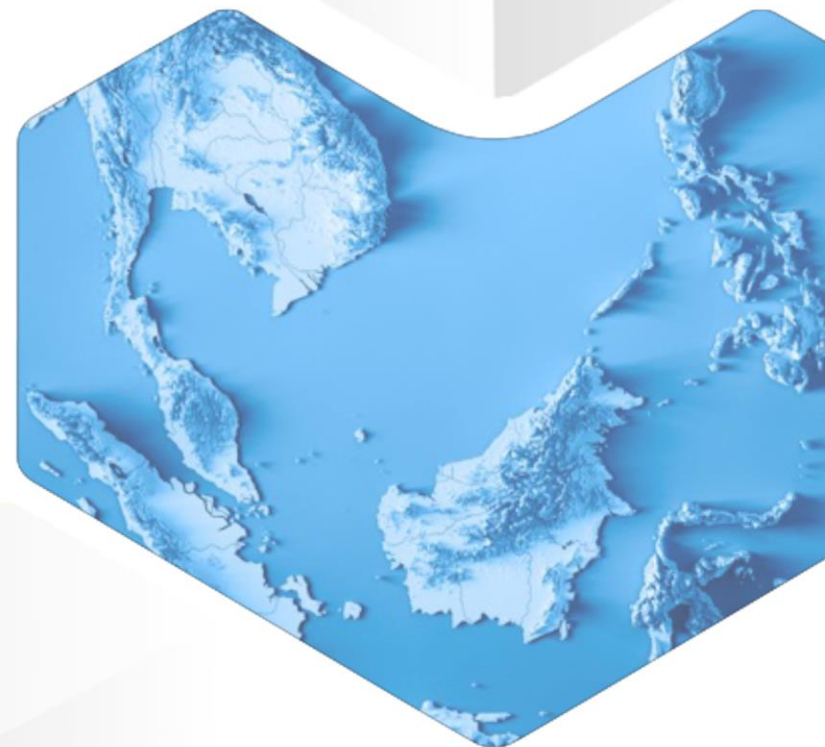




预售功能

JUNE 2023



课程概述

简介

预售功能可提供給商家更长的发货周期。这个单元详细介绍了预售的主要特点。

您将了解的内容

1. 理解如何使用预售功能
2. 了解预售限制和预售商品的发货时间
3. 跟进预售过程，确保符合规格



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执行与处罚



预售功能

商家中心的视图

Shipping & Warranty

Different Package for Variants

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

* Package Weight

0.3 kg

* Package Dimensions (cm)

28 x 18 x 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

1. 符合条件的商家可以在商品的物流和保修版块里查看预售功能。
2. 开启预售按钮，将商品设置为预售发布。
3. 设置预售发布所需的**天数**，根据下述定义，发货时间最短**7**个工作日，到最长**30**个工作日。

订单类型	发货时间
非商家运送 (Non-Delivered By Seller)	从买家付款日至商家交付包裹给物流公司日
商家运送 (Deliver By Seller)	从买家付款日至买家签收商品日

预售功能

商家中心视图

Home > Manage Products

Manage Products

Optimize Products Bulk Manage + New Product

1 Bulk Add Bulk Edit Manage Image

Welcome to Product Management Page. [Learn More](#)
Please note that the Bulk Edit templates will be under protection from today onwards. Please do not edit/delete the heads information, fields or values. An error message will appear if you attempt to do so.

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

2 ☒ Weight & Shipping

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

3 Export Excel Template

[See Export History](#)

批量上传预售商品

1. 前往【Manage Product Page】然后选择【Bulk Manage】>【Bulk Edit】
2. 选择【Weight & Shipping】
3. 点击【Export Excel Template】
4. 等待模板文件下载完毕

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

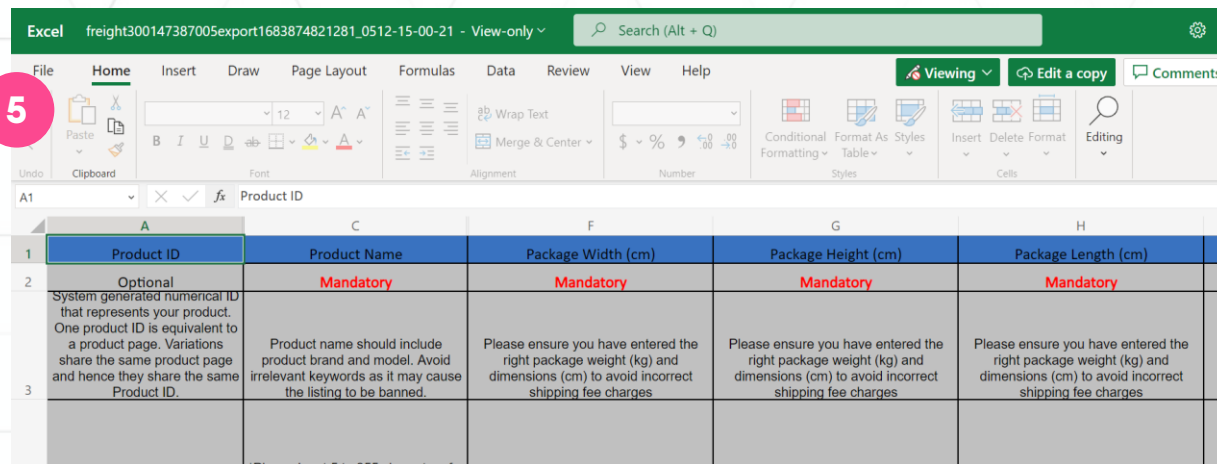
47.4%

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

[View history](#)

预售功能

商家中心视图



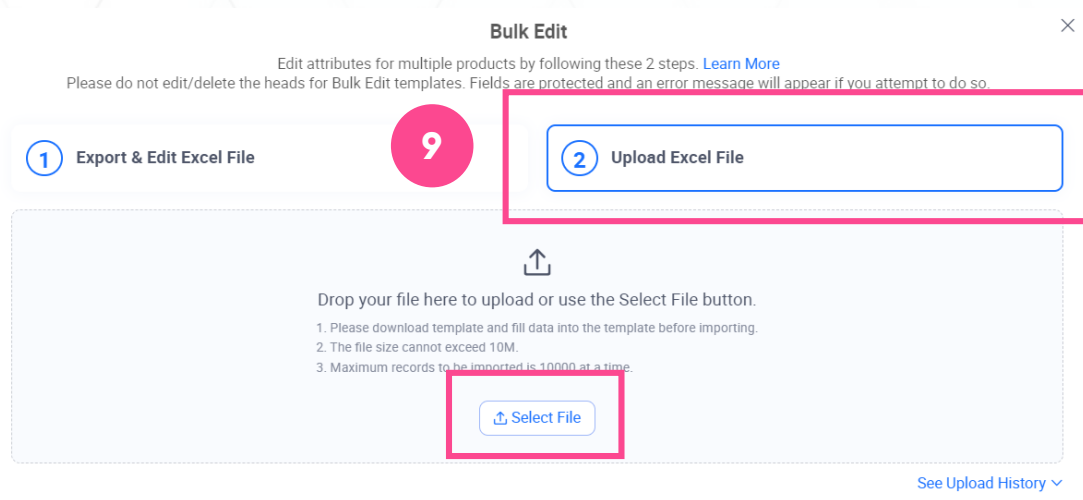
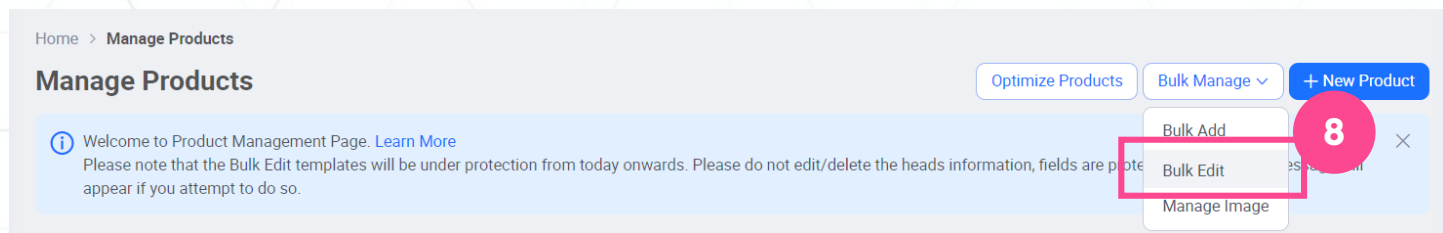
K	L	M
Dangerous Goods	Pre-Order Enable	Pre-Order ShipDays
Optional	Optional	Optional
Please fill in accurately. Inaccurate DG may result in additional shipping fee or failed delivery. DG contains battery/magnet/liquid/flammable materials. If not fill, default value is None DG.	Do you want to set this 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

6

5. 打开下载好的Excel文件
6. 选择要设置为预购状态的SKU商品，在【L】和【M】列中输入讯息和订单处理所需的工作天数
7. 保存文件

预售功能

商家中心视图



5. 返回**Manage Products** 页面并点击【**Bulk Edit**】
6. 选择【**Upload Excel File**】，点击【**Select File**】上传文件

预售功能

卖家中心的视图

1



2

Order No: 345654345654
Order Status: Pending
Tracking No.: 345654345654
Expect Deliver: 2021/08/30
3PL: NinjaVan
Total: \$75.00 \$33.60
Shipping fee: \$3.00
Total items: 4
Check logistic
Print
needs gift card hah...

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

<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

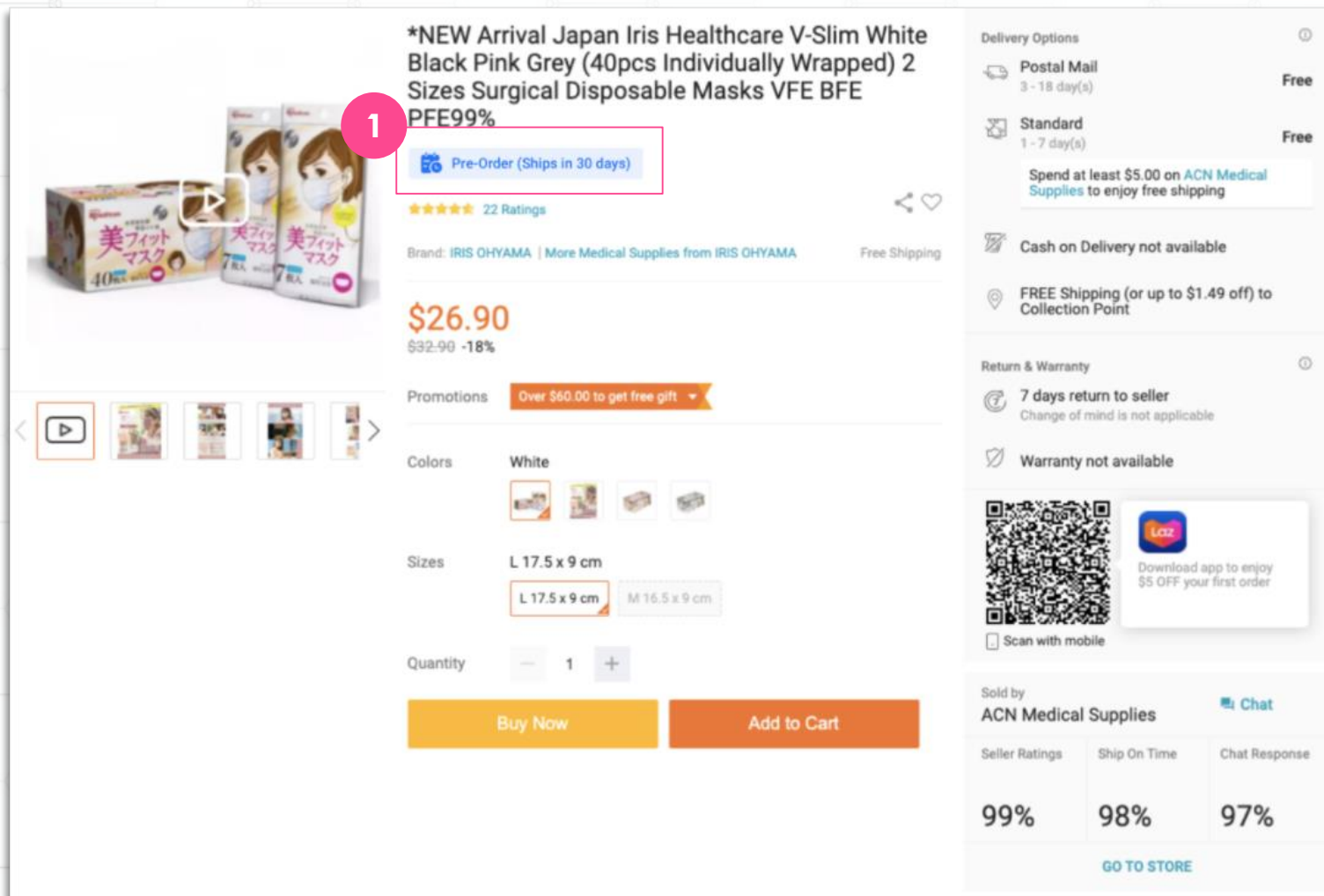
1. 为便于区分，在订单管理页面上，预售商品会显示预售图标。

2. 对于以下商品，商家可以单独建包裹：

- 预售商品 和 非预售商品
- 不同发货时间的预售商品

预售功能

买家视图 - 网站



***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. 从买家来看，在商品详情页、付款页面 以及 订单详情页，设定为预售的商品会显示预售标签。


预售功能


买家视图 - 手机 App


商品详情页

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


付款页面



**[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**


订单详情页

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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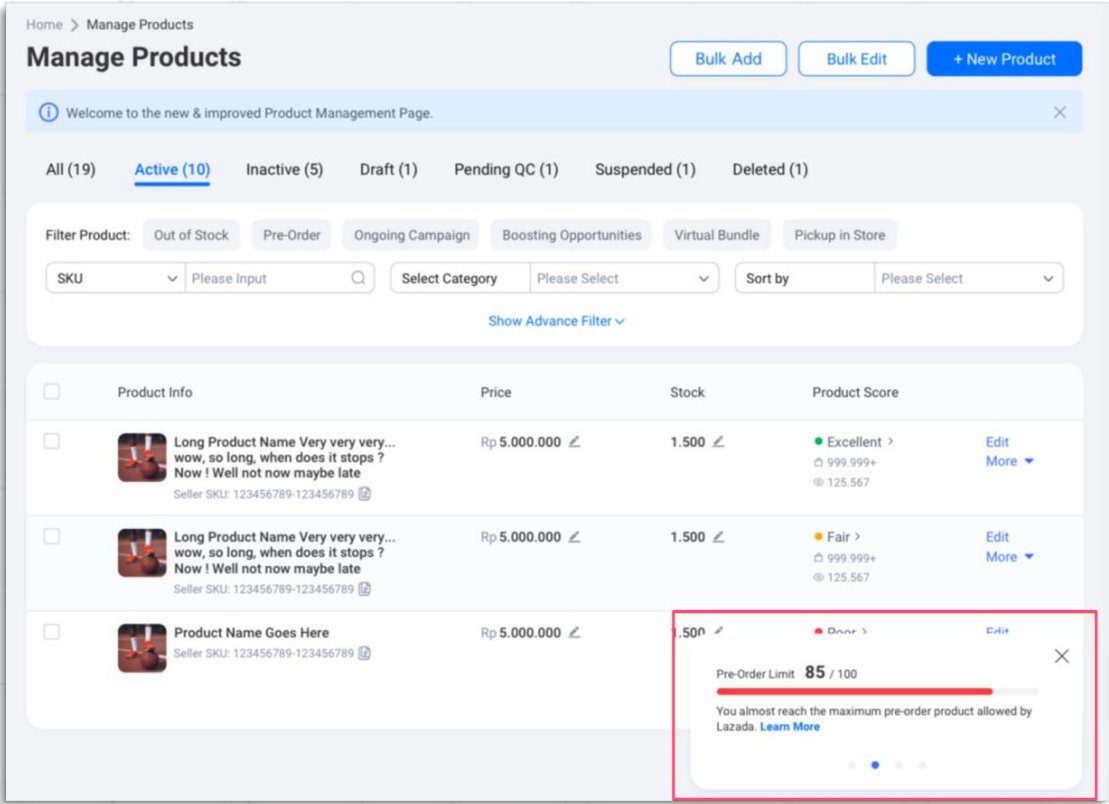
预售发布限制

03

强制执行与处罚



预售发布限制



预售限制指的是商家可设置预售商品的最高数量。如左图所示，商家可以在商品管理页面查看。

下表所示为可设置预售商品的最高数量。

	类型	条件
非 LazMall	最少可设置的预售商品数量	总在线商品的10%或5件商品，以较高者为准
	最多可设置的预售商品数量	100件
LazMall	最少可设置的预售商品数量	总在线商品的20%或5件商品，以较高者为准
	最多可设置的预售商品数量	100

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执行与处罚




执行与处罚

指标	违规数
预售订单的取消总数	$\geq [5]$
商家过失导致的预售订单取消率	$\geq [5]\%$

商家一旦达到左图的违规指标，即被**收回商家预售权限**。

商家可以在**店铺健康中心**查看商家和商品的预售取消率和取消的商品。

						
Fulfilment Violations						
Metrics	My shop	Guideline	No. of Violations	Penalty	Action	
Cancellation Rate ?	0%	$\leq 1\%$	-	-	View details	
Pre-Order Cancellation Rate ?	-	$\leq 1\%$	-	-	View details	
Package Not Ready ?	2.03%	$\leq 10\%$	1	1 point(s)	View details	
> Ship On Time (SOT) ?	99.67%	$\geq 95\%$	-	-	View details	
Fast Fulfilment Rate ?	99.61%	$\geq 80\%$	-	-	View details	



备注: 指标每月评估一次。首次处罚1个月, 第二次处罚3个月, 第三次及以上处罚6个月

执行与处罚

取消预售功能的影响

- 商家将无法上架新的预售商品。
- 商家如果有因其商家过失导致高订单取消率的在线预售商品，该商品将被**下架**。
- 已在线的预售商品可保持不变，但商家将**无法更改预售发货时间 (SLA)**。如果商家想要改回一般的平台发货时间，则必须**关闭该商品的预售设置**。



备注: 指标每月评估一次。首次处罚1个月，第二次处罚3个月，第三次及以上处罚6个月。

总结

- 理解如何使用预售功能，包括预售限制和预售发货时间
- 了解违反预售政策可能会遭受的强制措施等影响





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