

How to Quickly Create Lazada Seller Account – Step by Step Illustration and More



Lazada has put some sincere efforts to enable every aspiring e-commerce enthusiast to set up/integrate online store. Today Lazada currently is the **first choice as an e-commerce marketplace for 135,000 merchants** and they are increasing with every passing day. It is therefore quite popular among sellers to do Lazada online seller registration.

Don't be left behind! It is the right time to take your business online!

Online sellers are eyeing this opportunity and the first step is to get onboard by Lazada online seller registration before you kickstart selling. Lazada seller account sign up process is matter of minutes. Getting onboard can be further with tried and tested integrations to streamline online selling.

Once you go through this illustrative guide you will not only be confident about Lazada seller account sign up process but will find how not to get your Lazada seller account deactivated.

Giving more power to WooCommerce Sellers, CedCommerce enables retailers to outreach their products' in the SEA market.

WooCommerce Shopee Integration is now live on Official WooCommerce Marketplace

Lazada has a whopping monthly traffic of **5.7 million visitors.** Now that's a very promising reason for Lazada online seller registration.

But, I am a newbie e-merchant on Lazada. How to Compete?

There is no need to worry if Lazada is your first marketplace. There are lots of useful tutorials available on Lazada University. These are a rich source of quality education indeed needed to instill confidence among online sellers to **S** ET UP and SELL at LAZADA like a pro.

Does Lazada Charge Any Fee? Is Selling on Lazada Free?

No, there ain't any fee associated when you create Lazada seller account and set up the process including product listing. A small amount (2%) upon selling of items in the form of commission per order basis.

There are no hidden charges to annoy the seller at any point in the future or during Lazada online seller registration.

Cancellation Penalty (per Product) Listing Price x Commission x 2.5 (min. RM10.00, max, RM50.00) fee Shipping Fee Rate Card (based on chargeable weight. In RM) Storage Fee (normal Item) 00.00/month volu West/West 4.72 1.42 1.99 1.99 West/East* 9.72 10.00 (GST not included) (GST not included)	unit of measurement metric space (in m ³) occupied x number of days metric space (in m ³) occupied
Shipping Fee Rate Card (based on chargeable weight. In RM) Shipping Fee Rate Card (based on chargeable weight. In RM) weight origin/destination first kg odditional kg Storgar. Fee (cold room items) 00.00/month volu West/West 4.72 1.42 Handling. Fee 1.99 Storgar. Fee (cold room items) 1.99 Volu	metric space (in m ²) occupied
West/West 4.72 1.42 Honoling.ree 1.99 West/Kest* 9.72 10.00 (GST not included)	x number of days
Basel Cast varial areas) 4.72 8.30 Last updated: January 18, 2017 (SM) East/West* 9.72 10.00 Last updated: January 18, 2017 (SM) Within Sarawak major towns 4.72 1.42 [THE REST OF THE PAGE IS LEFT INTEN Within Sabah major towns 4.72 1.42 [THE REST OF THE PAGE IS LEFT INTEN	ITIONALLY BLANK]

Image Credit: Quora

Does it sound convincing? Well, Yes indeed!!

Free is always fine but to ensure you don't lose access to this awesome e-commerce platform also watch out for how not to get Lazada seller account deactivated.

A Quick Glance into the Process of Lazada Seller Account Sign Up



The Big Question is, How to Register as a seller on Lazada?

START YOUR JOURNEY ON LAZADA TODAY



Reach customers nationwide



Increase sales & decrease overall cost



Seller tools & services

Access to campaigns

& seller promotions

E-commerce is about engagement, answer quickly to buyer questions to drive your sales up!



At the age of 19, I started selling fashion bags on Lazada. I use this as my main source of income. Lazada gave me the tools I needed to realize my dreams of becoming my own boss.





Dahil sa Lazada, I can do the business that I want thile having the free time with my family and my kids kasi I can work anywhere anytime



SCAN THE QR CODE TO DOWNLOAD THE APP NOW FOR EFFORTLESS SELLING!

Conversional on the App Store

Image Credit: Lazada Seller Center

Lazada being one of the popular and fastest growing online marketplaces in Southeast Asia has always been attracting sellers in very huge numbers. How to register as a seller on Lazada very strict rather, it is pretty easy and quick to register as a seller on Lazada.

It is also important for online sellers to be well aware of conditions to set up shop on Lazada.

- Must own a business license.
- Payoneer card registered as an enterprise is also required.
- Another need is phone number and email id (for purpose of Lazada seller account sign up).
- Some e-commerce sales experience is also a prerequisite to create Lazada seller account.

Sellers wishing to create Lazada seller account from any country are welcome for the Lazada seller account sign up process. The basic requirement is a bank account and a registered company. Setting up a company in **Hong Kong is easy** and comes with loads of benefits.

Incorporate Business in Hong Kong To Sell Hassle Free on Lazada

- It takes a maximum 5 days for business to be up and running in most cases.
- Hong Kong's **tax system** is comparatively simple and tax rates are as low as 2%. Hence, need not worry about the otherwise the biggest concern.
- **Top notch infrastructure** with excellent sea and air transport routes. Therefore, shipping time won't thwart your trade.
- The legal system favors a pro business environment.
- Access to massive consumer markets of southern China.
- Unlimited foreign onshore and offshore investment.
- You can attain **sole ownership** of a company even as a foreigner. I personally am a big fan of this.

As a result, Hong Kong is one of most business friendly locations that tops the list of best business cities in the world. The best part about the cross border warehouse in Hong Kong is you ship the product here and Lazada will take the responsibility of the rest on their own.

Types of Seller on Lazada

LazMall Seller

A seller with access to LazMall campaigns and pays commission only upon making a sale. Uses seller tools and is sole owner of the store.

The prerequisite to become a LazMall seller (if you are a Lazada seller) are below

- 30 orders per month minimum
- Spend 6 months at least on Lazada
- Seller rating above 70%
- Cancellation rate less than 2%
- Ship on time must be 90% or above
- Chat response rate of 85% or better

• Return rate not exceeding 1%

While new sellers on Lazada have to simply sign up by clicking on CLICK HERE TO SIGN UP AS A LAZMALL SELLER.

Once a LazMall seller sign up process is completed then you are no more a Lazada seller.

LazGlobal Seller

A seller who is mostly based in China/Japan/and Korea with registered business. He is capable of shipping the product overseas and

Local Seller

A seller hailing from nearby areas with access to loads of tools and need not pay any commission.

How to be an International Seller on Lazada

Want to Sell from Overseas countries (other than Singapore, Malaysia, Indonesia, Thailand, Philippines, and Vietnam)? Let's first look into pre-requisites.

- A valid business license
- Phone number and email
- Alipay account (if head quarter of your primary store is in mainland China)

The Lazada seller account sign up Process – Simplified with Illustrations

The registration of the online seller account is hassle free and fast.

Step #1 Registration and Document Submission

Browse to the official website of Lazada and click over "Sell on Lazada"



Image Credit: Quora

Now, proceed to "Become a Seller now"



Already have a seller account? Sign In to Seller Center

LATEST ANNOUNCEMENT!



Image Credit: Quora

	SIGN UP	
Account Type	Individual Corporate	
Shop Based in *	Singapore	\sim
Mobile Number *	+65	
Silde to Verify *	>	
I've read and u	nderstood Lazada's Terms & Conditions.	

An important step in Lazada seller account sign up process, is to get your phone number verified.

Image Credit: Quora

Become a Seller			
	 ————————————————————————————————————	-0	
	Create a Seller Account Fill I	n Seller Information Document & Contract	
Business Information			
First Name			
Last Name			
+ Legal Name / Company Name			
Business Registration Number			
Website			
Legal Representative			
Billing Address			
Country			
+ City / Town			
Dilling Address			
Postal Code			

Fill various fields in the registration form.

Image Credit: Quora

Submit important docs about business registration (those with local business license need to register with local Lazada) along with bank account details.

The next step in registration is going through seller agreement and accept it.

Step #2 Training Session

Lazada university provides training session dedicated to making seller's onboarding till product sale journey a breeze. It is one of the awesome features of Lazada online seller registration process that helps sellers to be aware of the basics of using the marketplace to adapt to the advanced feature of the dashboard.

Training session for Lazada seller account has below benefits

- Weekly Session on the successful implementation of sales promotion to capture extra sales.
- Weekly Session on product content optimization to drive traffic.
- Special training sessions for extra traffic during the festive season like the Chinese new year.



Courses & Schedules

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

Courses & Schedules

We offer free webinars and offline courses to help our seliers to grow their business and succeed. Please check the schedule to find a convenient course for you

Course Title	Category	Time (Manila time)	Date	Availability	
 Creating a Search Engine Optimized (SEO) Content 	List Your Products	3:00 PM - 4:00 PM	Every Mon	Available	Register
How to Increase Sales	Maximize Your Sales	11:00 AM - 12:00 PM	Every Tue	Available	Register
How to File a Dispute	Your Payments	2:00 PM - 3:00 PM	Every Wed	Available	Register
Order Management and OVL	All About Shipping	11:00 AM - 12:00 PM	Every Wed	Available	Register
 Learn to keep your products in good condition through Packaging 	All About Shipping	11:00 AM - 12:00 PM	Every Thu	Available	Register
Seller Center Promo Tool	Marketing Campaigns	3:30 PM - 4:30 PM	Every Fri	Available	Register
 Finance - Reconcile your payments 	Your Payments	2:00 PM - 3:00 PM	Every Fri	Available	Register
How to Upload Content Easily and Worry-free	List Your Products	11:00 AM - 12:00 PM	Every Fri	Available	Register

Image Credit: Unbox PH

These e-commerce learning sessions have proved very beneficial to educate and inspire the sellers for maximum growth despite little technical background.

Step #3 Account Activation

Activate your account by clicking on the email in your inbox from Lazada. Now, you will be eligible to manage your recently created **Lazada seller account**.

Does the process of how to register as a seller on Lazada? seems cumbersome, well this is the second last step.

Step #4 Product Listing

List your products and optimize its title and description with high volume search keywords

You need to upload a minimum of 5 products to kick start selling online after Lazada online seller registration.

How Much Time it Takes to For Approval of Seller Application

Once you have signed up then upload a minimum one product and full verification of business documents. Now, in the next 48 hours it will be reviewed followed by a notification (*in email or SMS form*) about application status.

How to Confirm my Lazada online seller registration

Confirmation of Lazada online seller registration is as simple and quick. Once Lazada verifies the authenticity of your business license and bank details an email from Lazada notifying you about the creation of the seller center will pop in your inbox.

Acknowledge the email and be ready to hit the e-commerce marketplace with a ba

Your Lazada Seller Account Sign Up process is Completed. You are Ready to Sell on Lazada



Image Credit: Unbox PH

More is always better! whether you want to begin or even if you are already selling in Southeast Asia, you can <u>go multichannel and sell</u> your products on different affluent marketplaces of Southeast Asia in a more centralized way.

Payment Option – Credit Card, ATM Card, and Cash on Delivery (COD)

All three options are available but Cash on Delivery (COD) is the most popular among all in Southeast Asia.



Image Credit: Braintreepayments

When Will I Get Paid for Sold Items by Lazada?

Lazada pays on a weekly basis (excluding public holidays). The e-statement can be downloaded from seller center account.

The Selling Process on Lazada



image credit: sellercenter.lazada.com.my

Selling Process on Lazada is Simple

- Order is placed and you get notification about the same through Lazada Seller Center and the registered email
- The product is packed as per the picking and packaging guidelines.
- Items are shipped to customers by the Shipping provider assigned by Lazada.
- The shipping provider is auto assigned based on warehouse location and weight of package. But you have the option to chat (with Lazada Partner Support Channel) and ask for help.

Ready to Sell, Which Countries Can You Target?

Lazada operates in many countries. It enables online sellers to ship products in these countries. These countries include **Indonesia**, **Malaysia**, **Singapore**, **Thailand**, **Philippines**, **and Vietnam**.



Image credit – TechCrunch

Lazlive is an innovative feature of introduced by Lazada to better engage customers during COVID-19 crisis. Moreover, it is a positive step that came forward as a result of shift in customer behaviour in the wake of COVID-19. This feature is developed with intention of **enabling next level immersive shopping experience** and take customers closer to complete the purchase.

It has worked in favour of seller when 90,000 viewers in Thailand turned up to watch live a Shiseido LazLive session and result was **40X increase in GMV** uplift compared to a usual hour.

How To Sell on Lazada Malaysia

The rise in popularity of lazada in Malaysia is evident in the form of 13.75 million visits during the second quarter of 2021.

Malaysia is one of the ideal destination to sell online in Southeast Asia with rising middle class and strong logistic infrastructure .Moreover, post pandemic experts suggest malaysian e-commerce trajectory to grow at 14.3% CAGR

With that said, an ambitious seller will be curious about how to sell on lazada Malaysia.

Step#1: Sign Up For Approval

Step#2: Documents Verification Step#3: List Products Step#4: Order Fulfillment

Step#1: Sign Up

It is a quite simple step where you need to visit the Lazada MY page. Here you will find three different options.

- LazGlobal
- Local
- LazMall

Click on 'Local' followed by click here button. It will redirect you to the sign up page.

Here input your number and click on next

_	SIGN UP	English 🗸
Account Type	 Individual Corporate Please make sure you have active Business License in order to sell or Lazada as a Corporate 	1
Shop Based in *	Malaysia	\checkmark
Mobile Number *	+60	
Slide to Verify *	»»	
l've read and	understood Lazada's Lazada's Marketplace Agreement	
	SIGN UP	

Image credit: entrepreneurcampfire

As in the above image opt for the corporate. Well, choosing the other option individual is not incorrect but could present payment related issues.

Step#2: Documents Submission

Submit the below documents in the Lazada seller dashboard.

- Bank account statement of company with your name
- Utility bill bearing your name and address
- Form 49 and Form 9 of your company
- IC scanned copy

Upon successful verification of documents the account approval notification will be delivered in your inbox.

In case they miss to inform you about the same, a better option would be to initiate a chat with Lazada. They will be happy to help.

Step#3: Upload The Products

Congratulations, your account has been approved. Next step is product upload (it can be done via both mobile app or website).

Navigate to the dashboard. Click on Products followed by clicking on Add Products.



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Manage Image

Image credit: entrepreneurcampfire

Products can be uploaded either one by one or quickly via bulk upload.

	LazGlobal	
Regular business based in China/ Japan/Korea	Pay commission only when you sell	Access to seller tools & oversea sort center

Image credit: entrepreneurcampfire

Input the details and submit it to get the approval. At most it will be approved in a day.

Step#4: Order fulfillment

There are three methods for order fulfillment.

- Use of Lazada assigned Logistics like LEX, Skynet and Poslaju
- Using your own resource
- Fulfilment by Lazada (FBL)

Lazada assigned logistics method requires you to print out consignment notes of the order. Take them to drop off points assigned by Lazada. The shipping fee in this option can be paid later on

Another order fulfillment method will be taking care of it on your own. This will be suitable for merchants involved in dropshipping.

Opting for the last option fulfilment by lazada (FBL) will lessen your stress . From stock storage to packaging and shipping will be looked after by Lazada.

Why choose FBL (Fulfilment by Lazada) over other Order Fulfillment Methods?

Another question in your mind could be which among the aforementioned is the most reliable method.

Well, opting FBL means not only packaging and shipping (the tedious tasks) is taken care of by Lazada but still allows control over pricing and inventory.

- Orders reach on time that leads to satisfied customer, better ratings, and repeat sales
- Need not worry about warehouse and employee costs. The money saved will strengthen your marketing effort. As a result, it will boost product visibility and improve brand awareness.

• You save loads of time that can better be used in store performance analysis and taking data driven decisions.

What is Lazada seller SKU? I never heard about it

It refers to the stock keeping unit which is a product and service identification code. It helps in smooth inventory management by letting the seller track the specific item.

Why Lazada? Why not Any Other Marketplace?

Lazada is the biggest galaxy in the ever-expanding universe of e-commerce marketplace. **155,000 sellers** with the **latest products** under **3000 brands**. **These brands attract** over **560 million customers**.



Image credit: Lazada

It allows cross border, online sellers, to sell products in Southeast Asian countries.

My Lazada Seller Account Deactivated- What not to do and Avoid Account Deactivation

via GIPHY

No, not at any cost would an online seller ever want his Lazada seller account deactivated. The benefits and perks provided by Lazada far outweigh any reason to either self deactivate the Lazada seller account or get it deactivated due to non-compliance.

Milestone	System Action
12 points	Restricted from listing new products for 7 calendar days
24 points	Restricted from listing new products and limited traffic for 14 calendar days
36 points	Restricted from listing new products and all products deactivated for 21 calendar days
48 points	Seller account will be deactivated

Image Credit: Lazada Seller Center

Upon getting hit by **48 non-compliance points** or more the Lazada seller account will face deactivation. 48 is the maximum number but based on the seriousness of non-compliance a seller could face instant deactivation of his Lazada seller account. In such a case, Lazada won't wait for an online seller to reach the upper limit of 48 non-compliance points.

Non-Compliance Points System



Seller A has 3 cases of Non-Compliance and has received the following Non-Compliance points:



Image credit: Nasi Lemak Tech

In order to avoid Lazada seller account deactivation, it is recommended to be through with the guidelines and be on the safe side.

Let's hope now the chances of your Lazada seller account deactivated will reduce to nil.

What's More?....

Lazada Seller Rewards – Acknowledging Seller Performance

It is a platform that identifies online sellers with superb performance. If your product ratings are high then you enjoy some extra benefits like

- Access to Lazada promotional campaigns.
- · Access to seller prioritas program in Indonesia and to premium seller program in Malaysia.
- Extra visibility for your products on user browsing Lazada for the specific product.

The restrictions imposed by Singapore government order to systematically curb the impact of COVID-19

has proved to be a blessing in disguise for Lazada. Post this restriction, **sales** simply jumped to **4X** in month of April. As a result, the West Fulfilment Centre warehouse to be soon operated by Lazada in the island nation to cater to rising demands of customers.

The Bonus Tip: Increase Sale on Lazada the Right Way

The **product description** should provide in-depth information. It should also embody the benefits that will compel the visitor to go for it.



Image Credit: Referral Candy

It is quite evident that the seller has smartly used several pieces of information. He has also highlighted reasons to push customers to buy the product.

Description	Additional information	Reviews (0)	
Descriptio	'n		
Natural Shap	ed Himalayan Salt Lamp mad	le of 100% pure Hir	malayan salt rock. A gorgeous
addition to n	aturally ionize and refresh you	ur space. Weighs 4	-6 lbs.
This light pin	k salt lamp is perfect for a hor	me office or work	space to reduce EMF
(electromagr	netic pollution) while purifying	the air of your en	vironment reducing dust, and
allergens from	m the air. May help with symp	toms of allergies,	asthma and headaches. This color is
not usually re	commended for bedrooms d	ue to very bright l	ighting but perfect in all other areas
of the home.			
Includes on/o	ff cord and light bulb set.		
Dead more al	and the base of the set of a little state		

Image Credit: Referral Candy

escription	Additional information	Reviews (0)	
Description	n		
Natural Shape	d Himalayan Salt Lamp made	e of 100% pure Hi	malayan salt rock. A gorgeous
addition to na	turally ionize and refresh you	r space. Weighs 4	4-6 lbs.
This light pink	salt lamp is perfect for a hom	ne office or work	space to reduce EMF
(electromagne	etic pollution) while purifying	the air of your er	nvironment reducing dust, and
allergens from	n the air. May help with sympt	toms of allergies,	asthma and headaches. This color is
not usually rea	commended for bedrooms du	ue to very bright I	lighting but perfect in all other areas
of the home.			
Includes on/of	ff cord and light bulb set		
	cord and right balb set.		

Image Credit: Referral Candy

Add multiple images of the product. A sufficient number of images provide a very clear product overview. It also motivates the customer to be more confident about buying decisions. Include multi-angle images for a 360-degree overview.

Be Nice and Calm with Customers

Let not negative reviews drive you wild. If you let anger or frustration seep into your response towards customer feedback that means you will hamper the cordial relation in between. Therefore, be calm and listen to everything with patience like a professional Lazada seller.

As a result, it will help you leverage every conversation to better understand the customer and provide the best.

Never Run Out of Inventory – Seriously Never

Thanks to Lazada, it allows sellers to keep a real-time check on inventory. This will help to avoid the embarrassing situation knowing that you are running out of stock after receiving the order.

The very next thought after you are up and running with your seller account on Lazada as well as list your products on the store is **how to earn more profits and big profits on Lazada**?.

The Secret To Maximize Sale on Lazada

Well, there is no substitute to extremely impressive user experience yet with the help of Lazada API integration sellers can sell in a hassle free manner. Because, the solution assists in handling thousands of orders without missing a single order. It is developed to automate important tasks for online sellers like

- Correct mapping of attributes and category
- Product & Inventory sync
- Bulk upload
- Order management
- 24*7 customer support

This will save a lot of time which would have otherwise been used in uploading products one by one or on any such other redundant activities. Using this time in analyzing customer behavior will rather help you strategize your product marketing in the right direction to eventually increase the sales.

Summing it Up!!

I hope now you are more clear and confident about the intricacies of the Lazada seller account sign up process. The lucid manner in which information is provided will help aspiring sellers to get going in very less time. As a result, they need not face the Lazada seller account deactivated message.

You may be interested in below:

Expert Tips on How to Sell on Lazada Easy & Effortlessly

[CedCommerce + OTcommerce]: Enabling Online Sellers to Source Products from TaoBao/Tmall and Yahoo.jp for their Dropship Store

About The Author



Amir ahmed

Amir Ahmed has a natural knack towards contributing in the form of writing. He believes expressing technology in simplified words is deeply coded in his DNA and making it available for everybody is his duty. He reads a lot on everything under the sun to ensure he puts himself in reader's shoes and explore opportunities to wow his

reader as much as possible.

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