



## Sell on Lazada

Indonesia

Malaysia

Philippines

Singapore

Thailand

Vietnam

# Agenda

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## About Lazada Marketplace How to Set up Shop

# Agenda

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**About Lazada**

Marketplace

How to Set Up Shop

# Lazada group

## Dominates South East Asia e-commerce



### 3 Key Services

- **Sales to 600M+ potential customer base:** opening up a market of 600M customers to all of our sellers, not limited by any current geographical presence
- **E-commerce and PR consulting:** helping sellers to establish/grow their name in new channels and markets
- **Infrastructure:** offering payment solutions, delivery options and more

### Our Investors.....





SUMMIT PARTNERS



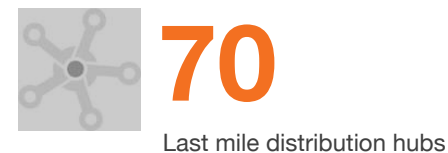
# Lazada is building an end-to-end ecosystem that will drive synergies ...

## LAZADA ECOSYSTEM

	Model	Venture	Launch	Benefits
Discover & convert	Retail	LAZADA	H1 2012	<ul style="list-style-type: none"> <li>Control supply chain</li> <li>Build strong customer satisfaction, reputation and trust</li> </ul>
	Marketplace	LAZADA	H1 2013	<ul style="list-style-type: none"> <li>Expand assortment</li> <li>Reduce inventory risk</li> <li>Improve economics</li> </ul>
Transact & fulfill	Payment	 helloPay	2015 / 2016	<ul style="list-style-type: none"> <li>Offer customers trustworthy and reliable payment options</li> <li>Reduce costs for sellers</li> </ul>
	Fulfillment	 Fulfillment by LAZADA	H1 2014	<ul style="list-style-type: none"> <li>Provide access, speed, reliability and trust in delivery of products</li> <li>Drive operational efficiency</li> </ul>

# ...which has enabled us to achieve significant traction and scale to-date


## LAZADA BY THE NUMBERS



# Lazada PH is #1 online mall in PH

Lazada PH aims to provide Filipinos a convenient, worry – free online shopping experience with quality products at affordable prices via **3 unique selling points**.

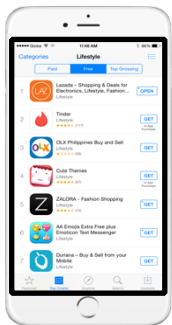
## Website (Similar Web)

Country Rank   
Philippines 

#6

Source: Similar Web December 2015

## App



#1

Lifestyle  
App on iOS

- **FREE** Returns within 7 days
- Cash on Delivery
- Free Shipping **NATIONWIDE** above P1000

## Onsite

>**100M** Monthly Site & App  
Visits  
>**6.7** Ave page visits

## Offsite Reach

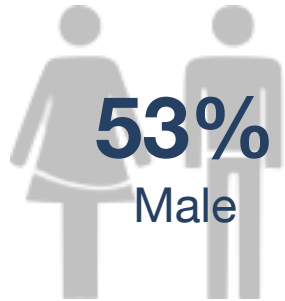
>**2.5M** Reach for EDMs &  
Apps  
>**3.3M** Social Media  
Followers

## Advertising

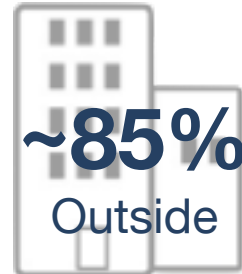
>**30M** Social Media Reach  
>**1K** Affiliate Websites

# Lazada PH Customer Profile

Customer base is predominantly in Luzon although growing popularity in Vis & Min.  
Mostly males between 18-34yrs old.



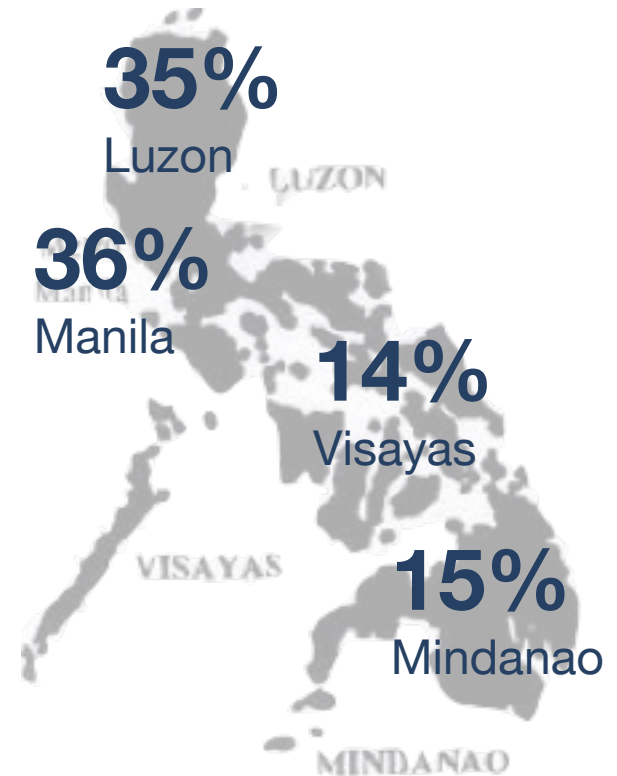
Gender



Browsing Location



Age Group



Region Location



# How do Filipinos arrive at their purchase?

~ 7 out of 10 Research Online before making a purchase

Any research or purchase online

65%

Research online / purchase online

10%

Research online / purchase offline

55%

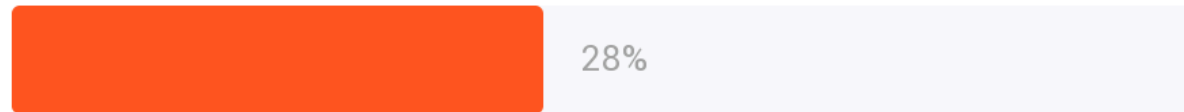
Research offline / purchase online

5%

# Which Channels do people use online?

## 1 out of 5 Filipinos who research online go to Retailer Websites

Online research: on brand websites



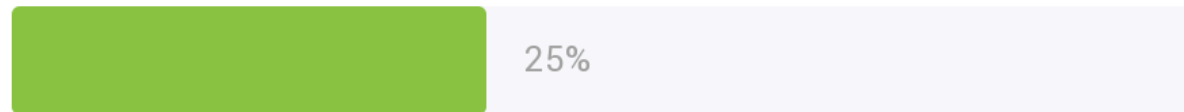
Online research: on retailer websites



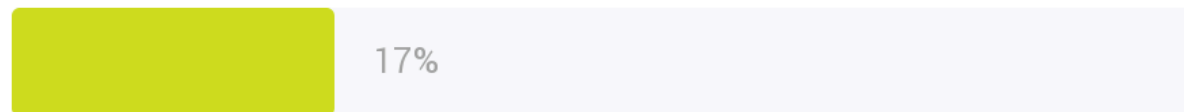
Search engine



Social networks



Online video sites

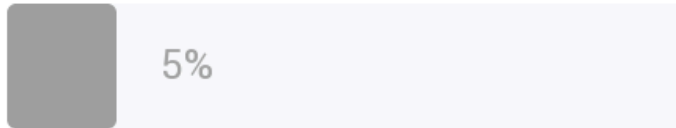


# Where do Filipinos buy online? 17%

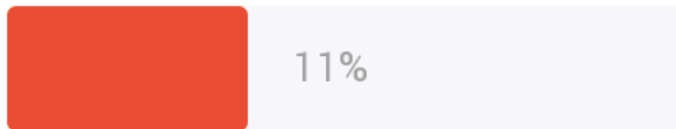
purchase from general online retailers like Lazada.

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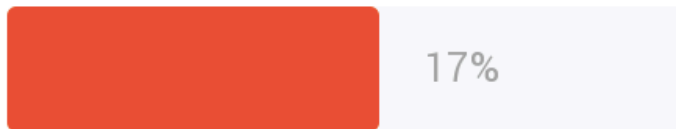
Hotel / hotel chain



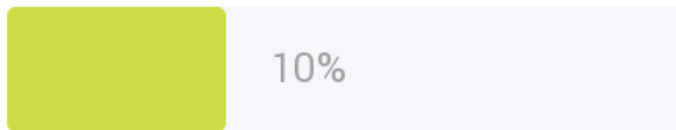
Airline



General online retailer



Download portal



# Agenda

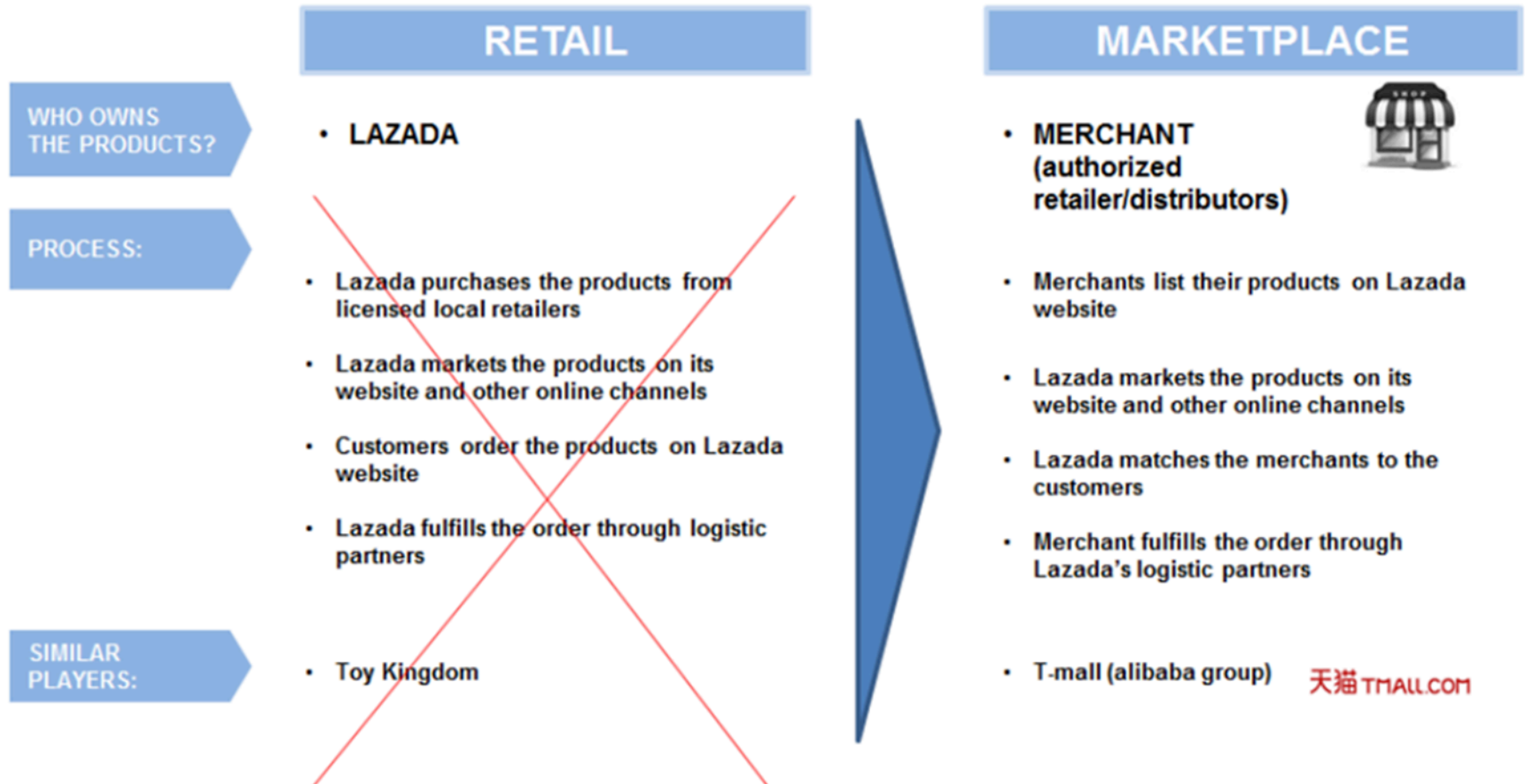
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About Lazada

**Marketplace**

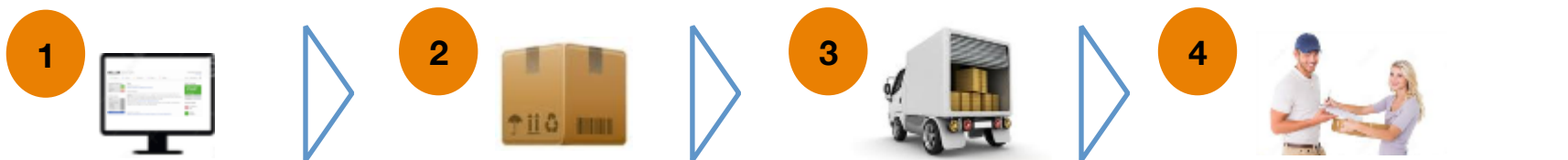
How to Set up Shop

# Lazada has moved from a Online Retail to a Marketplace model



# What are the Fulfillment Methods?

## 1. Drop-shipping



- You **get notified on SC & via email** re customer orders
- You **pick and pack** your products
- You prepare all necessary documentation
- Click **“Ready to Ship”**
- **LEX picks up** the items
- Order Status changes to **“Shipped”**
- The **customer receives** the item
- Order status changes to **“Delivered”**

## 2. Fulfilled by Lazada (FBL)



- You **deliver** the products **to Lazada**
- **Monitor your FBL stock** and orders on SC
- **Lazada will pick and pack** your products
- Order Status changes to **“Ready to Ship”**
- **LEX picks up** the items from Lazada
- Order Status changes to **“Shipped”**
- The **customer receives** the item
- Order status changes to **“delivered”**

**Lazada Warehouse Address:**  
Block 3 Lot 12, Honorable Cruz St.  
Soldiers Hills Subd., Brgy Putatan,  
Muntinlupa City, Philippines

# Why list on LZD Marketplace?

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## Control over your own Brand/ Store exposure

You have your own Brand/ Store in the biggest ONLINE Mall in PH. You decide yourself on assortment and design



## Control over pricing and stock allocation

You can adjust and optimize pricing and stock allocations at all time in seller center



## Minimal Risk

Minimal need for upfront capital expenditures.



## Hassle Free

Lazada will provide you with payment, logistics, fulfillment, technology, and customer services.



## Profit from our Marketing Expertise

Sell more with Lazada's analytics support. We help you manage campaigns, newsletters & your shop.



## Dedicated Support

Grow your online business with the help of a dedicated Key Account Manager, as well as from our Partner Support Center.

# How do I manage my Shop?

## Seller Center Is a Web based portal for Merchants



Sample Merchant



[Change Seller](#)

Products ▾

Orders ▾ 4

Promotions ▾

Reports ▾

Settings ▾

Help ▾ Administration ▾

### Pending Order Items

Today	4
Yesterday	0
Older	0

### All Order Items

Today	53
In the last 30 days	1761
Shipped	276
Returned	160
Cancelled	1362

[View your Orders](#)

### Promotions

5:06:09  
Days Hours Minutes

08 Oct 2015 00:00 PHT -  
11 Oct 2015 23:59 PHT

**New App Launch Celebration**

ARE YOU READY FOR PARTY WITH PROCKET!  
NEW APP LAUNCH CELEBRATION JOIN US!

Join the Promotion

Registration till 06 Oct 2015 00:00 PHT

**Price: 5%**

Seller 23 Products 17771

### News

📅 15 Sep 2015 ⌚ 14:28

Dear Valued Merchant,

This is to inform you that all the PIF/photoshoot requests moving forward need to be applied using the PIF request form (see the link below). PIF creation/photoshoot services provided by Lazada are free till September 20. Please note starting September 21, 2015 (Monday), we will begin charging a

### Sales Summary

<b>PHP 368,716</b> Sales Today
This Week <b>PHP 1,505,885</b>
This Month <b>PHP 12,457,661</b>

### Seller Rating

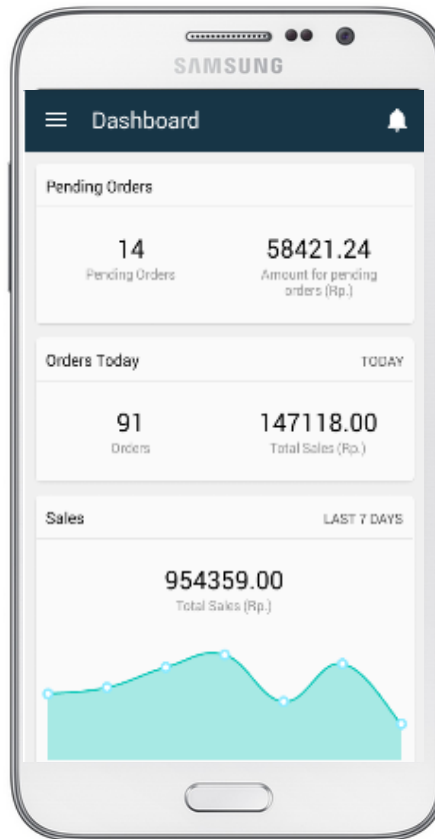
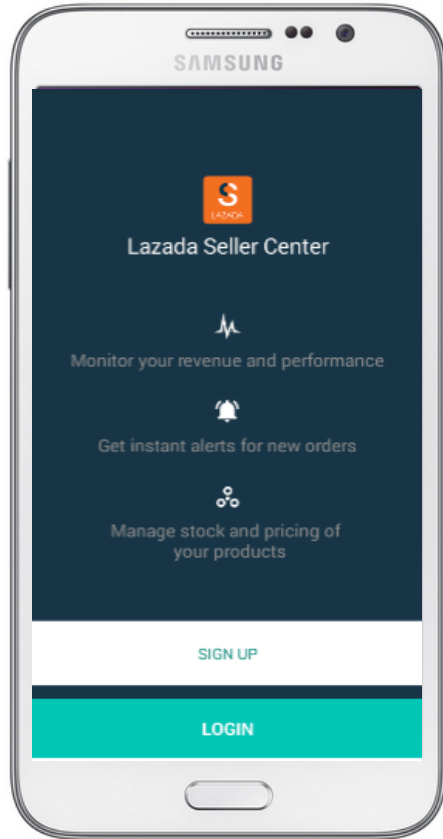
	Cancellation Rate <b>Perfect</b>
	Ready to Ship in 1 workday <b>Perfect</b>
	Return Rate <b>Perfect</b>

[help](#)



# How do I manage my Shop?

Seller Center Is also available on Android



SAMSUNG

Orders

PENDING READY TO SHIP SHIPPED COMPL

Order ID	Items	Total	Status	Date
393417542	1	Rp. 1299.0	Pending	Sep 11 2015
334557542	1	Rp. 1020.0	Pending	Sep 11 2015
362817542	1	Rp. 1299.0	Pending	Sep 11 2015
342617542	1	Rp. 800.0	Pending	Sep 11 2015

Note: Currently Available on Android

# What resources are available to you?

## Seller Hub



Lazada University ▾

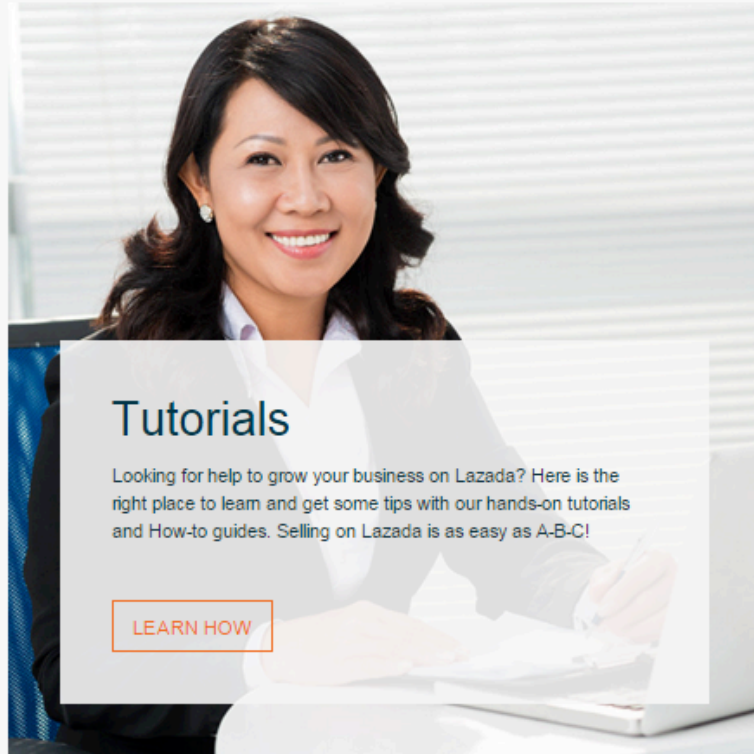
Community ▾

Service Marketplace

Support Center

Contact Us

Go to Seller Center →



### Tutorials

Looking for help to grow your business on Lazada? Here is the right place to learn and get some tips with our hands-on tutorials and How-to guides. Selling on Lazada is as easy as A-B-C!

[LEARN HOW](#)



### Courses & Schedules

Interested in seeking some personal coaching to learn how to grow your business on Lazada? Take advantage by signing up for our free live webinars or face-to-face courses today!

[LEARN HOW](#)

# What resources are available to you?

## Service Marketplace



Lazada University ▾

Community ▾

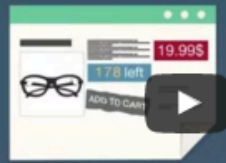
Service Marketplace

Support Center

Contact Us

Go to Seller Center →

Lazada Service Marketplace



STRUGGLING TO BOOST  
YOUR SALES?



## Service Marketplace

Where sellers can browse and purchase reliable, affordable and value-adding services through a trusted gateway

[BROWSE SERVICES](#)

### How it works



#### 1. Browse Services

Browse services listed on Lazada Service Marketplace.



#### 2. Submit

Submit your information to service provider via "Order Now" button.



#### 3. Service Provision

Service provider will contact you for service provision.

# What resources are available to you?

## Promotions Tool



Lucky HR  
Change Seller

- Products
- Orders 48
- Promotions**
- Reports
- Settings
- Seller Hub
- Administration
- User icon

All Promotions **All** [Open](#) [Review](#) [Active](#) [Expired](#)

Promotion Name	Registration End	Start	End	Minimum Discount	Products	Sellers	Status	Actions
Big App Days Sale	25 Aug 2015 00:00 PHT	27 Aug 2015 00:00 PHT	31 Aug 2015 23:59 PHT	Minimum price discount: 5.00%	59277	333	<b>Expired</b>	<a href="#">View</a>
BIG App Sale Days	19 May 2015 00:00 PHT	21 May 2015 00:00 PHT	24 May 2015 23:59 PHT	Minimum price discount: 5.00%	15206	314	<b>Expired</b>	<a href="#">View</a>
Chinese New Year Sale - Electronics	23 Jan 2016 00:00 PHT	26 Jan 2016 00:00 PHT	08 Feb 2016 23:59 PHT	Minimum price discount: 5 - 10%	73770	260	<b>Active</b>	<a href="#">View</a>
Chinese New Year Sale - NonElectronics	23 Jan 2016 00:00 PHT	26 Jan 2016 00:00 PHT	08 Feb 2016 23:59 PHT	Minimum price discount: 5 - 10%	163702	569	<b>Active</b>	<a href="#">View</a>
Effortless Shopping Campaign	19 Jul 2015 00:00 PHT	21 Jul 2015 00:00 PHT	23 Jul 2015 23:59 PHT	Minimum price discount: 5.00%	35626	400	<b>Expired</b>	<a href="#">View</a>

# What are the Fees involved?

## Selling Fee, Additional Charges, and Shipping Fee

<i>Selling Fee*</i>	<i>Add'l Charges**</i>
2-10%	1.70%

<i>DIM Weight</i>	<i>Shipping Fee*** (Drop Shipping)</i>	<i>Shipping Fee*** (Fulfilled by Lazada)</i>
<1kg/small pouch	P75	P90
<i>Per kg 2kg - 5kg</i>	<i>P25/kg</i>	<i>P25/kg</i>
Per Kg 6 -10kg	P20/kg	P20/kg
<i>Per Kg 11 -29kg</i>	<i>P10/kg</i>	<i>P20/kg</i>
>30kg	P500 flat	P695 flat

\* calculated as % of customer paid price. Inclusive of 12% VAT

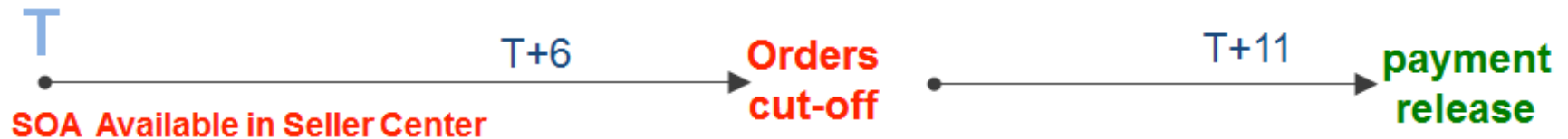
\*\* calculated as % of customer paid price. Inclusive of 12% VAT

\*\*\* calculated per package shipped. Exclusive of 12% VAT. Subject to revision.

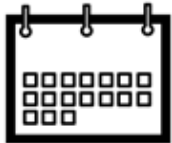
# When do I get paid?

## For Metro Manila Merchants

MON TUES WED THUR **FRI** SAT **SUN** MON TUES WED THUR **FRI**



Lazada will release payments for all items **successfully delivered** to the Customers



Check releasing/bank transfer is done **every Friday after the cut off.**

### CALCULATION OF PAYMENTS

Net\* of items sold  
[ delivered ]  
- Net\* Lazada Fees  
[ selling + shipping ]  
+ 10% WHT on commission  
+ 2% WHT on shipping

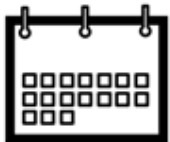
*\* Net of rejections & returns*

# When do I get paid?

MON TUE WED THU FRI SAT SUN MON TUES WED THUR FRI SAT SUN MON TUE WED THU FRI  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19



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[ delivered ]
- Net\* Lazada Fees  
[ selling + shipping ]
- + 10% WHT on commission
- + 2% WHT on shipping

*\* Net of rejections & returns*

# Where do I view my receivables?

On Seller Center click on Reports → Account Statements

Seller ID PH102FT Date Range 09 Feb 2015 - 15 Feb 2015 ▼

Opening Balance	0.00 PHP
Item Revenue	283,393.00 PHP
Other Revenue (Total)	99.00 PHP
Shipping Fee Credit	99.00 PHP
Fees (Total)	-14,994.79 PHP
Shipping Fee	-9,302.41 PHP
Commission	-5,692.38 PHP
<hr/>	
Subtotal	268,497.21 PHP
Refunds	0.00 PHP
Fees on Refunds (Total)	0.00 PHP
<hr/>	
Subtotal	268,497.21 PHP
Closing Balance	268,497.21 PHP
Guarantee Deposit	0.00 PHP
<hr/>	
Payout	268,497.21 PHP

<b>Seller ID</b>	<b>PH101PX</b>	
<b>Address</b>	4-6 Cristina Drive, Villa Teresa Subd., Brgy. Cutcut,	
<b>Reconciliation Period</b>	01 Dec 2014 - 07 Dec 2014	
<hr/>		
	Opening Balance	-
<b>Revenue</b>	# of Items delivered	
	Sales revenue (GMV) credited	
	# of Items with other revenue	
	Other revenue (shipping etc) credited	
<b>- Returns</b>	# of Items returned	
	Revenue (GMV) debited	
<hr/>		
<b>Total Net Revenue</b>		
<hr/>		
<b>Net Commission</b>	Commission on sales revenue	
	-Commission on returns	
	Net commission	
<hr/>		
<b>Shipping Charge</b>	+12% VAT	
	# of Items with shipping charge	
	Total shipping charge	
<hr/>		
<b>Other Charges</b>	+12% VAT	
	# of Items with other charges	
	Other fee (Cancellation penalties etc.)	
<hr/>		
<b>Total Net Charges</b>		
<hr/>		
<b>Total Due to seller</b>		
<hr/>		
<b>WC 515</b>	WHT (10%) Commission	
<b>WC 120</b>	WHT (2%) Shipping Fee	
<b>WC 120</b>	WHT (2%) Other Fee	
<hr/>		
<b>Net Due to Seller</b>		-
<hr/>		



# What is Lazada's Return Policy

## 100% Buyer Protection

Apple 38mm Aluminium Case Sports Watch Space Gray with Black Sports Band

Brand: Apple | More Gadgets from Apple | Be the first to review this product

## Satisfaction Guaranteed



Coverage of return policy  
Change of mind  
Money back guarantee  
Lazada verified-service of sellers

	100% Buyer Protection (BP)	Satisfaction Guaranteed (SG)
Coverage of return policy	7 calendar days	14 calendar days
Change of mind	Not Available	Available
Money back guarantee	Yes	Yes
Lazada verified-service of sellers	Yes	Yes

Depending on the applied Return policy, you may return your item to us within 7 or 14 calendar days. Countdown starts from the date you received the item to the post stamp date on the return parcel.

# What is Lazada's Return Policy

## ► For which reason can I return an item?

You may want to return your item due to any of the following reasons:

**x : Not Required | ✓: Required**

Reasons for return	YOUR RETURN MUST BE :				
	New condition	Sealed condition	Complete (free gifts, accessories, original packaging)	Not damaged	Tags & labels attached
Damaged	x	x	✓	x	✓
Defective	x	x	✓	✓	✓
Does not fit (for fashion items) <i>*NOT APPLICABLE for International products</i>	✓	x	✓	✓	✓
Not as advertised	✓	x	✓	✓	✓
Wrong item delivered	✓	✓ Product seal should not be broken EXCEPT for item type that cannot be differentiated visually based on information provided on box / packaging only	✓	✓	✓
Missing parts / items	✓	x	x	✓	✓
Change of mind* <i>*Only applies for Satisfaction Guaranteed</i>	✓	✓	✓	✓	✓

# Who can assist us for our questions?

## Partner Support Center

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For questions, please reach out to us any time at [partnersupport@lazada.com.ph](mailto:partnersupport@lazada.com.ph) and we'll be more than happy to help you.

You may also call us at [\(02\) 754 1220](tel:(02)7541220)

Operation Hours: Mondays to Fridays 9:00 am – 6:00 pm  
excluding weekends & Public Holidays



# What do Merchants say about their experience with Lazada?

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“ Even when I'm hanging out with friends, I can check my orders, see my sales, update my inventory and upload new products. ”

BEA GUERRERO  
B. THE SHOP



“ What I like most about selling on Lazada is that it's very accessible, it has less overhead charge and you don't have to pay rent. ”

MARK SINGSON  
BASIC LUCK STORE

# What do Merchants say about their experience with Lazada?



<https://www.youtube.com/watch?v=okmkSkPg2Dc>



<https://www.youtube.com/watch?v=7b4Kvqgr4ZE>

# What do Merchants say about FBL (Fulfilled by Lazada)?

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"We know that Lazada has a good marketing strategy. Orders are coming and many more will come. It is good to know that they take care of the fulfillment of our orders".

Edward Anthony Pineda - General & Operations Manager - Lucky HR

"We used to work from early morning till very late 7 days a week. With FBL, this has changed significantly: we just need to have our stocks ready and Lazada takes care of the rest. With FBL, I enjoy the weekend with my kids".

Arman Paez - Founder - Keimav



# Agenda

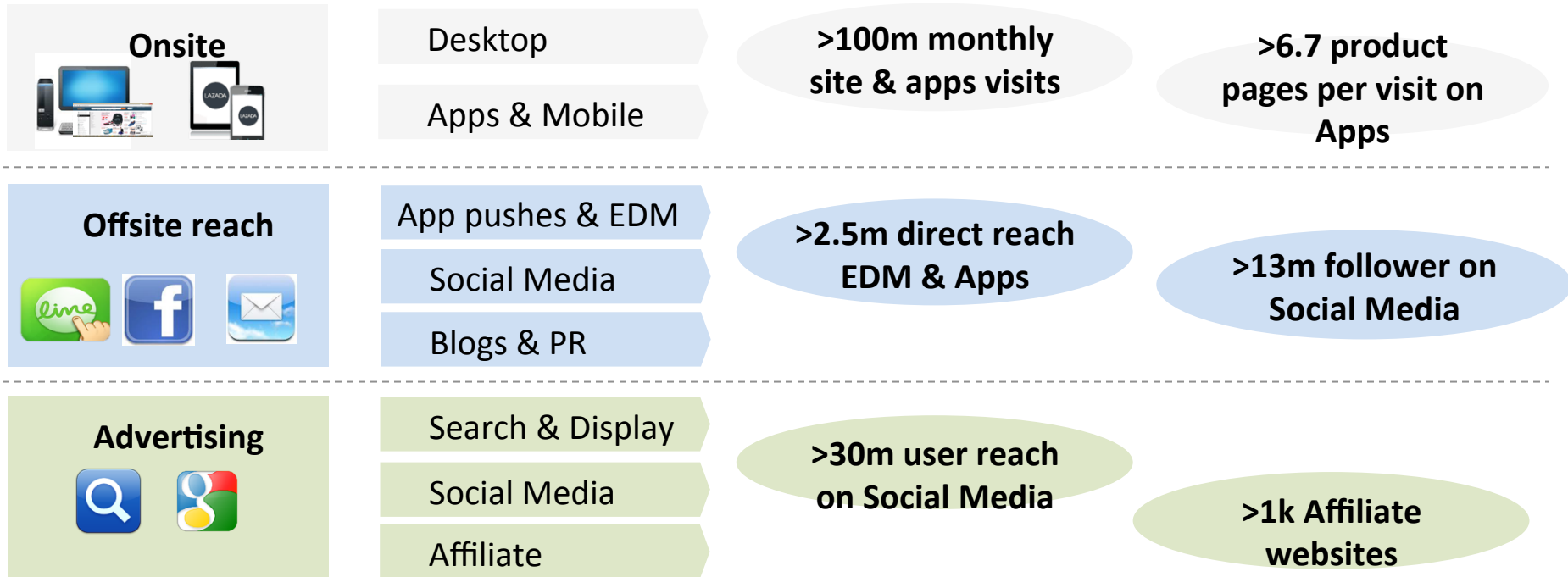
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About Lazada

Marketplace

How to Set up Shop

# Lazada is a Marketing powerhouse with huge multi channel reach and highly engaged visitors





# 3 PILLARS to boost Your Brand to the next level with Lazada

1

## Shop in Shop



- Get **your personal shop** on Lazada – Only your products, your graphics, you decide
- Personalized URL e.g. **Lazda.com.ph/yourbrand** can be used for offline marketing as well

2

## Online marketing



- Leverage our expertise in **online marketing** – **we are # 1 in this field**
- Profit from the **best rates in the industry at cost** – we do not make money with marketing in fact we will invest ourselves as well

3

## Mega Campaigns



- Lazada launches **crazy campaigns every two months** – we invest millions to get seen by millions of customers
- Get **exposure in our mega campaigns** – all we need from you is a **crazy deal**

# Easiest way to push products on Lazada is a **Shop in Shop (SiS)**



## Custom URL

Every SiS has its own URL e.g. [www.lazada.com.ph/yourbrand](http://www.lazada.com.ph/yourbrand) can be used for offline and online market by the brand independently

## Custom navigation

Brands can add a customized navigation pane to browse their products

## Custom onsite banners

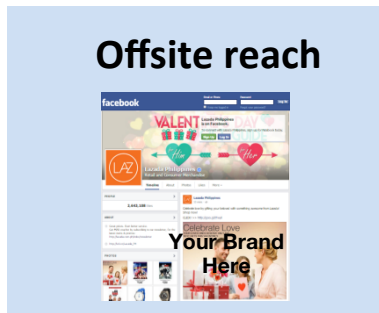
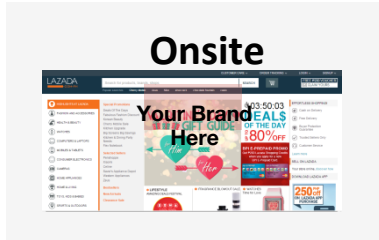
Lazada Graphics team can assist to create monthly thematic graphics for SiS

## Custom product selection

Brand selects which products should be featured in SiS and can therefore direct customer attention

# We will push **customized online marketing** programme

We will leverage all our channels...



Desktop

Apps & Mobile

App pushes & EDM

Social Media

Blogs & PR

Search & Display

Social Media

Affiliate

... to generate the attention you need

## At cost online marketing at best rates

We leverage our market position to get you online marketing at the best prices. We don't make money actually we invest ourselves!

Classic Purchase Funnel



## As opposed to offline marketing this traffic actually converts directly into sales

People that click on the **[brand]** ads, newsletters, banners etc. will be able to purchase their **[brand]** product right away and get it conveniently delivered in the next days – Cash on deliver, nationwide!

# Marketing Packages

Lazada offers 3 different type of marketing packages

	Shop-in-Shop	 Silver	 Gold	 Platinum
Shop-in-Shop	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★
Onsite Banner	-	★ ★	★ ★ ★	★ ★ ★
Offsite reach Pushes & PR	-	★	★ ★	★ ★ ★
Advertising Paid campaigns	-	-	★	★ ★ ★
<b>Approx. Impressions</b>	TBD	20,000,000	40,000,000	60,000,000
<b>Price/month</b> <small>*PHP</small>	<b>P50,000</b>	<b>P100,000</b>	<b>P250,000</b>	<b>P500,000</b>

Direct impression to your SiS, in addition to our own push (lazada campaign, daily push...)

# Example of Marketing Pushes

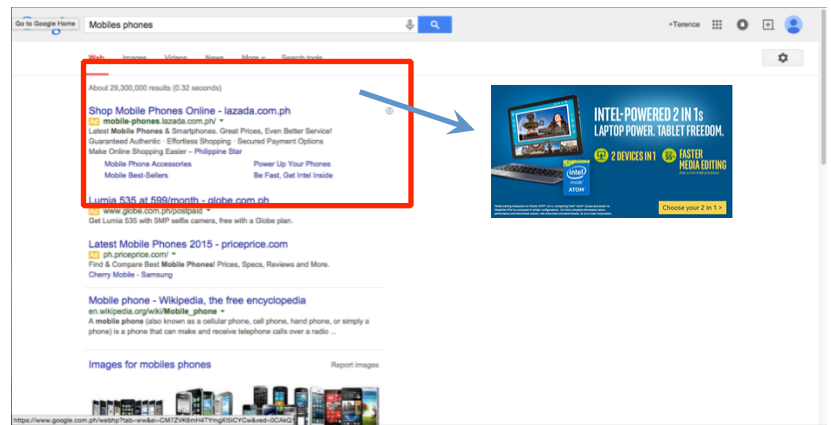
## Newsletter



## Facebook

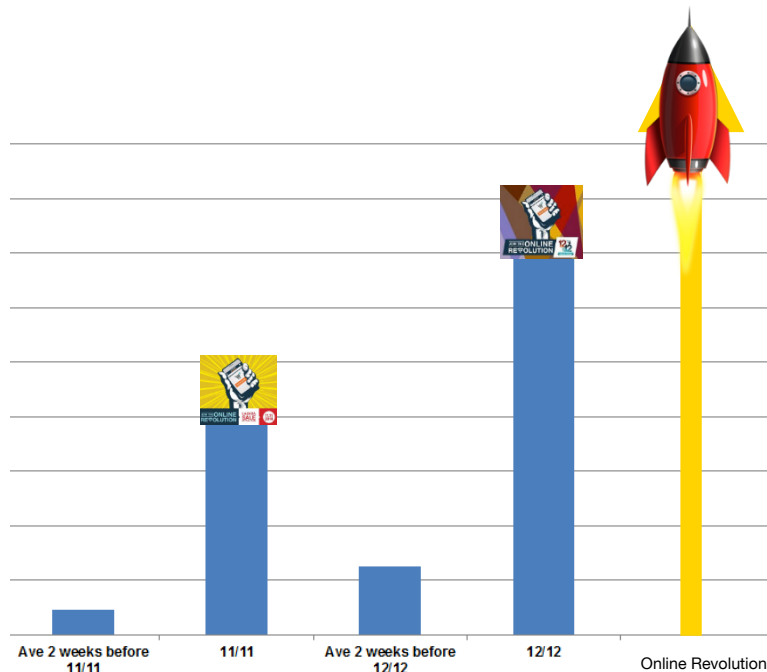


## SEM



# Our mega campaigns generate big buzz in the market – Join us and profit from the attention

The next big campaign is just around the corner, **Online Revolution** (Nov, 11, 2015)



The formula to get exposure in a campaign is easy:



# 2014 Online Revolution Achievements



## 11.11

- **Visits** Double vs. average daily visits in Nov
- **Orders** Quadrupled vs. average daily net orders in Nov
- **Sales** 5.5x uplift vs. average daily sales in Nov



## 12.12

- **Visits** 182% more vs. average daily visit for last 28 days
- **Orders** Double vs. 11.11 and 365% increase vs 2 weeks before
- **Sales** 2x uplift vs. 11.11 and 549% vs 2 weeks before

## FLASH SALE HIGHLIGHTS



**5000** ASUS Zenpower sold in **1 Hour!**



**2000** Alcatel Flash Plus sold in **5 minutes!**



**150** Coocaa 40" TVs sold in **30 minutes!**



**100+** XiX mountain bikes in **60 minutes!**

# Agenda

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About Lazada

Marketplace

Marketing

**Case Study**

How to set up Shop

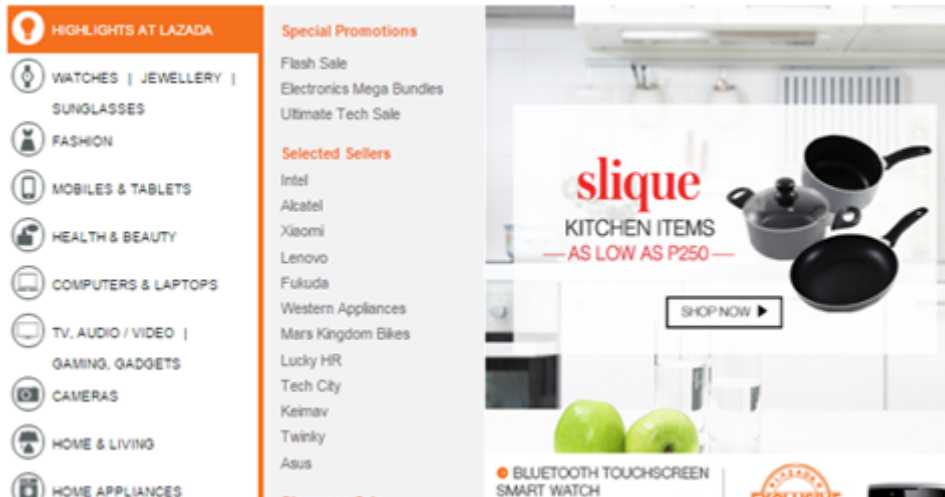


# Case Study

## Slique

### Launch Highlights

- Launched last Nov 15 to Dec 15
- Local brand for Kitchen and Dining, also supplying to other offline stores
- Page views increased by **290%**



# Case Study

## Nestle

**NESCAFE Red Mug Machine** with FREE Transparent Glass NESCAFE Classic and NESTLE Coffee-Mate were **launched in Online Revolution last 11/11** and offered again on **12/10/15**.

**Online marketing pushes** were done by Lazada to boost product awareness prior to launch - Teaser Page, Shop-in-Shop, EDM, Facebook Pushes and Mouseover highlights

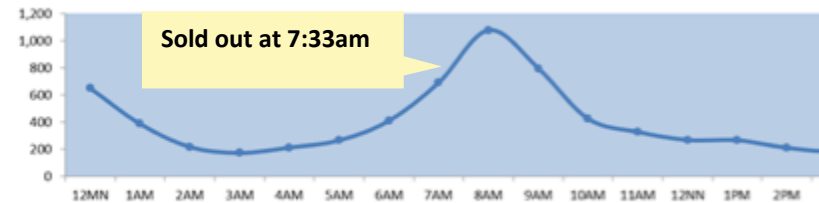
### Sales Result:

- 11.11.15 - Initial stocks of **100 units**. **Sold out in 7 hours only (7:33am)**.
- 12.10.15 - Restock for **380 units**.
- **Sold out in 18 hours only (6:18pm)**

## Marketing activities aimed at increasing awareness

Traffic Development

### 11/11 Traffic Trend



### 12/10 Traffic Trend



Co-Marketing



**Nescafe Red Mug Machines** Co-partnership and Online Bundles launched for Online Revolution

# Case Study

## Western Marketing

The screenshot shows the Lazada website interface for Western Appliances. At the top, there's a search bar and navigation links. Below that is a large blue banner celebrating the 50th Anniversary (1965-2015) of Western Appliances, featuring images of various appliances like a refrigerator, washing machine, and TV. Below the banner, there are several promotional tiles:

- SUMMER - Fun Deal -**: A promotion for a refrigerator with a sale price of P15,500 (SRP: P16,265) and a "FREE" offer.
- KEEP COOL FOR AS LOW AS**: A promotion for a Kollin refrigerator with a sale price of P8,800 (SRP: P9,865).
- SALE P13,500**: A promotion for a CONQUA 4.2 cu.ft. Refrigerator with a sale price of P13,500 (SRP: P13,595).
- SALE P12,800**: A promotion for a PHILIPS Air Fryer with a sale price of P12,800 (SRP: P13,995).
- BIG SCREEN TV'S-**: A promotion for LG, GEMANT, and SHARP TVs with sale prices of P55,100, P24,500, and P20,500 respectively.
- LED TV'S BELOW P15,000**: A promotion for a Haier LED TV with a sale price of P11,300 (SRP: P14,995) and a 26% off discount.

On the left side, there's a sidebar with "Seller Details" for Western Appliances (4.5 out of 5 stars) and a "Browse By" section listing various categories like Anniversary Top Deals, Lifestyle, Electronics, and more.

- Western Marketing **Business** grew by over **300%** from February 2015 to March 2015
- Banners on **SiS** focused on **Summer Appliances**
- **Consistency** of LOOK & FEEL of their SiS and western.com.ph
- Lazada SiS page for **New customers** while western.com.ph focused on **Loyal Customers**

# Case Study

## Xiaomi

### Launch Highlights

- Xiaomi's Mi3 launched in **Philippines through Lazada in June 2014**
- **First Asian launch not on Xiaomi website**
- Lazada's ability to offer **cash on delivery payment a big draw** for Xiaomi in the Philippines
- All stock cleared within minutes after launch
- **Huge Social Media hype** on Xiaomi and Lazada Launch campaign

ALL CATEGORIES

Search for products, brands, shops

SEARCH

CART

**mi** Mi 3  
Accelerate your life  
The fastest Mi phone ever

**SALE IS CLOSED**  
THANK YOU!

All | Mobiles | Mobile Accessories

Mi 3 Flip Case (Black)

Mi 3 Screen Protector (Matte)

Mi 3 Screen Protector (Clear)

Coming Soon

Coming Soon

Coming Soon

Anti-Glare

Clear

# Agenda

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About Lazada

Marketplace

**How to Set up Shop**

# Sign up link

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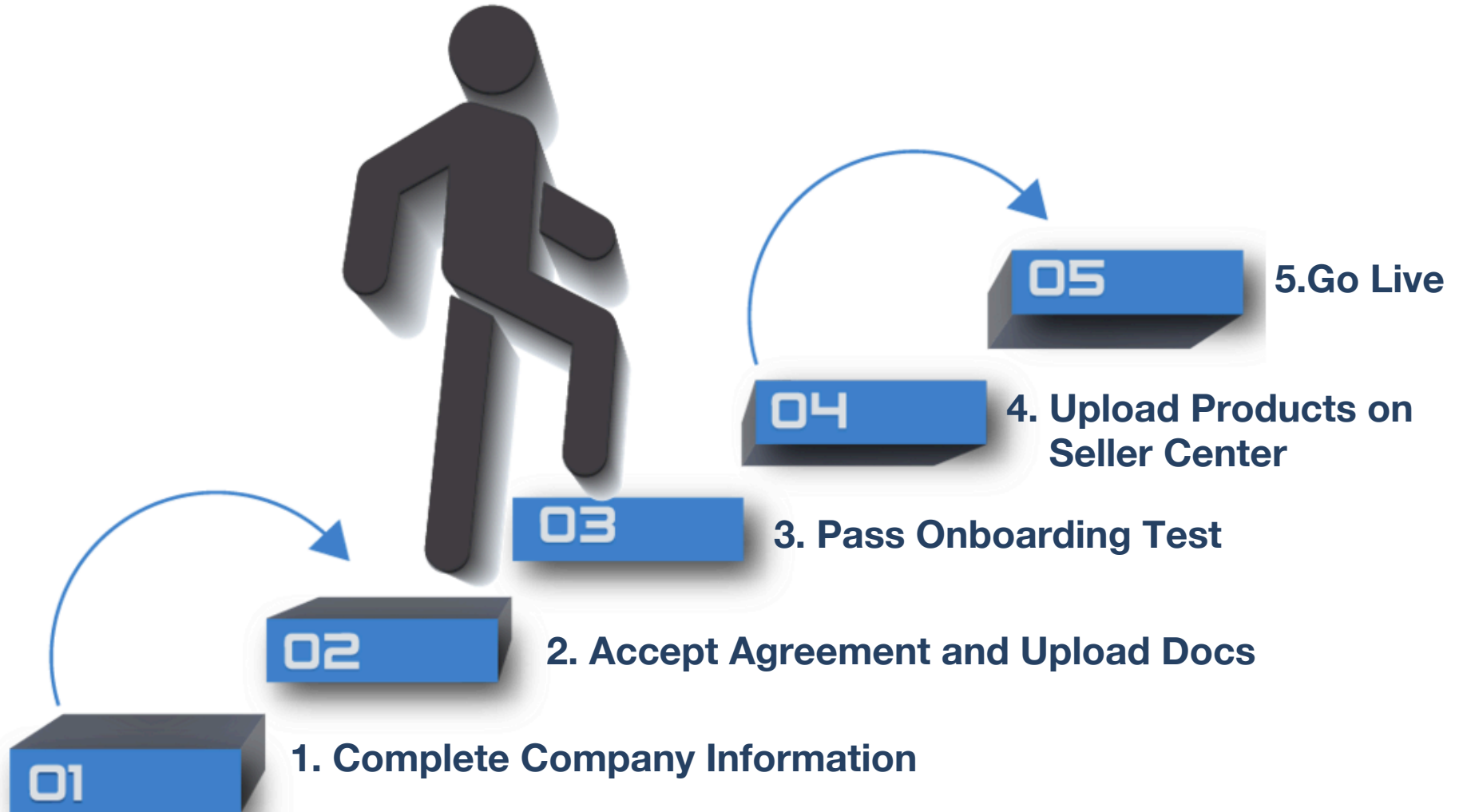
<http://tinyurl.com/dti-pttc>

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# Setting up Store on Lazada

sign up link: <http://tinyurl.com/dti-pttc>

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# What are the Documents Required?

## To be a Seller on Lazada

### 1. COR (Form 2303)

Form No. 2303  
Revised July 1997

REPUBLIC OF THE PHILIPPINES  
KAGABAYAN NG PANALAPI  
KAWANGKANGANG PANG-INTERNAS  
REVENUE REGION NO.03  
REVENUE DISTRICT NO.23

0000000047133

**CERTIFICATE OF REGISTRATION**  
Completed Requirements

TIN: 008-688-048-000  
REGISTRATION DATE: 04/11/2014

REGISTERED ADDRESS: 1408 THE ONE EXECUTIVE OFFICE BLDG., WEST AVE., MAYROSS MANCENAO, QUEZON CITY

REGISTERED ACTIVITIES:  
TAX TYPE: INCOME TAX, VALUE - ADDED TAX, WITHHOLDING TAX - EXPANDED/OTR  
REGISTRATION FEE: 3190 OTHER WHOLESALE/ING

TRADE NAME: [REDACTED] LINE OF BUSINESS / INDUSTRY: [REDACTED]

**REMINDEES:**  
FILING OF REQUIRED TAX RETURNS TO COMPLY WITH ABOVE TAX TYPES WITH OR WITHOUT OPERATION TO AVOID PENALTIES

THEORY: I CERTIFY THAT THE ABOVE NAMED PERSON IS REGISTERED AS INDICATED ABOVE, UNDER THE PROVISIONS OF THE NATIONAL INTERNAL REVENUE CODE AS AMENDED.

EMEAR B. DOLENTINO APR 11 2014

### 2. SEC/DTI Permit

REPUBLIC OF THE PHILIPPINES  
SECURITIES AND EXCHANGE COMMISSION  
802 Building, EDSA, Greenbelt  
City of Mandaluyong, Metro Manila

COMPANY REG. NO. F23081323

**LICENSE TO TRANSACT BUSINESS IN THE PHILIPPINES**  
KNOW ALL PERSONS BY THESE PRESENTS:

This is to certify that  
**UBS ESSENTIAL HEALTH PHILIPPINES, INC.**

a foreign company organized and existing under the laws of the State of Utah, USA was duly licensed by this Commission on this date in accordance with the Corporation Code of the Philippines (Batas Pambansa Bil. 68) approved on May 1, 1960 and the Foreign Investments Act of 1991 (Republic Act No. 7042, as amended) approved on June 13, 1991 to establish its branch office in the Philippines. It engages in direct selling, marketing and distribution of nutritional supplements and personal care products on a selective basis through independent contractors, in order into any lawful arrangement for sharing of profits, partnership, union of interest, collaboration or joint and separate, reciprocal, association or copartnership, with any corporation, association, partnership, syndicate, entity, or person, domestic or foreign, in the carrying on of any business or transaction deemed necessary, convenient or incidental to the foregoing purposes.

This license is a replacement of the License to Transact Business in the Philippines I signed on September 05, 2008 which inadvertently misspelled the word PHILIPPINES instead of PHILIPPINES.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of this Commission to be affixed at Mandaluyong City, Metro Manila, Philippines, this 04 day of September, Two Thousand Eight.

HENTO A. CATAHAN  
Director  
Company Registration and Monitoring Department

dti  
DEPARTMENT OF TRADE & INDUSTRY

This certifies that  
**[REDACTED]**  
PASIG CITY, METRO MANILA

is a business name registered in this office pursuant to the provisions of Act 3863, as amended by Act 4147 and Republic Act No. 8032, and in compliance with the applicable rules and regulations prescribed by the Department of Trade and Industry.

This certificate issued to  
**[REDACTED]**

is valid from March 21, 2005 to March 21, 2010 subject to continuing compliance with the above-mentioned laws and all applicable laws of the Philippines, unless voluntarily cancelled.

In testimony whereof, I hereby sign this  
**Certificate of Business Name Registration**  
and issue the same on this 21st day of MARCH 2005, in MAKATI CITY, Philippines.

EMEAR C. ARIBAND  
DTI - NCR Regional Censorator

Certificate No. [REDACTED]

This certificate is not a license to engage in any kind of business and valid only at the place indicated herein.

TIN 79885

### 3. Business Permit

REPUBLIC OF THE PHILIPPINES  
LUNGGOD NG MAKATI  
BUSINESS PERMITS OFFICE

Permit No. 00045

**PAHINTULOT SA PANGANGALAKAL**  
(BUSINESS PERMIT)

MATALASTAS NG LAHAT:  
(NONE OF THEM IS THESE PRESENTS)

MA SIANG: [REDACTED]

na matatagpuan at may pahatirang sulat sa  
(with postal address at)

THE ENTERPRISE CENTER TOWER 24 9766 AYALA AVE, PASEO DE  
na ilinatag ng may buong karapatan at limitado sa halim ng mga batas ng  
(its registered and limited under the laws of the)

Bangong Republika ng Pilipinas, ay pinagkakatahan ng pahintulot na mangalakal bilang  
(This Republic of the Philippines, is hereby granted the permit to operate at)

RTN

ngayong ika- 24 ng January 2010  
(on this day of)

Ang pahintulot na ito ay matatapos sa ika- 31 of December 2010  
(This permit expires on)

Maitimbang ito'y maagang bawlin at pawalang bawlin.  
(unless sooner revoked)

O.R. BLANG: 00900688A  
SILANG: P. 2,457,388.20  
MILAS: [REDACTED]  
PITAN: 1/24/2010 1:55:59 PM

RAMILA C. CRUZADO  
OIC, BUSINESS PERMITS OFFICE

HON. JEJOMAR C. BINI  
PUNONG LUNGGOD  
(CITY MAYOR)

\* Ito ay dapat ipasail sa hayag na pook ng kabalalan at dapat ipakita sa sanalalag tingin ng mga kinauukulang maykanyangyarihan.  
\* This must be posted on conspicuous place and to be presented upon demand by proper authorities.

200000094



# What are the Documents Required?

To be able to Collect from Lazada

## 1. Collection Receipt

Sample Only

**JUAN DELA CRUZ** "Annex C.5"  
Proprietor  
426 Diliman, Quezon City  
Reg. TIN: 305-410-465-0000

**COLLECTION RECEIPT** DATE \_\_\_\_\_

Received from \_\_\_\_\_ with TIN \_\_\_\_\_  
and address at \_\_\_\_\_ engaged in the business  
style of \_\_\_\_\_ the sum of  
\_\_\_\_\_ pesos (P. \_\_\_\_\_) In partial/full  
payment for \_\_\_\_\_.

By: \_\_\_\_\_  
Cashier/Authorized Representative

10 BkIts (3x) 1001-1500  
BIR Authority to Print No. **3AU000805222**  
Date Issued : **07-30-13: Valid until 07-29-2018**  
JDC PRINTING SERVICES, INC.  
Bay 123, Quezon City  
TIN: 123-456-789-0000

Printer's Accreditation No. P08051200  
Date Issued: 08-01-12

No. 1001

**"THIS DOCUMENT IS NOT VALID FOR CLAIM OF INPUT TAXES"**

*THIS COLLECTION RECEIPT SHALL BE VALID FOR FIVE (5) YEARS FROM THE DATE OF ATP.*

## 2. Form 2307

Bureau of Internal Revenue		Certificate of Creditable Tax Withheld At Source				BIR Form No. 2307 December 2008 (REV.)
For the Month of _____, _____		Page No. _____				Page No. _____
Taxpayer Identification Number _____		Taxpayer Name _____				SSS No. _____
Registered Address _____		Mailing Address _____				SSS No. _____
Taxpayer Identification Number _____		Taxpayer Name _____				SSS No. _____
Registered Address _____		Mailing Address _____				SSS No. _____
Summary of Withholding, Excess Payment and Tax Arrears for the Quarter						
Withholding Tax Subject to	Rate	Total of the Quarter	Excess of the Quarter	Deficiency of the Quarter	Total	Tax Withheld For the Quarter
Separate Withholding Tax						
Other Withholding Tax						
Total						
Other Excess Payment Subject to Withholding of Withholding Tax (Overpayment & Credit)						
Total						
We declare under the penalties of perjury that the withheld tax shown in good faith, withheld by me and to the best of my knowledge and belief is true and correct, and is in accordance with the provisions of the National Internal Revenue Code as amended, and its regulations, and other authority thereunder.						
Taxpayer's Authorized Representative (Signature) _____		TIN/TIN _____		Date of Issuance _____		
Taxpayer's Authorized Representative (Print Name) _____		Date of Issuance _____		Date of Entry _____		
Taxpayer's Authorized Representative (Signature) _____		TIN/TIN _____		Date of Issuance _____		
Taxpayer's Authorized Representative (Print Name) _____		Date of Issuance _____		Date of Entry _____		

# Reasons your account is not Live on Lazada

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1. Your warehouse is out of the coverage area of Lazada Express
  2. You have incomplete Business Documents.
  3. You have not Accepted the merchant agreement.
  4. You have not passed the On Boarding Test (Min 80% Score)
  5. The SKUs you have uploaded have not met our min # of SKUs (5)
  6. You have not verified your Seller Center Account.
-



**Thank You**

Indonesia

Malaysia

**Philippines**

Singapore

Thailand

Vietnam