CREATING & UPLOADING MULTIPLE PRODUCTS

Introduction

This guide will lead you step by step to create multiple products using a single batch upload in Seller Center.

Before you begin, make sure you have the following product information ready:

1.	Name	2.	Brand
3.	Colour	4.	Primary Category
5.	Additional Categories	6.	Quantity
7.	Color Family	8.	Material Composition
9.	Gender	10.	Price
11.	Sale Price (if any)	12.	Sale Duration (if any)
13.	Seller SKU	14.	Size
15.	Short Description	16.	Care label
17.	Size measurements	18.	Images

Content Overview

GETTING STARTED

After logging on to Seller Center, click Products -> Import Products
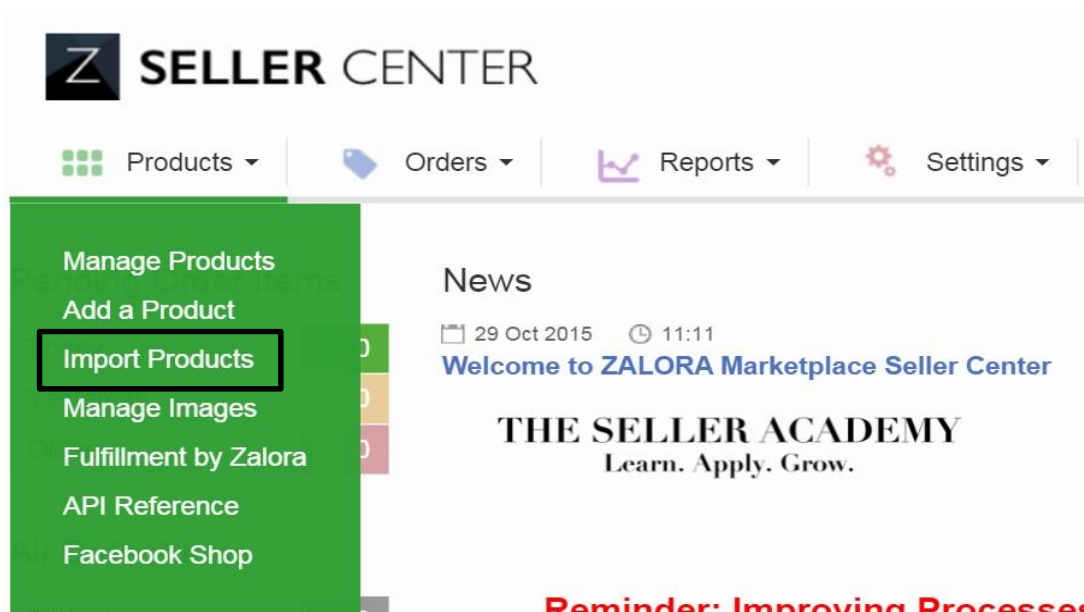

PART 1: DOWNLOAD THE TEMPLATE

Download the Product Creation by Category template.

To download the templates, just click on the relevant link.

When you download these templates, by default they would be saved as a Microsoft Excel file. However, since the completed template file that you upload to Seller Center must be in a CSV file format on OpenOffice platform, you should open your downloaded templates with OpenOffice instead of Microsoft Excel. You can download this freeware from the Apache Openoffice website: www.openoffice.org

To open the templates with OpenOffice, right click on the downloaded file -> Open with -> OpenOffice

When you open these templates with OpenOffice, you might encounter a settings pop-up. If this happens, just make sure that the Character Set is selected to Unicode (UTF-8) and the Field delimiter option is selected as Semicolon.
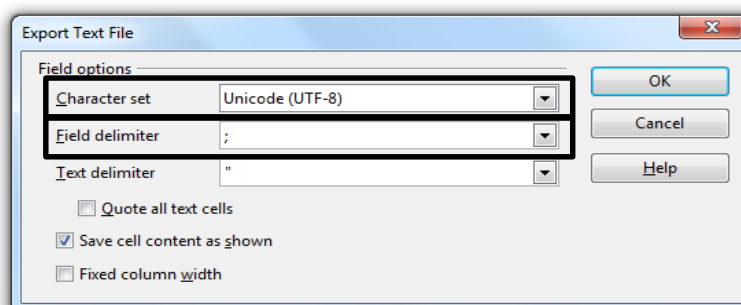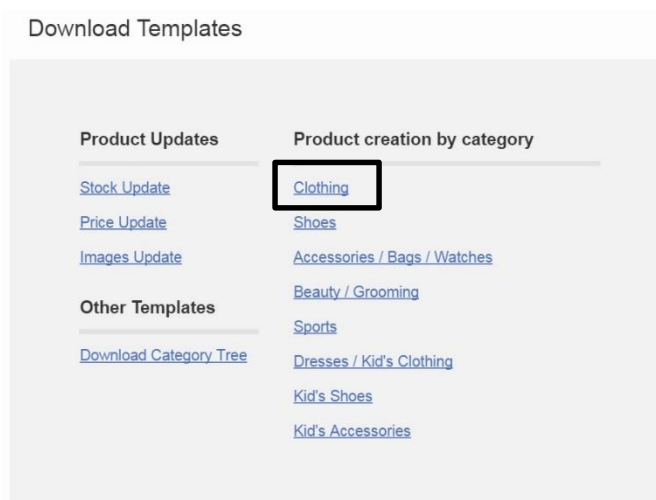
i. Product Creation Template

This template is for you to fill in the necessary information to be uploaded as a batch in Seller Center. The next step below will guide you in more detail how to fill in the fields.

To open the Product Creation template, right click on the downloaded file -> Open with -> OpenOffice -> OK

Example for Attribute-Set: Apparel and Accessories

Main

Name	PrimaryCategory	Brand	Color
Jewel Sweetheart Maxi Dress		5843 Ezra	Blue, Green, Red

PART 2: COMPLETE PRODUCT INFORMATION

Before starting this exercise, take note of a the following pointers :

1. When filling in the product information, you must fill out each size of the product in each individual line and not leave any blank rows in-between products listings.
2. For products with multiple sizes and/or colors, you must fil in each colour in each size as an individual listing. For example, if you have a dress in Blue and Pink, and in sizes S and M each, you should have a total of 4 individual product listing - Blue S, Blue M, Pink S, Pink M

3. A good shortcut to fill in information of a product in multiple colors and sizes is to complete the row for one color in one size, then copy and paste the information and edit as necessary. For example,
   If you have a dress in Blue and Pink, and in sizes S and M each,
   Firstly, fill in the information fields for Blue dress in size S
   Secondly, copy and paste to a new row for size M and change the Seller SKU, Size and Quantity
   Lastly, copy and paste the completed two rows of Blue dress S & M to the next two rows for the Pink listings. Change the Color, ParentSKU, Quantity, ColorFamily, SellerSku and Images

4. The first row of information is simply an example to assist you. Delete this first row before you upload the batch.

The next several sections will guide you on how to complete the different fields.

i. Main - Product Name

Enter the product name (first letter of every word should be in CAPs). In order to optimize your product name, indicate the key product feature and the product type. One way to do this is to look out for features that differentiate your product such as design, texture, or other unique details such as embellishments, prints, structure, collar type etc. For example,

Floral Print Sleeveless Bodycon Dress
(product features)   (product type)

Check out Production Tips: [Optimizing Product Name](); [Fashion Vocabulary]()

Your product name should be a maximum of 54 characters (including spaces) in order to be fully displayed in the catalogue pages. Any product names that is longer than 54 characters may be cut off in the catalogue page (but fully displayed in the individual product page).

Your product name should be clearly stated such that customers can visualize the product through its name. Make sure to exclude the brand for the product name, as there is a separate Brand field within the form.

Dos	Don'ts
• Tells details of product • Identify product type	• Abbreviation • Product Code • Colour • Measurements

ii. Main - Primary Category

To fill in the correct category, select from the drop down list. Find up to 4th-level category ID code relevant to your product and fill in the information accordingly. For example,

If your product is a dress, look for Clothing/ Women's Clothing / Dresses/ Bodycon Dresses and insert the corresponding ID code in the spreadsheet.

iii. Main - Brand

Click on the dropdown button to select the relevant brand name from the list provided. If your brand is not listed, please contact Seller Support.

Example for Attribute-Set: Apparel and Ac

Main			
Name	PrimaryCategory	Brand	Br
Jewel Sweetheart Maxi Dress	5843	Ezra	5,
Floral Print Sleeveless Bodycon Dress		ZALORA ⬇	

v. Main - Color

For this field, you can enter the supplier's name or your own creative color name for the product. However, make sure the color name indicated is the relevant color of the product in the image. If your product has multiple colors, it is recommended for you to choose the most dominant color. For example, if your product is 15% Red and 85% Lilac, the Main Color field recommended is Lilac.

You can also use creative color names to make your product stand out .e.g. Moss, Chartreuse, Onyx, Sand, etc.

Example for Attribute-Set: Apparel and Accessories

Main					P
Name	PrimaryCategory		Brand	Color	Sa
Jewel Sweetheart Maxi Dress		5843	Ezra	Blue, Green, Red	20
Floral Print Sleeveless Bodycon Dress	906 - Clothing / Women's Clothing / Dresses / Bodycon Dresses		ZALORA	Sapphire	

Dos	Don'ts
• Primary colour of product	• CAPS • Brand name • Abbreviation

vi. Variation – ParentSku/Seller Sku

A parent SKU is essentially the main SKU indicator to group a product with multiple size listings together in one product page onsite. To do this, simply indicate the smallest size as the parent SKU for all the size listings of that product. For example,

Product : Floral Print Sleeveless Bodycon Dress
Size S : Seller Sku -   FLSBODYDRESS-S
           ParentSku -   FLSBODYDRESS-S
Size M : Seller Sku -   FLSBODYDRESS-M
           ParentSku -   FLSBODYDRESS-S
Size L : Seller Sku -   FLSBODYDRESS-L
           ParentSku -   FLSBODYDRESS-S

If your product comes in one size only, the Parent SKU is the same as the Seller SKU.

Variation

ProductId	Variation	ParentSku	SellerSku	Quantity
0		HJP45678XS	HJP45678XS	50
		FLSBODYDRESS-S	FLSBODYDRESS-S	
		FLSBODYDRESS-S	FLSBODYDRESS-M	
		FLSBODYDRESS-S	FLSBODYDRESS-L	

vii. Variation - Product Quantity

Enter the available product quantity accordingly. If you are currently out-of-stock with a particular size but is planning to offer the size variation once more stocks arrive, you should still create the listing and indicate quantity as 0.

Variation

ProductId	Variation	ParentSku	SellerSku	Quantity	
0		HJP45678XS	HJP45678XS	50	
		FLSBODYDRESS-S	FLSBODYDRESS-S	5	
		FLSBODYDRESS-S	FLSBODYDRESS-M	0	
		FLSBODYDRESS-S	FLSBODYDRESS-L	5	

viii. Variation - Variation

This field is for you to select the size variation of the product listing. To do this, simply click on the dropdown button to select the right size variation within your size system.

Variation

ProductId	Variation	ParentSku	SellerSku	Quantity
0		HJP45678XS	HJP45678XS	50
	S	FLSBODYDRESS-S	FLSBODYDRESS-S	5
		FLSBODYDRESS-S	FLSBODYDRESS-M	0
		FLSBODYDRESS-S	FLSBODYDRESS-L	5

Make sure that you select a size that corresponds with the measurements that you will indicate in the next section. Also, if you are currently out-of-stock with a particular size but is planning to offer the size variation once more stocks arrive, you should still create the listing and indicate quantity as 0.

ix. Product Specification - Color Family

Select the relevant color family for your product. This helps customers locate your product when filtering by color. Make sure to select the correct color family, especially if your product has multiple colors.

If the product has only one dominant colour, click on the dropdown button to select one color family nearest to the color of your product.

If the product has 2 dominant colors, you would need to type in the two colors into the cell.
To do this, right click on the cell > click on Default Formatting > type in the two colors, separated by a comma.

If the product has three or more dominant colors, you would need to type in the colors into the cell and include (color family) Multi. To do this, right click on the cell > click on Default Formatting > type in a maximum of three colors + Multi.

2 dominant colors in the multi

If distribution of colors looks more or less even tag multi

1 dominant color in the multi

When typing in the colors, you need to ensure the colors are from the validated list of colors. You can get the valid color values from the Valid Values tab found at the bottom of the spreadsheet.

x. Product Specification - Material Composition

Enter the details of each component of the material.
For example, 65% cotton, 35% polyester
Check out Production Tips : *Indicating Material Composition*

Product Specification	
ColorFamily	CompositionMaterial
blue,green,red,yellow	100% cotton
blue	65% cotton, 35% polyester

xi. Additional Product Attributes - Gender

Click on the dropdown button to select the correct gender usage for your product. Make sure that your product image model corresponds to the selected gender. If your products can be used for both Female and Male, you may select Unisex if it is a non-apparel and the main image does not have a model

Additional Product Attributes	
Gender	Sizesystembrand
Female, Male	EU, UK, US, International
Female	

xii. No Display Group Set - Price

Enter the numerical retail price for the product. We highly recommend that all sizes for the product is given the same price to avoid confusion for the customer. Do not include any spaces, currency symbols or punctuations (except for cents value if applicable) for this field.

--- No Display Group Set ---
Price
40

xiii. Price & Tax - Sale Price

If you are having a sale, you can indicate the sale price in this field. Take note that you should not indicate the discount value here. For example,

Price & Tax		
Sale StartDate	SaleEndDate	SalePrice
2014-04-11	2014-04-12	70
		32

Regular price   : SGD 40
Less Discount   : SGD 8
Sale Price   : SGD 32

Again, your product's sale price (if any) should be applied for all available sizes and should not have any spaces, currency symbols or punctuations (except for cents value if applicable).

xiv. No Display Group Set - Sale Start Date
xv. No Display Group Set - Sale End Date

If you are having a sale, you can determine when and how long the sale should occur. Enter the sale start date and end date in the format YYYY-MM-DD. For example,

If the product sale period is from 20 October 2014 to 20 November 2014, your entry should indicate (start date) 2014-10-20 and (end date) 2014-11-20. Again, your sale duration should be applied across all available sizes.

Price & Tax		
SaleStartDate	SaleEndDate	SalePrice
2014-04-11	2014-04-12	70
2015-11-11	2015-11-12	32

xvi. Description - Description

Fill out a brief description of your product. When writing your product description, highlight its unique features. Some ideas for information include product cuts, intended use of product and country of origin.

To fill in the short description,
1)   Click on the HTML icon on the left corner – this is mandatory to ensure clean text
2)   Paste content copied from existing sources or directly type in a short description that describes the 5 unique characteristics (material, design, style)
3)   Add 2 line breaks <br> at the end of the paragraph before entering point form content
4)   The format for point form content is <dash><space><text>
5)   Add 1 line break <br> at the end of each point, except the last point
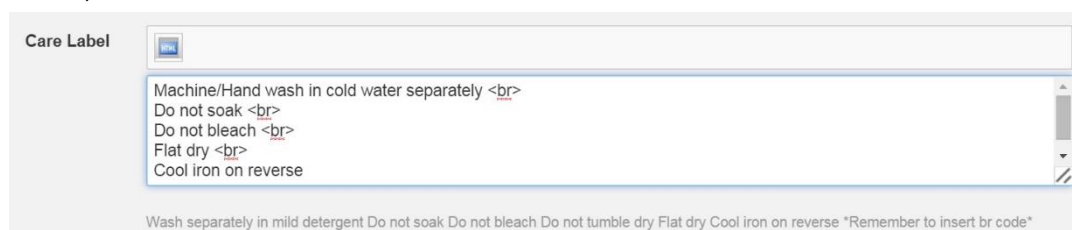6)   When done, click on the HTML icon

Check out Production Tips: *Maximising Product Description*

xvii. Description - Care Label

Fill in the care label for your product so customers are aware of the method and cost of maintaining the product to ensure its optimal shelf life.
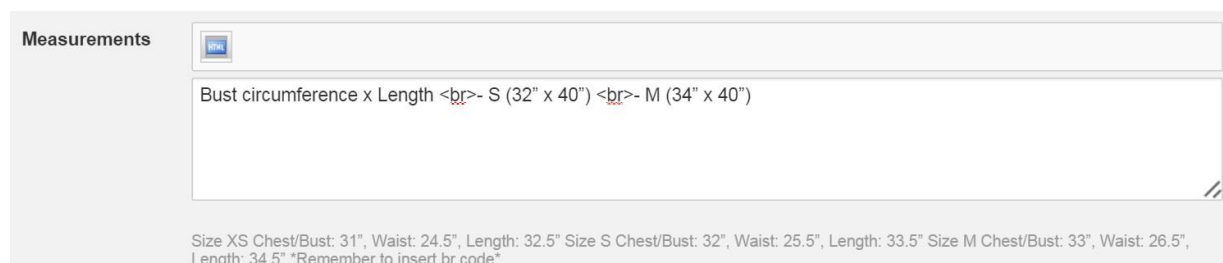
To fill in the care label instructions,

1)   Click on the HTML icon on the left corner – this is mandatory to ensure clean text

2)   Paste content copied from existing sources or directly type in point form content
3)   Add 1 line break <br> at the end of each point, except the last
4)   When done, click on the HTML icon

xviii. Description - Size measurements

Fill in the full measurements of the product so customers are aware of the fit of the product before purchasing it. Take note that you should include the measurements of all available sizes for the product. However, if you usually use pit-to-pit (PTP) measurement, we recommend using a Chest or Bust indicator instead as some customers are unaware of PTP. Additionally, it is good to indicate the best fit with other size systems if you have this information.

To fill in the measurements,

1)   Paste content copied from existing sources or directly type in the measurements in point form

2) The format for point form content is <dash><space><text>

3) Add 1 line break <br> at the end of each point, except the last

xix. Images

If you have images online that fits the image guidelines, you can indicate the image URLs here.

Images		
MainImage	**Image2**	**Image3**
http://static-origin.zalora.sg/acada▶	http://static-origin.zalora.sg/acada▶	http://static-origin.zalora.sg/acada▶

 You can indicate up to 8 images but take note that the Main Image should be a full frontal image of the product.

Images must be within the following guidelines:
1. Dimensions   : 762px (w) x 1100px (h) OR a width to height ratio of 0.69:1 with image size not exceeding 2MB
2. Layout   : Portrait
3. Resolution   : At least 72ppi

There is also an alternative method to upload your product images shown in Step 4, if you prefer to upload them from a folder on your computer instead.

Main	Other Details	Group	Product Pricing	**Images**

Images need to be at least 762 x 1100 pixel. Stick to portrait layouts and have at least 5 pictu

Main Image

Browse

Check out Production Tips: *Image Guidelines*; *Image Dimensions*; *Managing Your Products*

xx. Duplicating Product Information

As previously mentioned, if your product comes in multiple sizes and colors, you can use a shortcut to copy and paste the information for the other listings and edit as necessary. For example, if you have a dress in Blue and Pink, and in sizes S and M each,

Firstly, fill in all the information fields for Blue dress in size S (Blue S)

Secondly, copy and paste the row for Blue S to a new row for the Blue dress in size M (Blue M). Change the Seller SKU, Size and Quantity accordingly for Blue M.

Next, copy and paste the rows for Blue S and Blue M to the next two rows for the listings of Pink dress in S and Pink dress in M (Pink S and Pink M).

Lastly, change the Color, ParentSKU, Quantity, ColorFamily, SellerSku and Images accordingly for the listings of Pink S and Pink M.

# PART 3: UPLOAD BATCH TO SELLER CENTER

Have a final check to make sure all your product information is correct. When you're done, don't forget to delete the sample listing and you're ready to upload your products on Seller Center.

First you have to save a working version of this file in case you need to make any corrections. The file should be saved in ODF spreadsheet format. Next, save the file in the right format for you to upload to Seller Center. To do this, click on File -> Save As -> Select Save as type: Text CSV. If a popup appears to ask if you want to save the document in this format, select Keep Current Format.
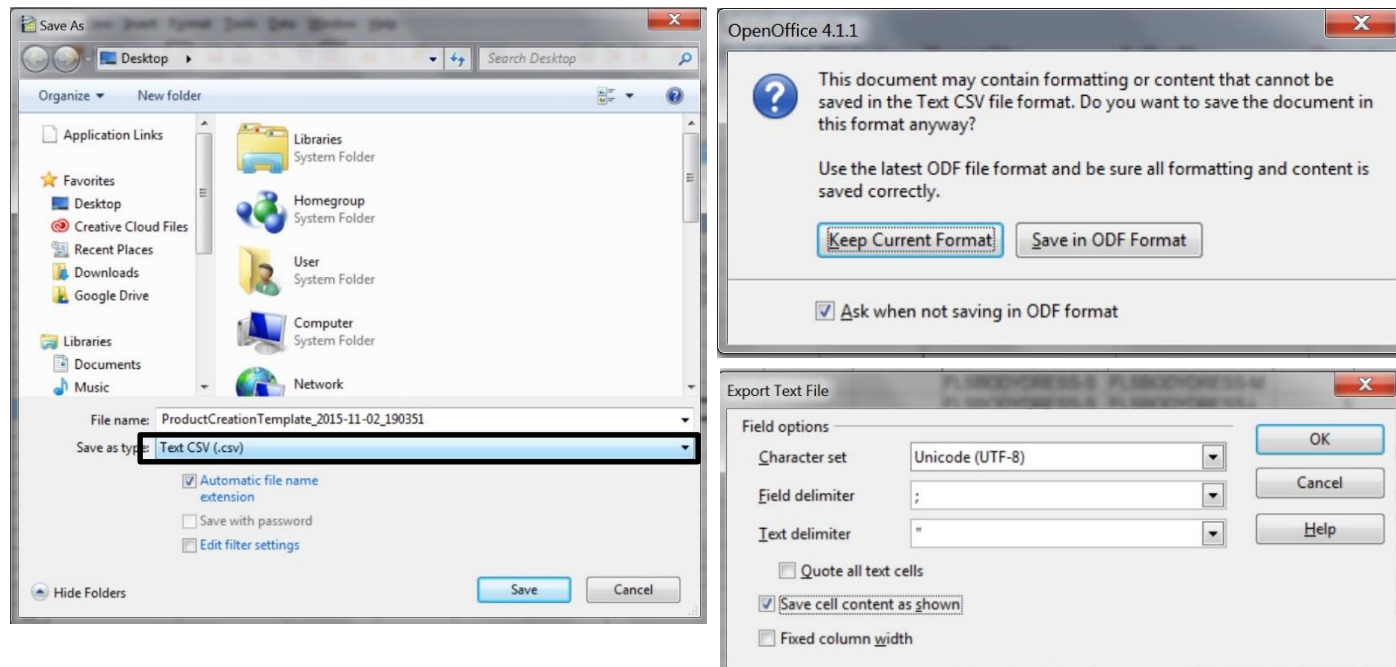
An Export Text File popup will appear here. You must ensure that the Character set in this popup is selected to Unicode UTF-8, and the field delimiter must be indicated as semicolon (;), not a comma. Click on OK to finish.

Next, go to your Seller Center Import Products page and select Create new products. Choose the CSV file and upload it into the system.
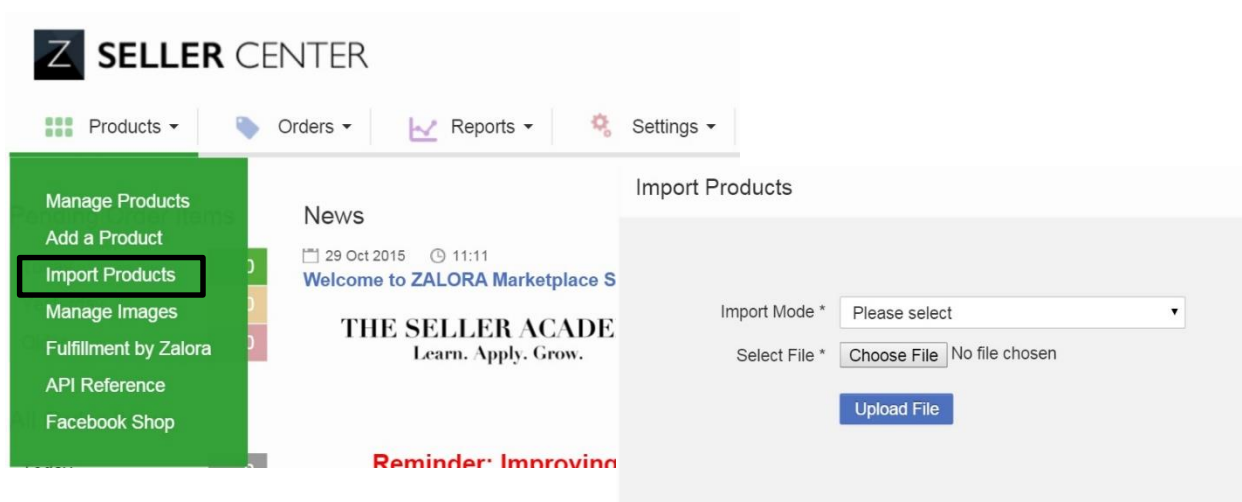
If you have uploaded your file correctly, the successful file upload message will appear. If an error message pops up, review your information on the ODF spreadsheet, correct the errors and save the file in CSV format again before importing the file.

To check on your uploads, return to your Seller Center account and click on Products -> Manage Products to view the uploads or click the link in the email notification that is sent to you after a successful upload.
Check out: *Managing Your Products*

PART 4: UPLOAD PRODUCT IMAGES

The final step in this process is to upload the relevant images for your products if you have not included any image URLs in the template.

In the Seller Center homepage, Click Products - > Manage Images.

Select the relevant images from your folder and drag and drop to the corresponding product listing.

We recommend that you upload 5 images from different angles and viewpoints to allow your customers to better visualize your product.

Make sure your images are in high resolution, fit the minimum image size guideline and are in the correct dimensions.
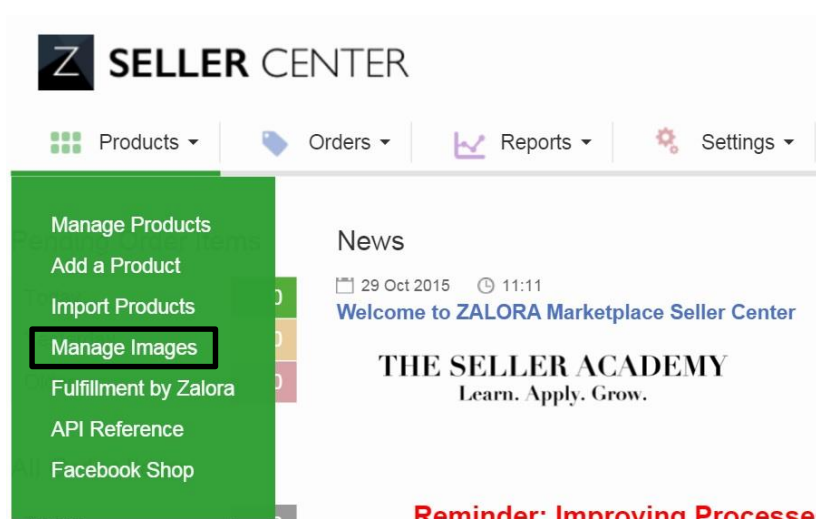
Images should be sized 762px (width) x 1100px (high) and of a capacity of 1.9MB or less.

And you're done! Your products will now be queued for Quality Check approval before going live on Marketplace.