ZALORA

MARKETPLACE

Single Product Uploading

AGENDA

- Why is Good Content Necessary

- Single Product Upload
  - Product Information
  - More Product Details
  - Product Grouping
  - Product Pricing
  - Product Images

- Batch Product Upload
  - Download Template
  - Complete Template
  - Save Template
  - Import Template
  - Product Images

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MARKETPLACE

RESULTS OF GOOD CONTENT

Providing detailed and accurate product description

HIGHER SALES

- When customers have more information about what they are buying

LESS RETURNS

- When customers receive products that are exactly what they had expected

HAPPIER CUSTOMERS

- Who will make repeat purchases from you with higher loyalty

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AGENDA

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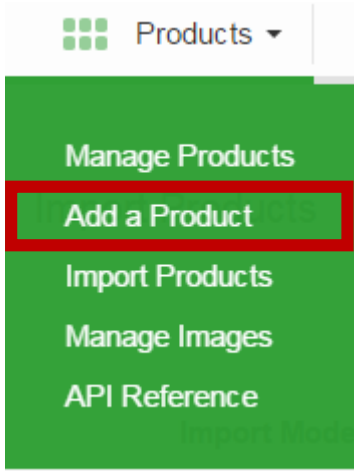
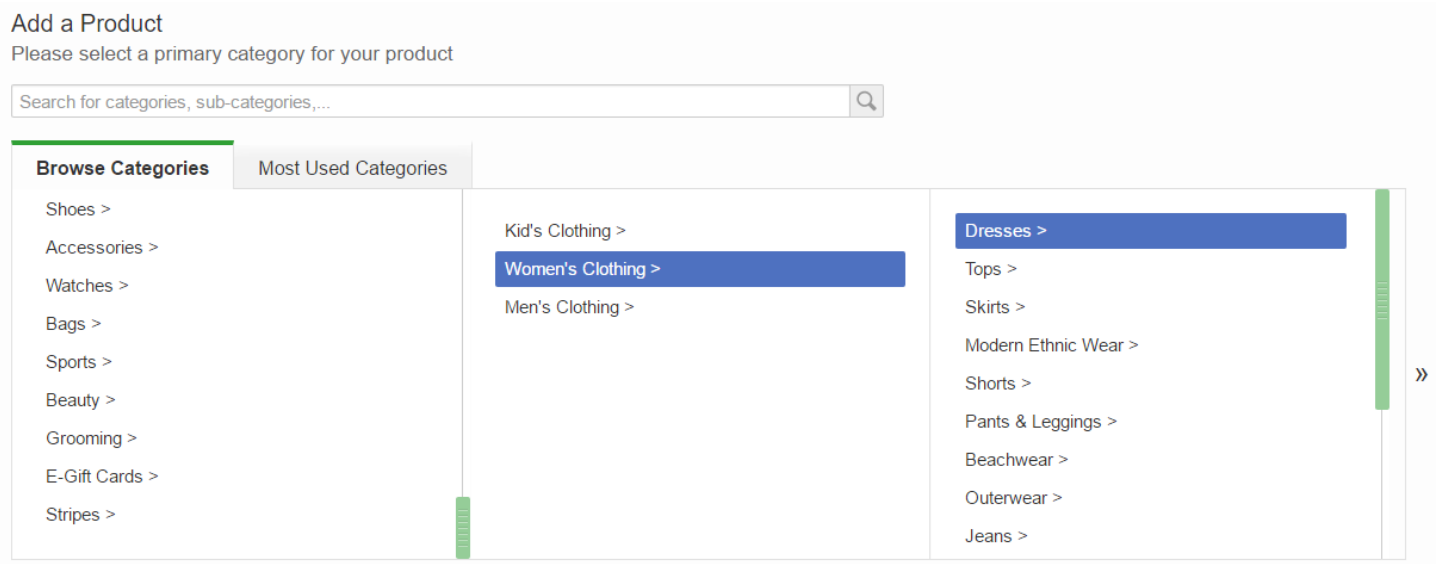
SINGLE PRODUCT UPLOAD

Main Product Information

- Step 1: Click on **Products → Add a Product**
- Step 2: Select Primary Category for your product
  - You should select up to deepest category before clicking "Select"
  - e.g. Clothing > Women's Clothing > Dresses > Casual Dresses



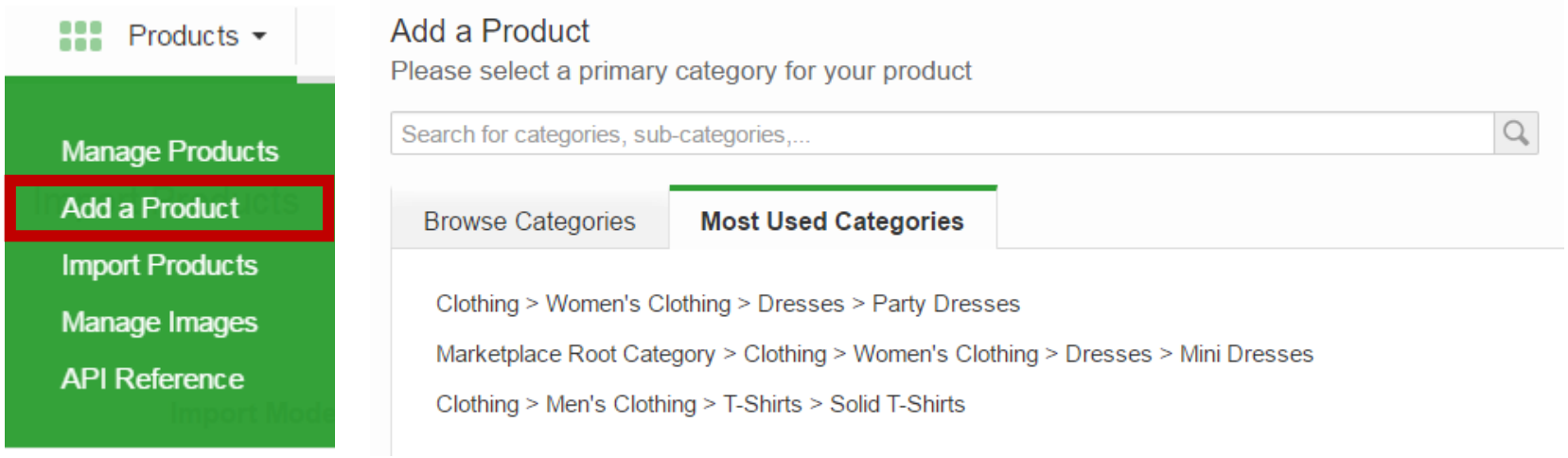


SINGLE PRODUCT UPLOAD

Main Product Information

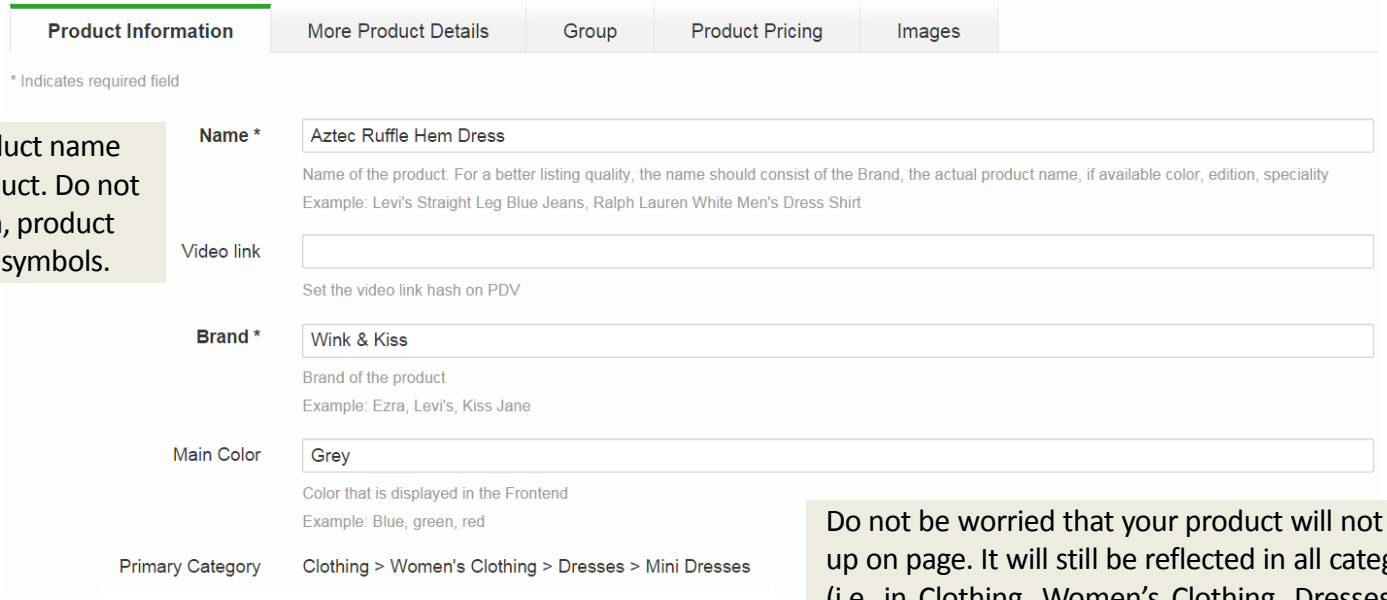
Tips:

- Enter a search in the **"Search"** bar for a quick allocation of product categories
- Click on the **"Most Used Categories"** tab to search for bookmarked categories based on the categories you have most frequently used



SINGLE PRODUCT UPLOAD

Main Product Information



Ensure that product name reflects the product. Do not use abbreviation, product code, colours or symbols.

Do not be worried that your product will not show up on page. It will still be reflected in all categories (i.e. in Clothing, Women's Clothing, Dresses, and Mini Dresses) instead of only Mini Dresses.

Product Name:

- ☑ Tells details of product
- ☑ Identify product type
- ☒ Abbreviation
- ☒ Product code
- ☒ Colour
- ☒ Measurements

Main Colour:

- ☑ Primary colour of product
- ☒ CAPS
- ☒ Brand name
- ☒ Abbreviation

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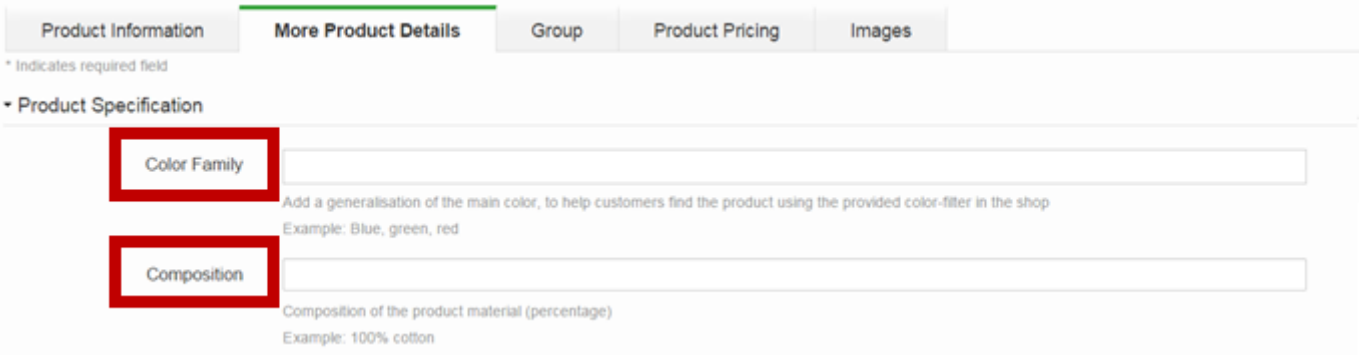
SINGLE PRODUCT UPLOAD

More Product Details



Colour Family:

- Colour filter on website
- To assist customers to find desired coloured product
- Involves 3 rules

You can select multiple colours by clicking on the empty field. If you make a mistake, click on the cross again to deselect.

Composition:

- Product's composition and material
- Could include more than 1 material, if applicable

Some customers might be allergic to certain materials. You're not only risking more returns but decrease in trust.

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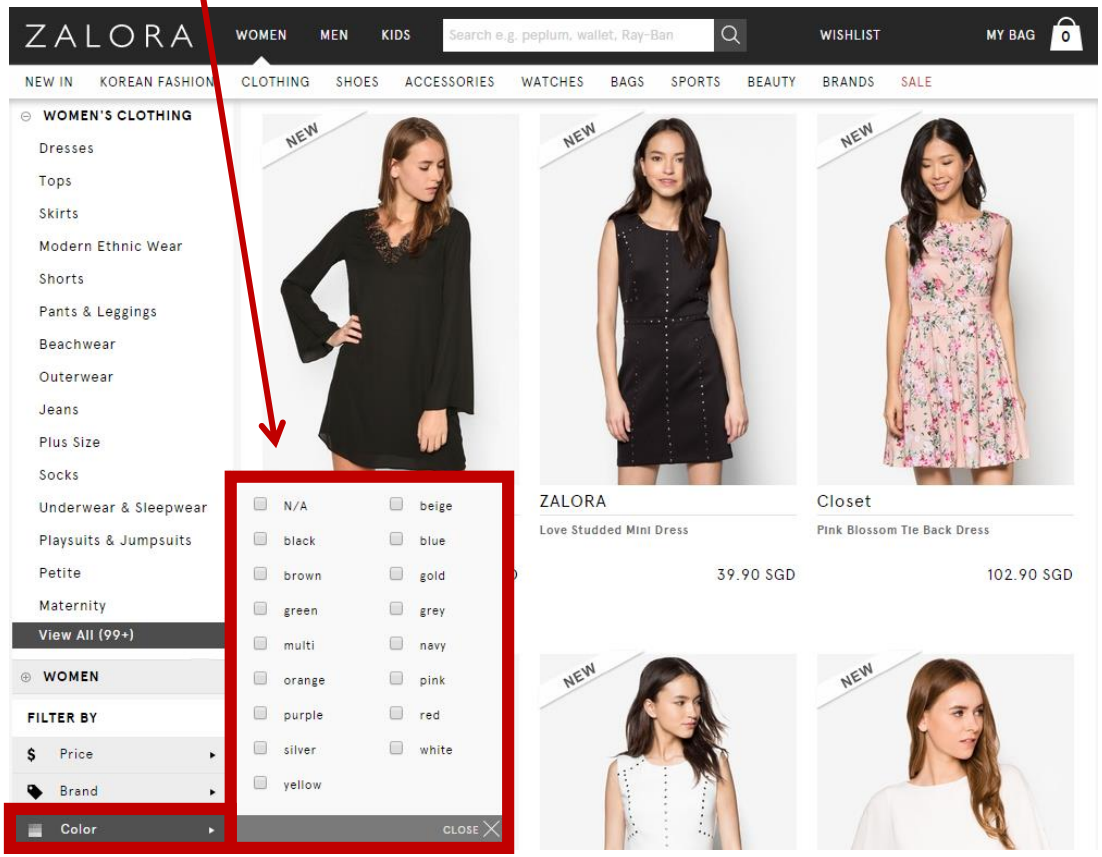
SINGLE PRODUCT UPLOAD

More Product Details → Colour Family

Colour Family acts as a colour filter on the website to help online shoppers find their desired coloured product

No.	Colour Family
1	Beige
2	Black
3	Blue
4	Brown
5	Gold
6	Green
7	Grey
8	Purple
9	Red
10	Orange
11	Silver
12	White
13	Yellow
14	Pink
15	Navy
16	Multi
17	N/A



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SINGLE PRODUCT UPLOAD

More Product Details → Colour Family

RULE #1

- Tag ONE (1) dominant colour – if two (or more) colours are present and are unevenly distributed
- Dominant colour is a colour that covers most area of the product as compared to other colour(s)
- **WHY?**
  - When users search according to "Colour", they expect to view products of that specific colour indicated

White

Navy

Green

Brown

For Watches, please take note of colour of strap.

Red

For Beauty products that require application, indicate colour of content. If it's clear, indicate "N/A"

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SINGLE PRODUCT UPLOAD

More Product Details → Colour Family

RULE #2

- Tag TWO (2) dominant colours – if two colours are present and are evenly distributed

Pink, Black

White, Black

White, Black

Pink, Black

Yellow, Pink

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SINGLE PRODUCT UPLOAD

More Product Details → Colour Family

RULE #3

- Tag "Multi" if there are THREE (3) colours or more

a) If there is **ONE (1)** colour in the Multi that covers most area of the product, tag it too

Black, Multi

Navy, Multi

Red, Multi

Purple, Multi

b) But, if there are **TWO (2)** colours in the Multi that evenly cover the product, tag both

Green, Blue, Multi

Black, Multi

Red, Multi

Red, Multi

c) However, if distribution of all colours looks more or less even, then just tag "Multi"

Multi

Multi

Multi

Multi

SINGLE PRODUCT UPLOAD

More Product Details → Composition

CATEGORY	REQUIRED FIELD(S)	EXAMPLES
Apparels	Composition	Polyblend Cotton Blend
Accessories	Material	Metal Brass
Shoes	Upper Material Inner Material Sole Material	Textile Synthetic

Composition

- ☑ State main material
- ☑ Add comma for more than 1 composition
- ☑ First Words Caps
- ☒ Don't include colour
- ☒ Abbreviation

If you are curating your products from suppliers, remember to check with them for the product composition / material before filling in this information.

- For man-made leather products, state 'Synthetic Leather'
- For real leather products, state if it's 'Cow Leather', 'Pig Leather' etc. Customers would want to know

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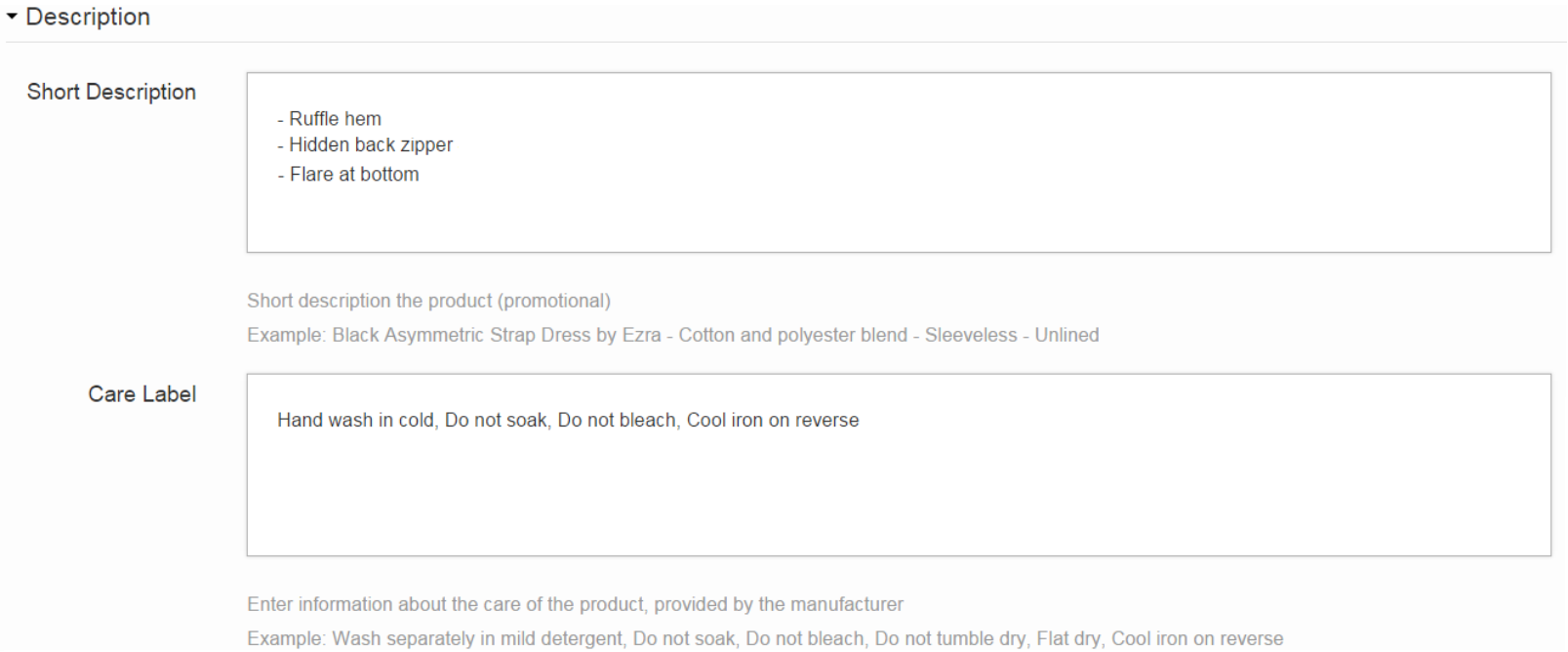
SINGLE PRODUCT UPLOAD

More Product Details → Short Description and Care Label



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SINGLE PRODUCT UPLOAD

More Product Details → Short Description and Care Label

Short Description

- 3-5 unique selling points
- Hyphen then space at start of each sentence
- Capitalise first letter of each point
- (Refer to image on the right for examples)

Care Label:

- Separate points by commas
- Capitalise first letter of each point
- No special characters – spell everything out, e.g. "Machine wash up to 30 degree Celsius"

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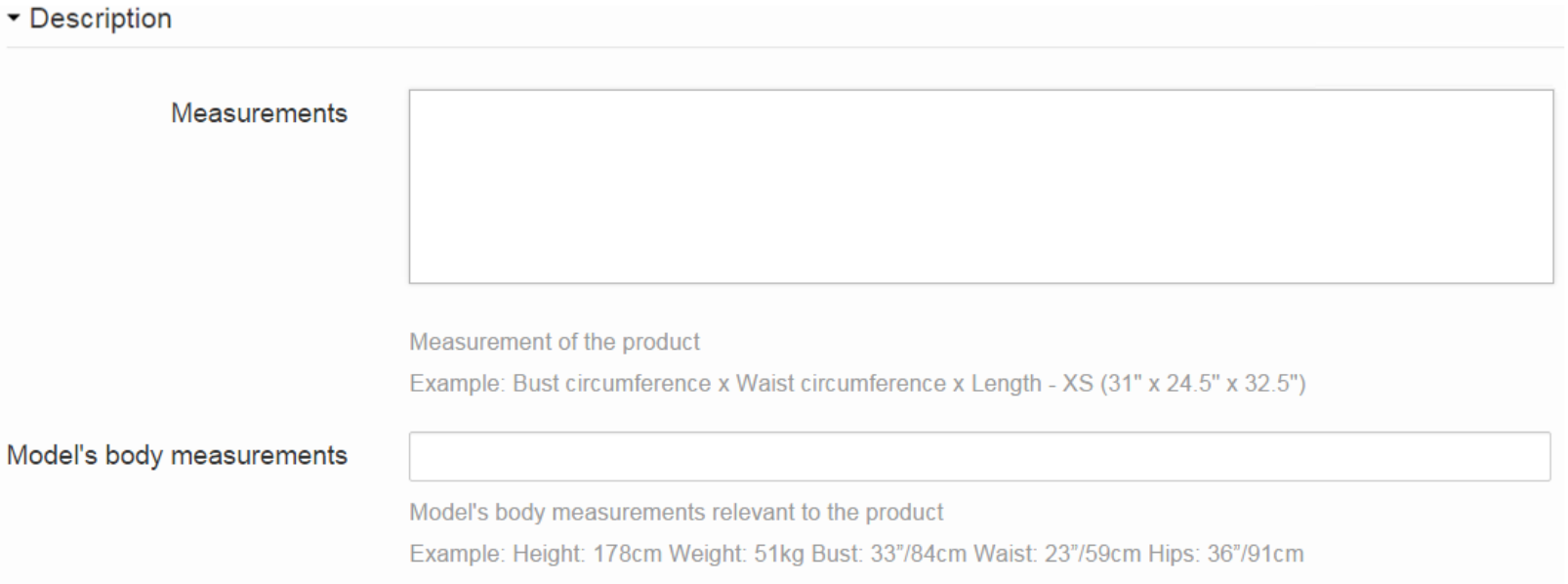
SINGLE PRODUCT UPLOAD

More Product Details → Measurements



Measurements

- Provide what you are measuring
- Provide measurements for different sizes (if applicable)

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MARKETPLACE

SINGLE PRODUCT UPLOAD

More Product Details → Measurements → Apparels

Tops / Dresses

- Bust Circumference x Length (Mandatory)
- Additional measurements are encouraged

- Example:
  - Bust Circumference x Length x Waist
  - Size S: 91cm x 82cm x 94cm
  - Size M: 94cm x 84cm x 98cm
  - Size L: 98cm x 86cm x 102cm

Bottoms

- Waist Circumference x Length (Mandatory)
- Additional measurements are encouraged

- Example:
  - Waist Circumference x Length x Hips
  - Size S: 66cm x 75cm x 98cm
  - Size M: 70cm x 76cm x 100cm
  - Size L: 74cm x 77cm x 102cm

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SINGLE PRODUCT UPLOAD

More Product Details → Measurements → Accessories

ACCESSORIES

WATCH

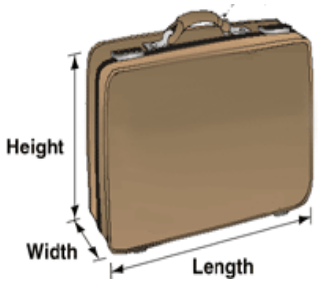
- Face Width x Height
- 5cm x 3cm

EYEWEAR

- Frame Height x Length
- 4cm x 8cm

BAG / WALLET

- Length x Height x Width
- 55cm x 23cm x 10cm



NECKLACE (WITH PENDANT)

- Pendant Length x Width
- 3cm x 1cm

NECKLACE (NO PENDANT) / CUFFLINK / EARRING / SCARF

- Length x Width
- - 35cm x 4cm

RING

- Inner Diameter
- 0mm

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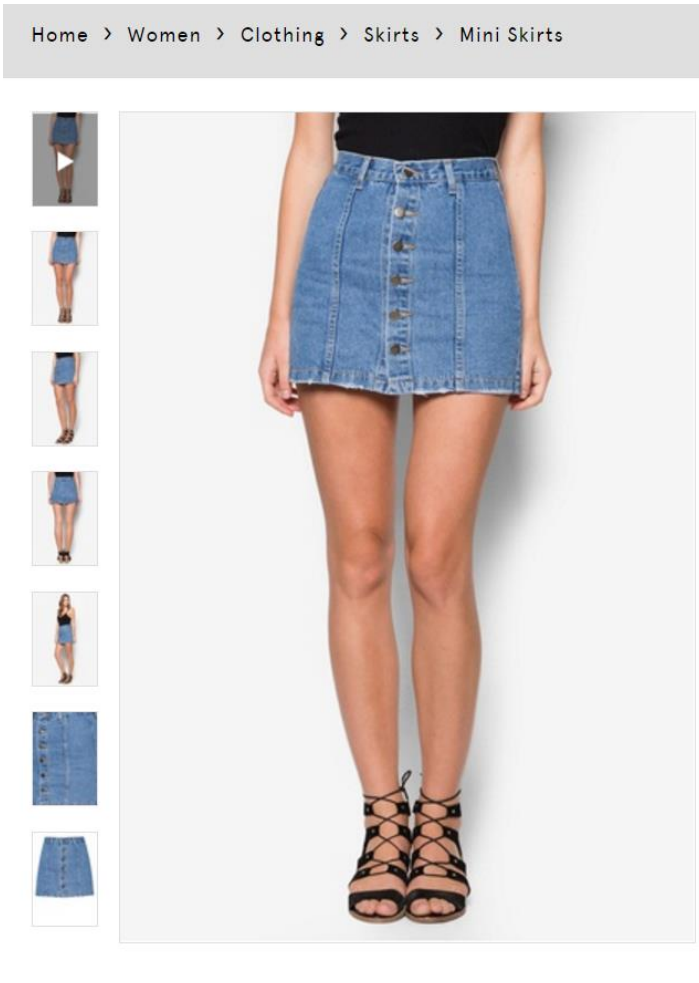
SINGLE PRODUCT UPLOAD

Product Grouping



- Grouping different colour variations of the same product design together
- Helps boost sales as customers can:
  - Choose from a larger variety – there is a higher probability of purchase by customers
  - Search for an alternative easily – customers are able to purchase other available colours should his/her first choice is out of stock

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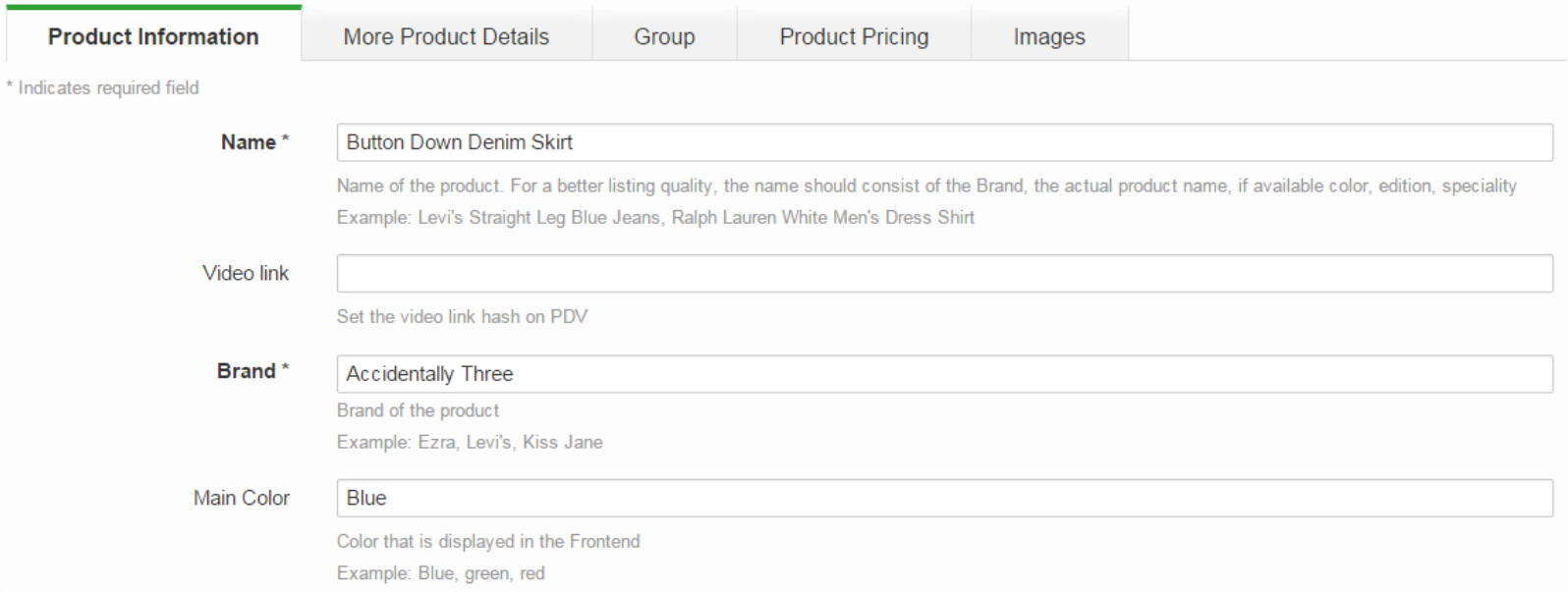
SINGLE PRODUCT UPLOAD

Product Grouping



- Step 1: Under the main **Product Information** tab, ensure that the Brand indicated for specific product with more than 1 colour variations is the same.

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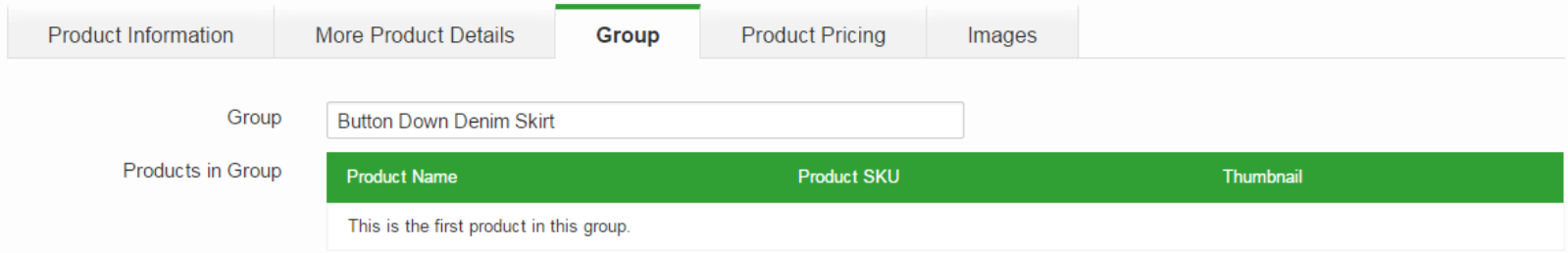
SINGLE PRODUCT UPLOAD

Product Grouping



- Step 2: Under the **Group** tab, enter a unique group name that can allow you to easily identify the product group
  - e.g. Product Name
  - You should see the indication "This is the first product in this group"

- Step 3: After completing all mandatory fields, finish creating product and continue to create other colour variation(s) of the same design.

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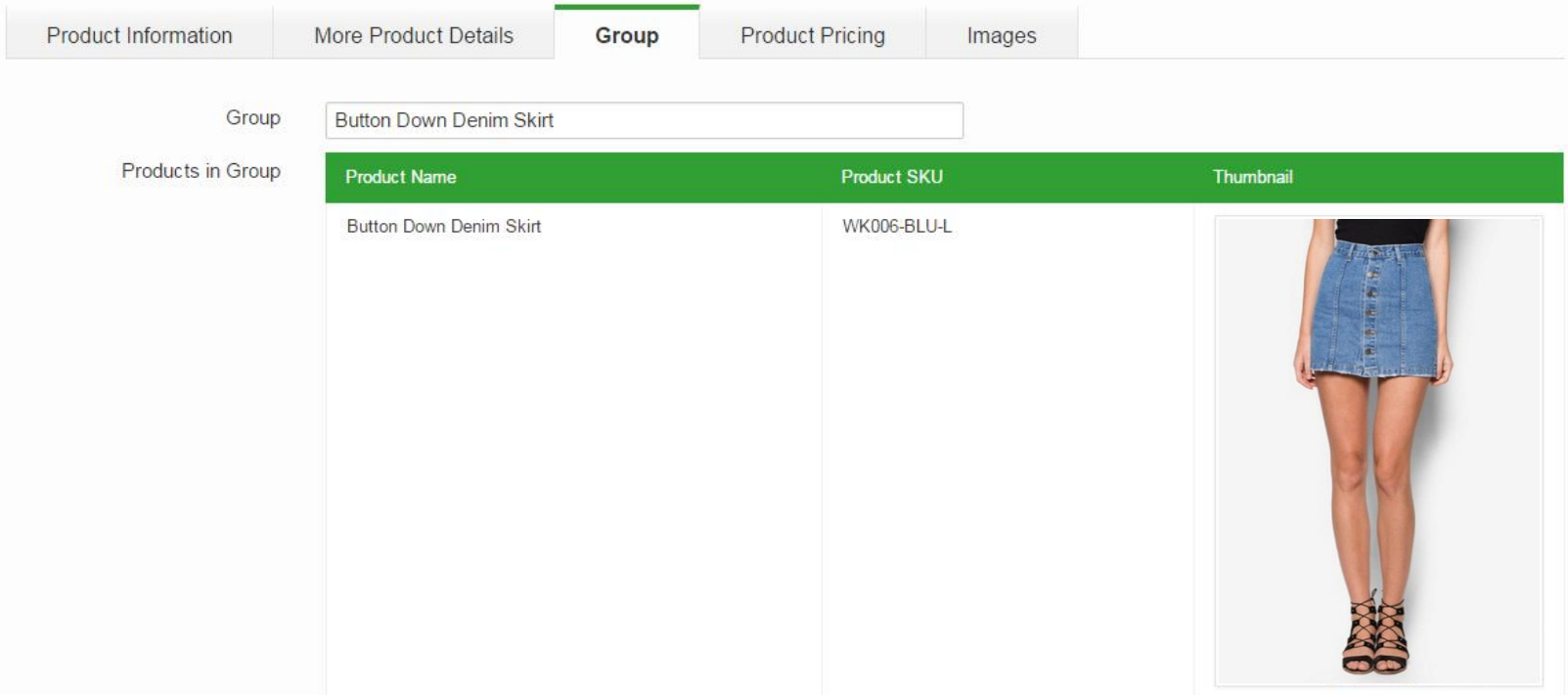
SINGLE PRODUCT UPLOAD

Product Grouping



- Step 4: In subsequent creations, search for unique group name
  - An auto-filler will show the existing and available groupings
  - You should see colour variations of product you have previously added and grouped
  - New colour variation will be grouped accordingly

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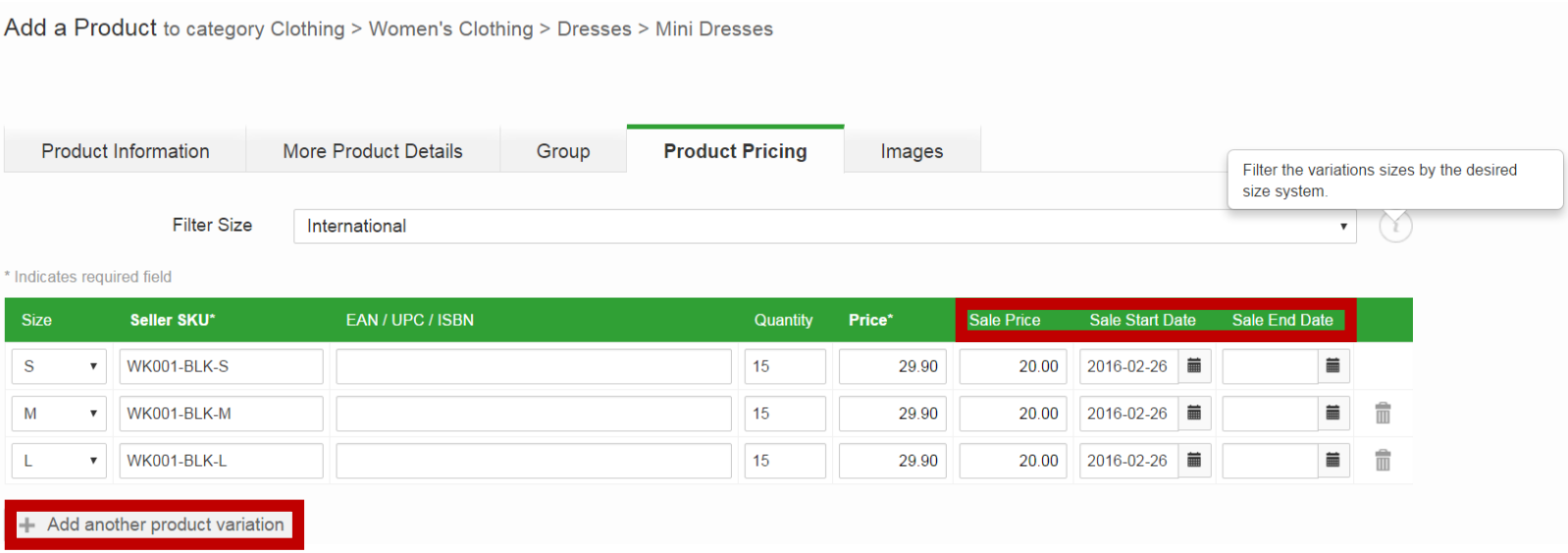
SINGLE PRODUCT UPLOAD

Product Pricing



- Select the size system of your product on the 'Filter Size' drop-down list
- If y our product has more than 1 size variation,
  - Click on 'Add Another Product Variation' to add another product
- Select your product's sizes from the drop-down list

- Sale price, Start date and End date **should not** be indicated
  - Reduction in price only allowed <u>after</u> 3 weeks of product going live

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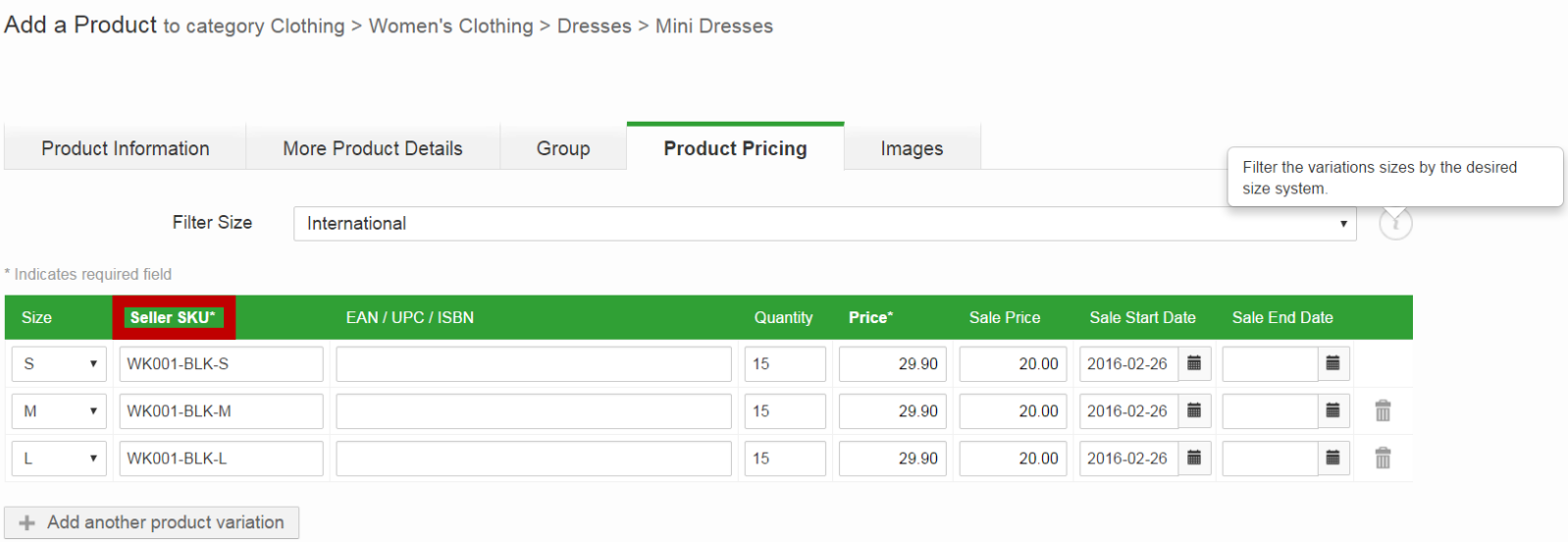
SINGLE PRODUCT UPLOAD

Product Pricing



Seller SKU

- Each Seller SKU must be unique for each colour variation
  - 1 colour = 1 Seller SKU
  - 5 colours = 5 Seller SKUs

How to Construct Seller SKU

- *Product Model - Product Colour - Product Size*
  - e.g. WK001-BLK-S
    - Product Model = WK001
    - Colour = Black
    - Size = S

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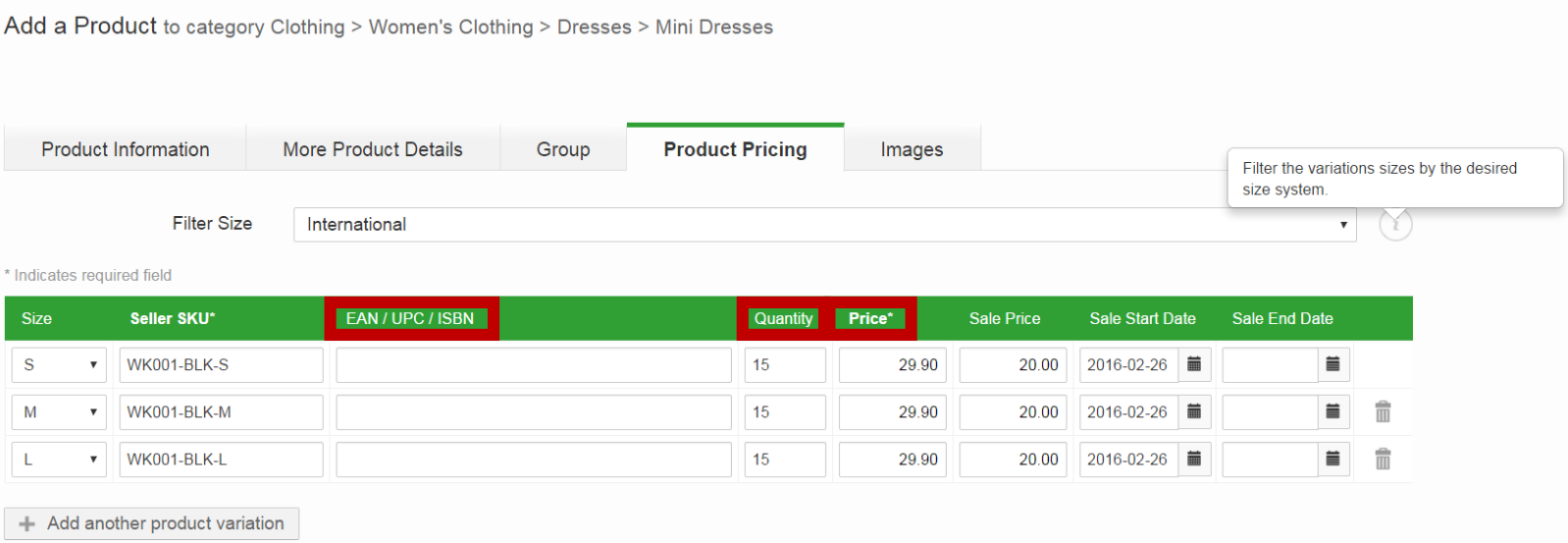
SINGLE PRODUCT UPLOAD

Product Pricing



EAN / UPC / ISBN

- Barcode for luxury brand items

Quantity

- Keep at least 5 stocks to retail on ZALORA

Price

- When deciding on price, take into account:
  - Competitive pricing
  - Your profitability
  - G.S.T (if applicable)

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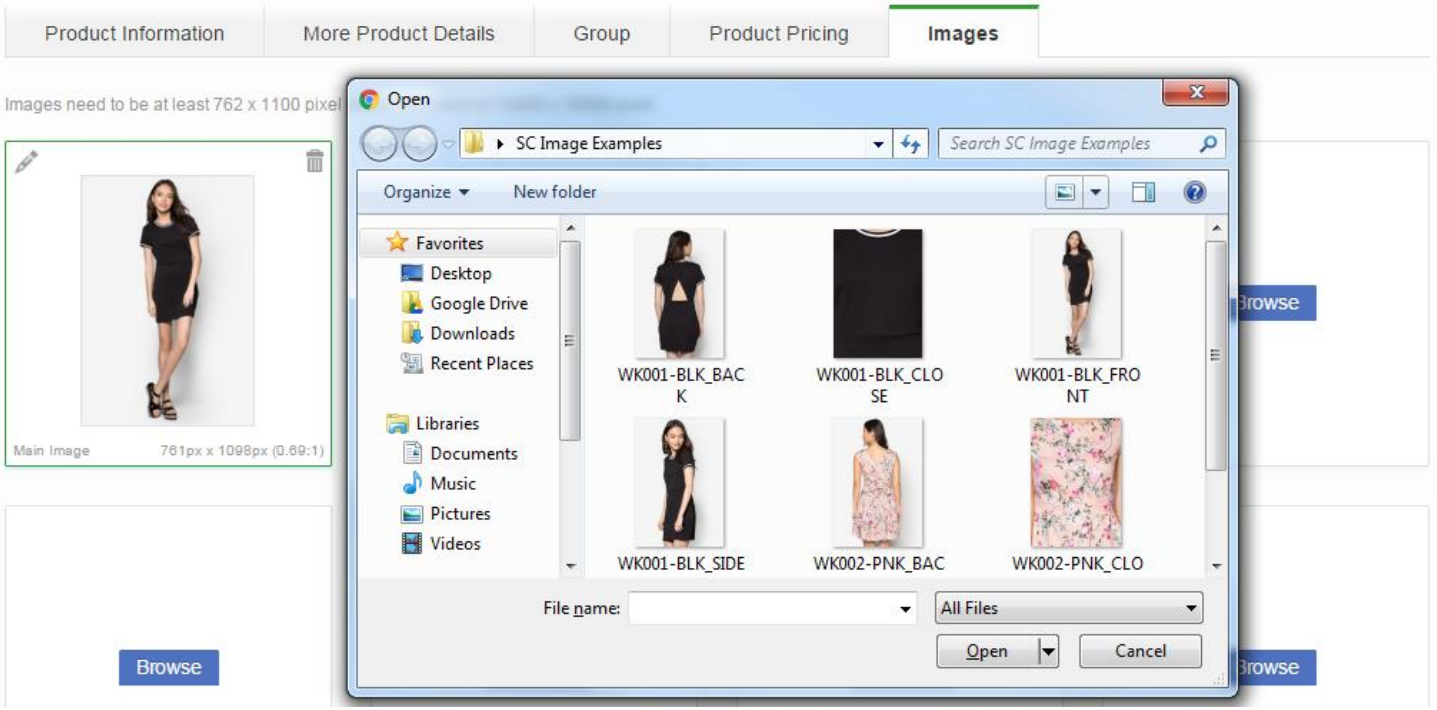
SINGLE PRODUCT UPLOAD

Product Images



- Upload product images based on the order: **Front** – **Side** – **Back** – **Close-up**
- Main (First) image must be **full frontal** and show the whole product

- Visit The Sellers Academy to view all ZALORA Production Guidelines

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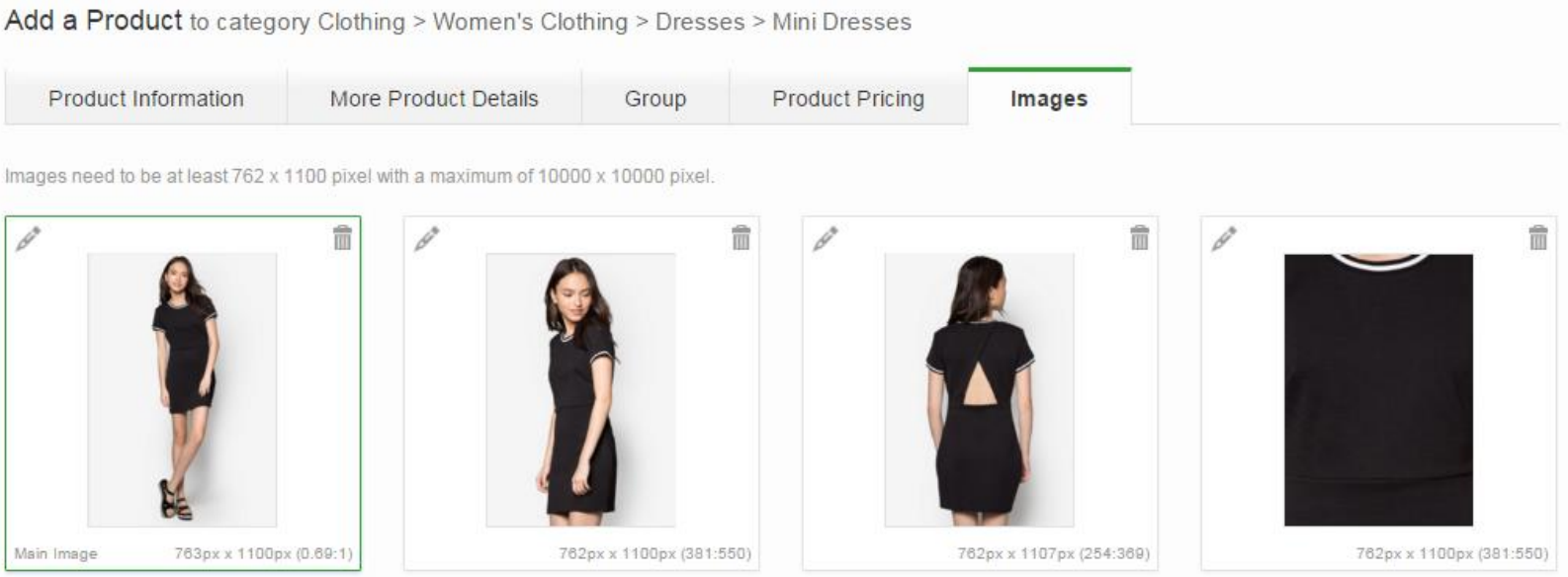
SINGLE PRODUCT UPLOAD

Product Images

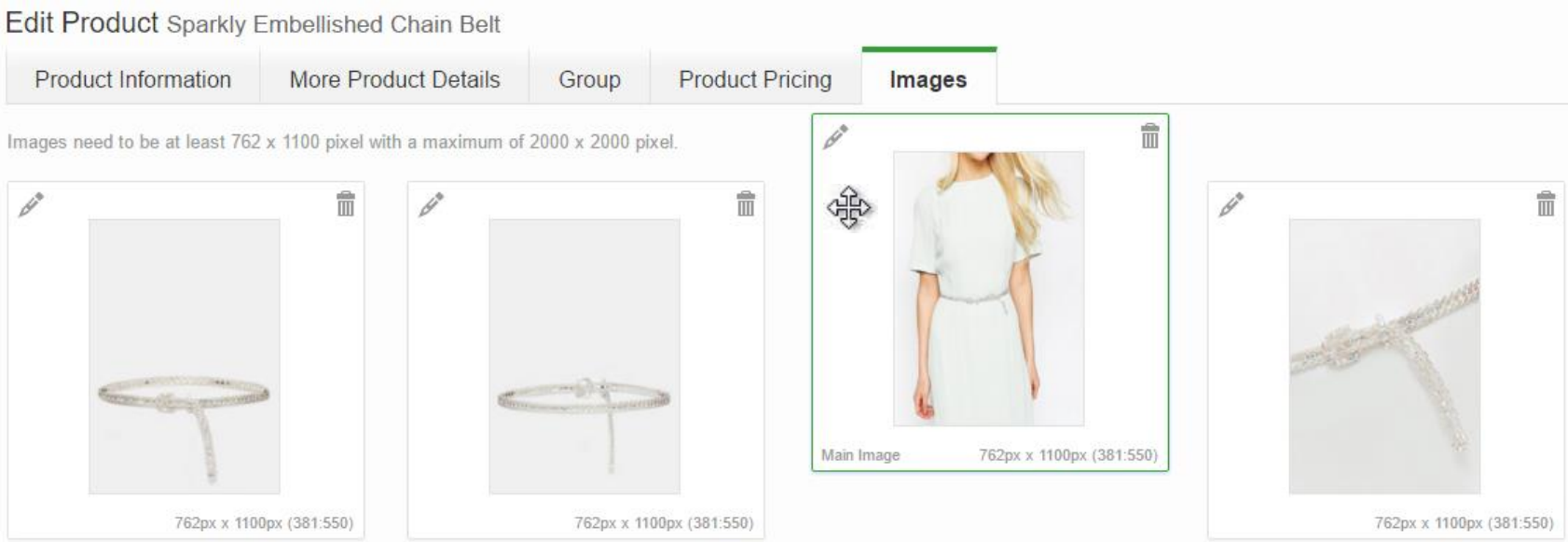


- After uploading your product images, you may drag and re-arrange them, or click on the 'Edit' icon to explore some simple editing options
    - Image Cropping
    - Image Rotating

ZALORA MARKETPLACE

SINGLE PRODUCT UPLOAD

Product Images → Rearranging Order of Images



- Click on image(s) to drag and re-arrange images to desired order
  - Must be in accordance to ZALORA guidelines

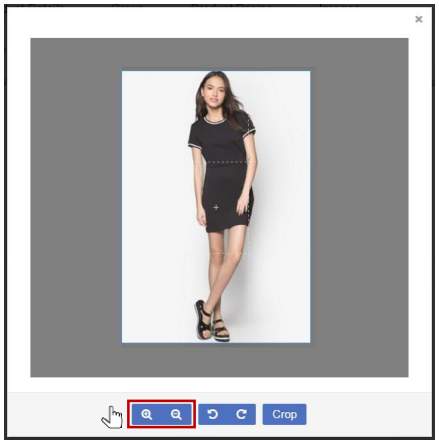
ZALORA MARKETPLACE

SINGLE PRODUCT UPLOAD

Product Images → Cropping Tool

Image does not meet size requirements

- White spaces at the top and bottom



Sellers can click on icons to zoom in and out to fit image to required frame

Image is cropped to correct size within ZALORA's required guidelines

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SINGLE PRODUCT UPLOAD

Product Images → Rotating Tool

Image does not meet requirements

- Product displayed with a wrong angle

Sellers can click on icons rotate image to the left and/or right

Image is rotated to the desired and correct angle

ZALORA MARKETPLACE

AGENDA

- Why is Good Content Necessary?

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  - Product Images

- **Batch Product Upload**
  - Download Template
  - Complete Template
  - Save Template
  - Import Template
  - Product Images

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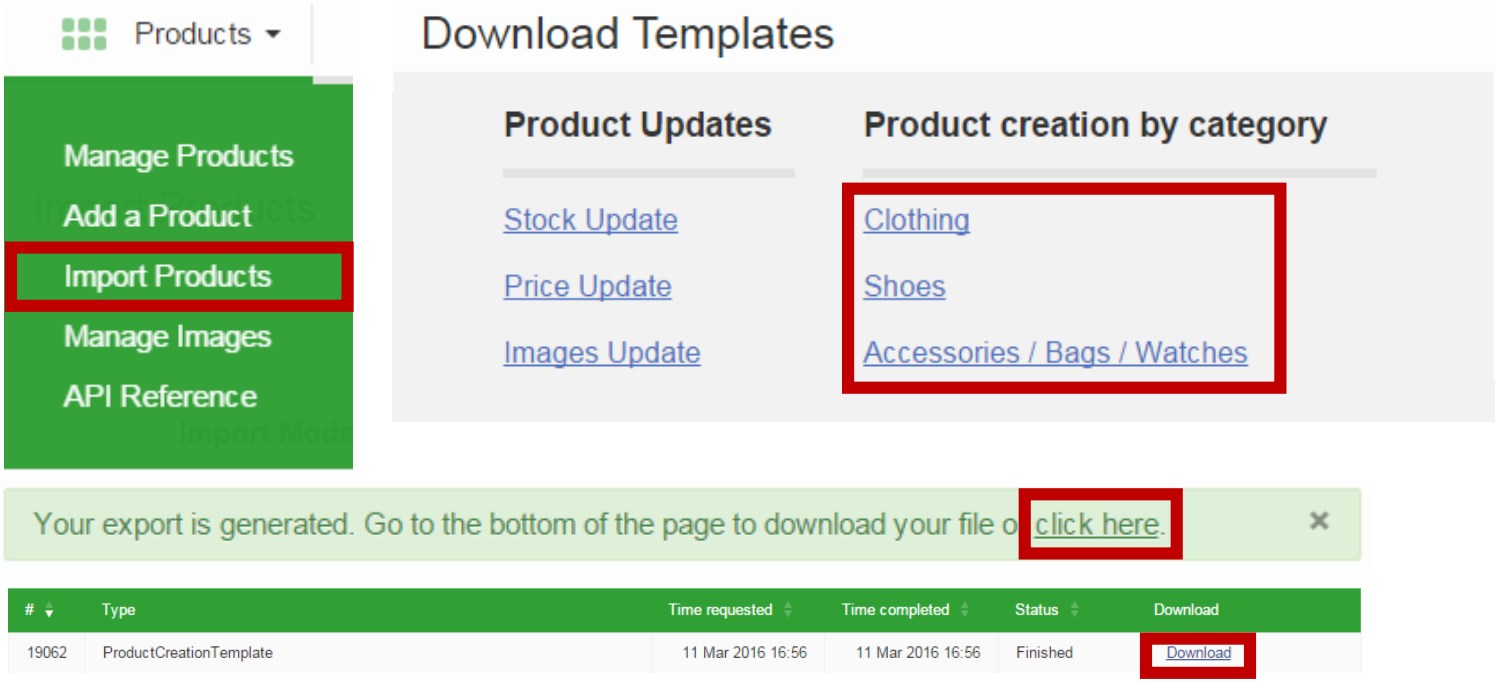
BATCH PRODUCT UPLOAD

Download Relevant Template

- Step 1: Click on **Products → Import Products**, and download relevant template based on your product category/categories
  - Wait for about 1 min for file to be loaded, then download file



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BATCH PRODUCT UPLOAD

Complete Batch Upload / Product Creation Template

- Step 2: Fill in batch upload creation template, then save file
  - Refer to the guide on The Seller Academy → Creating & Uploading Multiple Products for a complete guide on how to fill each column

	A	B	C	D	E	I	J	K	L	M	N	O	P	Q	R	S	
1	**Example for Attribute-Set: Apparel and Accessories**																
2	**Main**					**Variation**					**Product Specification**		**Additional Product Attributes**		**--- N**	**Description**	
3	**Name**	**PrimaryCategory**	**Brand**	**BrowseNodes**	**Color**	**ProductId**	**Variation**	**ParentSku**	**SellerSku**	**Quantity**	**ColorFamily**	**CompositionMaterial**	**Gender**	**Sizesystembrand**	**Price**	**Description**	**CareLabel**
4	Jewel Sweetheart Maxi Dress	5843	Ezra	5, 94, 1075	Blue, Green, Red	0		HJP45678XS	HJP45678XS	50	blue,green,red,yellow	100% cotton	Female, Male	EU, UK, US, International	100	0	Wash separately in mild detergent Do not soak Do r
5																	
6																	
7																	
8																	
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ZALORA MARKETPLACE

BATCH PRODUCT UPLOAD

Batch Upload / Product Creation Template → Terminology Guide

Attribute Name	Definition/ Guide	Input Example(s)	Mandatory Field
Name	Your product's name • Product name must always be in Title Case	Jewel Sweetheart Dress	✓
PrimaryCategory	The deepest product category that applies to your product	945	✓
Brand	Your product's brand name	Oasis	✓
BrowseNode	Additional product categories that could apply to your product	5, 94, 1075	×
Colour	Dominant/primary colour of your product	Turqoise	✓
ParentSku	To group size variations of a product together • Fill this field with the SellerSKU of the first size variation	OA944AA64S	✓
Variation	Size variation of product • Click on dropdown list to select right size variation	XS	✓
SellerSku	Unique product ID for each size • For you to identify the location or identity of your product	*Size S:* OA944AA64S *Size M:* OA944AA64M	✓
Quantity	Available quantity of product you have in inventory and wish to sell through ZALORA	10	✓
ColorFamily	Dominant/primary colour(s) of your product	Blue, green, multi	✓

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BATCH PRODUCT UPLOAD

Batch Upload / Product Creation Template → Terminology Guide

Attribute Name	Definition/ Guide	Input Example(s)	Mandatory Field
CompositionMaterial	Material component of each product	65% cotton, 35% polyester	✓
Gender	Gender /Target group	Female	✓
Sizesystembrand	Size system that your product follows	EU, UK, US, International	✓
Price	Retail selling price of product listing	100	✓
Description	Brief description of your products highlighting its unique features, e.g. cutting, intended use, country of origin	- Ruffle hem -Hidden back zipper -Flare at bottom	✓
CareLabel	Special care instructions customers should be aware of	Do not soak Do not bleach Flat dry	✓
Measurements	Full measurements of product to understand the fit	Bust circumference x Length - S (32" x 40") - M (34" x 40")	✓
Modeliswearing	Size of the garment the model is wearing	S	✓ (for apparels)
Modelbodymeasurements	Model's body measurements relevant to the product	Height: 178cm, Fits UK6	✓ (for apparels)
Images	URLs for every single product image	http://asdad.com/ewjr.png	×

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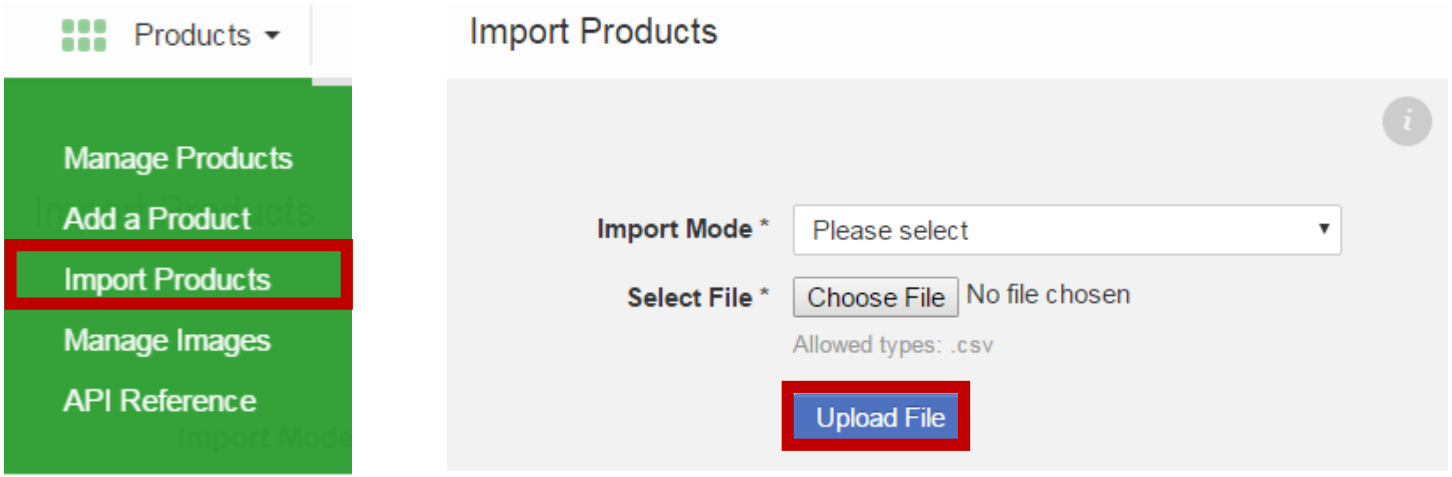
BATCH PRODUCT UPLOAD

Import Batch Upload / Product Creation Template



- Step 3: Click on **Products → Import Products**
- Step 4: Select "Create New Products" for **Import Mode**
- Step 5: Select completed file in .csv form and upload
- Step 6: If you have uploaded your file correctly, a successful file upload message will appear
  - Any misalignment to template requirements will be highlighted in red → To amend and re-upload

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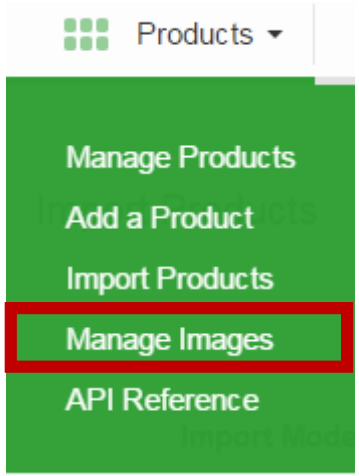
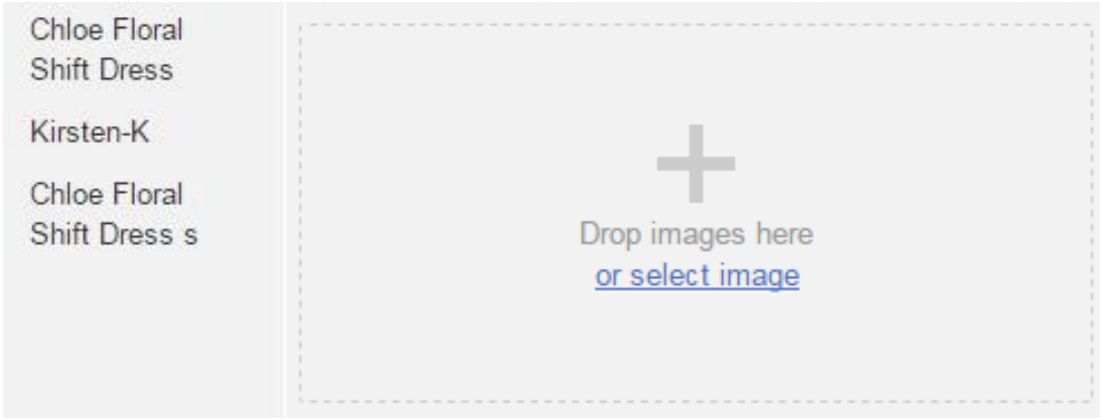
BATCH PRODUCT UPLOAD

Product Images



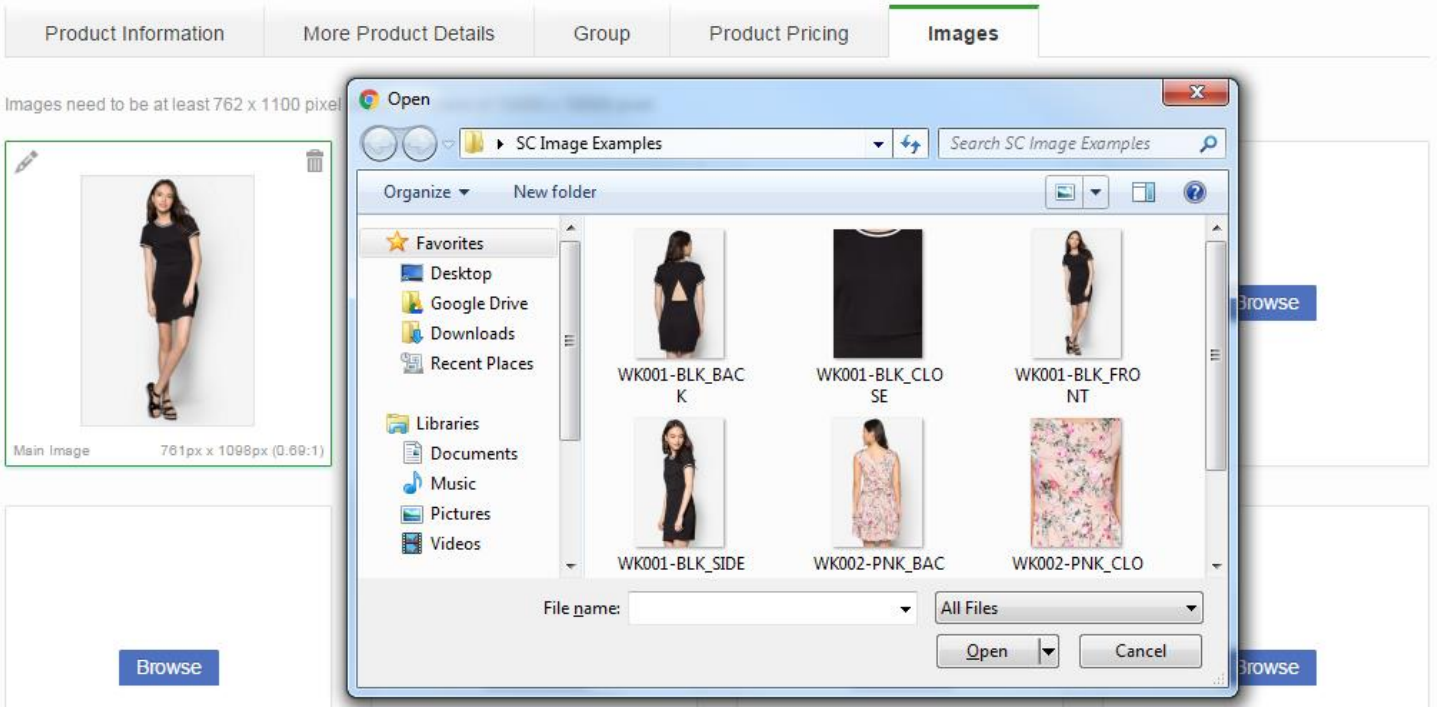


- Step 7: Click on **Products → Manage Images**
- Step 8: Upload the relevant product images, if you have not included any image URLs in the template
- Recommended: 5 images from various angles
- Make sure images are in high resolution and sized at least 762px (W) x 1100px (H)

ZALORA MARKETPLACE

BATCH PRODUCT UPLOAD

Product Images



- Upload product images based on the order: **Front** – **Side** – **Back** – **Close-up**
- Main (First) image must be **full frontal** and show the whole product

- Visit The Sellers Academy to view all ZALORA Production Guidelines

ZALORA
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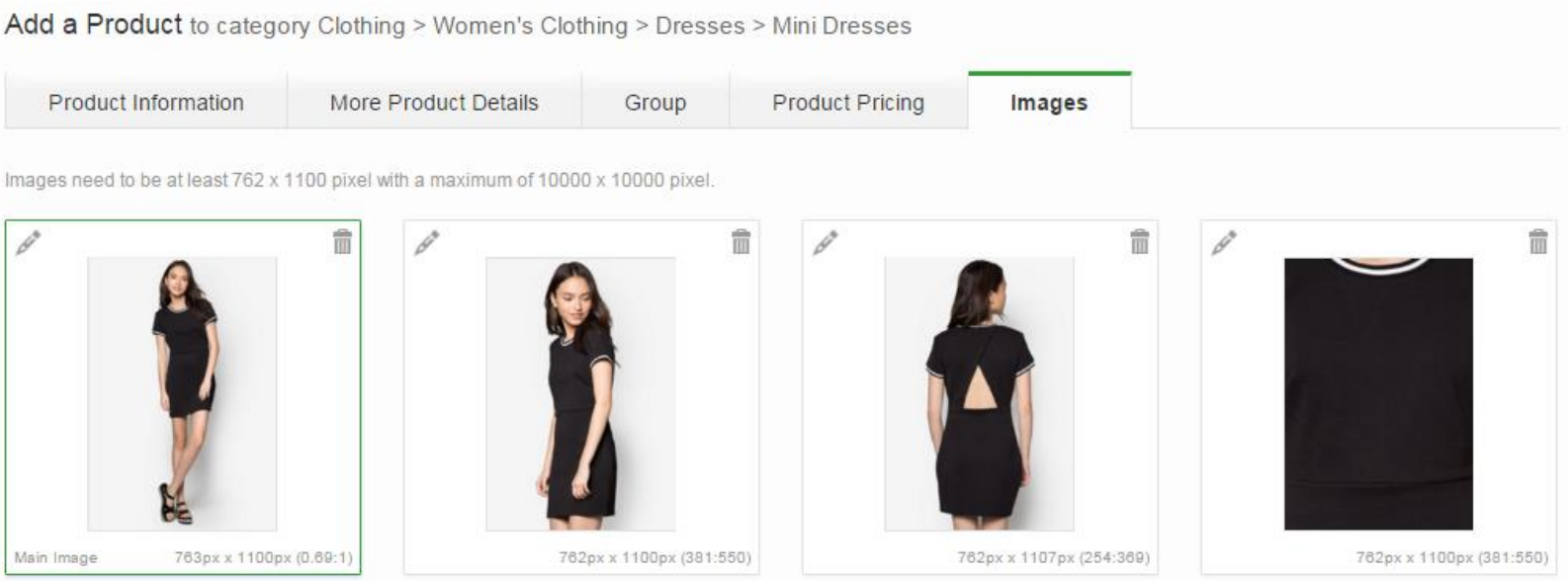
BATCH PRODUCT UPLOAD

Product Images

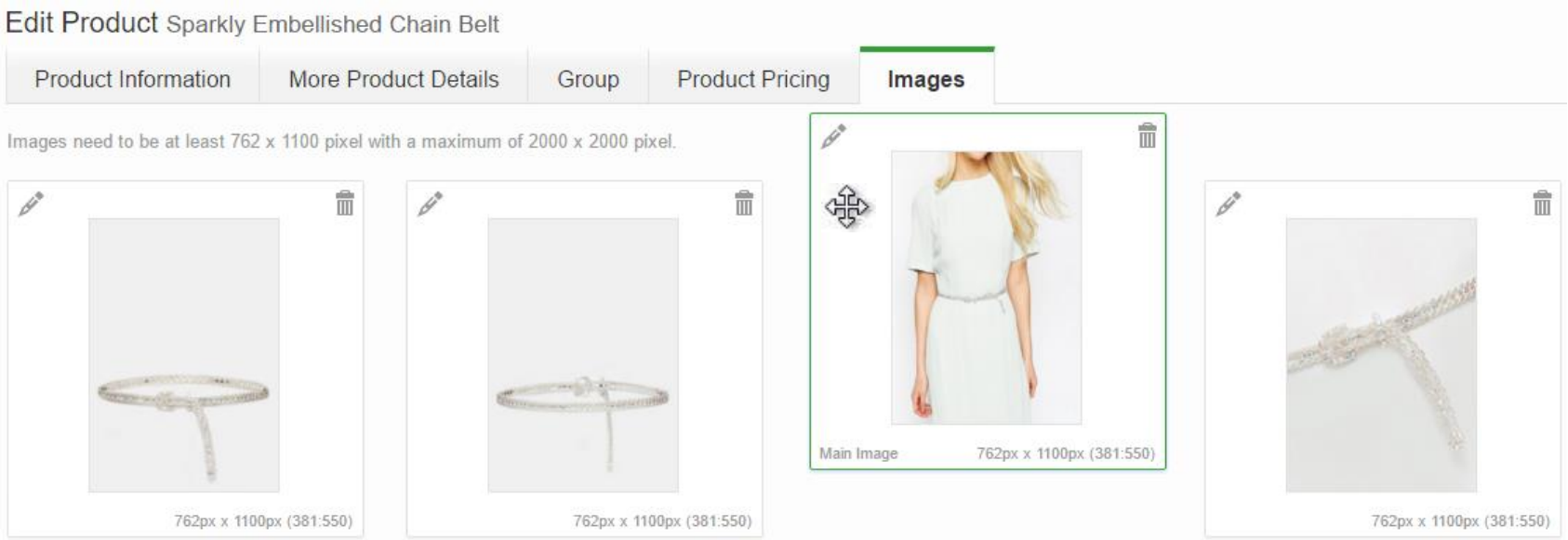


- After uploading your product images, you may drag and re-arrange them, or click on the 'Edit' icon to explore some simple editing options
    - Image Cropping
    - Image Rotating

ZALORA MARKETPLACE

BATCH PRODUCT UPLOAD

Product Images → Rearranging Order of Images



- Click on image(s) to drag and re-arrange images to desired order
  - Must be in accordance to ZALORA guidelines

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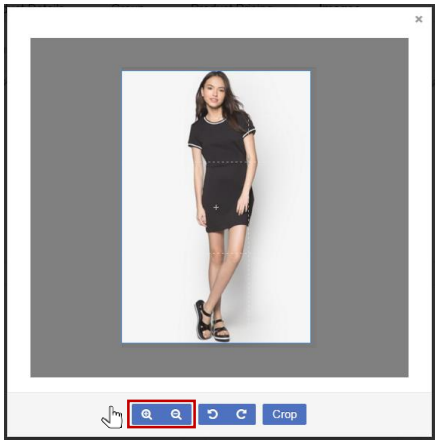
BATCH PRODUCT UPLOAD

Product Images → Cropping Tool

Image does not meet size requirements

- White spaces at the top and bottom



Sellers can click on icons to zoom in and out to fit image to required frame

Image is cropped to correct size within ZALORA's required guidelines

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BATCH PRODUCT UPLOAD

Product Images → Rotating Tool

Image does not meet requirements

- Product displayed with a wrong angle

Sellers can click on icons rotate image to the left and/or right

Image is rotated to the desired and correct angle

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