ZALORA
Onboarding Deck 2025

FBZ-New UI Features

Creating & Uploading Products

When you see this icon, take note for reminders and tip

ZALORA FBZ MODEL OVERVIEW

SELLER

SELLER uploads products into Global Seller Center

GSC

SELLER sends products to Zalora Warehouse

ZALORA to inbound, QC & production (if any)

ZALORA WAREHOUSE IN PHILIPPINES

Products go live on Zalora.com

CUSTOMER places order on Zalora.com

ZALORA 3PL completes last mile delivery

ZALORA to sort, pick, pack & dispatch
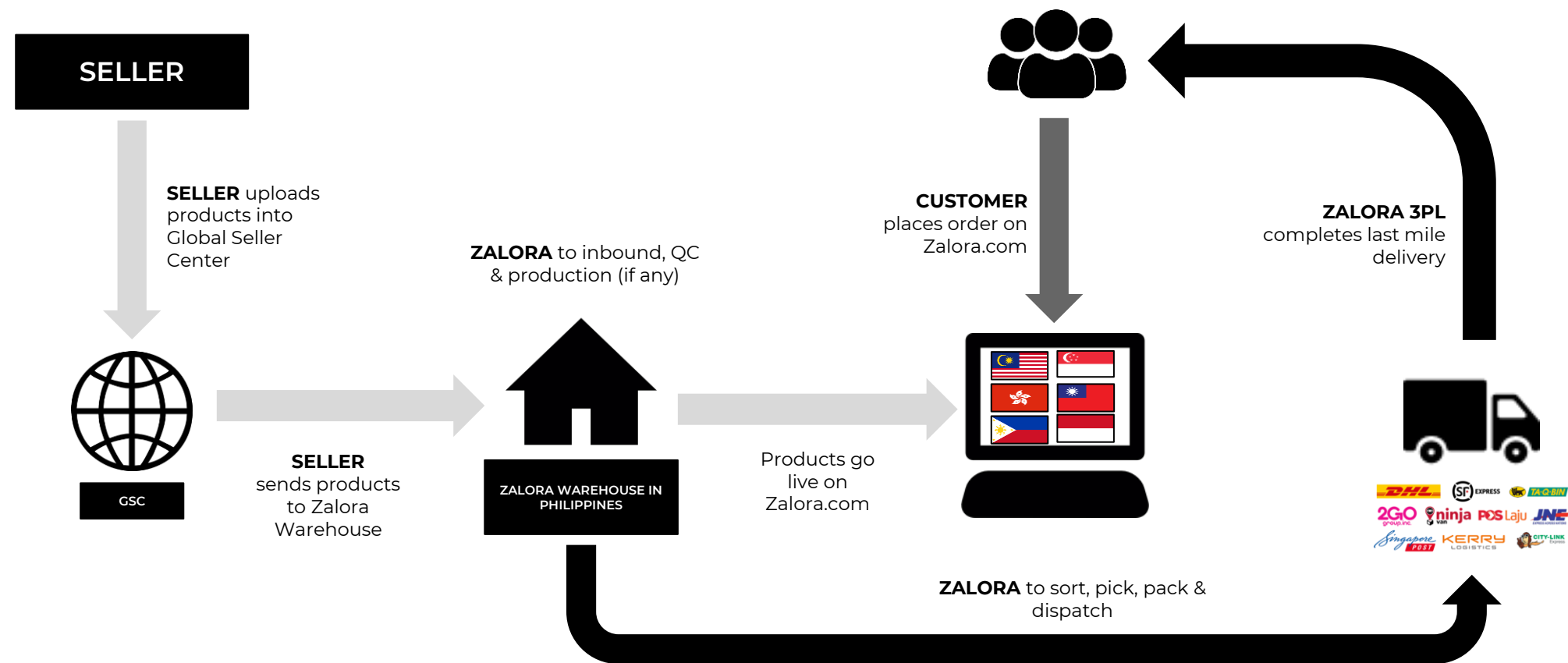
FBZ	PRODUCT CREATION	MARKETING	STOCK LOCATION	PRODUCT DELIVERY	CUSTOMER SERVICE
Fulfilled by ZALORA (FBZ	BRAND oversees content and product creation	ZALORA and BRAND will work mutually to market and grow your brand	Items are stored in ZALORA's warehouse	ZALORA's logistics partner or a 3PL delivers parcels to customers.	Handled by ZALORA's customer service team ZALORA would require seller's assistance from time to time to answer customer queries

GLOBAL SELLER CENTER MAIN DASHBOARD

Z GLOBAL SELLER CENTER

- Home
- Catalog ∧
  - All Products
  - Add Product
  - Manage Images
  - Restricted Brands
  - Fulfillment by Zalora
  - Zalora warehouse inventory
  - ZALORA Production Services (ZPS)
- Orders ∨
- Promotions ∨
- Finance ∨
- Reports ∨
- Zalora Ads Platform
- System ∨
- Store Builder ∨
- Platform Services ∨
- Switch to Admin

Welcome back, Seller

Here's what's happening

3	₱5,717.66	2069
Ordered items Today	Total Revenue Today (Philippines)	Live Products

Required actions

Pending orders ›	0	Rejected products ›	192
Approved products ›	4721	Pending products ›	5

Total sales
Updated live   View reports

₱282,226.71	↓38.72%
Product sales last 7 days	Down from last week

80,000

60,000

40,000

20,000

0
Thu Fri Sat Sun Mon Tue Wed

Total order items
Updated live

187	↓40%
Order items last 7 days	Down from last week

60

45

30

15

0
Thu Fri Sat Sun Mon Tue Wed
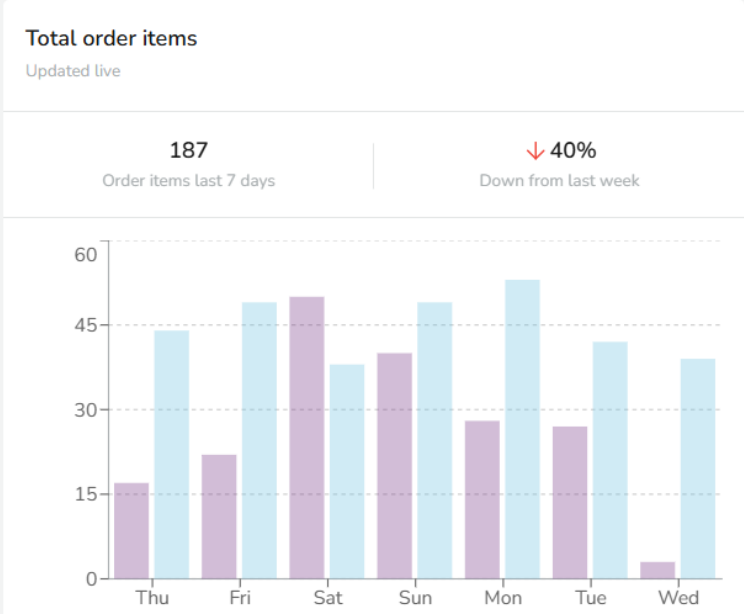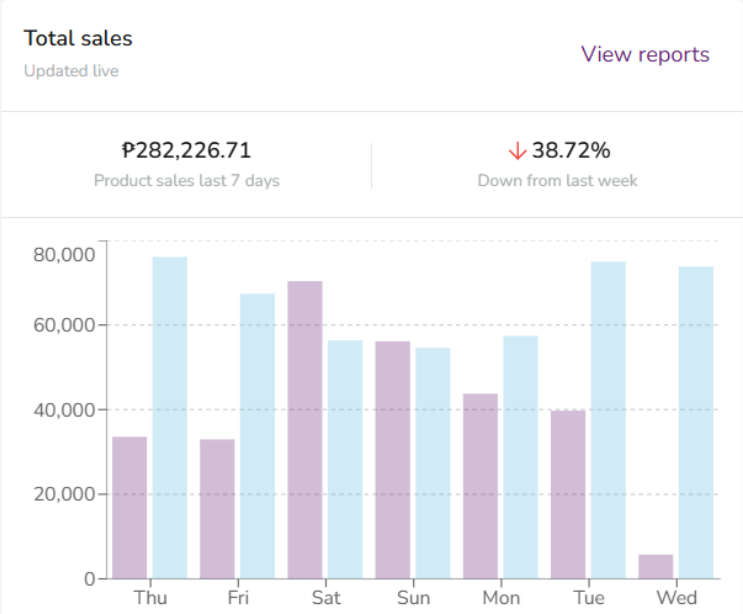
20 open promotions   View all

[PH] 50EXTEND - 50% Curated Baseline Non Stackable Birthday Afterparty
Registration ends in 3 hours
28 Mar 2025 - 3 Apr 2025
Percentage Voucher promotion
Seller funded portion: 100%

Join Promotion

[PH] 35FOLLOW - 35% Kids Baseline Non Stackable Birthday Afterparty
Registration ends in 3 hours
28 Mar 2025 - 3 Apr 2025
Percentage Voucher promotion
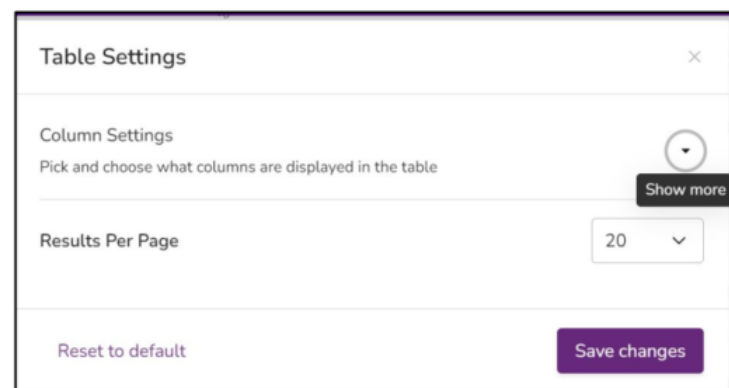Seller funded portion: 100%

Join Promotion

TABLE SETTINGS

Customize columns to display on the product overview
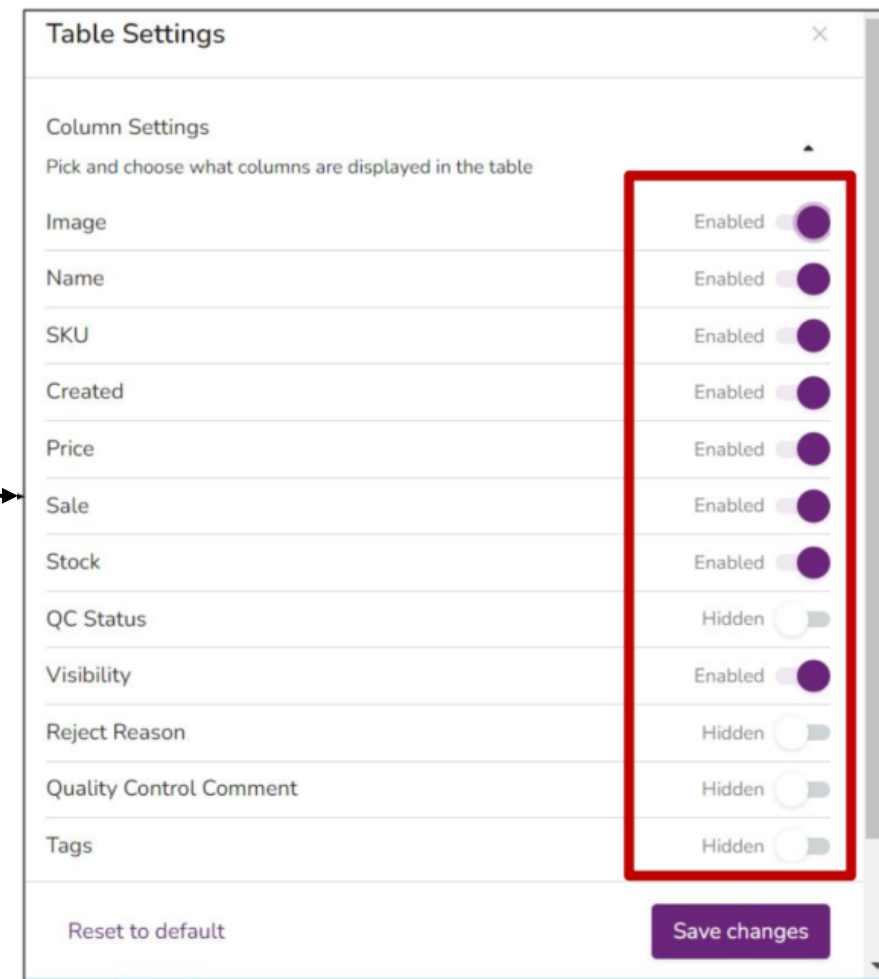
Step 1: Click on *Products » All Products*

Step 2: Go to the edit settings by clicking on the gear icon

Step 4: Adjust the toggle to **Enabled** or **Hidden** a column. Then, click on **Save Changes**.

Step 3: Click on Show More on the table settings pop-out

PRODUCT OVERVIEW

This is the main section on the product module, where the user can see all their products and manage based on their operations.

View all the products on the config level

Product created date

Product image and name

The stock is the sum of all variations with all the status

PRODUCT OVERVIEW

Price range and Visibility

Has different icon colors to identify what is missing or pending

	Image	Name	SKU	Created ▾	Price	Sale	Stock	Visibility
☐	🖼	test product maria 2	sku_test_19999	19/01/2023	MYR 100.00	-	0	🔴🟡 ⋯
☐	🖼	Test Product Maria	sku_test_1	19/01/2023	MYR 100.00	-		
					MYR 100.00	-		
					MYR 234.00	-		
					MYR 85.00	-	0	🟢 ⋯
					MYR 85.00	-	25	🔴🟡 ⋯

Visibility details:
- ⊗ Not yet uploaded to shop
- ✓ Product status is active
- ✓ Seller status is active
- ⚠ Quality Control pending
- ✓ Brand status is active
- ⊗ Images not uploaded
- ✓ Product has active categories
- ✓ Brand is approved
- ✓ Product is authorized
- ⚠ Variants with 0 Stock

If the price is different per variation, the price column will display the minimum and maximum prices.

Price

ARS 1,550.00 - ARS 1,600.00

Refer to **icon and list** table for guidance on visibility icon

PRODUCT OVERVIEW

Icon guidelines

Icon	Rule
✅⚠️	All the points in the list are green but there is a warning icon
✅	All the points in the list are green but, no warning
⛔⚠️	At least one point in the list is red and there is a warning icon
⛔	At least one point in the list is red

List guidelines

List	Rule
Product status is active	⛔ All variations with status inactive ✅ Minimum 1 variation on the product set has status active
Seller status is active	⛔ seller status is inactive ✅ seller status is active
Quality approved	⛔ QC product status is rejected ✅ QC product status is approved ⚠️ QC product status is pending
Brand status is active	✅ Brand status is active ⛔ Brand status is inactive
Variants with price 0	⚠️ price for at least one variation is =0
Variants with Stock 0	⚠️ stock for at least one variation is stock = zero

List	Rule
Images uploaded	⛔ Product set dont have images uploaded ✅ Product set has at least 1 image
Product has active categories	⛔ Primary category of the product set is not status active ✅ Primary category of the product set has status active
Brand is approved	⛔ Brand is not approved ✅ Brand is approved
Product is authorized	⛔ Product was rejected for a reason with the flag is *SetToNotAuthorized* ✅ QC product status is approved or rejected with a reason without the flag *SetToNotAuthorized*
Latest version not yet uploaded to shop	⛔ Not yet uploaded to shop ✅ Uploaded to shop ⚠️ Latest version not yet uploaded to shop

SEARCH AND FILTER

Search or filter a product

- **Step 1:** Click on Products » All Products
- **Step 2:** Search a desired product by SKU, product name, or shop SKU. Also enables to filtering of the products by status, brand, or category of the products.
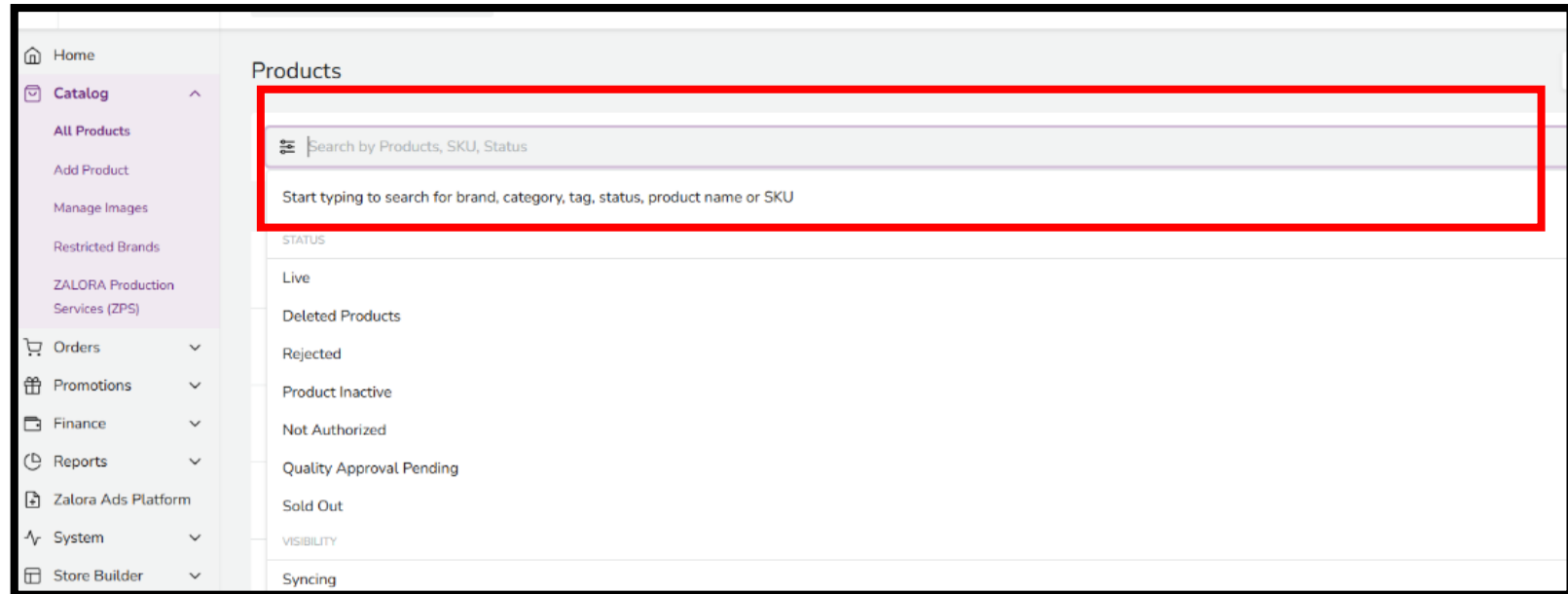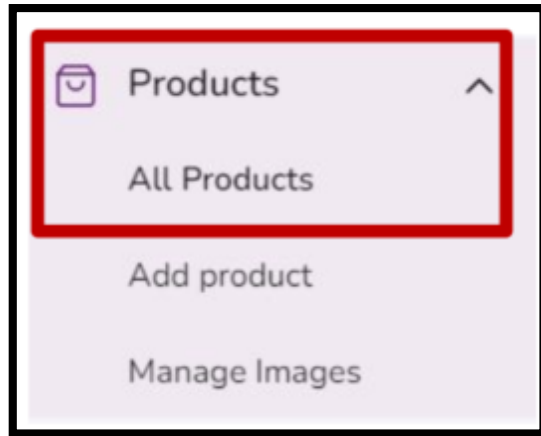
Search by category and brand is included as the user type something in the search box

Edit product details

Stock	QC Status	Visibility
119	Approved	⊗ •••
92	Appr	
12	Rejec	

- 👁 More Product Details
- ↗ Open in shop
- ✎ Edit Product
- ⧉ Copy Product
- ↺ Restore Previous Version
- 🖼 Manage Product Images
- 🗑 Delete Product

test product maria 2 ✕
sku_test_19999

🖼

One Size ⚠

⚫ Active

Price

MYR 100

Sale Price

MYR

Stock ⚠

⬟ 0

Product Actions ▲

- ✎ Edit Product
- ⧉ Copy Product
- ↺ Restore Product to Previous Version
- 🗑 Delete Product

Cancel   **Save changes**

The drawer opens the
variation details to update
stock, price, status, and to
Apply actions like edit, copy
And delete a product.

GSC STORE BUILDER

What is a Store Profile

Store profile refers to the possibility of having a Store header and Store logo images customized to the Sellers Interactive Store.

•Logo: circle shape image shown. Just one Image will be uploaded for either desktop or mobile app views.

•Header: rectangle-shaped image at the top of the Store. Since the resolution for desktop and mobile screens is not the same different images can be uploaded for each view.

See Sample of **Store Profile**:
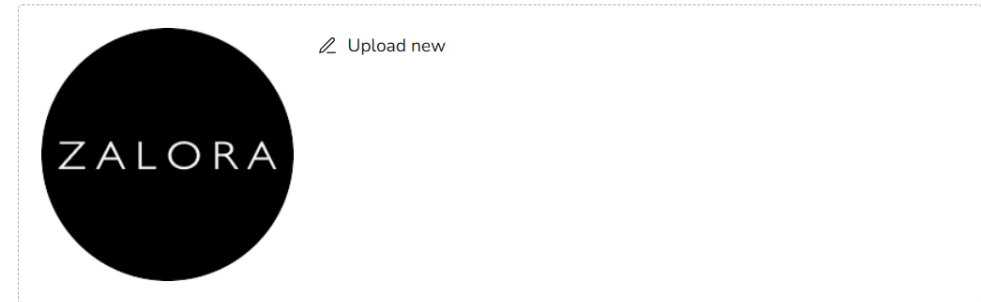
The logo image is the same for mobile and web shop views
Minimum size of the image: 224 x 224 pixels

Mobile

Desktop

Header
Header image can be also the same for mobile and web shop views
Minimum size of the image for mobile view: 720 x 208 pixels
Minimum size of the image for desktop view: 1280 x 278 pixels

GSC STORE BUILDER

How to customize banner and logo | Seller Perspective

The Store Profile can be customized directly by the Sellers. To do so:

- Go to > Store builder in Seller Center
- Upload an Image for Logo and Header
- Customized the image area to be shown by **Cropping, Zooming or Rotating** the image
- Publish the customized Logo & Header

Also, Sellers will be able to re-adjust the showed area afterwards by clicking the image again and the Image component will open to change the cropping area, zoom in or rotate the image.

Your Logo Design
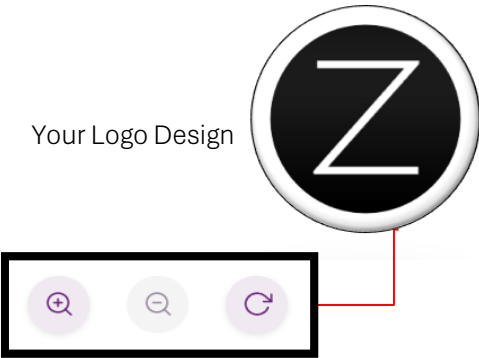
Storefront editor refers to the possibility of decorating the Interactive store with:

1. A particular logo and header for the created storefront
2. Banners
3. Carousel
4. Poster
5. Video
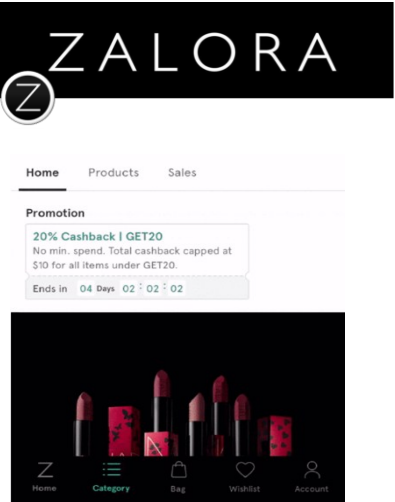
Step 1:
Access New Seller Center. Select "Store Builder" in the menu, then "Storefront Editor" and **"Add New".**
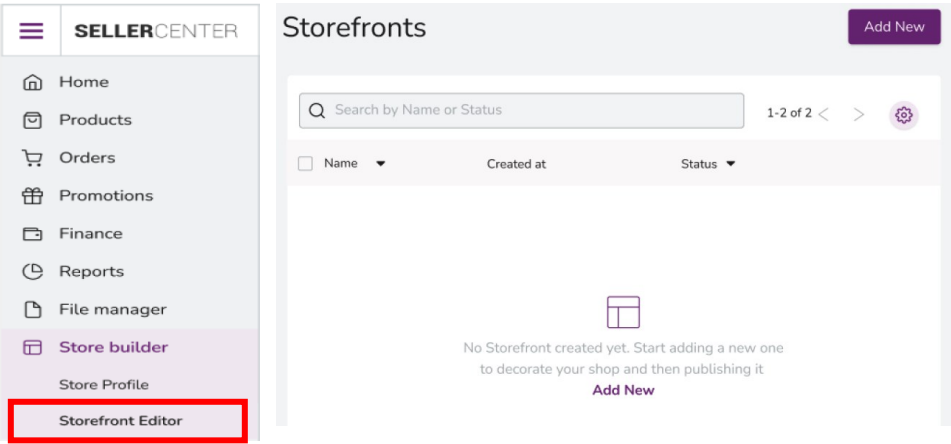
Step 2: Add a Name for the Storefront (mandatory).
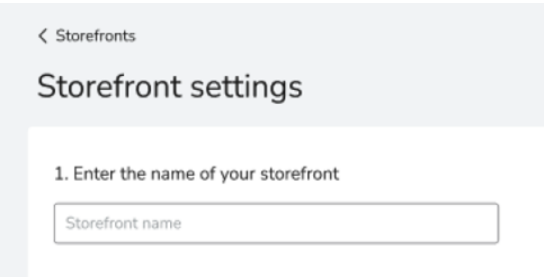
Step 3: Select the country for which you are creating the Storefront (mandatory).

GSC STORE BUILDER

Step 4: Choose a pre-filled **template**, create your own, or use a previously created storefront at the bottom of the page.

2. Select a template or an existing storefront to get started*

From templates

Campaign
- Focus on the banner content
- Perfect for Sellers launching recurring campaign events

Product
- Focus on the product recommendations
- Perfect for new product launch

Brand story
- Focus on the content banner
- More placements across page
- Perfect for Sellers representing a single / multiple large brands

Your own design
- Start with a blank draft

Step 5: Once done, click "**Create**".
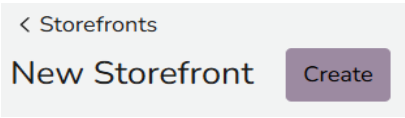
Step 6

Customize the storefront by editing, adding, or rearranging the components. The layout displayed will be based on the template option selected in Step 4. Customize

CUSTOMIZING THE COMPONENTS

If the user has chosen a Template, the user will be able to:

1. **Add more component:**
    From the right Panel, drag and drop the components to the body (max 10 components).
1. **Add content to components:**
    Click in the component you want to update/ edit, and a drawer will open in the right to customize it. Click "Apply" button to save the changes or cancel.
1. **Rearrange the sorting of the components:**
    Drag and drop to move the components higher or lower or use the arrows. All components to be between promotions and all Products. You can also use the arrows up and down.
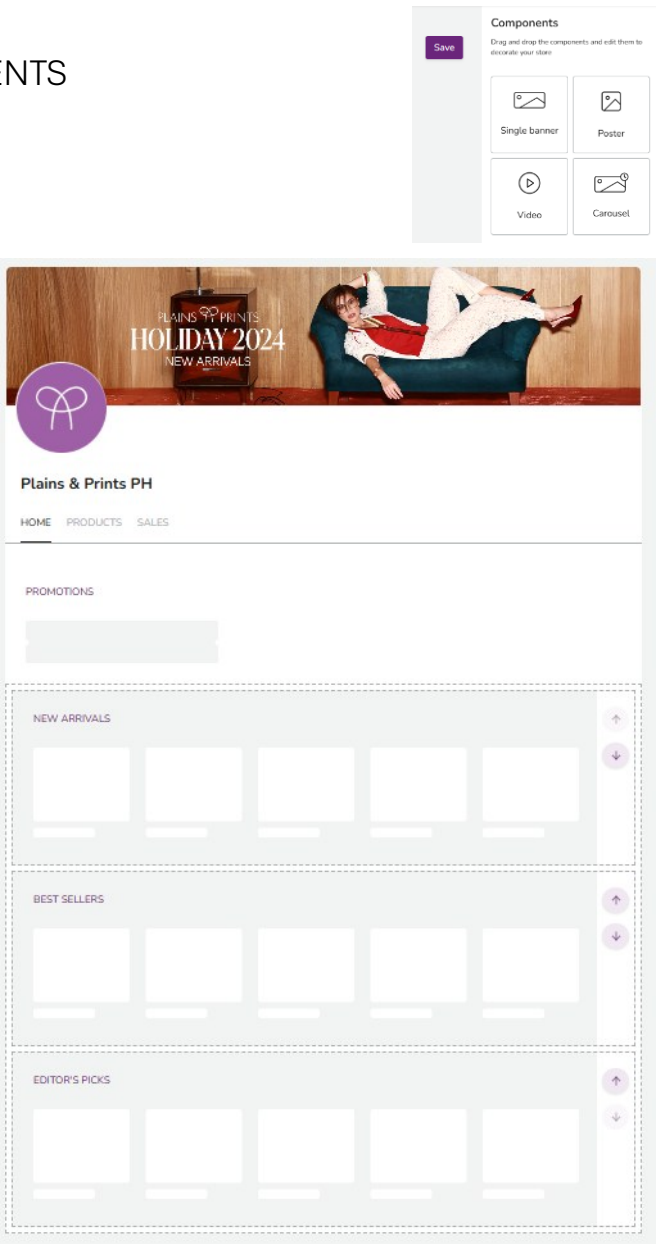
CUSTOMIZING THE COMPONENTS

The available components to customize are:

- **Header and logo:** By default, the ones configured in Store Profile are used although the seller can add a new one for this specific Storefront

- **Single Banner:** This can be in two styles, Regular (1440×768 px) or Skinny (1440 x 338 px)

- **Poster:** Minimum size is 1440 x 1440 px

- **Carousel:** Up to 3 regular banners with autorotation

- **Video:** supports a YouTube link to include a video in the store

- **Store Categories** (Shop by coming soon)

Mobile

Desktop

HOLIDAY 2024
NEW ARRIVALS

HOLIDAY 2024
NEW ARRIVALS

✎ Upload new

✎ Upload new

Minimum size: 1280 x 278 px

Single banner

Poster

Carousel

Video
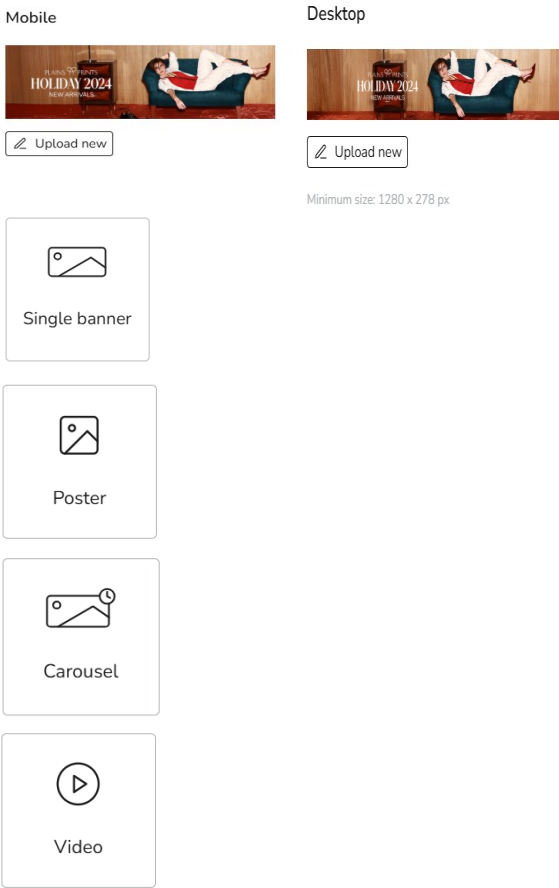
Step 7

Once done editing the components, click "Save".

Storefront not ready ✕

Some components are empty.
If you continue the status of the Storefront will go to draft and the scheduled dates will be lost.

Cancel   Save as draft

All components should be filled with content before users will be able to save & and publish the storefront. In this case, the button at the top will be visible as "Save".

If some components have not been filled with content, the storefront can only be saved as a Draft. Draft Storefronts cannot be published; therefore, users will need to finalize the editing to a final version before being able to publish. In this case the button at the top will be visible as "Save as draft" to let you know that something is missing.

If you have edited a scheduled storefront but not all the components have been filled, this will be Saved as a draft and the scheduled dates will be lost. To prevent this from happening, at the time of saving a message will pop up to confirm or cancel the action as follows:,

Publish

Save as Draft

Publish at

Specific date

From

26/03/2025   📅   🕐 10:29

The selected Marketplace time is 26 Mar 2025 10:29

GSC STORE BUILDER
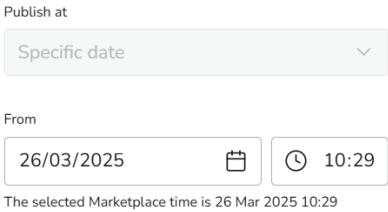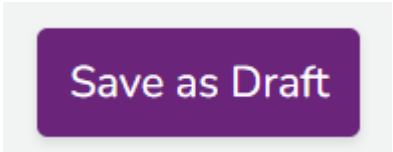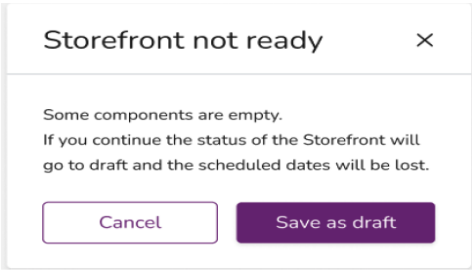
SAVING & PUBLISHING

Step 8
To publish a storefront, click the Globe Icon

	Plains & Prints	15/08/2024	Active	🌐 ✎

Step 9
Under publishing settings, select to publish now or in a specific date.

Then click "Save".

Users will be able to view the scheduled storefronts in this tab.

Publish settings ✕

Publish at

Specific date ⌄

From

26/03/2025 📅   🕐 10:35

The selected Marketplace time is 26 Mar 2025 10:35

This storefront will be active until you publish another one

Publish

For any concerns or questions regarding the feature, please reach out to us via this Google form below:
- **Issue / Bug / Feedback reporting**

PUBLISH LOOK ON THE WEBSITE
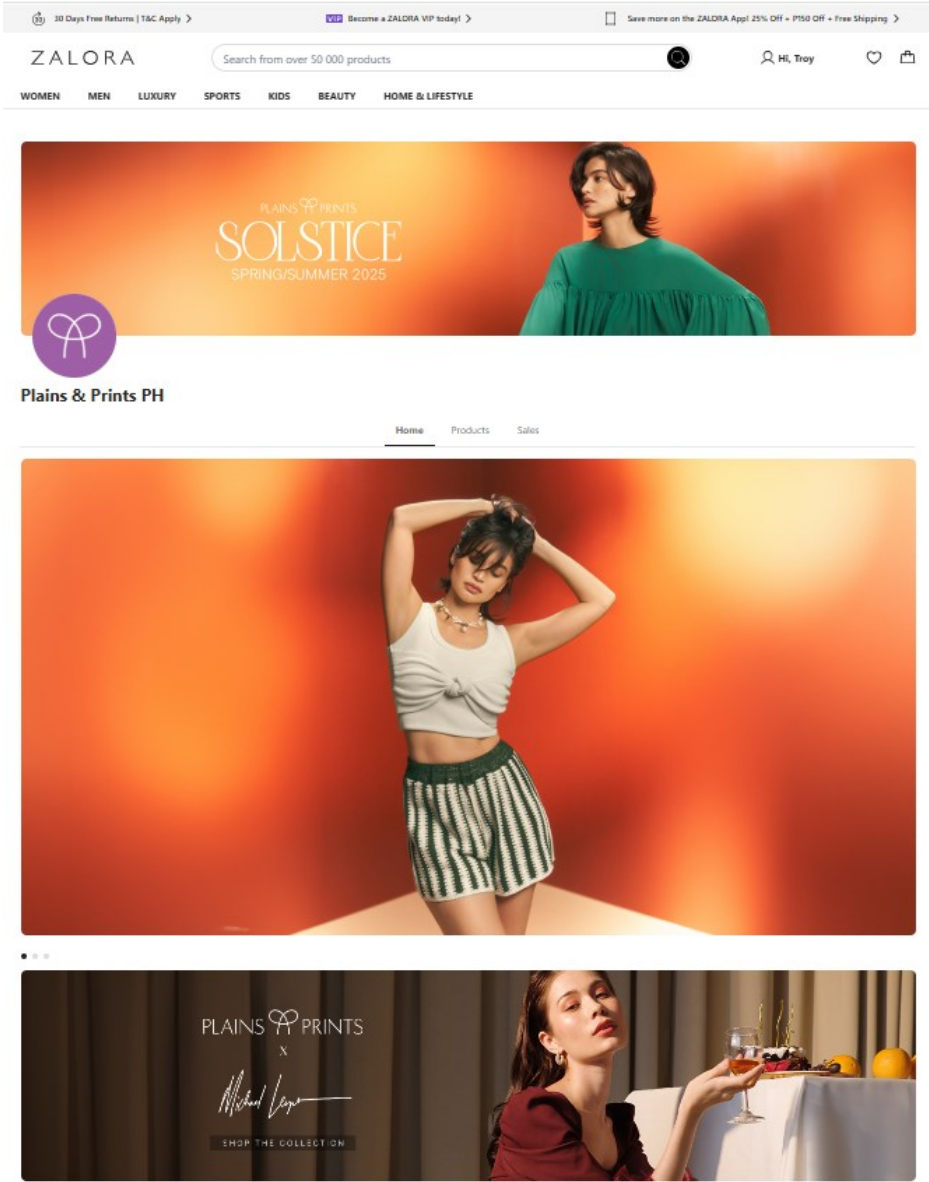
REPORTS OVERVIEW

The new Reporting dashboard can be access from the navigation menu of the New Seller Center interface.

The purpose of this feature is to give more flexibility and ownership to the Admins and Sellers as part of the strategy to transform Seller's data into valuable insights by providing useful information about their business development.
Moreover, this dashboard allows the Sellers to understand the sanity of their business and analyze the data to improve their sales, performance and operations.

- An **Overview** of the most important KPIs from the reporting modules in the different widgets
- **The Sales report**
- **The Inventory report**
- **The Operational report**
- **The Marketing report**
- The Performance report *(coming soon)be accessed,*

The KPI's
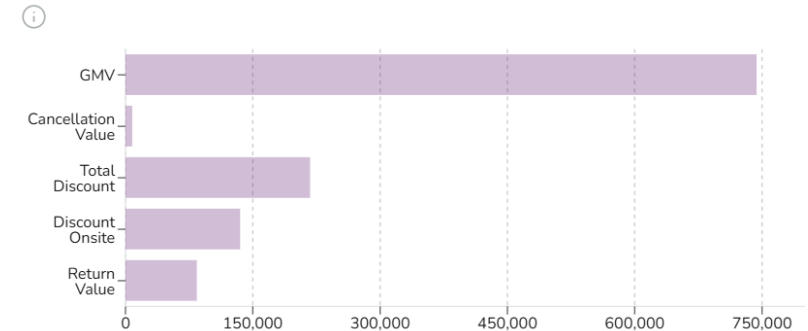
Below you can find the list of KPI's displayed in the Sales report and the formulas used to calculate them:

- GMV (bCaDbR)= SUM(paid_price)
- GMV (aCaDbR)= sum(gmvbcadbr) – (sum(cancellation_value) + sum(failed_value)
- NMV= sum(gmvbcadbr) – (sum(cancellation_value) + sum(return_value) + sum(failed_value)
- Cancellation Value= SUM(paid_price when status.name = 'canceled')
- Return Value= SUM(paid_price when status.name = 'returned')
- Rejection Value= SUM(paid_price CASE WHEN status.name = 'return rejected')
- Total Discount= SUM(unit_price) – SUM(paid_price)
- Discount Onsite= SUM(voucher_amount)
- Cancelled Orders (by seller)= SUM(paid_price when status.name = 'canceled' AND (select coalesce(user,'') from sales_order_item_status_history where fk_sales_order_item_status =3 and fk_sales_order_item = oi.id_sales_order_item)
- Cancelled Orders (by customer)= SUM(Paid price when status.name = 'canceled' AND (select coalesce(user,'') from sales_order_item_status_history where fk_sales_order_item_status =3 and fk_sales_order_item = oi.id_sales_order_item)

SALES DASHBOARD

Sales Performance Overview

• Total sales figures for the period.

• Comparison with previous periods.

• Analysis of sales trends.

A tooltip showing the description of each KPI is available when hovering to understand the calculation

The **Sales Report** shows an overview of your most relevant metrics and KPIs in a period of your choice and compared with previous periods.

A tooltip showing the description of each KPI is available when hovering to understand the calculation

Also, you will find above a chart showing the evolution of the KPI of choice in time and a table of products related to the KPI.

The table can be filtered by brand, category, name or SKU and exported.

- Breakdown of sales by product or service.
- Best-selling products/services.
- Underperforming products/services.

INVENTORY DASHBOARD

The purpose of this feature is to give more flexibility and ownership to the Admins and Sellers as part of the strategy to transform Seller's data into valuable insights by providing useful information about his assortment and the sanity of his operation based on his stock availability. This information will allow the Seller to track his results and take action to increase or replenish his stock.

Inventory Report Overview Widget In the Reporting Overview you can find a Sales Report widget that contains the most important metrics for the last 14 days. From there, you can access the Inventory report by clicking on "View Reports"
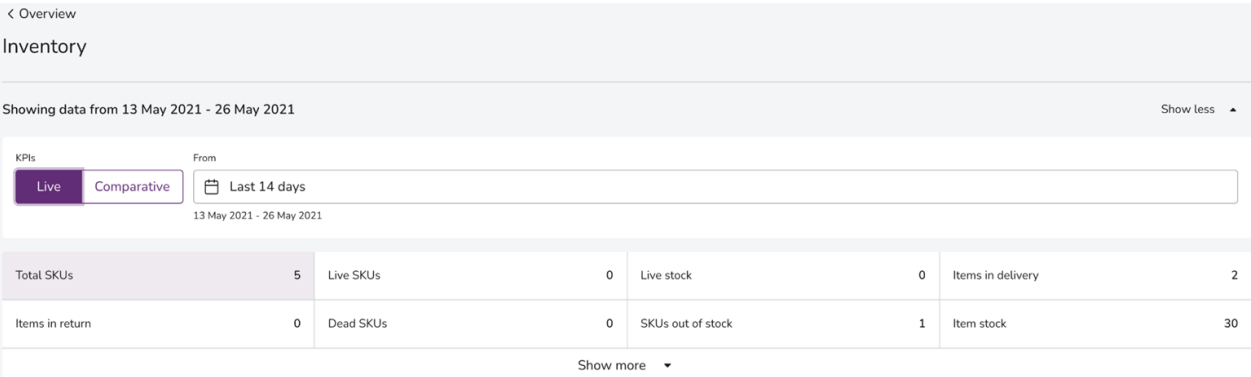
A tooltip showing the description of each KPI is available when hovering to understand the calculation

The **Inventory Report** shows an overview of your most relevant metrics and KPIs in a period of your choice and compared with previous periods for Comparative data.

Also, you will be able to choose Live KPIs for a better understanding of your Inventory status.

Also, you will find above a chart showing the evolution of the KPI of choice in time and a table of products related to the KPI.
The table can be filtered by category, brand, name or SKU and exported.

OPERATIONS DASHBOARD

The purpose of the Operational Report as part of the reporting module is to give more flexibility and ownership to the Admins and Sellers as part of the strategy to transform Seller's data into valuable insights by providing useful information about the forward and reverse supply chain and the sanity of his operations about how the orders are being handled. This information will allow the Seller to track his results and take actions.

Also, you will find above a chart showing the evolution of the KPI of choice in time and a table of products related to the KPI.
The table can be filtered by category, brand, name or SKU and exported.

Your Rating Drivers	KPI Value	Period	Score (1-5)	KPI Weight (0-1)	Actual Score	Rating
Cancellation Rate	3.1%	30 days	3	0.5	1.5	Average
Pending to Ready to Ship in 3 Days	99.93%	30 days	5	0.5	2.5	Excellent

Operational Report Overview Widget In the Reporting Overview you can find a Sales Report widget that contains the most important metrics for the last 14 days. From there, you can access the Inventory report clicking on "View Report

PROMOTIONS DASHBOARD

From the Promotion report the Sellers can get information about their promotions and products related performance for the different campaigns. This information will allow the Sellers to track their results and make decisions to join or create new promotions based on the campaign results they can translate from the reports.

Also, you will be able to choose between Promotions and Products KPIs for a better understanding of your campaign's performance.

Also, you will find below a chart showing the evolution of the KPI of choice in time and a table of products related to the KPI. The table can be filtered by category, brand, name or SKU and exported.

Reports

Zalora Ads Platform

ZALORA is changing the landscape of digital advertising.

With our native ad serving technology, we are giving YOU the power to own premium digital shelf space that effectively increases your sales and brand awareness. Start advertising with our self-service solutions on ZALORA's app, mobile web and desktop platforms.

Zalora Advertising Platform

How Does It Work For Our Merchants?

Sponsored Products

Register — Use your Seller Center account

Create a campaign — Select the products and budget

Launch — Start a campaign on Cost Per Click basis

Monitor the performance — Impressions & Clicks Sales

Expand your brand's horizons with impactful marketing solutions and expansive reach across the whole customer journey on Zalora's sites, and beyond.

Zalora Advertising Platform is the 360-marketing solutions unit of Zalora. Powered by Marketing by GFG (MbG), the service encompasses a comprehensive marketing services suite.

Expand Your Consumer Reach

Maximize your brands' visibility at every part of the customer journey on Zalora's platform through highly scalable advertising formats, created to drive your desired sales & performance.

Fashion-Focused Target Audience

Advertise on the platform where your target audiences are. Direct your advertising spending on our established, fast-growing lifestyle, and fashion-oriented audiences to maximize cost-savings and returns.

Seamless Customer Experience

Our scalable native advertising formats are embedded seamlessly in the Zalora content to provide a non-disruptive customer experience. This ensures that the advertisements made are contextually relevant, improving both the customer experience and the value of your advertisements.

Total Control With Sponsored Ads

Own your premium digital shelf space by boosting your product listing to the most optimal first row positioning across Catalog Search and Category pages.

The power of top online product position cannot be underestimated, providing boundless opportunities to capture the attention of your target audience and convert sales.

SIZE CHART UPLOAD

Providing Brand-specific sizing information

The size picker and size conversion dropdown are dependent on the Size Chart
• For customer convenience during size selection and reduce returns due to sizing issues
• Generic Chart by ZALORA is used if the Brand does not provide a chart. See below for a sample of Size Picker:

Size picker

SIZE CHART UPLOAD

Providing Brand-specific sizing information

WOMEN   MEN   LUXURY   SPORTS   KIDS   BEAUTY   HOME & LIFESTYLE

Home > Sports > Men's Sports > T-Shirts

New Arrivals
Trending

NIKE

Nike ViP
Dri-Fit Hbr Novelty Tee

☒ **Php 1,046.25**

Php 1,395.00 -25%

⊡ BEST DEAL 25% off
25ULTIMATE | Min. spend Php2,295.00

Variations White

Size 🎀 Size Guide

International

💡 Sizes will vary either in **Centimeters** or in **Inches**

When a customer clicks on the size chart, Generic Chart (Zalora size chart) will pops up

Size Guide

Find the best fit for your body type

All conversions are approximate. Sizes may vary by manufacturer.

Size information from Nike:

International

| S | M | L | XL |

Area   See in **CM** IN

🎀 How to take my measurements

Chest	85 -91
Hip	86.5-91.5
Waist	73-79

A **Chest**
Lift up your arms and wrap the tape measure around the back and to the front. Have the tape snug around your chest, but not tight

B **Waist**
Measure the waist circumference at the narrowest part of the waist. Wrap the tape measure just above your hip bones

C **Hip**
Wrap the tape measure around the widest part of your buttocks

The measurements shown refer to body measurements.

SIZE CHART UPLOAD

Providing Brand-specific sizing information

▪ **Step 1:** Check whether the existing ZALORA generic size chart & PDV conversion drop-down match your Brand's actual sizing. If they match, please skip the next step.

To reduce unnecessary returns due to sizing error

▪ **Step 2:** If existing generic sizing info does not match your brand, please provide a size chart data file for our upload in the below format:
○ File format: excel file
○ Filename: ''[Brand Name] - MP - [Gender] - [Category]"
○ Categories size chart option: Shoes/Apparel/Underwear and Swimwear
○ Size conversion chart has to cover the following size systems: EU (compulsory for shoes), UK, US
○ Size system as first row (see example below)
○ Size data in range format is not available in drop-down
○ Size chart must have complete size ranges based on the list of sizes created in Seller Centre
○ You may refer to **Size Chart Template** for more details

Main size system brand and sizes	Size conversion			Measurements		
International	UK	US	EU	CHEST (CM)	WAIST (CM)	HIPS (CM)
XS	6	2	34	77	63	89
S	8	4	36	82	68	94
M	10	6	38	87	73	99
L	12	8	40	93	79	105
XL	14	10	42	99	85	111

SIZE CHART UPLOAD

Providing Brand-specific sizing information

Step 3: Submit the Excel file to the **Seller Help Desk** via the Contact Us form.

Brand-specific size picker and size chart example

SIZE CHART UPLOAD

Sizing details for each product as last image

▪ Size chart/size details can also be uploaded as an image. This can be helpful when the size chart/size details differ by product and do not match with the ZALORA generic size chart.
▪ The image uploaded will be part of the product images and must be added as the last image.
▪ Alternatively, providing item measurements in text form is highly recommended. Please refer to the slide on Size Measurement.
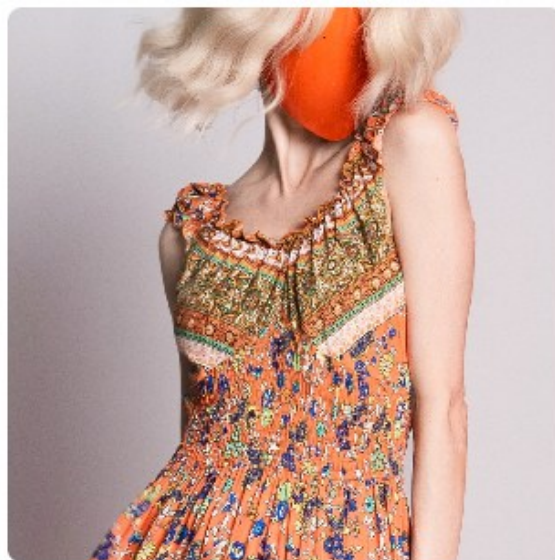
LEGRANDE HAUSSE SIZE CHART				International
	S (cm)	M (cm)	L (cm)	XL (cm)
Bust	87-90	91-93	95-98	99
Waistline	66-69	70-74	74-78	78
Hips	90-93	94-97	98-101	102
Shouler Width	38	39	40	41
ELASTIC FIT: reduce 6-10CM from smallest (full circumference)				
REGULAR FIT: add 4-10CM from smallest (full circumference)				
LOOSE FIT: add 10-15CM from smallest (full circumference)				
Very loose: add 15-35CM from smallest (full circumference)				

Size Measurement specific example

SIZE CHART UPLOAD

Please indicate to customer to refer to the Product Measurement or Size Chart in product image for a better estimate of product sizing

Measurement Details

Please refer to the measurements or sizing details provided on the last product image for a better estimate of product sizing.

Please include this text in the 'Measurement' section during product upload:

▪ **Only size measurement is provided:** "Please refer to the following measurements provided for a better estimate of product sizing."

▪ **Only Size chart on Image is provided:** "Please refer to the sizing details provided on the last product image for a better sizing estimate."

▪ **Both Size chart on Image and size measurement are provided:** "Please refer to the measurements or sizing details provided on the last product image for a better estimate of product sizing."

SINGLE PRODUCT CREATION

Product Creation

Fields below are mandatory

Mandatory & Non-editable Fields	Mandatory & Editable Fields
● Sub Cat Type ● Brand ● Gender ● Size System (for reference please refer to this table for "allowed" size system + size combination) ● Size	● Name ● Primary Category (must be under the same attribute) ● SKU Supplier Config ● Seller SKU ● Price ● Product Description

Mandatory & Non-editable Fields should be final
Please make sure that information that we feed into Seller Centre when it comes to mandatory & non-editable fields is correct and final. Updates to these fields are not possible and SKUs with missing information on these fields will be rejected. If amendment is required, please proceed to delete and recreate the SKU.

Maintain information aligned
All mandatory fields need to be the same across all ventures where the product will be created (e.g. same in Seller Centre HK, TW, SG, etc.)

SINGLE PRODUCT CREATION

Main Product Information

- **Step 1:** Click on Products » Add a Product
- **Step 2:** Select Primary Category for your product
  ○ As best practice, select Primary Category with 3-level before clicking "Select"
  ○ E.g. Clothing » Women's Clothing » Dresses
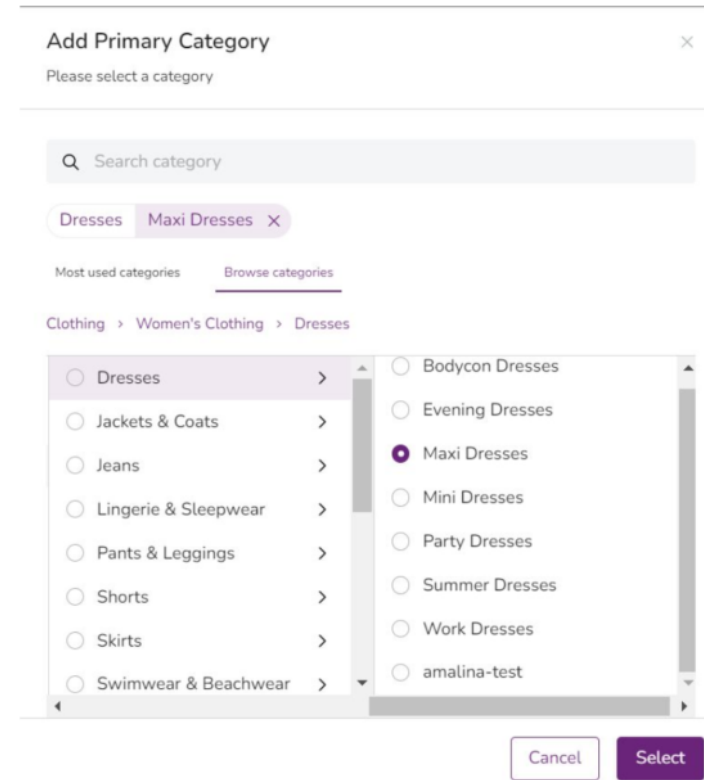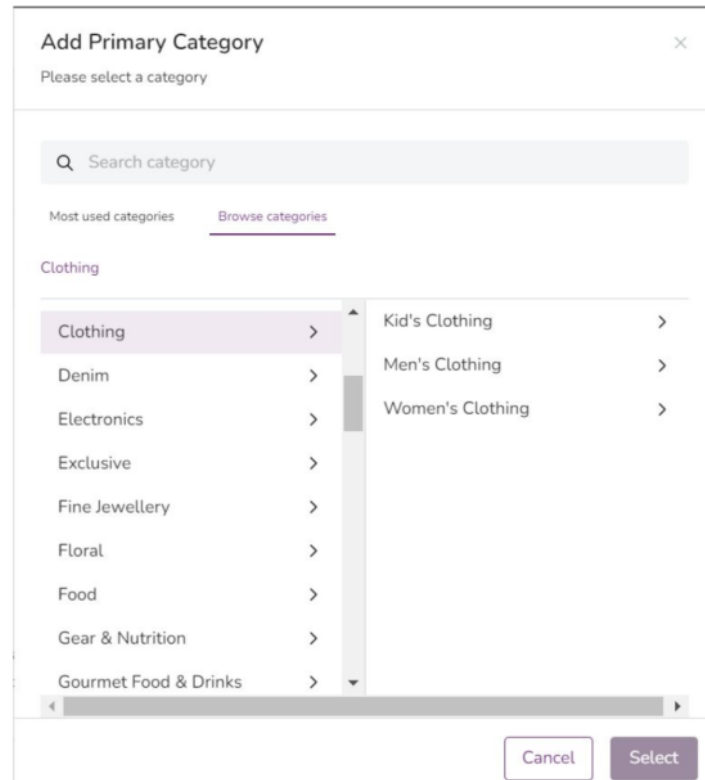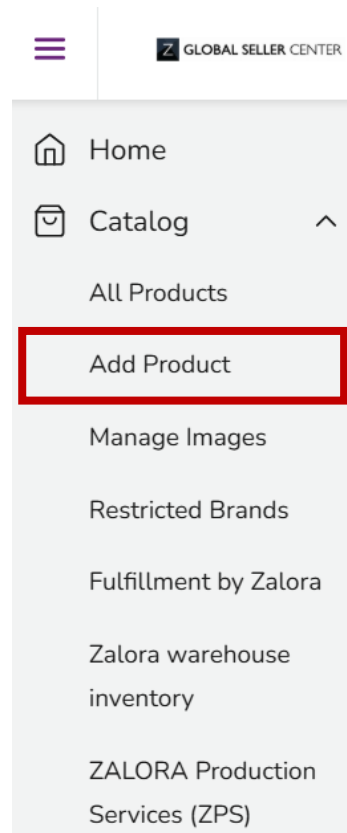
SINGLE PRODUCT CREATION

Main Product Information

💡 **Please refer to Mandatory Fields table for list of Mandatory fields**

Reference ID on a product-color level. Each SkuSupplierConfig must be unique for each product creation

- Max 40 characters with spacing
- No upper caps/abbreviations/brand name/color/measurements/punctuation marks or any other special characters except for hyphen (-) and oblique (/)
- Add descriptive words to help SEO
Eg: Floral Off Shoulder Dress

Brand of the product

Sub Category of the product (.i.e blouse, face moisturizer, heels, jeans)

Please refer to SubCatType List

Product Information

Information regarding the product

Main

SkuSupplierConfig*

THJ01-WHITE

Style Code or supplier SKU Sizes / Variation of the product must have the same SkuSupplierConfig Max 18 characters/numbers
Example: THJ01-WHITE

Name*

White Maxi Dress

Name of the product. For a better listing quality, the name should consist of the Brand, the actual product name, if available color, edition, speciality Displayed on the ZALORA website
Example: Multicolor Straight Fit Jeans

Brand*

🔍 Pomelo

Brand of the product. Displayed on ZALORA website
Example: Levi's

Sub Cat Type *

Dresses

Type of Product Mandatory
Example: T-shirts

SINGLE PRODUCT CREATION

Main Product Information

Input must be the same as the dropdown options available. Otherwise, will be rejected by QC.

Three options available, **K-fashion, Lingerie, Maternity, Packs, Petite, Plus Size, Premium**

Range Filter (For Women only)

Please select

Product Type - Maternity, Plus Size or Petite

Example: Maternity

Color of the product.

Main Color

White

Color that is displayed in the ZALORA website. This is the color shown on the product label

Example: Indigo

Click to reveal dropdown options available. You may select **more than one color**. If you make mistake, untick the selection.

Color Family

White

Color for the color filter on the ZALORA website. Customer uses this to find the product using color filters on website

Example: Blue

SINGLE PRODUCT CREATION

Sku Supplier Config –Seller SKU –Parent SKU –Sub Cat Type

Please refer to Sub Cat Type -Sub Cat Type list
- Choose your country
- Match the Sub Cat Type with the
- Primary Category ID

Name	SkuSupplierConfig	Seller SKU	Parent SKU
Black Top	ABC111-BLK	ABC111-BLK-S	ABC111-BLK
Black Top	ABC111-BLK	ABC111-BLK-M	ABC111-BLK
Black Top	ABC111-BLK	ABC111-BLK-L	ABC111-BLK
Red Top	ABC111-RED	ABC111-RED-S	ABC111-RED
Red Top	ABC111-RED	ABC111-RED-M	ABC111-RED
Red Top	ABC111-RED	ABC111-RED-L	ABC111-RED

SINGLE PRODUCT CREATION

Range Filter → How it is shown on website

More Product Details → Color Family

Color Family acts as a color filter on the website to help online shoppers find their desired colored product
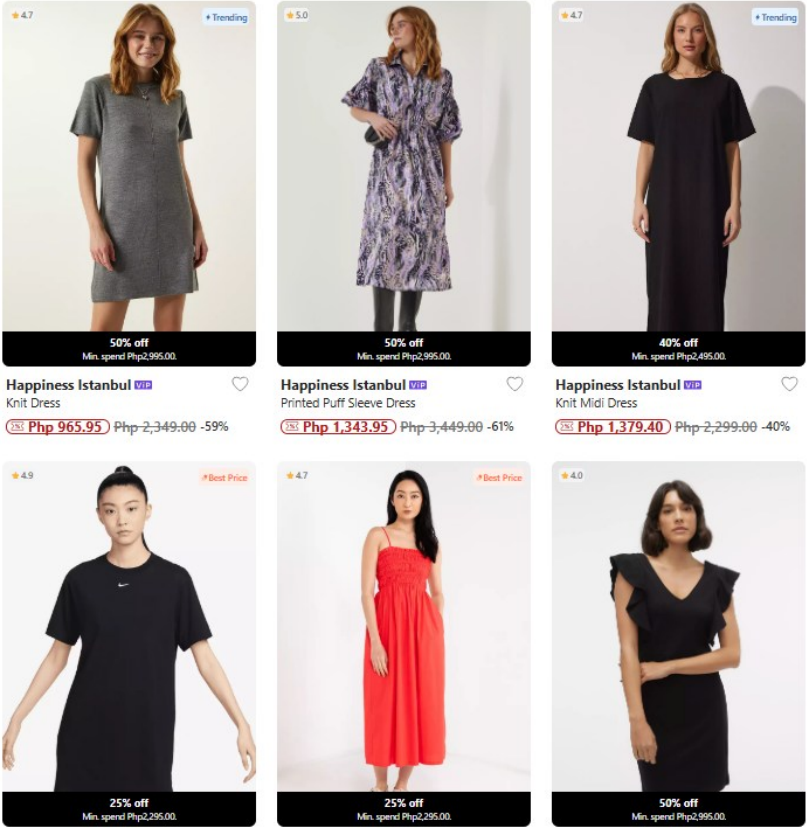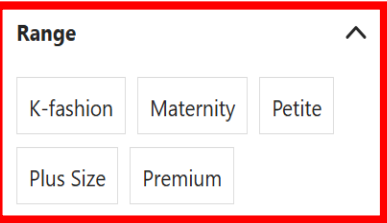
This is **Range Filter** that is shown on Zalora Website
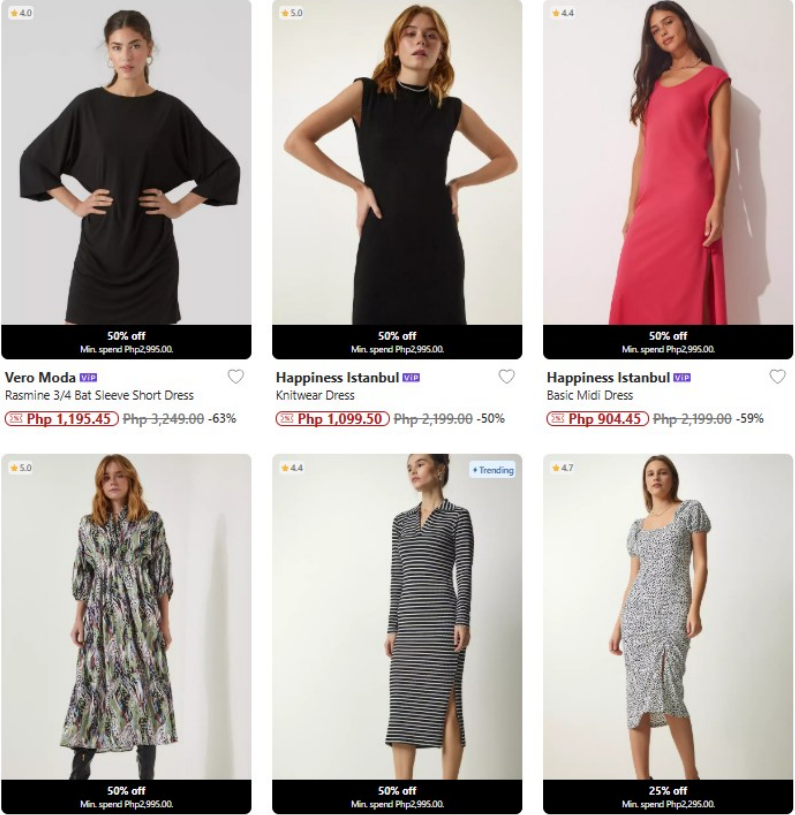
This is **Color Filter** that is shown on Zalora Website

More Product Details → Color Family

▪ **Tag "Multi" if there are THREE (3) colors or more**

   a) If there is ONE (1) color in the Multi that covers most area of the product, tag it too

| Black, Multi | Purple, Multi | Red, Multi | Blue, Multi |

   b) But, if there are TWO (2) colors in the Multi that evenly cover the product, tag both

| Pink, White, Multi | Blue, Multi | Yellow, Multi | Grey, Multi |

c) However, if distribution of all colors looks more or less even, select "Multi"

| Multi | Multi | Multi | Multi |

Additional Product Data: Size System, Gender, Year, Season, Material

It is mandatory to state this field. An attribute which country's sizing system your product uses.

Gender is **non-editable.** If you want to change the fields, you will need to delete the SKU and reupload.

It is **mandatory** to input both fields for each products. You can't leave the Season empty or the other way around.

Some customers might be allergic to certain material, hence this information gains their confidence and allays their fears.

Additional Product Data   Show less ▲

Size System

Please select   ⌄

Accessories Size system used by brand Sizes of the product must be within range of the chosen Accessories Size System Brand
Example: Belt (cm), Rings (mm), EU, US etc

Gender*

Please select   ⌄

MANDATORY, NON-EDITABLE - Gender of the product. Please refer to the Seller Academy for the list of correct Gender for the selected Sub Cat Type and Primary Category.
Example: Female, Male

Year

Please select   ⌄

Year of the season. This is Mandatory when Season is indicated on product.
Example: 2018

Season

Please select   ⌄

Season of the product. This is mandatory if Year is filled in. Choose one from Winter, Summer, Spring, Autumn, Spring-Summer, Autumn-Winter, Year Round
Example: Winter

Material

The Product fabric or material information. Displayed on ZALORA website
Example: 100% cotton

Additional Product Data: Filter Options: Material Composition, Occasion, Accessories Collection, Technical Features

Some customers might be allergic to certain material; hence this information gains their confidence and allays their fears.

Occasion ie Formal, Casual, Party

Accessories Collection ie Designer, Everyday, Premium

Determine the contribution made to the prior art by each of the claimed inventions

Filter Options   Show less ▲

Material & Composition

[⌄]

Material / Composition

Occasion

[⌄]

General fashion theme

Accessories Collection

[Please select   ⌄]

Accessories Collection

Technical Features

[⌄]

Technical Features

SINGLE PRODUCT CREATION

More Product Details → Material

CATEGORY	REQUIRED FIELD(S)	EXAMPLES
Apparels	Composition	Polyblend Cotton Blend
Accessories	Material	Metal Brass
Shoes	Upper Material Inner Material Sole Material	Textile Synthetic

For **man-made leather** products, state **'Synthetic Leather'.**
For **real leather** products, state if it's **'Cow Leather'**,
'Pig Leather' etc. Customers would want to know.

Composition

👍 State main material

👍 Add comma for more than 1 material

👍 First Words in capital letters

👎 Don't include color

👎 Abbreviation

If you are curating your products from suppliers, remember to check with them for the product composition / material before filling in this information.

SINGLE PRODUCT CREATION

More Product Details → Short Description and Care Label

Material Feel

Sleeves

Belt

Shape/Fit

Neckline

Buttons

Pocket

Pattern

Short Description
- 3-5 unique selling points
- Hyphen then space at start of each sentence
- Capitalize first letter of each point
- (Refer to image on the right
for examples

Care Label:
- Separate points by commas
- Capitalize first letter of each point
- No special characters –spell everything out,
e.g. "Machine wash up to 30 degree Celsius"

SINGLE PRODUCT CREATION

More Product Details → Measurements → Apparels

1) Click on the HTML button (blue icon next to BOLD icon)
2) Add a dash symbol ("-") in front of every points
3) Add a line break ("<br>") at the end of the point for a spacing in sentence
4) Care Label text characters cannot be more than 255 characters

Tops / Dresses
- Bust Circumference x Length **(Mandatory)**
- Additional measurements are encouraged
- Example:
  ○ Bust Circumference x Length x Waist
  ○ Size S: 91cm x 82cm x 94cm
  ○ Size M: 94cm x 84cm x 98cm
  ○ Size L: 98cm x 86cm x 102cm

Bottoms
- Waist Circumference x Length **(Mandatory)**
- Additional measurements are encouraged
- Example: Waist Circumference x Length x Hips
  ○ Size S: 66cm x 75cm x 98cm
  ○ Size M: 70cm x 76cm x 100cm
  ○ Size L: 74cm x 77cm x 102cm

Description & Measurements

Description *

Normal text | B I U

Mandatory field. Hyphenated unique selling points to describe the product. As per ZALORA guideline. Displayed on ZALORA website
Example: - Solid tone strappy corduroy dress - Unlined - V neckline - Regular fit - Polyblend

Care Label

Normal text | B I U

Enter information about the care of the product, provided by the manufacturer. As per ZALORA guideline. Displayed on ZALORA website
Example: Wash separately in mild detergent, Do not soak, Do not bleach, Do not tumble dry, Flat dry, Cool iron on reverse

Measurement Details

Normal text | B I U

Measurements of the different sizes of product As per ZALORA guideline. Displayed on ZALORA website
Example: Bust circumference x Waist circumference x Hip circumference x Length - XS (83cm x 94cm x 108cm x 69.5cm) - S (88cm x 99cm x 113cm x 72cm x 74.5cm) - L (99cm x 110cm x 124cm x 77cm) - XL (105cm x 116cm x 130cm x 77cm)

Size of Model's Garment

Size of the garment the model is wearing Displayed on ZALORA website
Example: UK 8

Model's Body Measurement

Model's body measurements relevant to the product Displayed on ZALORA website
Example: Height: 178cm, Fits UK6

SINGLE PRODUCT CREATION

More Product Details → Measurements → Accessories

WATCH
- Face Width x Height
- 5cm x 3cm
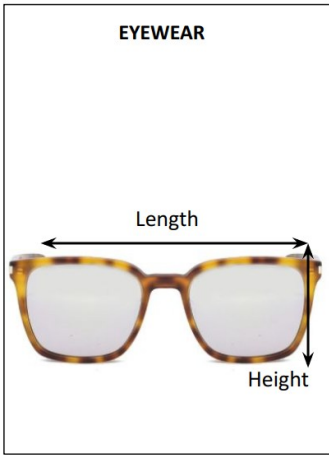
EYEWEAR
- Frame Height x Length
- 4cm x 8cm

BAG / WALLET
- Length x Height x Width
- 55cm x 23cm x 10cm

NECKLACE (WITH PENDANT)
- Pendant Length x Width
- 3cm

NECKLACE (NO PENDANT) / CUFFLINK / EARRING / SCARF
- Length x Width
- 35cm x 4cm

RING
- Inner Diameter
- 0mm

More Product Details → Measurements → Home & Lifestyle

Luggage · **Dispenser** · **Chairs** · **Cabinet**
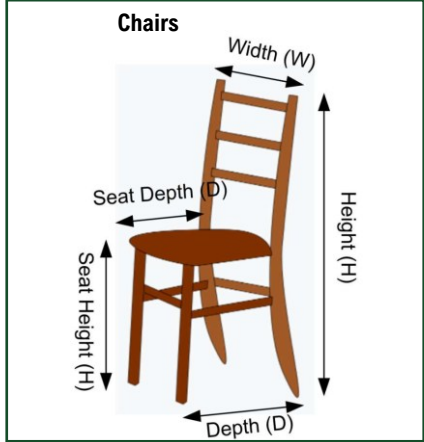
More Product Details → Earth Edit (Sustainability) → Filter Options

Earth Edit (Sustainability)   Show less ▲

Earth edit tag ie animal friendly ——————→ **Earth Edit Tag**

Please select ▾

Select one from the dropdown below

Earth edit criteria ie animal friendly - animal testing free certified ——————→ **Earth Edit Criteria**

Please select ▾

Select one from the dropdown below.

Provide a proof to earth edit tag ——————→ **Link to Proof**

0/255

Please provide the supporting link as a proof to your sustainability claim (a link to product page, third party certification website, certification documents, etc.)

Filter Options   Show less ▲

Provide a (Fabric Type) ——————→ **Material & Composition**

▾

Material / Composition

Provide a care labels on clothes ——————→ **Care**

▾

Care

SINGLE PRODUCT CREATION

More Product Details → Internal Use Only→ Licenses and Permits → Luxury Product Attributes

Internal Use Only   Show less ▲

add the YouTube video ID only i.e Vsb32t

YouTube Video ID

Please add the YouTube video ID only i.e Vsb32t

Catalog type for sku to filter in shop Example: Main,Outlet

Catalog Type*

Catalog type for sku to filter in shop
Example: Main,Outlet

Optional

Model

🔍 Please select

Licenses and Permits   Show less ▲

Please select status of FDA license or BPS certification: (1) Existing (2) Under Renewal (3) With exemption

Licenses

Please select   ⌄

Please select status of FDA license or BPS certification: (1) Existing (2) Under Renewal (3) With exemption

Luxury Product Attributes   Show less ▲

Only selected Luxury Items Allowed

Luxury

Please select   ⌄

Luxury

SINGLE PRODUCT CREATION

More Product Details → Pre-Loved Luxury Product Attributes → Store Front Option

Pre-Loved Luxury Product Attributes

Show less ▲

Describe the condition of an item

Condition (Pre-loved items)

Please select ⌄

Condition (Pre-loved items)

Store Front Option

Show less ▲

Tick this option if you would like to include the product in the Editor's Pick section of your store front Values: 1 - if you wish to include the sku to the Editor's pick section 0 - if you wish to remove the sku from the Editor's pick section

☐ Editor's Pick

Tick this option if you would like to include the product in the Editor's Pick section of your store front Values: 1 - if you wish to include the sku to the Editor's pick section 0 - if you wish to remove the sku from the Editor's pick section

Box Length (cm)

0/10

Please enter the length of the box used for packaging, in cms
Example: 50

Weight- Estimated package in kg
Height- of box used for packaging in cm
Length- of box used for packaging in cm
Width- of box used for packaging in cm

Box Width (cm)

0/10

Please enter the width of the box used for packaging, in cms
Example: 50

Box Height (cm)

0/10

Please enter the height of the box used for packaging, in cms
Example: 50

Weight (Kg)

0/10

Please input the estimated package weight (including packaging) in Kg.
Example: 55

Product Grouping

● Grouping different color variations of the same product design together

● Helps boost sales as customers can:

    ○ Choose from a larger variety –there is a higher probability of purchase

    ○ by customers

    ○ Search for an alternative easily – customers can purchase other available colors should his/her first choice is out of stock

Variations Salsa
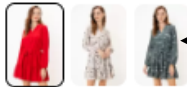
Other variations is shown below the product if you put color variations

▪ **Step 1**: Under the **Group** section, enter a group name. Example of group name sample: If nothing found, click on the *Create new group*.

Product Group
Add a group to your products

Groups

🔍 DRESS-A

Nothing found

Create new group

▪ **Step 2**: A new group is created; the product will be added as the first product in the group.

Groups

🔍 Filter by group

You must choose a valid brand in order to group your product.

Group Lapel Back Button-down Shirt YX341 selected
Your product will be added to this group

A group can be a combination of Number & Letter, Product Name, Style Code, Barcode etc..

SINGLE PRODUCT CREATION

Product Pricing and Sizes

Pricing & Sizes

Set baseline and sales price to your product

ParentSku ⓘ

To group variations (e.g. different sizes) of a product together fill this field with the SellerSKU of the first product.
Example: THJ01

Size*

🔍 Please search and select size

\+ Add Size

- **Step 1**: Input **Parent SKU** based on **ZALORA guidelines.**
- **Step 2**: Click on **+ Add Size** to add size of the products. A pop-up will appear on the right-hand side of the screen

SINGLE PRODUCT CREATION

Product Pricing and Sizes

Choose size(s) from the dropdown list. May choose multiple sizes if they are the same price.

Seller SKU
- Each Seller SKU must be unique for each color variation
  - 1 color = 1 Seller SKU
  - 5 colors = 5 Seller SKUs

How to Construct Seller SKU
- Product **Model - Product Color - Product Size**
- e.g. WK001-BLK-S
  - Product Model = WK001
  - Color = Black
  - Size = S

Barcode for luxury brand items

Keep **at least 5 stocks** to retail on ZALORA

Add new Sizes
Please complete mandatory fields

Size *

XS/S, L, M, XL/XXL

General Information

Size XS/S

Seller SKU *

THJ01-WHITE-XS

EAN / UPC / ISBN

Stock

200

Size L

Seller SKU *

THJ01-WHITE-L

EAN / UPC / ISBN

Stock

125

Cancel   Add

Manual Creation of EAN Barcode

Uses of EAN Barcodes

- **Product Identification:** Uniquely identifies products in retail and supply chains.
- **Inventory Management:** Helps track stock levels and manage inventory.
- **Point of Sale (POS):** Scanned at checkout for pricing and sales tracking.
- **Global Trade:** Facilitates international commerce by standardizing product identification.

Structure of an EAN Barcode

- **EAN-13:** The most common format, consisting of 13 digits.
  - **Country Code (3 digits):** Identifies the country where the manufacturer is registered.
  - **Manufacturer Code (4-6 digits):** Assigned to the manufacturer.
  - **Product Code (3-5 digits):** Unique to each product.
  - **Check Digit (1 digit):** Validates the barcode.
- **EAN-8:** A shorter version with 8 digits, used for smaller packages.

Size*

[Q Please search and select size]   [+ Add Size]

[Q Search by Size, SKU, Status]   1–20 of 20   < >

	Size	Seller SKU*	Stock*	Price	Sale Price	Status*
☐	1 ▼	ⓘ	ⓘ	ⓘ HK... ▼	ⓘ HK... ▼	● ···
☐	1.5 ▼	ⓘ	ⓘ	ⓘ HK... ▼	ⓘ HK...	

✏ Edit the size
🗑 Delete the size

Steps :

1. Click "Edit the size"
2. Key in the EAN/UPC /ISBN
3. Click Save

Seller are also can key in the EAN/UPC/ISBN during the single product creation or mass product upload by referring to FBZ Operation Manual / visit Creating & Uploading Products for more detailed and specific guides regarding product creation.

General Information

Seller SKU*   EAN / UPC / ISBN

Fulfillment by Zalora stock   Shipment Type*

≋ 0   Fulfillment by Zalora ▼

Sample EAN- with 13 Codes
- **Country Code:** 002 (Philippines)
- **Manufacturer Code:** 12345
- **Product Code:** 67890
- **Check Digit:** 5
- Full EAN-13 Code: 4001234567895

EAN-8 Example
- **Full EAN-8 Code:** 12345670

Benefits of EAN Barcodes
- **Efficiency:** Speeds up checkout and inventory processes.
- **Accuracy:** Reduces human error in data entry.

See Guide EAN SOP:

💡 **Note:** EAN should not be empty, this is Mandatory for FBZ Seller
- Shipment Type always "Fulfillment by Zalora"

SINGLE PRODUCT CREATION

Batch Creation of EAN Barcode

1. Go to Catalog > All Products
2. Click Import
3. Choose on the option
>Product Creation

4. Choose the product creation template or your product attributes

5. Click download

6. Fill-out all the filed and do not forget to add **"EAN"** represents ProductId on the template.

Products

Take me to the old products >

Import Export Add New

Import Product

Download Template

Product Update Templates

Other Templates

Product Creation

Product Creation

Product Creation - Master

+ Accessories

SubCatType	Range	BrowseNodes	ColorFamily	Color	ParentSku	SellerSku	ProductId
							4001234567895

💡 **Note:** EAN should not be empty, this is Mandatory for FBZ Seller
- **Shipment Type always** "Fulfillment by Zalora"

Tagging of Barcodes

Seller should have their own printing barcodes and kindly tag these to the corresponding samples before packing them into the parcel(s) to be shipped to ZALORA's warehouse.

The barcodes need to be clear and securely tagged on each sample. Barcodes need to be clearly printed and not wrinkled to be scanned.
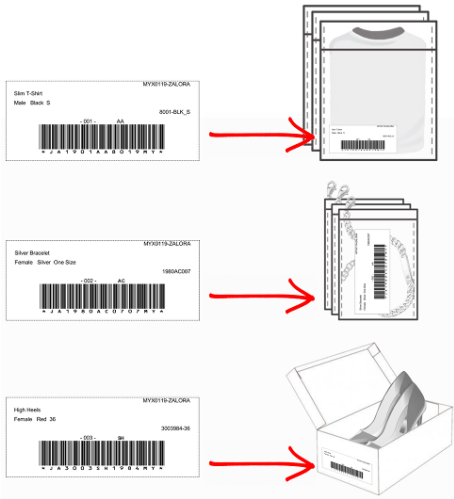
ZALORA has the right to refuse items not submitted in the prescribed fashion.

Shipment Type

Indicate the *ShipmentType* = "Fulfilment by Zalora" as you are creating a SKU to be stored in Zalora's Warehouse

Indicate the Shipment Type = "Fulfilment by Zalora". Please DO NOT input "Dropshipping" as this will cause the SKU to be wrongly tagged and requires lengthy migration from the back end to bring the SKUs live.

Please fill in *EAN* numbers as per what is on the physical items. This is to better track and expedite the inbounding process.

Fulfillment by Zalora (FBZ) is a service where Zalora handles storage, packaging, and shipping for sellers.

Fulfillment by Zalora stock

| 🗇 0 |

Shipment Type*

| Fulfillment by Zalora ⌄ |

StatusSupplie	BoxHeightSim	BoxLengthSim	BoxWidthSim	WeightSimple	CreatedAt	UpdatedAt	ProductGroup	ShipmentType	Status
active	3	32	29	0.5				Fulfillment by Zalora	active
active	3	32	29	0.5				Fulfillment by Zalora	active
active	3	32	29	0.5				Fulfillment by Zalora	active
active	3	32	29	0.5				Fulfillment by Zalora	active
active	3	32	29	0.5				Fulfillment by Zalora	active

In case the seller forgets to change the Shipment Type to **"Fulfillment by Zalora"** and indicates **"Dropshipping"**. The seller must delete and recreate the SKUs.

- Manual update on the Shipment Type is **not advisable**
- Delete and re-create the SKUs and add "Fulfillment by Zalora"

Remember: If in case there was an order placed, the SKU will not be processed by our Vendor Management due to incorrect Shipment Type. This will be cancelled.

Note: EAN should not be empty, this is Mandatory for FBZ Seller
- **Shipment Type always** "Fulfillment by Zalora"

Product Pricing and Sizes

▪ **Step 3**: Click on **Add** to save the inputs.

When deciding on price, take into account:
- Competitive pricing
- Your profitability
- G.S.T (if applicable)

Sale price, Start date and End date should **not be indicated**
Reduction in price only allowed **after 3 weeks** of product going live

If there's an input in **sale price**, both **sales start and end date** is mandatory

Pricing Information

Price *	Sale Price
MYR 130	MYR 110

Sale Start Date *	Sale End Date *
01/01/2023	15/01/2023

Cancel   **Add**

Product prices will **automatically be uniform** across all sizes

+ Add Size   Q Search by Variations, SKU, Status   1–4 of 4 < > ⚙

Size	Seller SKU	Stock	Price	Sale Price	Sale Start Date	Sale End Date		
XS/S	THJ01-WHITE-XS	200	130	110	01/01/2023	15/01/2023	✎	🗑
L	THJ01-WHITE-L	125	130	110	01/01/2023	15/01/2023	✎	🗑
M	THJ01-WHITE-M	100	130	110	01/01/2023	15/01/2023	✎	🗑
XL/XXL	THJ01-WHITE-XL	250	130	110	01/01/2023	15/01/2023	✎	🗑

Important note:
- **Price update below threshold** will requires a minimum of 1 hour to sync onsite.

- **Price update above threshold** will undergo quality check process, it requires a minimum of 1 hour to sync onsite once it has been approved (generally within 48 hours)

- If the price update **rejected by QC**, the product will still live on site with old price.

- For **Global Seller Center,** the default currency in Product Pricing & Size is in **HKD**, while local Seller Center follows the local currency i.e MYR for Malaysia Seller Center and SGD for Singapore Seller Center

SINGLE PRODUCT CREATION
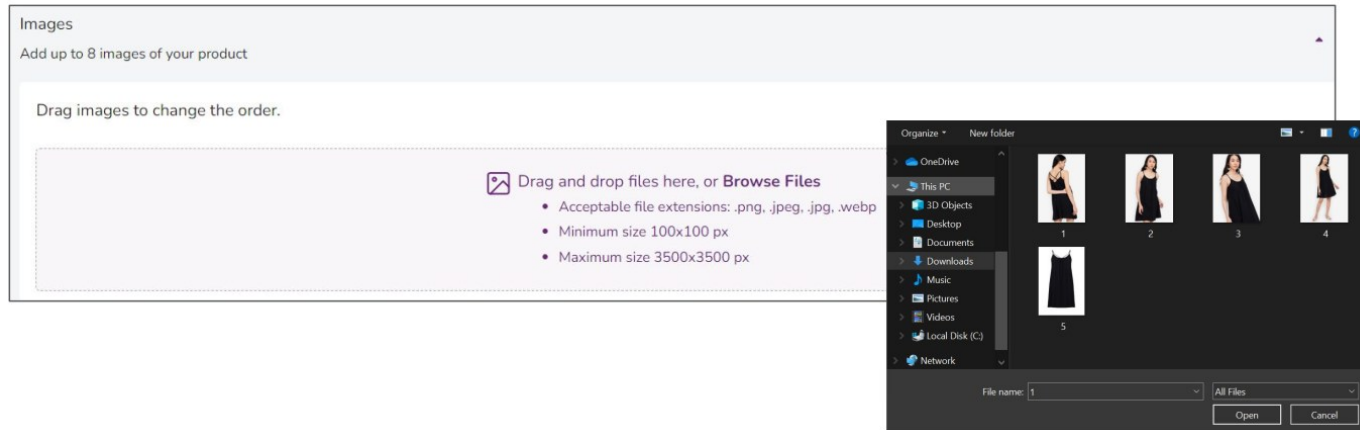
Product Images

• Upload product images based on the order:
Front – Side – Back – Close-up

• Main (First) image must be **full frontal** and show the whole product

• Visit The Seller Academy to view all ZALORA Image Guidelines
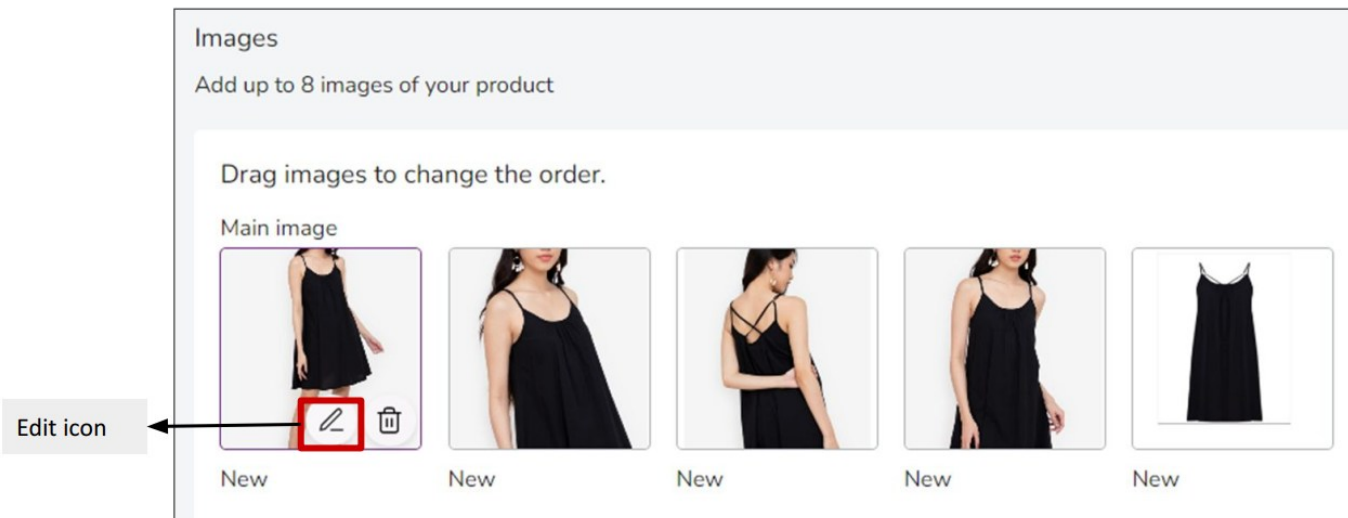
Edit icon

• After uploading your product images, you may drag and rearrange them, or click on the **'Edit'** icon to explore some simple editing options
○ Image Cropping
○ Image Rotating
○ Must be in accordance with ZALORA guidelines
■ **Front – Side – Back – Close-up**

Image Size Needs to be EXACTLY 762 (width) x 1100 (height). Any image that is not according to the correct size will be rejected.

ZPS Process Overview

We automatically set the **"Enable Mandatory Image Upload for Product Creation"** on the system if seller will avail ZPS

- That means the seller can proceed to create SKUs without image if the product is for ZPS
  - Quality Control Team will approve the SKUs without image after they received the RPF thru email.
  - This process will eliminate extra steps like deleting dummy photos, deactivating SKUs, etc.

Step 1: The seller needs to create a shipment request via GSC for all the items that will avail ZPS.
Step 2: The seller submits a fully completed Request for Photoshoot Form (RPF) along with the Waiver and Styling Guide request to zpsgroup@ph.zalora.com.

Step 3: The seller will be provided with the total amount due and should settle the bill.
Step 4: Upon sending proof of payment to zpsgroup@ph.zalora.com, the supplier will secure the inbound date.

Kindly be advised that the inbound date schedule will only be provided once all necessary details are completed.

Production (Request for Photoshoot: RPF)

1. This will follow the usual process that we have for the Marketplace.
2. For FBZ, the seller should separately send a carton for the samples for photoshoot together with the RPF and a separate PO from the rest of products for selling on ZALORA website.
   1. The seller will just lodge a request via RPF and the seller to forward the RPF to zpsgroup@ph.zalora.com. RPF number for FBZ is the PO number.
   2. The seller fills up this form: PRODUCTION SERVICE REQUEST FORM.

Sample Email Subject:
WELL SUITED_PO 3576_Request for Photoshoot

Sample email body:
Kindly refer to the details below.

Attached are the PF with styling requests .
(+ Screenshot of RPF details included in email body)

Note on filling out the RPF:
- On Sellersku column, the value won't be accepted if there's a "Space" found in the text.

> **RPF and barcodes generated should be submitted per gender category level as allowed by the form. Mixed products in one RPF will be rejected. The Production Inbound Supervisor will have the items pulled out from the warehouse.**

SINGLE PRODUCT CREATION

Product Images → Cropping Tool
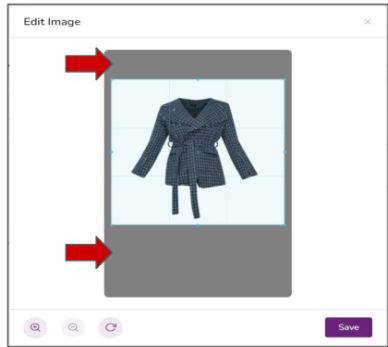
▪ Image does not meet size requirements
▪ White spaces at the top and bottom of the dress
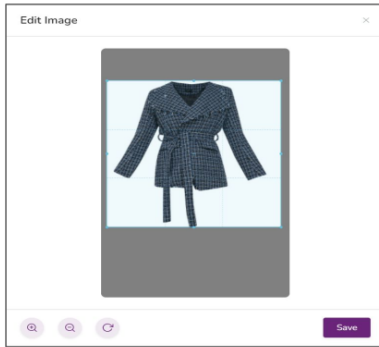
▪ Image does not meet size requirements
▪ White spaces at the top and bottom of the dress
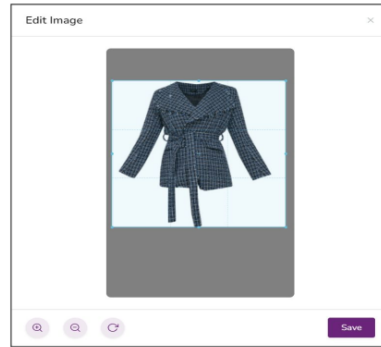
▪ Image is cropped to correct size within ZALORA' required guidelines
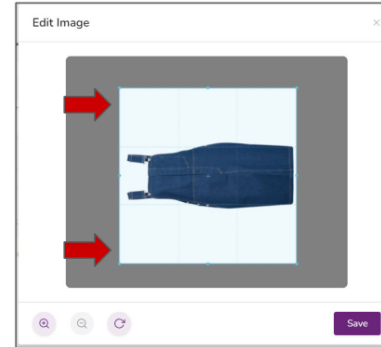
▪ Image does not meet requirements
▪ Product displayed with a **wrong angle**
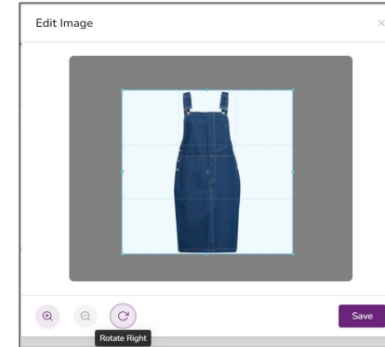
▪ Sellers can click on icons rotate image to the left and/or right

▪ Image is rotated too the desired and correct angle

Image Size Needs to be EXACTLY 762 (width) x 1100 (height). Any image that is not according to the correct size will be rejected.

Complete the Product Removal

Note: Do not rename Seller SKU for product removal

▪ **Step 1:** Click on the ellipsis button at the right and click "Delete Product" for the product that you wish to delete

▪ **Step 2:** Click **"Submit"** on the pop-up message to complete the product removal.

BATCH PRODUCT UPLOAD

Download the relevant Product Creation Template based on Product Category

▪ **Step 1:** Click on **Products** → **All Products** → **Import**→ **Expand Download Template**, expand the Product Creation by Category and download accurate template based on your product category. Wait for about 1 min for file to be loaded, then download file.

Quick Tips: For all downloaded templates that will be stored in File Manager, you may navigate to the left menu bar, then expand System → File Manager, it will show all the downloaded files in this page, date filter can be made if needed.

BATCH PRODUCT UPLOAD

Complete the Product Creation Template

▪ **Step 2:** Fill in the batch upload creation template, then save file. Please refer to the column header for guide on how how to fill in the template.

PRODUCT CREATION - MASTER TEMPLATE

Name of the product. Will display on ZALORA website. Mandatory Editable e.g. Floral Off Shoulder Dress		Name of the product in Chinese, as applicable for Hong Kong	Name of the product in Chinese, as applicable for Taiwan	Name of the product in Bahasa Indonesia, as applicable for Indonesia	Reference ID on a product-color level. Style-color code printed on product hang tag. Mandatory Editable	Brand of the product. Will display on ZALORA website. Please input approved brand for your account only. Input must be the same as	Primary Category of the product. Input must be the same as the dropdown options available. Mandatory Non-editable	Sub Category of the product. Please refer to the Seller Academy for the list of matching Gender and Sub Cat Type. Input must be the same as
Name	**IsSample**	**NameZhHk**	**NameTw**	**NameId**	**SkuSupplierConfig**	**Brand**	**PrimaryCategory**	**SubCatType**
Floral Off Shoulder Dress					THJ01-PINK	ZALORA	242	Dresses

Additional categories that could apply to the product. Please refer to [Categories] tab for the options available. If more than 1, use "," as separator.	Main color of the product. For ZALORA website filter. Options available = Beige, Black, Blue, Brown, Gold, Green, Grey, Multi, N/A, Navy, Orange, Pink, Purple, Red,	Color of the product. Will display on ZALORA website. Non-mandatory Editable	Color of the product in Chinese, as applicable for Hong Kong	Color of the product in Chinese, as applicable for Taiwan	Color that is displayed in the ZALORA website. This is the color shown on the product label	Reference ID on a product-color level. Style-color code printed on product hang tag. Non-mandatory	Reference ID on a product-color-size level. Style-color-size code printed on product hang tag. Mandatory	Barcode, EAN or UPC code printed on product hang tag. Non-mandatory Editable e.g. 8682238695429	Price/black price of the product in Hong Kong. Will display on ZALORA website. Mandatory - Please input
BrowseNodes	**ColorFamily**	**Color**	**ColorZhHk**	**ColorTw**	**ColorId**	**ParentSku**	**SellerSku**	**ProductId**	**Price**
243	Pink, Purple	Dusty Pink/Purple			Light Blue	THJ01-PINK	THJ01-PINK-S	8682240000000	899

Status of the SKU for Taiwan. Input must be the same as the dropdown options available. Non-mandatory	Height of the packaging in cm. Non-mandatory Editable e.g. 50	Length of the packaging in cm. Non-mandatory Editable e.g. 50	Width of the packaging in cm. Non-mandatory Editable e.g. 50	Estimated package weight in kg. Non-mandatory Editable e.g. 50		Main image of the product. Non-mandatory Editable * Requires at least 1 image to	Additional image of the product. Non-mandatory Editable	Additional image of the product. Non-mandatory Editable	Additional image of the product. Non-mandatory Editable
StatusSupplierSourceTw	**BoxHeightSimple**	**BoxLengthSimple**	**BoxWidthSimple**	**WeightSimple**	**ShipmentType**	**MainImage**	**Image2**	**Image3**	**Image4**
active	50	50	50	50	Fulfillment by Zalora				

Note: Incorrect tagging of Primary Category and SubCatType will results error.
Reminder: Do not forget to add ShipmentType :"Fulfillment by Zalora"

BATCH PRODUCT UPLOAD

Import Product Creation Template

Step 3: Once fill out all the field, save your file and import.

Step 4: Click on Catalog → **All Products** → Import

Catalog

All Products

Add Product

Import   Export   **Add New**

Import Product   ×

Select Import Mode*

Create New Products
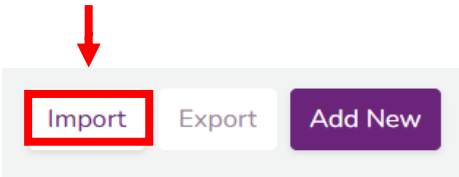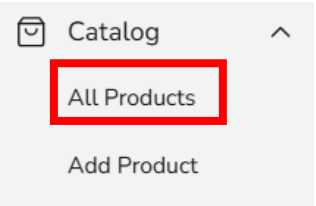
Step 5: Select "**Create New Products**" for Import Mode
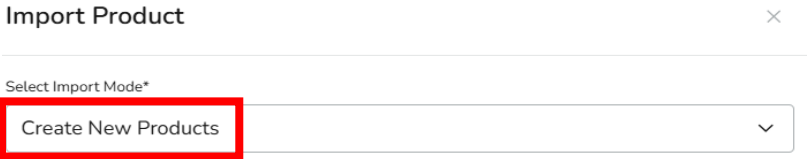
Step 6: Drag the completed file in .csv or xlsx form and click **import**

📄 Product_Home_and_Living_2025-01-24T133544+0800.xlsx   🗑

Import

Step 7: If you have uploaded your file correctly, a **successful** file upload message will appear
○ Any misalignment to template requirements will be highlighted in the **ERROR** export file
→ To amend and re-upload after deleting the Error and Warning columns

SendToWarehouse_Template_2025-03-28_010352_ErrorReport.xlsx

| All | 📥 | 28/03/2025 09:52 | Finished |

SendToWarehouse_Template_2025-03-28_000358.xlsx

| Export Template | All | 📄 | 28/03/2025 08:58 | Error |

SINGLE SHIPMENT REQUEST

Once product/content creation and image done upload. The SKU will undergo Quality Control which will be approved by the ZALORA Production Quality Control team.

1. Seller will raise a shipment request in the "Fulfillment by Zalora" module.

2. Seller need to download all their created products in order to send a shipment request

Step 1: Navigate to *"Catalog"*

Step 2: Click *"Fulfillment by Zalora"*

Fulfillment by Zalora

Import | Export | **Add New**

Created date

📅 Filter start/end date

Ship date

📅 Filter start/end date

🔍 Search purchase order request

Step 3: Click *"Add New"*

Home

📦 **Catalog** ∧

All Products

Add Product

Manage Images

Restricted Brands

Fulfillment by Zalora

Zalora warehouse inventory

ZALORA Production Services (ZPS)

< Fulfillment by Zalora

New Purchase Order Request

Cancel | Save as Draft | Submit

Request type
Choose whether you want to send or pick from warehouse

Send to warehouse ∨

Step 4: Select *"Send to Warehouse"* or *"Return from Warehouse"* as Request Type.

Request Information
Add information regarding the request ⚠ ∧

Delivery Type*

Delivery Type ∧

pickup

send

dd/mm/yyyy 📅 | 🕐 --:--

The shipping date will define at which date the items are getting shipped to the warehouse.

Step 5: Select *"send"* or *"pickup"* as Delivery Type.

SINGLE SHIPMENT REQUEST

Step 6: Select date of shipping.

Date of shipping*

dd/mm/yyyy 📅

The shipping date will define at which date the items are getting shipped to the warehouse.

Comment on request level

Step 7: A seller can add a comment to the request itself.

Comment on request level

A seller can add a comment to the request itself.

Items*

8. Add the items you want to include in your request by searching the Name or Seller SKU.

Add the items you want to include in your request

Search for consignment-eligible items to add to the request

🔍 Search by Name, Product SKU, Seller SKU

Solstice Bossa Skort - S - BOSSASKORT-Multi-S

9. Price is automatically added once you selected an item.

Price

HK$1,898.00

*Send to warehouse / Send** allows the Sellers to send their product stock in advance to the Zalora warehouse.

*Return from warehouse / Pickup** - allows the Sellers to pick up their product stock from the Zalora warehouse. Creation of request is the same as send to warehouse.

SINGLE SHIPMENT REQUEST

Step 10: Input Quantity as your replenishment stock.

Step 11: Select "PH" as Production Country *(Optional)*.

Step 12: Select "PH" as Measurement *(Optional)*.

Step 13: Source Supplier Cost -Input amount as "*Total COGS* - Cost of Goods COGS = (1-Com Rate)* Unit Price

Step 14: Input "PHP" as *Supplier Source Currency"*.

Step 15: Input item amount as "*COGS in PHP for PH Shipment*".

Step 16: Multiply the Supplier Source Currency to Quantity (2400 Php x 3 Quantities)

Quantity*

Quantity

Production

Production

Measurement

Measurement

source supplier cost*

source supplier cost

source supplier currency*

source supplier currency

COGS in MYR for MY Shipment & PHP for PH Shipment*

COGS in MYR for MY Shipment & PHP for PH Shipment

Total COGS*

Total COGS

Cancel   Save as Draft   Submit

Step 17: Click Submit

Users have the option to save the request as draft and continue at another time.

sample computation

Variation	RequestedQuantity	source_supplier_cost	source_supplier_currency	cogs	Total_COGS
XS	3	2000	PHP	2000	=L3*I3=6000
M	3				
XL	3				
XS	4				

(RequestedQuantity x cogs = Total_COGS)

SINGLE SHIPMENT REQUEST

Once your Shipment Request is created, it will appear in your list of Shipment Request and pending for approval from the Buyer or Account Manager.

Fulfillment by Zalora

✅ P.O. request "HKKKOHX1-100044Z" was successfully created ✕

Created date

📅 Filter start/end date

Ship date

📅 Filter start/end date

🔍 Search purchase order request

1–20 of 479 ‹ › ⚙

☐	Request number ⇅	P.O. Number ⇅	Uploader	Created ⇅	Ship date ⇅	Request type	Total value	Total Quantity	Status ⇅	Comment
☐	HKKKOHX1-100044Z	5074	👤	31 Jul 2023	8 Aug 2023	↪	SGD 3,600.00	6	Submitted	ⓘ ⊗ 👁

‹ Fulfillment by Zalora

Request # HKKKOHX1-100044Z

[Cancel]

Request Type	Send to warehouse	P.O. Number	5074	Creation Date	31 July 2023
Status	Submitted	Total Quantity	6	Total Price	SGD 3,600.00

🔍 Search by Product Name, Seller SKU or Shop SKU

1–3 of 3 ‹ › ⚙

Product	Color	Brand	Category	Seller SKU	Price	Quantity	Status	
JG Test 202212200936 - S	Black	Ripe Maternity	T-Shirts	JGTest202212200936-S	SGD 600.00	1	Pending	👁
JG Test 202212200936 - M	Black	Ripe Maternity	T-Shirts	JGTest202212200936-M	SGD 600.00	2	Pending	👁
JG Test 202212200936 - L	Black	Ripe Maternity	T-Shirts	JGTest202212200936-L	SGD 600.00	3	Pending	👁

Request Details

Delivery Type	send
Date of shipping	08/08/2023 08:00:00
Comment on request level	New Arrivals
Purchase order number	5074

SINGLE SHIPMENT REQUEST

Once status is **Accepted,** Seller to prepare the delivery receipt, extracts the **Commercial Invoice** from **GSC and Airway Bill** and sends to the buyer.

Present the delivery receipt and Commercial Invoice to receiving personnel during delivery to ZALORA warehouse.

SINGLE SHIPMENT REQUEST

You may delete your existing PO by clicking on the **"Cancel Request"** button.

*Note: Once the status of the PO is **Accepted, PO can no longer be deleted**.*

BULK SHIPMENT REQUEST

Step 1: Navigate to *"Catalog"*

Step 2: Click *"Fulfillment by Zalora"*

Step 3: Click *"Import"*.

Step 4: Select *"Send to Warehouse"* or *"Return from Warehouse"* and download the template.

BULK SHIPMENT REQUEST

Step 5: Go to "System" the template from the **"File Manager"** once the download is complete.

System

File Manager

Name ⬍	Created ⬍	Status
SendToWarehouse_Template_2025-03-28_000358.xlsx	28/03/2025 08:58	Finished ⬇

The delivery ty	The shipping d	A seller can ac	The name of th	Value of the va	Value of the se	The product ur	Amount of items which would be sent to the warehouse. MUST match the actual number of physical items				
deliveryType	shippingDate	comment	ProductName	Variation	SellerSku	Price (HKD)	RequestedQua	Production	measurement	source_supplie	source_supplie	cogs	Total_COGS

How to Use the Template

•**Fill Out All Fields:** Ensure all relevant information is complete and accurate.
•**Review for Accuracy:** Double-check details to prevent errors.

•**Submit Through GSC:** Use the Global Seller Center platform to submit the request.

This template helps organize and streamline the shipment request process, ensuring all necessary information is included. Adjust the template as needed to fit specific requirements or platform features.

Reminders: Do not include in the file those SKUs that no request to send to warehouse. Or the file should not have any empty field. This is to avoid error when uploading. Only SKUs with Request Quality included in the template.

Note: Send to warehouse / Send allows the Sellers to send their product stock in advance to the Zalora warehouse.

Note: Return from warehouse / Pickup - allows the Sellers to pick up their product stock from the Zalora warehouse. Creation of request is the same as send to warehouse.

BULK SHIPMENT REQUEST

Step 6: Open the template and fill up the necessary fields. Once done, save the file and return to Global Seller Center for upload.

The delivery type describes how the items get delivered to the warehouse.	The shipping date will define at which date the items are getting shipped to the warehouse.	A seller can add a comment to the request itself.	The name of the product (Readonly)	Value of the variation definition (Readonly)	Value of the seller sku definition	The product unit price, the default price is in the default currency(read-only)	Amount of items which would be sent to the warehouse. MUST match the actual number of physical items
deliveryType	**shippingDate**	**comment**	**ProductName**	**Variation**	**SellerSku**	**Price (PHP)**	**RequestedQuantity**
send	2025-04-12 8:00:00	New Arrivals	ZALORA Test	S	ZAL-1324256	1500	3

*Marked in green are Mandatory fields

This is the Warehouse Location to be stored your items	This field shows countries which officially/actually use the metric or the imperial system for measurements.	The base price or the product cost as charged by the supplier	Choose Country Currency Codes to sell your products	Cost of products bought for resale, if applicable.	Gross Profit = Revenue - COGS
Production	**measurement**	**source_supplier_cost**	**source_supplier_currency**	**cogs**	**Total_COGS**
PH	PH	1500	PHP	1500	4500

Necessary columns for the import - <u>Send to Warehouse / Return to Warehouse:</u>

*Delivery Type - Delivery Type should always be Send to ZALORA / Return from Warehouse.
*Shipping Date - when the shipping should happen; Dateformat: yyyy-mm-dd hh:mm:ss (e.g. 2023-08-08 08:00:00)

*Comment - A seller can add a comment to the request itself.
*ProductName - Prefilled value.
*Variation - Prefilled value.
*Price - Prefilled value.
*Seller SKU - Prefilled value.

*Requested Quantity - number of items which should be send to / retrieved from the warehouse Received - current number of products in the warehouse.
*Supplier_source_currency - Supplier currency should always be PHP.

*source_supplier_cost - = (1-Com Rate)*Unit Price
*cogs - Cost of Goods, COGS = (1-Com Rate)*Unit Price
*Total_COGS - Total COGS=COGS * (RequestedQuantity)

Production - Production for ZPS (Zalora Production Services) select PH as country. *(Optional)*
Measurement - Measurement should always be PH as country. *(Optional)*

BULK SHIPMENT REQUEST

Step 7: select Import type : "**Send to warehouse**"

Step 8: Drag and drop a file(.xlsx) or Browse a file

Step 9: Click "**Import**" button.

Step 9: P.O request was successfully imported. The imported file directly go to File Manager.

Import P.O. Requests   ✕

Select import type

Send to warehouse   ⌄

📄 SendToWarehouse_Template_2025-03-28_000358.xlsx   🗑

ⓘ The import will proceed in your current time zone **(Asia/Manila)**

✓ P.O. requests was successfully imported

                              Cancel   Import

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atus   Comment
ncelled by seller   ⓘ   🖨 👁
ibmitted   ⓘ   ⊗ 👁
:cepted   ⓘ   🖨 👁

ncelled by seller   ⓘ   🖨 👁

File Manager ●   ⌄ ✕
📄 SendToWarehouse_Template_2023-07-31_090708.xlsx

ibmit

🔍 Search purchase order request   1–20 of 482 ‹ › ⚙

☐	Request number	P.O. Number	Uploader	Created	Ship date	Request type	Total value	Total Quantity	Status		Comment
☐	HKKKOHX1-1000452	5077	👤	31 Jul 2023	8 Aug 2023	➡	SGD 920.00	2	Submitted	ⓘ	⊗ 👁

Once your Shipment Request is created, it will appear in your list of Shipment Request and pending for approval from the Buyer or Account Manager.

💡 Once Shipment is successfully created email directly your Account Manager to approved your request.

BULK SHIPMENT REQUEST

The **Account Manager** will review, update the following details, and approve the P.O.

- incoterm_loc*
- incoterm _SMOKE*
- Shipping_Type_Desc*
- Shipment_Route*
- transport_planning*
- Shipment_No*
- Delivery Type*
- WH Address
- Warehouse Country*
- Plant*
- Date of shipping*

*If the there is a change on the **Shipment Date**, Account Manager should update the date and Click the Submit Changes button and Approve.*

BULK SHIPMENT REQUEST

*If there is a change on the **Shipment Date**, seller should proceed on these steps and accept the changes made by the Account Manager.*

The Status of the P.O will change from *Submitted* to *"Approval Needed"*

Step 10: Seller clicks the *"Review Changes"* button.

Step 11: Click *"Accept changes"* to accept the changes.

Step 12: Click *"Approve"* to approve the changes.

Once Approved, the status of the P.O will change from *"Approval Needed"* to *"Accepted"*. Seller may proceed printing the Commercial Invoice.

BULK SHIPMENT REQUEST

Step 13: "Print Request"

Once status is Accepted, Seller to prepare the delivery receipt, extracts the Commercial Invoice from GSC and Airway Bill and sends to the Account Manager.

Present the delivery receipt and Commercial Invoice to receiving personnel during delivery to ZALORA warehouse.

You may delete your existing PO by clicking on the "*Cancel Request*" button.

Once the status of the PO is Accepted, PO can no longer be deleted.
No approval from Zalora's end for cancellation of the request.

SHIPMENT REQUEST DEFINITION

Status	Explanation
Draft	All requests, which were started by the Seller. These requests are not yet submitted, and Seller is still able to edit the request.
Submitted	All requests, which are made by the Seller and are currently waiting for approval by the Venture. The venture checks if the proposed items are eligible to be sent to the warehouse.
Approval Needed	All requests, where the venture changed the request during quality control.
Accepted	Request was accepted by the Venture and the items can be sent to the warehouse / get picked up by the Venture.
Received - Partially Received	Some items, which were send based on the made request, were received in the warehouse.
Received - Received	All items, which were send based on the made request were received in the warehouse.
Cancelled – by Seller	Cancellation triggered by the seller.
Cancelled – by Warehouse	Cancellation triggered by the venture
Rejected	Request to send items to the warehouse was rejected by the venture during quality control.

BOX LABEL UPON DELIVERY TO ZPH WAREHOUSE

Brand:	
Zalora PO Number:	
SCM#:	
Supplier Name:	
PO Type:	
Quantity:	
Box Number (Ex: 1 of 5)	

- o Paper Size: Short Bond Paper
- o Font: Calibri
- o Font Size: 30
- o Page Orientation: Landscape

BRAND X
COMMERCIAL INVOICE

Esprit Retail Pte Ltd

70 Bendemeer Road

#05-01 Luzerne

Singapore 339940

t (65) 6297 1211

f (65) 6296 3120

ROC 1985000846H

Our Ref:	ZAL-070120-01
Date:	7-Jan-20
Incoterms	Ex Work
Business Type	Consignment
PO Number	
Currency	PHP

Customer:	ZALORA PH Address
	Muntinlupa City

Style Number	Description	Gender	Category	Sub-Category	Material Composition	Unit Cost (PHP)	Sum of QTY	Total Cost (PHP)
129EA1V005	Accessories small wallet	Female	Accessories	wallet	100% POLYESTER / POLYU	28.97	47.00	1,361.64
129EE1F026	Blouses woven long sleeve	Female	Apparel	Blouses & Tunics	100% VISCOSE,	34.77	7.00	243.40
129EE1K099	T-Shirts long sleeve	Female	Apparel	T-Shirts	100% VISCOSE, CORE1700	34.77	22.00	764.96
129EA2O001	Bags handbag	Male	Accessories	Top-handles	100% POLYESTER,	75.37	15.00	1,130.57
129EE1I039	Sweaters long sleeve	Female	Apparel	Cardigans & Knitwear	60% COTTON,40% POLYAM	98.57	20.00	1,971.42
129EO1F025	Blouses woven long sleeve	Female	Apparel	Blouses & Tunics	100% POLYESTER,	52.17	20.00	1,043.42
129EE2I043	Sweaters cardigan long sleeve	Male	Apparel	Cardigans & Knitwear	100% COTTON,	69.57	20.00	1,391.42
129EE2K021	Polo shirts short sleeve	Male	Apparel	Polo Shirts	100% COTTON, CORE 170	34.77	54.00	1,877.63
010EE2K312	T-Shirts short sleeve	Male	Apparel	T-Shirts	100% COTTON, OCS Y/D id	23.17	40.00	926.84
010EE2K311	T-Shirts long sleeve	Male	Apparel	T-Shirts	100% COTTON, OCS Y/D f	34.77	20.00	695.42
010EE2K319	Polo shirts short sleeve	Male	Apparel	Polo Shirts	100% COTTON, CORE 215	23.17	30.00	695.13
129EA1V021	Accessories small wallet	Female	Accessories	wallet	100% POLYESTER / POLYU	28.97	80.00	2,317.68
129EA1O054	Bags handbag	Female	Accessories	Top-handles	100% POLYESTER / POLYU	52.17	40.00	2,086.84
129EA1V022	Accessories small wallet	Female	Accessories	wallet	100% POLYESTER / POLYU	28.97	50.00	1,448.55
129EA1O056	Bags handbag	Female	Accessories	Top-handles	100% POLYAMIDE,	40.57	20.00	811.42
010EA1O353	Bags shoulder bag	Female	Accessories	Shoulder Bags	100% POLYESTER / POLYU	52.17	30.00	1,565.13
129EE1F049	Blouses woven long sleeve	Female	Apparel	Blouses & Tunics	100% COTTON,	52.17	30.00	1,565.13
129EE2K027	T-Shirts short sleeve	Male	Apparel	T-Shirts	100% COTTON, CORE 150	14.47	100.00	1,447.10
129EE1I022	Sweaters long sleeve	Female	Apparel	Cardigans & Knitwear	50% POLYAMIDEN,40% PA	57.97	20.00	1,159.42
Total							665.00	24,503.12

Total No. of Carton:	19.00

COMMERCIAL INVOICE TEMPLATE

Use this template for now for those POs that appears blank when printing. (Filename: Commercial Invoice Template)

1. Input the *PO #, Shipment Date, and SCM #* in *Column G*. That information will appear in Column C as shown below.
2. For the product description for this PO #, please start pasting the information from *row 15*.

SUPPLIER NAME
COMMERCIAL INVOICE

		Put Details Here:
SUPPLIER NAME	PO Number: PH-F001	PH-F001
15-B GSIS ROAD TRAMO ROSARIO	Date: 04 Aug 2021	04 Aug 2021
t 9778547638	SCM Number: SCMFBZ0004	SCMFBZ0000
ROC 1074557	Business Type: Consignment	

Customer: BF-Jade E-Services
MCX E-Commerce Center, Daang Hari and Daang Reyna Junction
Muntinlupa – Cavite Expressway (MCX) Rotunda, Brgy. Poblacion
Muntinlupa City, Philippines

Request Details:

Product Name	Quantity	COGS in MYR for MY Shipment & PHP for PH Shipment	Total COGS

COMMERCIAL INVOICE TEMPLATE

3. Seller may find all the details they need if they export the PO from the Search tab.

5. The export file will look like this if you open it

Request Number	Seller Name	Created	Purchase (	Synchroni:	Request T	Delivery T	Date of sh	Comment	Purchase (	Plant	Warehous	WH Addre	Shipment	transport	Shipment
HKKKOHX1-1000452	Test FBZ Seller 1	2023-07-3	SUBMITTED		SEND_TO_	send	2023-08-0	New Arriv	5077						
HKKKOHX1-1000451	Test FBZ Seller 1	2023-07-3	CANCELLED_BY_SELL		SEND_TO_	send	2023-08-0	New Arriv	5076						
HKKKOHX1-1000450	Test FBZ Seller 1	2023-07-3	SUBMITTED		SEND_TO_	pickup	2023-08-2	Smoke tes	5075						
HKKKOHX1-100044Z	Test FBZ Seller 1	2023-07-3	ACCEPTED		SEND_TO_	send	2023-08-0	New Arriv	5074	MYD1	MY	Jade ESer	Z000130	ID01	Z00001
HKKKOHX1-100044Z	Test FBZ Seller 1	2023-07-3	ACCEPTED		SEND_TO_	send	2023-08-0	New Arriv	5074	MYD1	MY	Jade ESer	Z000130	ID01	Z00001
HKKKOHX1-100044Z	Test FBZ Seller 1	2023-07-3	ACCEPTED		SEND_TO_	send	2023-08-0	New Arriv	5074	MYD1	MY	Jade ESer	Z000130	ID01	Z00001

Shipping T	incoterm	incoterm I	Return Re	Product N	Variation	Colc	Seller Sku	ShopSku	Brand	Category	Price	Requeste	Chai	Purchase (	Comi	Comi	Supplier si	source	COGS in N	Total COG	Product
				test cvd		35	Gre iven-fbz-3	7B8EBSHE	Bardot	Sneakers	460	2	0	PENDING			PHP	400	800	800	PH
				test cvd		35	Gre iven-fbz-3	7B8EBSHE	Bardot	Sneakers	460	2	0	PENDING			PHP	400	800	800	PH
				NT 2020 F	M		Blac test_M	8DDDFAAI	Test MP B	Party Dres	100	123	0	PENDING			MYR	123	123	123	MY
LAND	CFR	1		JG Test 20	S		Blac JGTest202	1F17DAAC	Ripe Mate	T-Shirts	600	1	0	APPROVED			PHP	1500	1500	1500	PH
LAND	CFR	1		JG Test 20	M		Blac JGTest202	1F17DAAC	Ripe Mate	T-Shirts	600	2	0	APPROVED			PHP	1500	3000	3000	PH
LAND	CFR	1		JG Test 20	L		Blac JGTest202	1F17DAAC	Ripe Mate	T-Shirts	600	3	0	APPROVED			PHP	1500	4500	4500	PH

6. Product Name is in column U (Column Header: ProductName)
   Qty is in column AC (Column Header: Requested)
   COGS in MYR for MY Shipment & PHP for PH Shipment is in column AJ (Column Header: cogs)
   Total COGS is in column AK (Column Header: Total COGS)

Adjust the print area as needed and you may proceed with printing the PO.

WAREHOUSE DELIVERY GUIDELINES

- Schedule Mon-Fri only. No deliveries during weekends / public holidays
  - Window time: 6am-2:30 pm.
  - Morning Break Period: 9:00am-9:30am
  - Noon Break Period:12:00pm-1:00pm.
- Attire: Casual w/ closed shoes
- Health & Safety: Wear Masks at all times & Social Distancing at least 1.5 meters
- Bring complete documents
- First-come, First-served basis

Tagging of Barcodes

Seller should have their own printing barcodes and kindly tag these to the corresponding samples before packing them into the parcel(s) to be shipped to ZALORA's warehouse.

The barcodes need to be clear and securely tagged on each sample. Barcodes need to be clearly printed and not wrinkled to be scanned.

ZALORA has the right to refuse items not submitted in the prescribed fashion.
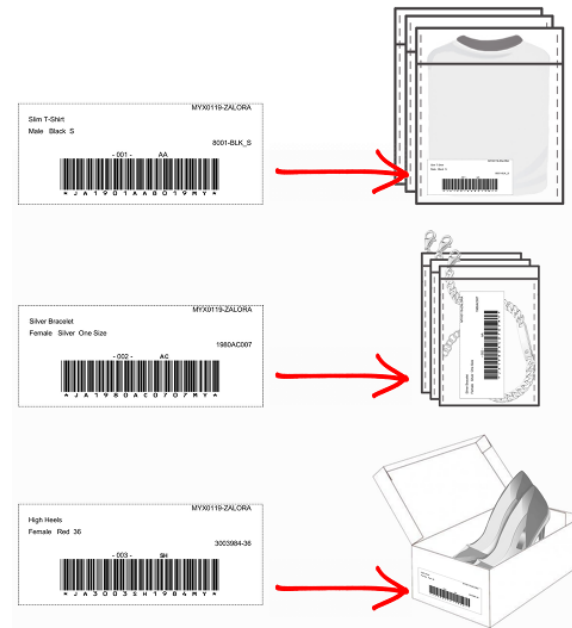
Sample of the EAN Barcode

ZALORA WAREHOUSE INVENTORY

Seller may extract Inventory on the "*Zalora warehouse inventory*" module.

Step1: Navigate to "*Catalog*"

Step 2: Click "*Zalora Warehouse Inventory*"

Catalog
- All Products
- Add Product
- Manage Images
- Restricted Brands
- Fulfillment by Zalora
- **Zalora warehouse inventory**
- ZALORA Production Services (ZPS)

Zalora warehouse inventory

Search by Product name, Seller SKU or Shop SKU...   1–20 of 4,312

Low Stock   All products ⊗   Save this filter

Product name	Seller SKU	Replenishment alert	Replenishment suggestion
Solstice Blanco Short Sleeve Top - XL	BLANCOSS-P.Cream-XL	0	0

Product name	Seller SKU	Replenishment alert	Replenishment suggestion
Solstice Blanco Short Sleeve Top - XL	BLANCOSS-P.Cream-XL	0	0
Solstice Blanco Short Sleeve Top - L	BLANCOSS-P.Cream-L	0	0
Solstice Blanco Short Sleeve Top - M	BLANCOSS-P.Cream-M		

Export

Step 3: Click "*Export*".

Export Fulfillment Products ✕

Export parameters
- ⦿ All Products
- ○ Selected Products
- ○ Current Page
- ○ Current Filter

Cancel   **Export**

File Manager ❯   ⌄ ✕
Processing...

Step 4: Choose your export parameters then click export.

Step 5: Downloaded file can be found at File Manager
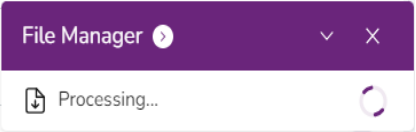
Name	Variation	Seller SKU	Shop SKU	Price	Sales Last	Inbound	Consignm	Received S	Quarantin	Defective Stock	Canceled S	Returned	Failed Sto	Safety Level
New FBZ p	S	JGTestPro	8B5A4AAE	200	0	0	0	0	0	0	0	0	0	0
SHOP-275	XS	SHOP-275	7E1C4AA6	100	0	0	0	0	0	0	0	0	0	0
SHOP-275	S	SHOP-275	7E1C4AA6	100	0	0	0	0	0	0	0	0	0	853
SHOP-275	XS	SHOP-275	A8561AAD	10000	0	0	0	0	0	0	0	0	0	85
SHOP-275	S	SHOP-275	A8561AAD	10000	0	0	0	0	0	0	0	0	0	0
SHOP-275	XS	SHOP-275	EA3A8AAA	167	0	0	0	0	0	0	0	0	0	4
SHOP-275	S	SHOP-275	EA3A8AAA	167	0	0	0	0	0	0	0	0	0	0

Step 6: Check your file. See sample.

ZALORA WAREHOUSE INVENTORY

Zalora Warehouse Inventory: Terminologies

Name - Product name of the inbounded product.
Seller SKU - Seller SKU of the inbounded product.
Price - Current active price of the product.

Sales last 4 weeks - Sum of all order items of the product, which were sold in the last 4 weeks.
Inbound - Amount of products, which were sent to the warehouse, but not yet received.
Consignment Stock - Stock value received from the the inbound product.
Received Stock - is the value of the response for the sku in the received field in Consignment stock.
Quarantined Stock - Stock value provided by the warehouse as a response to the Consignment stock.
Defective Stock - Stock value provided by the warehouse as a response to Consignment stock.
Cancelled Stock - Stock value provided by the warehouse as a response to Consignment stock.
Returned Stock - Stock value provided by the warehouse as a response to Consignment stock.
Failed Stock - Stock value provided by the warehouse as a response to Consignment stock.
Safety Stock - is the stock that has been marked to trigger an alert to the seller (minimum stock), so sellers can have full visibility on this one through an export.

This overview displays all products, which are currently in the ventures warehouse or which has once been there with their according stock values. Note that, this overview will not display any products which have been made inactive or deleted from the products overview.

Common Rejected Product Reasons

46	**Price QC Error**
47	**Product Upload Failure**
48-52	**Error Message**
53-54	**Incorrect Product Grouping**
55-56	**Upload Error**

57	**Wrong Category**
58	Incorrect Image Size
59	Products are Not Angled/Displayed Correctly
60	Stock Sync Issue

When you see this icon, take note for reminders and tip

PRICE QC ERROR

Unreasonable Price

In order to preserve the best seller and customer experience, price changes will be sent to the QC team for approval. You may refer to the table below for more information.

Seller Center	Sale Price	Black Price
Global Seller Center	No QC	Required QC Approval if not within threshold
Local Seller Center	No QC	Required QC Approval if not within threshold

You may refer the diagram below for Black and Sale Price field

Price Sync Issue

- Regular/Sale Price value was changed twice the same minute.

SC only processes the 1st request received by that same minute. 2nd request is detected as duplicate and not processed in the backend, resulting to only reflect the 1st price update done.

- Regular/Sale Price value was changed when SKU status is inactive.

Price update only flows in the backend when the SKU status is active.

Hence, that leaves SKU price not updated in the backend if SKU was inactive by the time of the update.

How to Fix

• Kindly update the price to a different value to trigger price change. Provide time gap (at least 3-5 minutes) before updating the price again to the actual desired value.

Product Rejection Guideline

Product Upload Failure - Cannot be synced to shop

Automatic Rejection - Error Message	Description and Next Step
Attribute Set doesn't match with Zalora system. Please reach out to Zalora team.	Selected subcategory or browse node may be wrong. Please check our attribute set guide for more details and make sure you are creating your products using the correct product creation template. After correction, please try to upload again. Contact Seller Help Desk if receiving the same error. **Contact Reason**: Product Listings; Product, Image, Content Guidelines
Following category **identifier don't exist**	
Merchandise category for **subcategory and gender doesn't exist** in FLASH	
There are **no valid contract** for this combination of supplier	Please make sure you are uploading a product of an approved brands only. If you need support, contact our Seller Help Desk. Contact Reason: Product Listings; Product, Image, Content Guidelines
Update to **Shop failed**, SKU already exists.	This is due to the uploaded SKU already exist, if you would like to add size variation to an existing product, please use Product Grouping
The **selected size already exist** under config. Please select another size for SKU.	The selected SKU config with selected size already exist in Seller Center, you may search the existing SKU config using the search bar in the Products tab
Please **create SKU** using a unique sku supplier simple	The SKU supplier simple already exist in Seller Center. Please recreate the product using a unique SKU supplier simple.
Size selected is not applicable for this size_system_brand	The size system brand selected does not have this size option please check again by referring to the Product Upload Guideline/Product Upload Template

Product Rejection Guideline

Example:

1)Seller failed to upload badminton racket. Primary category type selected by seller:
Sports » Men's Sports » Equipment & Nutrition » Equipment

Primary Category	Sports » Men's Sports » Equipment & Nutrition » Equipment	Change Category

2)Seller changed the primary category type to the correct primary category type by checking the attribute set:
Sports Gear & Nutrition » Sports Gear & Nutrition » Sports Equipment » Racket Sports » Badminton » Rackets

Primary Category	Sports Gear & Nutrition » Sports Gear & Nutrition » Sports Equipment » Racket Sports » Badminton » Rackets	Change Category

3)After the seller changed the sub cat type and re-upload, it shows successful and product is now live in Seller Center

	Name	SKU	Created	Price	Sale Price	Recommended Price	Available	Visible	Active	Actions
☐	YONEX ACTIVE RACQUET BACKPACK 82014EX - One Size	YONEX BAG-BA82014EX-BKYE	19 Jun 2021	369.90	259.00		2	✓	ON	Edit ▼

Error Message: Update to Shop failed, SKU already exists

Incorrect practice:

1)Seller has a new size/color for an already live product: SKU *Test123*

2)During product upload, seller re create a product using the same SKU *Test123* and receives the error message: *"Update to Shop failed, SKU already exists"*

Correct practice

1)Look for the current product SKU and click **Edit**

	Name	SKU	Created	Price	Sale Price	Recommended Price	Available	Visible	Active	Actions
☐	Multicolor Straight Fit Jeans - L	JMTEST1-03	30 Aug 2021	1,000.00	-		2	✓	ON	Edit ▾

2)Select **Product Pricing & Sizes**

| Product Information | More Product Details | Group | **Product Pricing & Sizes** | Images |

3) Add new variation by clicking **Add Another Product Variation**

Size	Seller SKU*	EAN / UPC / ISBN	Quantity	Price*	Sale Price	Sale Start Date	Sale End Date	
S	JMTEST1-01		2	1,000.00				
M	JMTEST1-02		2	1,000.00				🗑
L	JMTEST1-03		2	1,000.00				🗑

+ Add another product variation

Error Message: The selected size already exist under config

Incorrect practice:

1) Seller has a new size/color for an already live product: SKU *Test123*

2) During product upload, seller re create a product using the same SKU *Test123* with new color and receives the error message: "*The selected size already exist under config*"

Correct Practice:

1) Look for the current product SKU and click **Edit**

Name	SKU	Created	Price	Sale Price	Recommended Price	Available	Visible	Active	Actions
☐ Multicolor Straight Fit Jeans - L	JMTEST1-03	30 Aug 2021	1,000.00	-		2	✓	ON	Edit ▼

2) Select **Product Pricing & Sizes**

Product Information	More Product Details	Group	**Product Pricing & Sizes**	Images

3) Add new variation by clicking **Add Another Product Variation**

Size	Seller SKU*	EAN / UPC / ISBN	Quantity	Price*	Sale Price	Sale Start Date	Sale End Date
One Siz ⌄	35610418-Black		0	678.00	329.50	2021-08-25	2031-08-25

＋ Add another product variation

Product Rejection Guideline

Example:
In year 2016, **Seller A** has uploaded new product with SKU Simple '88150', and the product successful live in Seller Center and the product has been live till now

	Size	Seller SKU*	EAN / UPC / ISBN	Quantity	Price*	Sale Price	Sale Start Date		Sa
* Indicates required field									
	50 ml	88150	8 52661 88150 0	5	550.00	275.00	2019-11-08	📅	20

In year 2021, a new **Seller B** has uploaded new product with SKU Simple '88150', but receives the error message: " *[88150] has already been assigned to a different config.Please create SKU using a unique sku supplier simple*"

Size	Seller SKU*	EAN / UPC / ISBN	Quantity	Price*	Sale Price	Sale Start Date	
60 ml	88150		184	14.00			📅

Solution:
Seller B need to change the SKU Simple to another value as the SKU Simple has been used by other seller, and 1 SKU Simple need to be unique in Seller Center

Product Rejection Guideline

Incorrect practice:

1)Seller has added a new product with size system brand [Volume] select size [One Size] and receives the error message: "*Size selected is not applicable for this size_system_brand*"

2)However there is no [One Size] selection in size system brand [Volume], so it failed to upload.

Correct Practice:

1) To choose the correct size for the selected size system brand.

2) For correct size system mapping, please refer here

More Product Details > Additional Product Data > Size System

Size System *	International

Product Pricing and Sizing > Size

Size	Seller SKU*	EAN / UPC / ISBN	Quantity	Price
One Siz ⌄	CP16		6	

Product Rejection Guideline

Incorrect Product Grouping

**Example of
Incorrect Product Grouping**
- In this example, there are more than one type of products in the group.
- A product group should only contain the different variations of one product.
- Continued next slide.

- The example shows "Spatula" products grouped together with "Tong" products.
- If unattended, incorrect product grouping will result in showing different types of products under what is supposed to be 1 product.
Such error will create confusion for customers.
- Guide to fix this error is continued on the next slide.

Product Rejection Guideline

Incorrect Product Grouping

Guide to fix:
- Remove irrelevant products from the group.
- Create new product groups for the other products.
- **Each product group should only consist of the same or similar product in different variations such as color or design.**

Group Information

Name	pebbly		
Additional Products in Group	**Product Name**	**Product SKU**	**Thumbnail**
	Pebbly Magnetic Blue Tongs	NBA020-Blue	
	Pebbly Magnetic Lime Green Tongs	NBA020-LGreen	
	Pebbly Magnetic Red Tongs	NBA020-Red	

Product Rejection Guideline

Upload Error

Example of Upload Error
- This example shows duplicated product uploads, where Product A and Product B are the same product, but have different Size variations.
- If unattended, this will result in repeated product display. **Such error will create confusion for customers.**
- Guide to fix this error is continued on the next slide.

Product A
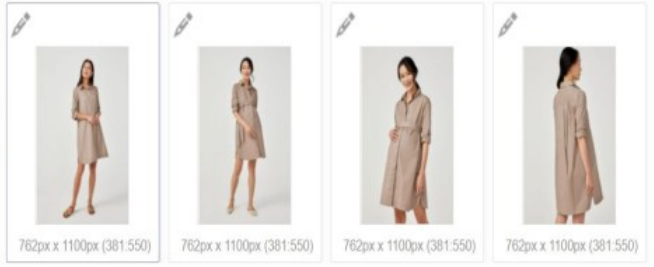
New Product: Zuriea Pleat Back Shirt Dress

Product Images

762px x 1100px (381:550)   762px x 1100px (381:550)   762px x 1100px (381:550)   762px x 1100px (381:550)

Offer / Variations

Variation	SKU	EAN / UPC / ISBN	Price	Special Price	Special From	Special To
S	TH1384-124-S		159.90			

Product B

New Product: Zuriea Pleat Back Shirt Dress

Product Images

Same product, different sizes

762px x 1100px (381:550)   762px x 1100px (381:550)   762px x 1100px (381:550)   762px x 1100px (381:550)

Offer / Variations

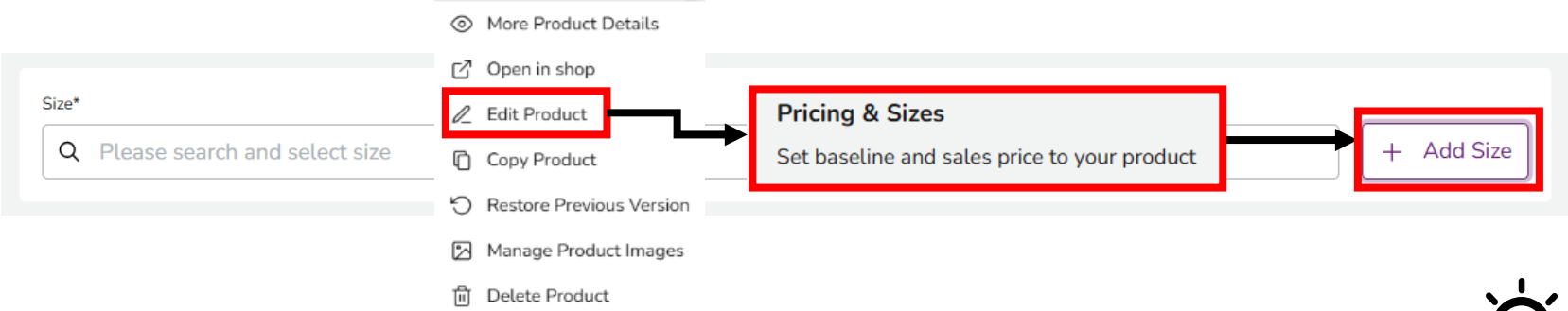| Variation	SKU	EAN / UPC / ISBN	Price	Special Price	Special From	Special To
M	TH1384-124-M		159.90			

90

Product Rejection Guideline

Upload Error

Guide to fix:
1. Under "Edit Product", go to **Pricing and Sizes** tab and click on **+ Add size**.

2. Add another size variation available for your product by filling in the necessary information. Repeat step, as necessary.

Edit Sizes
Please complete mandatory fields

ALL   One Size   XL

Size*
XL

Size XL ● This size is active

ⓘ Edit price for "All" sizes

General Information

Seller SKU*   EAN / UPC / ISBN

Stock

3. Once all size variations have been added, click on **Save**.

Cancel   **Save**

4. Once the process is completed, all the available size variations will appear on the list accordingly

	Size	Seller SKU*	Stock*	Price*	Sale Price			Status*	
☐	One S ⌄	YAH0601A	5	₱ 79	-%	₱	📅	●—	⋯
☐	XL ⌄	YAH0601A-	5	₱	-%	₱	📅	●—	⋯

Note: Different size variations of the same/similar product should always be uploaded as 1 product SKU.
● Check that all the size variations are listed under "Product Pricing & Sizes".
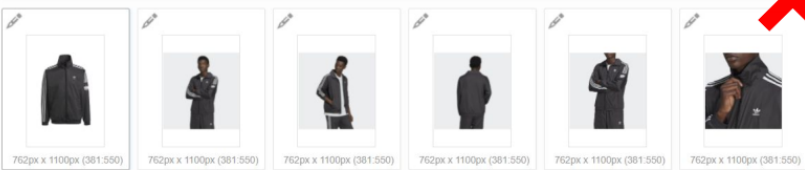
Product Rejection Guideline

Wrong Category

Example of Wrong Category
- This example shows a product of an **Outerwear**, but as seen at
"Primary Category", the categories selected include
Bottoms, which is incorrect.
- If unattended, this will result in the product appearing under the wrong category. **Such error will create confusion for customers**

Guide to fix:
1. The wrong category of **Bottoms** should be replaced with the correct category.
Go back to edit the product under "Product Information", scroll to "Primary Category" and click on **Change Category** to
choose the most in depth and relevant category for the product.
Referring to the example, the correct category should be *Sports » Men » Clothing » Outerwear & Hoodies » Training*

2. After selecting the correct category, click on **Select**.

3. Check that the correct category is appearing, then click on **Submit** as the last step.

Incorrect Image Size

Example of Incorrect Image Size
- The example below shows product images being uploaded in an incorrect dimension: 650px x 650px.
- An error prompt message will appear.
- If unattended, this will result in the product images appearing distorted on the ZALORA website/app.

(!) **Wrong size**   ×

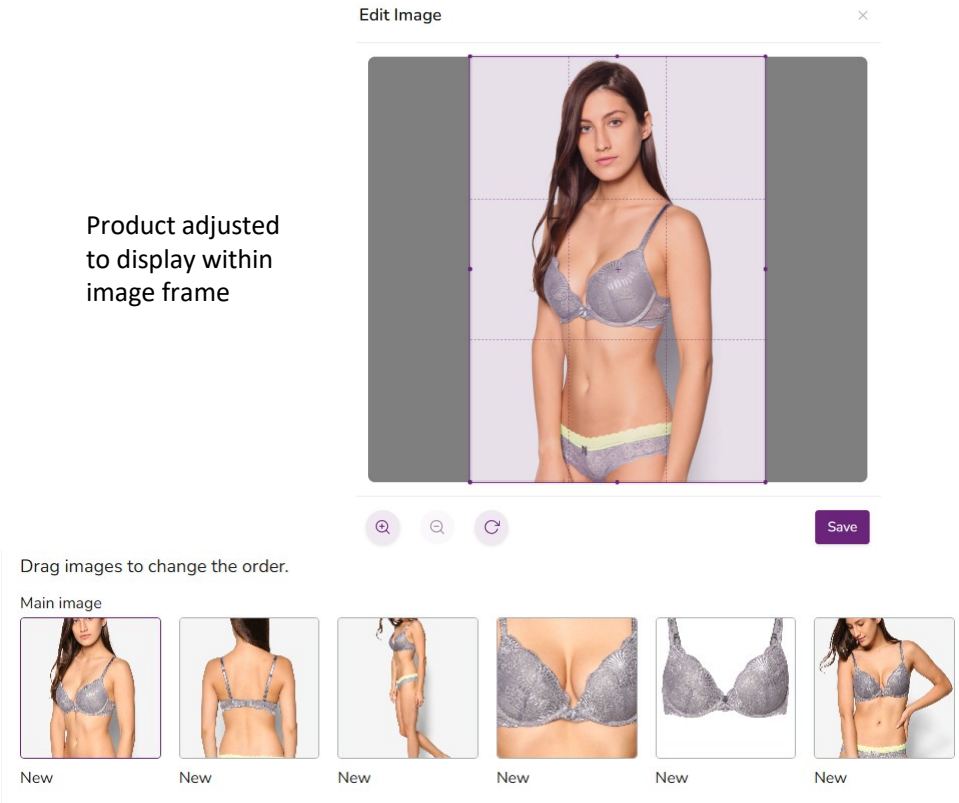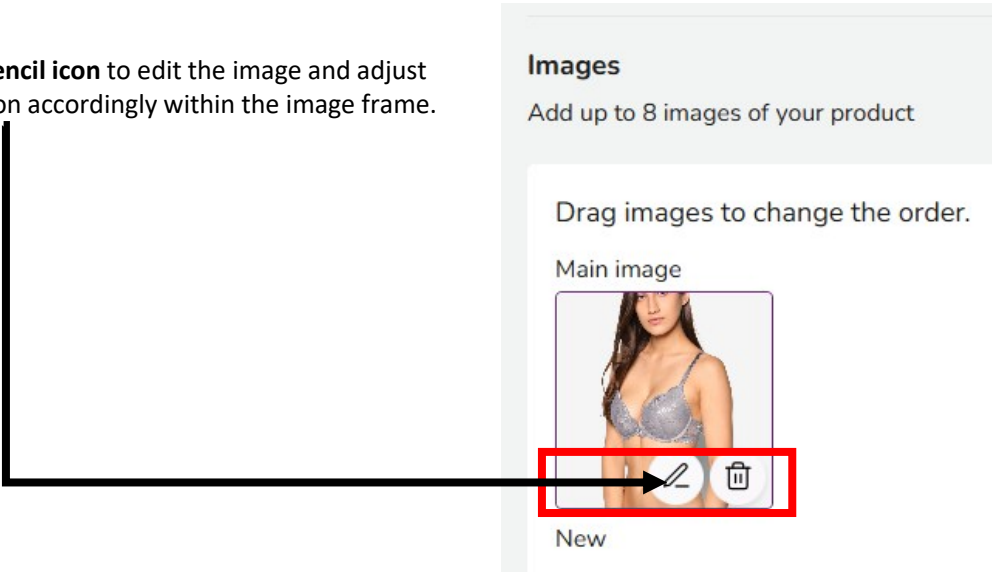The following images have problems to change.
Minimum size 762x1100 px.
Maximum size 762x1100 px.

- 357042081_281465537722694_7933554842910804111_n.jpg 1440x1800

Guide to Fix:

1. Go to the **Images** tab to resize the images to the required dimensions **(762px x 1100 px)**.
Alternatively, sellers can upload new images in the required dimensions.

2. Click on the **Pencil icon** to edit the image and adjust the image position accordingly within the image frame.

Images

Add up to 8 images of your product

Drag images to change the order.

Main image

New

Edit Image   ×

Product adjusted to display within image frame

Save

Drag images to change the order.

Main image

New   New   New   New   New   New

3. Once product is adjusted to display within the image frame, click on **Crop** to save. The image will then be appearing in the correct dimensions.

Product Rejection Guideline

- The example below shows product images not arranged in a correct sequence / the first product image does not follow image background and model styling pose guidelines.
- If unattended, overall products display will be inconsistent on ZALORA. Good product images will result in better **click rates**, which in turn improves **customer conversion**.

Main image

New

New

New

New

New
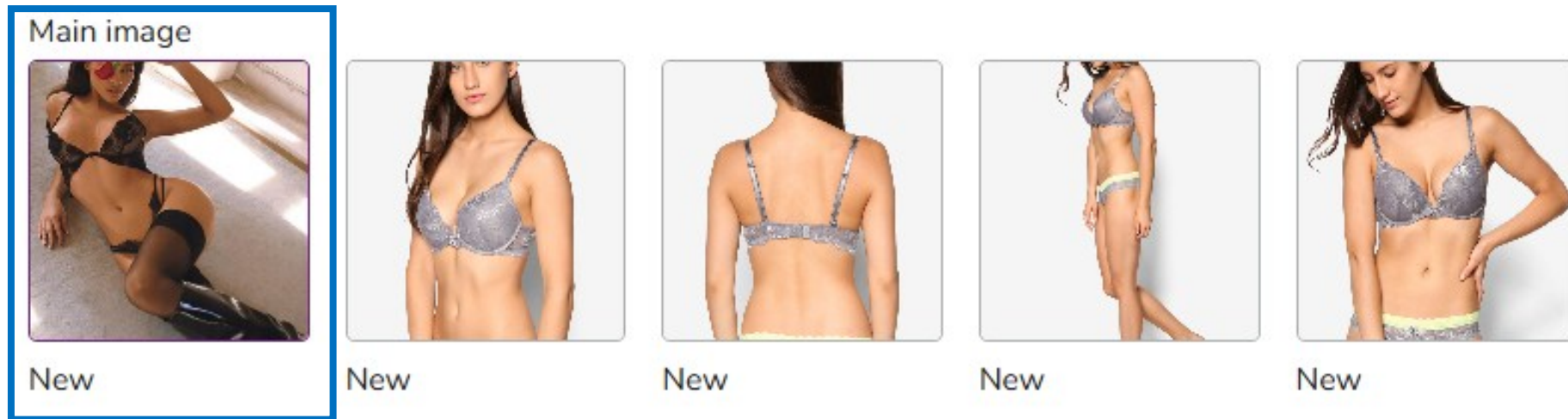
First product image shows background and model styling pose that do not follow guidelines

Product Rejection Guideline

Stock Sync Issue

SKU Stock was set to 0 then update to specific quantity, done at the same minute.

SC only processes the 1st request received by that same minute. 2nd request which is to **add stock > 0** is detected as duplicate and not processed in the backend, **resulting to SKU set to 0 stock only**.

	User	Seller name	Event	Created	Description
☐	maintenance@sellercenter.net	Rocket Internet GmbH	stock_change	15/12/2022 13:58	Stock was updated for SKU testqcapprove2 (Shop SKU: TE171AA74XYNPH-1815170) from 0 to 100 in warehouse (nowarehouse)
☐	maintenance@sellercenter.net	Rocket Internet GmbH	stock_change	15/12/2022 13:58	Stock was updated for SKU testqcapprove2 (Shop SKU: TE171AA74XYNPH-1815170) from 100 to 0 in warehouse (nowarehouse)

Stock update is done when SKU status in Seller Center is **inactive**.

Stock update only flows in the backend when the SKU status is active. Hence, that leaves SKU **stock not updated** in the backend if SKU was inactive by the time of the update.

	User	Seller name	Event	Created	Description
☐	maintenance@sellercenter.net	Rocket Internet GmbH	stock_change	15/12/2022 14:04	Stock was updated for SKU testqcapprove2 (Shop SKU: TE171AA74XYNPH-1815170) from 100 to 90 in warehouse (nowarehouse)
☐	maintenance@sellercenter.net	Rocket Internet GmbH	product_status_change	15/12/2022 14:04	Product status for seller SKU testqcapprove2 (Shop SKU: TE171AA74XYNPH-1815170 / ID: 362775) was changed from active to inactive