)

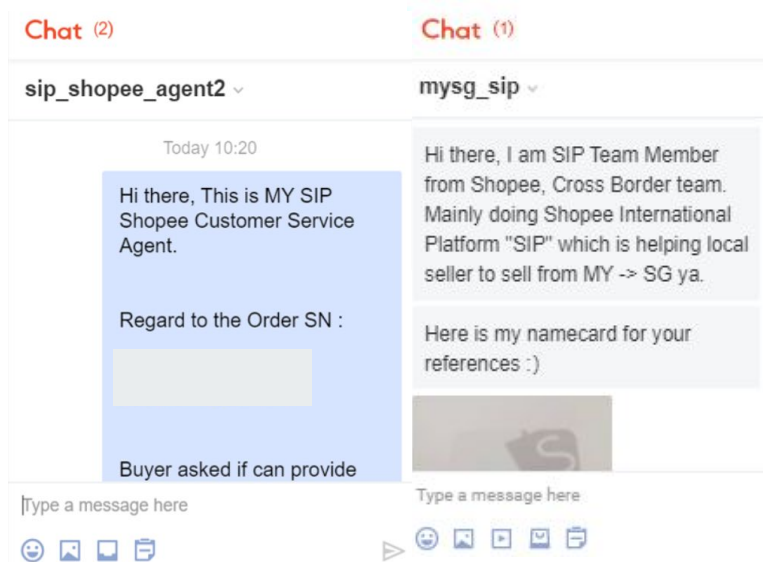
Undelivered Area, Seller request to cancel the order (Kawasan Dilarang, Permintaan Penjual untuk membatalkan pesanan)

For any SIP related inquiries, sellers can reach out to the dedicated SIP Customer Service team with Order ID via [Seller Inquiry form](#) and agents will contact sellers respectively.

* Please do not send any message to scommercetrading buyer account as the chatbox for this account is not being monitored.

SIP Official Chat Accounts

Chat Box



Chat (2)
sip_shopee_agent2 ▾

Today 10:20

Hi there, This is MY SIP
Shopee Customer Service
Agent.

Regard to the Order SN :
[Redacted]

Buyer asked if can provide

Type a message here

Chat (1)
mysg_sip ▾

Hi there, I am SIP Team Member
from Shopee, Cross Border team.
Mainly doing Shopee International
Platform "SIP" which is helping local
seller to sell from MY -> SG ya.

Here is my namecard for your
references :)

Type a message here

For customer enquiries, SIP Customer service team will contact sellers through Shopee Chat as **SIP_shopee_agent**.

For special/urgent matters, SIP Team Members will contact sellers through Shopee Chat as **MYSG_SIP**.

**Kindly note that the chat account for MYSG_SIP will be used by the SIP team members to reach out to sellers for relevant matters only. Inquiries from sellers should go through customer service team, any inquiries from sellers will not be entertained via this account.*



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Best Practices of SIP Sellers



Best Practices of SIP Sellers



Accept Shopee's Terms and Conditions

(Log into Shopee App → Notification
→ Shopee updates)



Ensure accurate **product weight** is updated



Provide product name and description in **English**



Do not block shopee customer service email/ chat (SIP_shopee_agent) and SIP buyer account (scommercetrading)



Ensure **day-to-ship (DTS)** is less than **10 days**



Ensure pictures of the products are **not** labelled with any prices



Maintain **cancellation rate** of **below 10%**

Frequently Asked Questions (FAQs)



FAQs

Q: Do we have to pay additional charges to enrol into Shopee International Platform program?

A: Don't worry! No additional cost is required to participate in this program. Shopee International Platform aims to provide you with cross border services that will ensure no additional effort required to sell overseas. At the same time, local selling experience is maintained!

Q: How long will it take for my parcels to reach overseas buyer?

A: Shopee partners with a network of established logistic providers which will ensure reliable and efficient delivery for both our sellers and buyers. The delivery time would be dependent on the overseas destination. For delivery to Singapore, it will take approximately 5-10 days.

Q: Do we need to use Shopee supported logistic (J&T / ShopeeExpress / NinjaVan / Pos Laju / DHL) to send the parcel to Shopee warehouse or Shopee will arrange a 3rd party to collect the parcel from us?

A: Yes, sellers will need to use either integrated J&T / ShopeeExpress / NinjaVan / Pos Laju / DHL to fulfill the shipment as usual. The delivery process will still be the same as the process you are using now. Nothing will be changed. Please do not proceed manual shipment for SIP orders.

FAQs

Q: Do we have to respond to queries made by overseas buyer?

A: As one of the various services provided by Shopee International Platform, overseas customer queries will be handled promptly by Shopee's customer service team. For queries that requires the seller's input, Shopee's customer service team will reach out to the seller for additional clarifications separately.

Q: Do we need to manage products separately for different regions with different languages? How do we know if my products are prohibited in certain countries/regions?

A: Product details is advisable to be in English. Please refer to the official custom website for the list of controlled & prohibited goods for import. For example, [Singapore Customs website](#). Kindly drop an email to our customer service help@support.shopee.com.my or call +6032777 9222 if you have any issue of the listing.

Q: How can we track overseas orders for further changes, for example, cancel order due to stock availability, or check on the Return and Refund status?

A: All overseas orders will show as scommert trading in the seller center. Kindly drop an email to our customer service help@support.shopee.com.my or call +6032777 9222 if you require an order update.

FAQs

Q: How will my total stock be allocated to the respective overseas markets?

A: Shopee has performed a detailed stock allocation analysis by conducting an overall assessment which compares the product demand within the respective local markets. Based on this assessment, an accurate stock allocation logic has been derived which ensures sufficient stock allocated to local and overseas markets.

Q: How is the price determined in oversea shops?

A: The price in overseas shops is based on system calculation. Product weight (shipping fee) and conversion rate will be taken into consideration.

Q: How long would the system take to update the shop & product information?

A: The shop info (including shop name, profile image, shop banner, and shop decoration) will only sync once when the oversea shop is created. For the time being, we are not able to update the shop info on the real time basis due to system limitation. While for the product info (included product names, image, product description, variation and stock) will be real time syncing from local shop.

FAQs

Q: Will all my local products to be synced to oversea market?

A: The differences in-country regulations resulting in certain items that we're selling in MY are prohibited to be sold in other countries. Such listings will filter out during the duplicating process. By referring the Terms of Service of Shopee International Platform:

"2.1 By participating in the Program, Malaysia Seller authorizes Shopee to open and operate a store on the Shopee Overseas Sites on Malaysia Seller's behalf ("Overseas Shops"). The services provided by Shopee shall include creating, maintaining and removing listings, chat services, inventory services, reporting services and collection and remittance of sale proceeds."

Q: Can we participate in overseas shocking sales or campaigns?

A: Sellers with attractive product assortments and competitive pricing will be invited to join overseas shocking sales and campaigns.

FAQs

Q: How can sellers improve their overseas store's chat response rate?

A: As one of the various services provided by Shopee International Platform, overseas customer queries will be handled promptly by Shopee's customer service team. For queries that requires the seller's input, Shopee's customer service team will reach out to the seller for additional clarifications separately. Hence, sellers are recommended to respond to Shopee's customer service team to increase the store's chat response rate.

Q: Can sellers obtain access to overseas store's Seller Centre?

A: There are no seller centers for stores on Shopee International Platform. All products are synced from the seller's local store via the system to easier manage both local and the overseas store on Shopee International Platform.

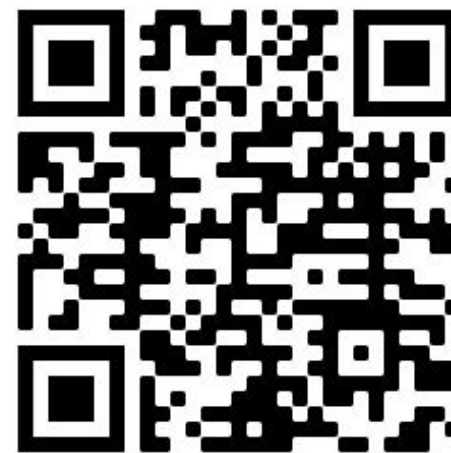
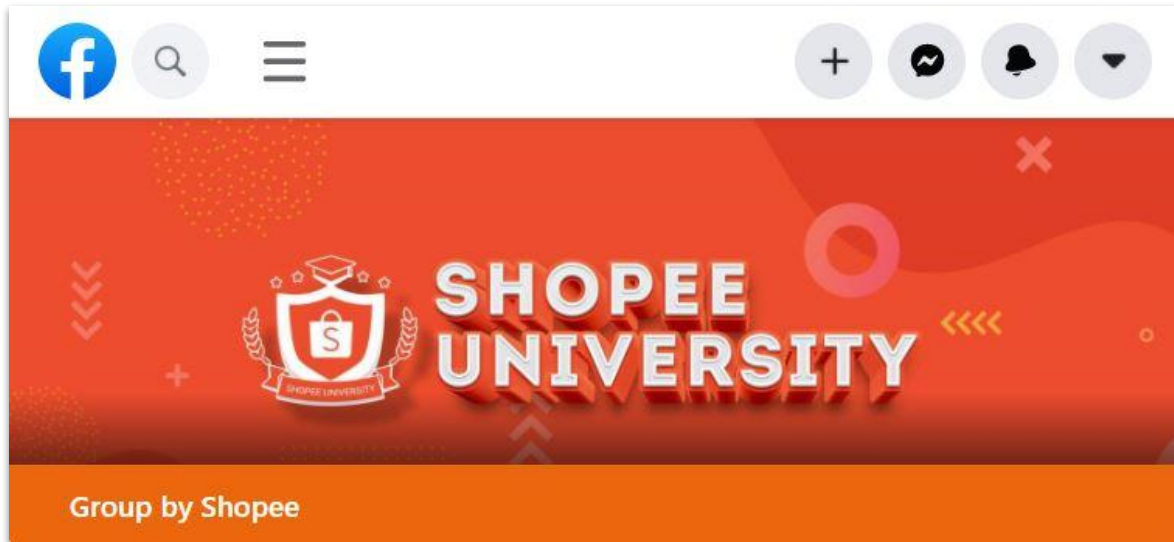


Shopee

ShopeeUni Community



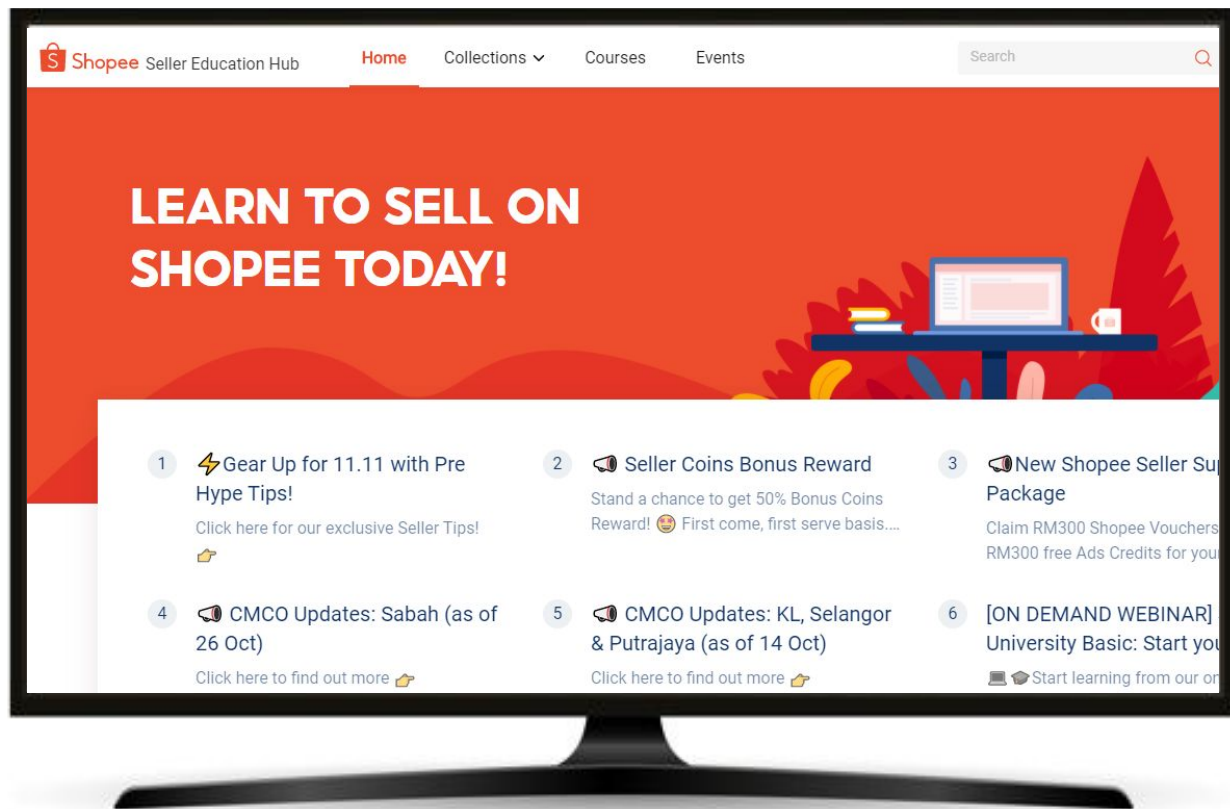
Join our Shopee University FB Group Now!



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Seller Education Hub: Shopee Encyclopedia



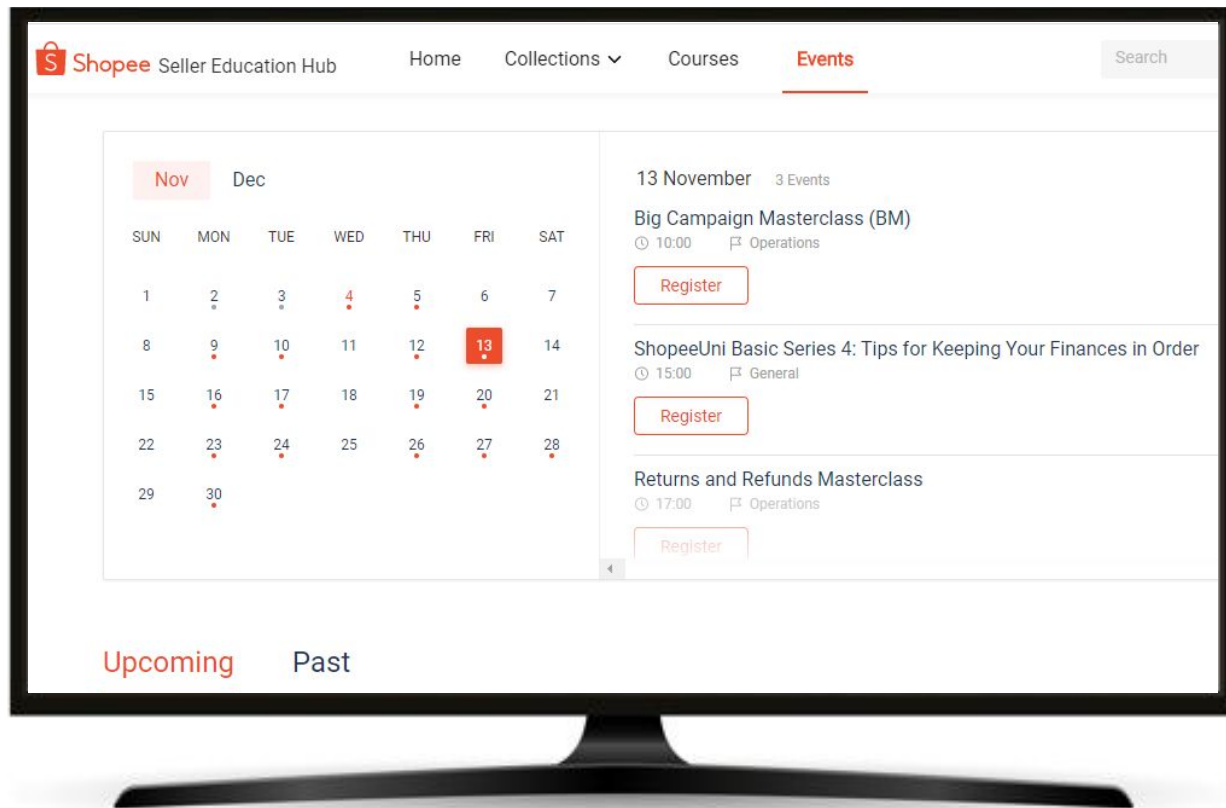
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SCAN ME

Step 2
Type at Search Bar to
find the latest
information

Seller Education Hub: Check Out the Calendar For Live Webinars!



Step 1
Go to SEH

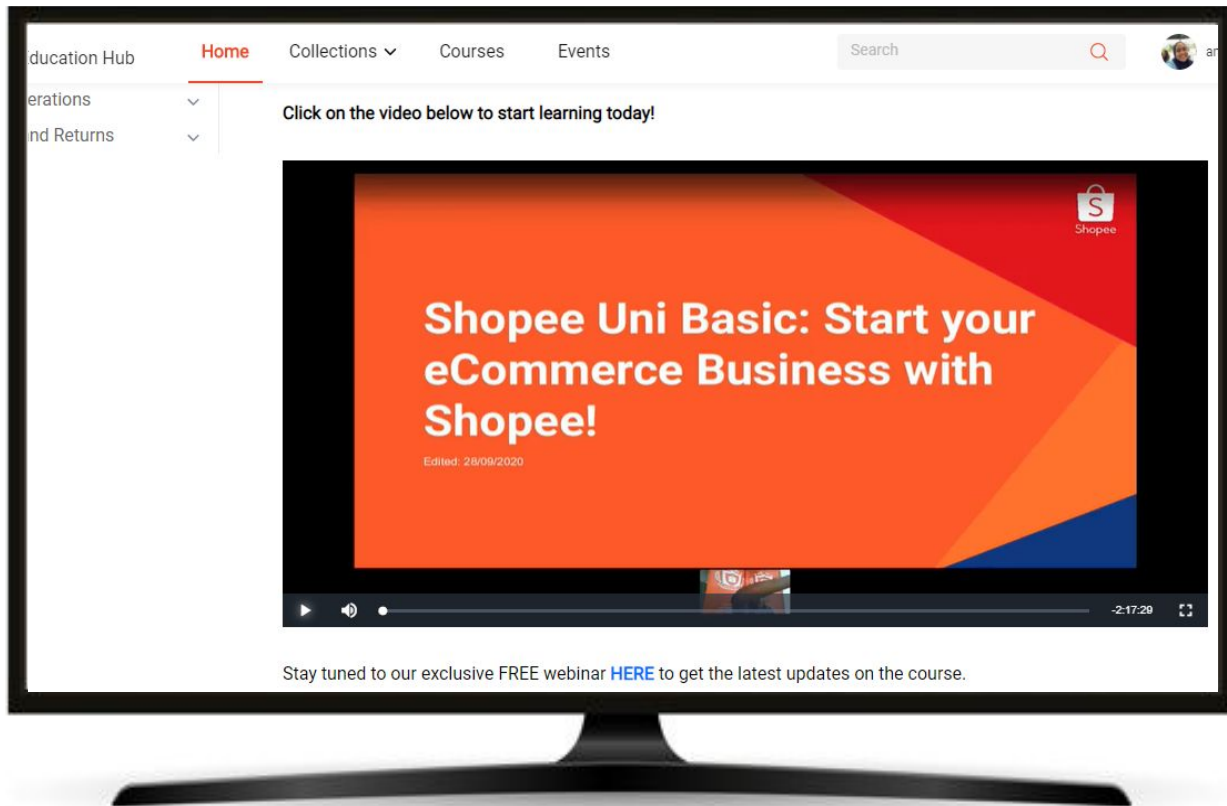
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Click "Events"

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Step 1
Go to SEH and scroll
down to bottom

Step 2
Click "Maximise Sales"

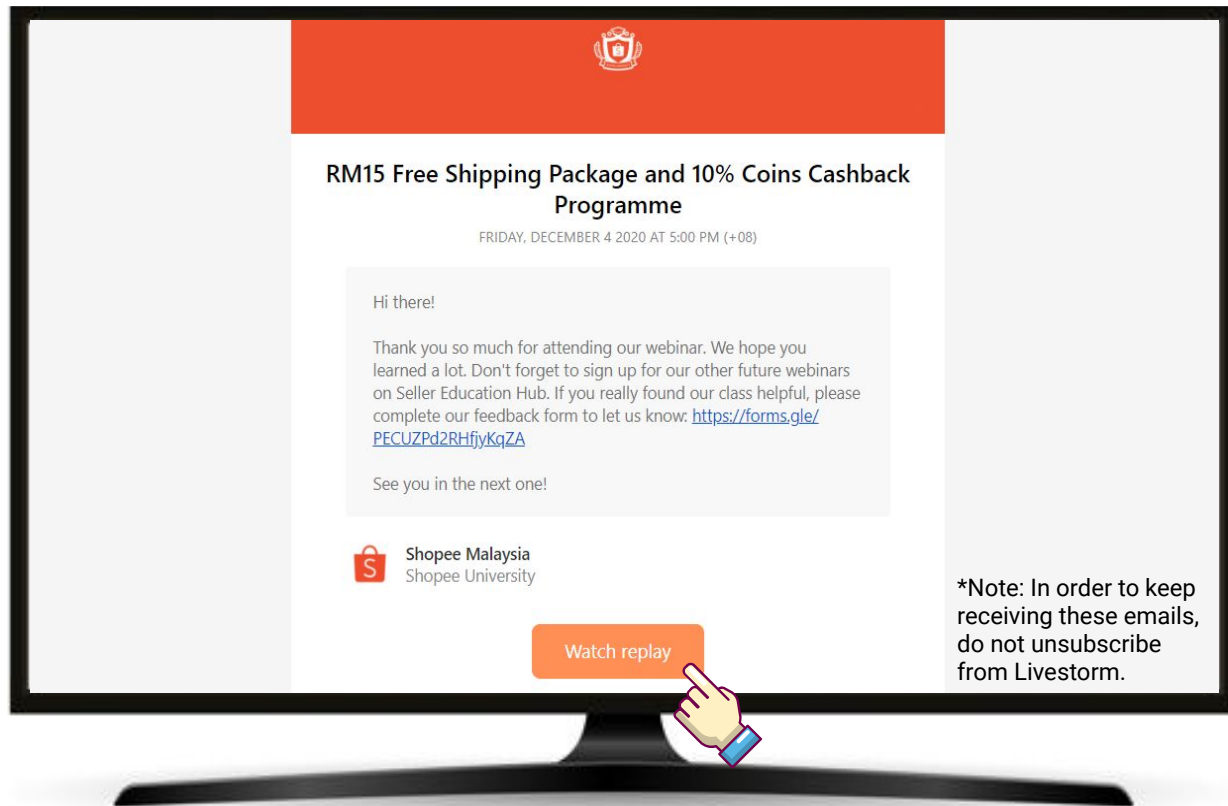
Step 3
Select the desired
webinar

Step 4
Start watching!

[Watch Now!](#)



Watch a replay of this webinar!



Step 1

Check your inbox for a post-webinar email from Shopee Malaysia

Email Subjects:
Thanks for showing up



or

Shopee University missed you 😞

Step 2

Click **Watch Replay**

Step 3

Start watching!

A horizontal bar with a blue segment on the left and an orange segment on the right.

Give us your feedback!





Shopee



THANK YOU

Private & Confidential