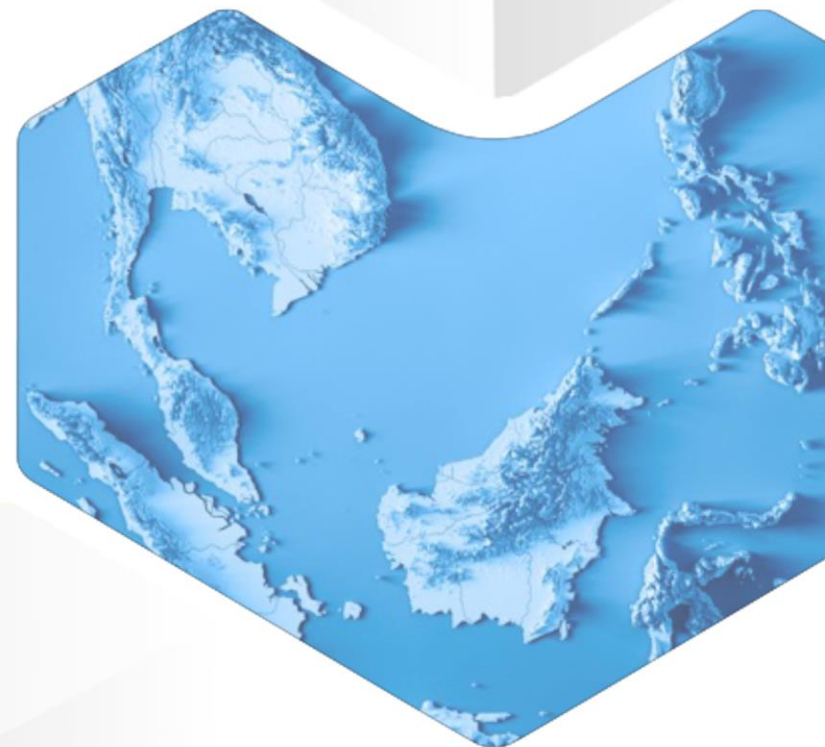




PRE-ORDER LISTING

JUNE 2023



COURSE OVERVIEW

INTRODUCTION

Pre-Order feature provides sellers with a longer lead time for order preparation. This module provides you with details about the key features of Pre-Order.

WHAT YOU'LL LEARN

1. Understand how to use the Pre-Order listing feature
2. Learn about Pre-Order limit and SLA for Pre Order items
3. Learn to monitor and ensure policy compliance



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PRE-ORDER FEATURE

Seller's View on Seller Center

Shipping & Warranty

Different Package for Variants

☐ Switch on if each variants has different dimension & weight.

* Package Weight

0.3 kg

* Package Dimensions (cm)

28 × 18 × 8

Dangerous Goods

☒ None ☐ Contains battery / flammables / liquid

[View Shipping Cost Detail](#)

Pre-Order

☒ How many business day(s) to process order? 7

Warranty Ty Pre-Order should be between 7-30 days

Update the Product to Preorder

1. Eligible sellers will be able to view the **Pre-Order** feature under **Shipping & Warranty**.
2. Toggle the **Pre-Order button** to set the product as a **Pre-Order listing**.
3. Set the **number of days** required to process the **Pre-Order listing**—this period may be between a minimum of 7 business days to a maximum of [30] business days, according to the SLA definition below.

Delivery Type	SLA
Non-Delivered by Seller (Non-DBS)	From order paid date to parcel scanned by logistic partner/drop-off point
Delivered By Seller	From order paid date to delivered status

PRE-ORDER FEATURE

Seller's View on Seller Center

Home > Manage Products

Manage Products

Optimize Products Bulk Manage + New Product

1. Click on **Bulk Edit** in the Bulk Manage dropdown menu.

Bulk Edit

Edit attributes for multiple products by following these 2 steps. [Learn More](#)
Please do not edit/delete the heads for Bulk Edit templates. Fields are protected and an error message will appear if you attempt to do so.

1 Export & Edit Excel File

2 Upload Excel File

Which product do you want to edit?

☒ All products ☐ Specific Category ☐ Selected Products: 0

Which attribute do you want to edit?

☐ Basic information
☐ Product Specification
☐ Stock & Price
☐ Variant Images
☒ **Weight & Shipping** 2

Editable fields: Package Weight, Length, Width, Height, Dangerous Goods, Shipping Information, Pre-Order

3. Click on **Export Excel Template**

[See Export History](#)

New Slide

Bulk Upload to Preorder

1. Go to **Manage Product Page** and click on “Bulk Manage”. Select “**Bulk Edit**”.
2. Select “**Weight & Shipping**”
3. Click on “**Export Excel Template**”.
4. Wait till the file downloaded.

Bulk Edit

Edit attributes for multiple products by following these 2 steps. [Learn More](#)
Please do not edit/delete the heads for Bulk Edit templates. Fields are protected and an error message will appear if you attempt to do so.

1 Export & Edit Excel File

2 Upload Excel File

< Back to Export

4. Wait till the file downloaded.

47.4%

The task has been created, please wait a moment...

[View history](#)

PRE-ORDER FEATURE

Seller's View on Seller Center

5

Product ID	Product Name	Package Width (cm)	Package Height (cm)	Package Length (cm)
Optional	Mandatory	Mandatory	Mandatory	Mandatory
System generated numerical ID that represents your product. One product ID is equivalent to a product page. Variations share the same product page and hence they share the same Product ID.	Product name should include product brand and model. Avoid irrelevant keywords as it may cause the listing to be banned.	Please ensure you have entered the right package weight (kg) and dimensions (cm) to avoid incorrect shipping fee charges	Please ensure you have entered the right package weight (kg) and dimensions (cm) to avoid incorrect shipping fee charges	Please ensure you have entered the right package weight (kg) and dimensions (cm) to avoid incorrect shipping fee charges

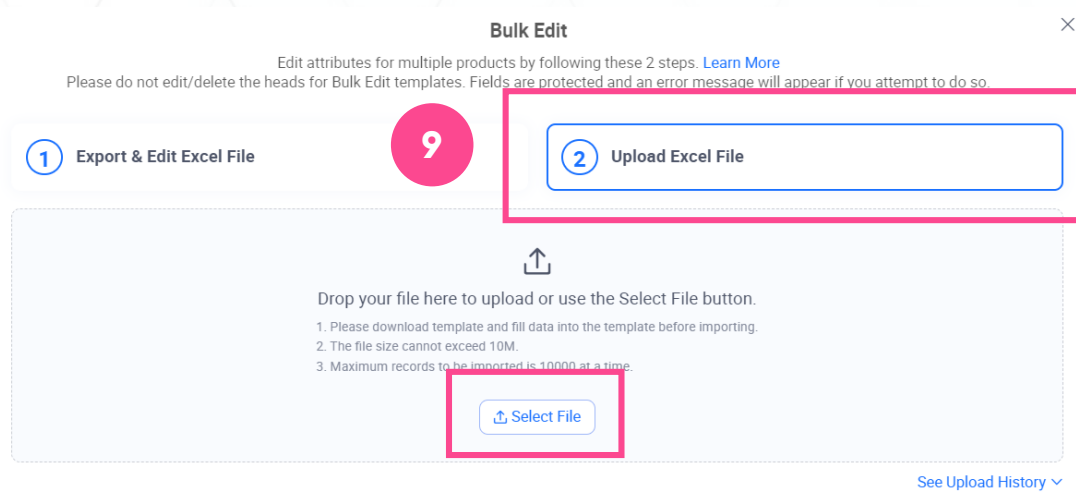
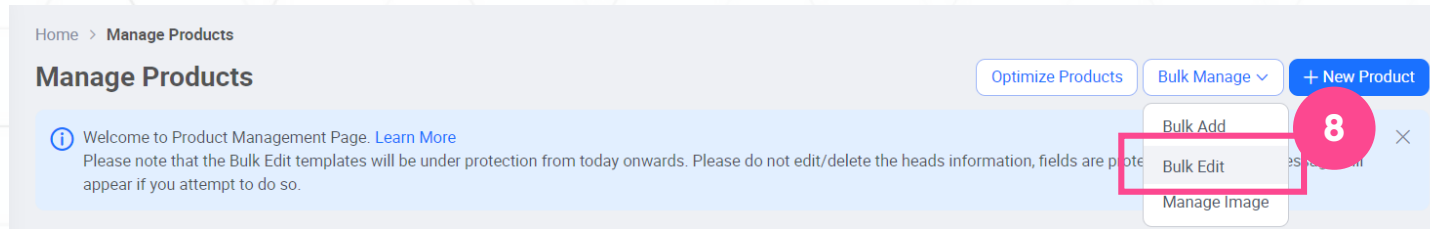
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Dangerous Goods	Pre-Order Enable	Pre-Order ShipDays
Optional	Optional	Optional
Please fill in accurately. Inaccurate DG may result in additional shipping fee or failed delivery. DG contains battery/magnet/liquid/flammable materials. If not fill, default value is None DG.	Do you want to set this product as Pre-Order?	How many business days to process order? Please fill in accurately. Note: Different variations of the same product MUST HAVE the same number of Pre-Order Ship Days.
Choose from the drop-down	Yes / No	Pre-Order should be between 7-30 days
None	Yes	20

5. Download the online excel file into local disk and open the offline file.
6. Select the Product SKU that require to be under Preorder, update column “L” and “M”. Input the required business days.
7. Save the offline file.

PRE-ORDER FEATURE

Seller's View on Seller Center



5. Go back to Manage Products Page and Click **“Bulk Edit”**.
6. Select **“Upload Excel File”** and click on **“Select File”** to upload.

PRE-ORDER FEATURE

Seller's View on Seller Center

1











Order No: 345654345654
Order Status: Pending
SLA Breached

Tracking No.: 345654345654
Expect Deliver: 2021/08/30
3PL: NinjaVan
AWB
PickList
Invoice

Total: \$75.00 \$33.60
Shipping fee: \$3.00
Total items: 4

Check logistic
Print
needs gift card hah...

Ordered on: 06-05-2021 14:52
Order Type: Normal Flexible combo
Payment Type: COD
Package No: 345654345654
Delivery Type: Economy

<input type="checkbox"/>	 The Body Shop® Shea Shower Cream Oil 250ML The Body Shop The Body ShopThe Body Shop... sellerid: [23en2]2yc9sbis] Black, L	\$33.60 x 1 Variation: [23en2]2yc9sbis] Black, L		Allow return
<input type="checkbox"/>	 The Body Shop® Shea Shower Cream Oil 250ML sellerid: [23en2]2yc9sbis] Black, L	\$33.60 x 1 Variation: [23en2]2yc9sbis] Black, L		Allow return
<input type="checkbox"/>	 The Body Shop® Shea Shower Cream Oil 250ML The Body Shop The Body ShopThe Body Shop... sellerid: [23en2]2yc9sbis] Black, L	\$33.60 x 1 Variation: [23en2]2yc9sbis] Black, L		
<input type="checkbox"/>	 The Body Shop® Shea Shower Cream Oil 250ML The Body Shop The Body ShopThe Body Shop... sellerid: [23en2]2yc9sbis] Black, L	\$33.60 x 1 Variation: [23en2]2yc9sbis] Black, L		

See More

2

1. The **Pre-Order icon** will be displayed for Pre-Order items in Order Management Page for easy identification
2. Sellers to **create separate packages** for:
 - Pre-Order items and non-Pre-Order items
 - Pre-Orders on different SLAs

PRE-ORDER FEATURE

Buyer's View – Website

The screenshot shows a product listing for "IRIS OHYAMA" surgical masks. A red circle with the number "1" highlights the "Pre-Order (Ships in 30 days)" tag. The product is priced at \$26.90, down from \$32.90 (18% off). The page includes a video player, product images, color and size selection options, and a quantity selector. The right sidebar shows delivery options (Postal Mail, Standard), return and warranty information, a QR code for the Lazada app, and seller performance metrics.

***NEW Arrival Japan Iris Healthcare V-Slim White Black Pink Grey (40pcs Individually Wrapped) 2 Sizes Surgical Disposable Masks VFE BFE PFE99%**

1 Pre-Order (Ships in 30 days)

★★★★★ 22 Ratings

Brand: IRIS OHYAMA | More Medical Supplies from IRIS OHYAMA

Free Shipping

\$26.90
\$32.90 -18%

Promotions Over \$60.00 to get free gift

Colors White

Sizes L 17.5 x 9 cm
L 17.5 x 9 cm M 16.5 x 9 cm

Quantity 1

Buy Now Add to Cart

Delivery Options

- Postal Mail 3 - 18 day(s) Free
- Standard 1 - 7 day(s) Free

Spend at least \$5.00 on ACN Medical Supplies to enjoy free shipping

Cash on Delivery not available

FREE Shipping (or up to \$1.49 off) to Collection Point

Return & Warranty

- 7 days return to seller
Change of mind is not applicable
- Warranty not available

Scan with mobile

Sold by ACN Medical Supplies Chat

Seller Ratings	Ship On Time	Chat Response
99%	98%	97%

GO TO STORE


1. A product set as **Pre-Order** will have a **Pre-Order tag** visible to the buyer from the **Product Listing page, Check-Out page, and Order Detail page.**

PRE-ORDER FEATURE


Buyer's View – Mobile App

Product Listing Page


Buy any 3, get 20% off+Free gift >




\$18.00



\$18.00





\$18.00

+ 


Free Gift
\$18.00

Discounts [Up to \\$0.1 off with Coins >](#)


Delivery  Axa Tower

 **Pre-Order (Ships in 30 days)**


Standard (31-33 days) ~~\$8.99~~ **\$0.00** >

 Spend at least \$100.00 on [Test Lazada CB Shop Station](#) to enjoy free shipping

Lazada Guarantee >

 Receive Guarantee · Payment Protection · 7 Days free return

Checkout Page




[Pre-Order]-Hard Matte PC Phone Case For
OPPO R9 R9S Plus R11s Plus R15...
Compatibility by Model:R11, black

Pre-order

\$8.00


Qty: 1

Standard Delivery ~~\$2.79~~ **\$2.39** >

 Est. Arrival: 10-25 Dec >


Please note this is a pre-order product, it will take 10-15 days for seller to prepare and ship.


2 item(s), Subtotal: **\$19.99**

 XF >


Total: **\$149.00** **Place Order**

Order Detail Page


Delivered
Get by Tue 10 Nov-Fri 20 Nov 




10:04 Package has been shipped, the other one is being packed. >
Get by Fri 26 Jun - Sat 11 Ju



Foo Hwa Min Francis 6039187600
BASF (Malaysia) Sdn Bhd, No 2, Jalan Astaka U8,
Seksyen U8, Bukit Jelutong, 40150, Selangor

 **XFDI MALL** >



[Pre-Order]-Hard Matte PC Phone Case For
OPPO R9 R9S Plus R11s Plus R15...
Compatibility by Model:R11, black


Pre-order


\$8.00

Qty: 1

Return/Refund

Review

 **Contact Lazada** >

 **Chat Now** >


Order No. 12345678910  **Copy**

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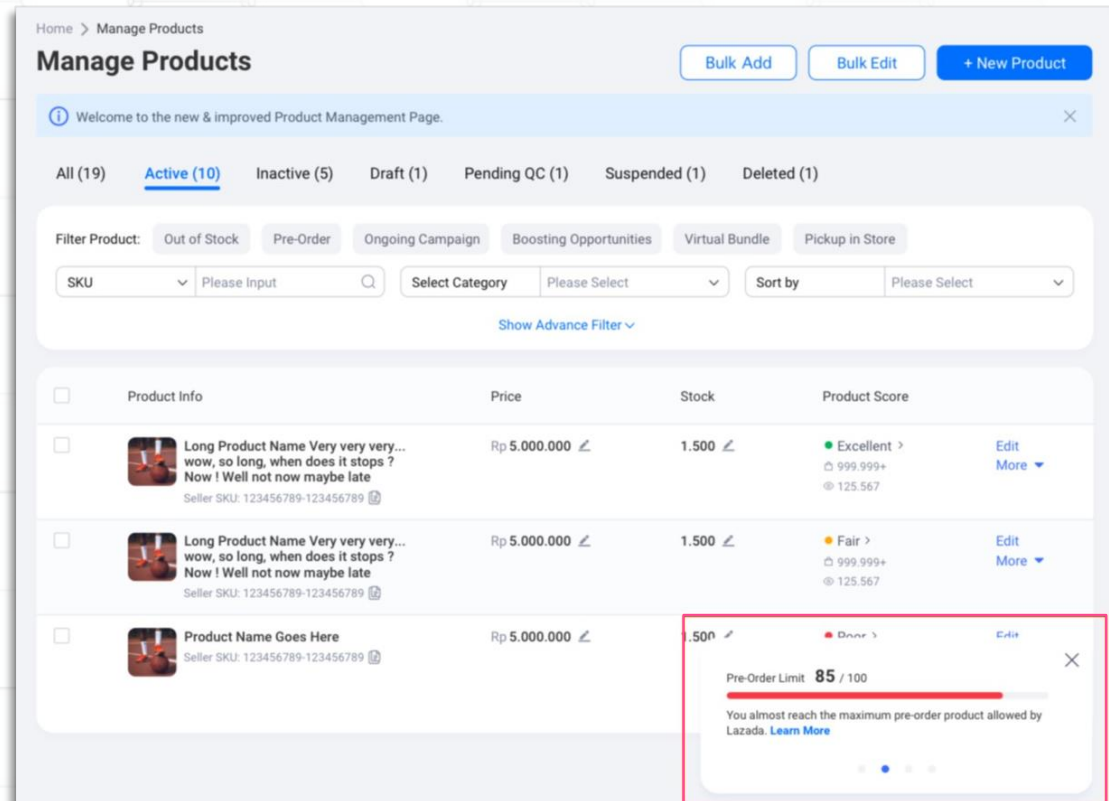
Pre-Order Listing Limit

03

Enforcement and Penalty



PRE-ORDER LISTING LIMIT



A **Pre-Order limit** is the **maximum number of products** set as pre-order and can be viewed at the **Manage Products** page.

The table below shows the maximum number of products that can be listed as pre-order.

	Type	Criteria
Non-LazMall	% Pre-Order products	10% of total active products or 5 products whichever is higher
	Maximum number of Pre-Order products	100
LazMall	% Pre-Order products	20% of total active product or 5 products whichever is higher
	Maximum number of Pre-Order products	100

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ENFORCEMENT AND PENALTY

Metrics	Violation
Number of Pre-Orders cancelled	≥ 5
Seller Level Seller Fault Cancellation Rate for Pre-Orders	$\geq 5\%$

A seller with **Pre-Order cancellation** more than the thresholds set in the table will have the **Pre-Order feature removed**, regardless of the seller's eligibility status at that point of time.

Sellers will be able to see the seller level and product level Pre-Order cancellation rate and cancellation items in **Account Health page**.

		Fulfilment Violations				
Products		Metrics	My shop	Guideline	No. of Violations	Penalty
Orders		Cancellation Rate ?	0%	$\leq 1\%$	-	-
Marketing Center		Pre-Order Cancellation Rate ?	-	$\leq 1\%$	-	-
Data Insight		Package Not Ready ?	2.03%	$\leq 10\%$	1	1 point(s)
Business Advisor		> Ship On Time (SOT) ?	99.67%	$\geq 95\%$	-	-
Account Health		Fast Fulfilment Rate ?	99.61%	$\geq 80\%$	-	-



Note: The evaluation period will be on a monthly basis and the penalties will take effect for 1 month for first-time offenders, 3 months for second-time offenders, and 6 months for third-time offenders or more.

ENFORCEMENT AND PENALTY

Implications of Feature Removal

- Sellers will be **unable to add new items** to Pre-Order
- Seller's existing Pre-Order products with **high product level seller-fault cancellation rate** will also be **deactivated**
- The rest of the existing Pre-Order products can remain, but sellers **are unable to edit the Pre-Order SLA**. If sellers would like to change this back to the normal platform SLA, sellers would need to **deactivate the Pre-Order product**



Note: The evaluation period will be on a monthly basis and the penalties will take effect for 1 month for first-time offenders, 3 months for second-time offenders, and 6 months for third-time offenders or more.

SUMMARY

- **Understand how to use the new Pre-Order feature, including the Pre-Order limit and Pre-Order SLA**
- **Familiarize with the enforcement implications if you fail to comply with the Pre-Order policy**





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