

ONE-DAY PRACTICAL WORKSHOP

TikTok Shop & Shopee Malaysia

From Zero to Your First Fulfilled Order

Launch, list, sell, pack and delight customers - all in one focused day.

A step-by-step programme for beginners, SMEs, home-based sellers and brand owners.

DATE

To be confirmed

TIME

9:30 AM - 5:30 PM

FORMAT

Hands-on workshop

LEVEL

Beginner friendly

TRAINER

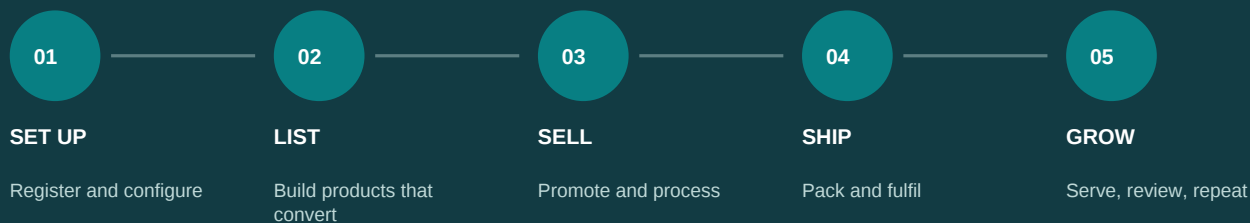
Wendy Khoo

Practical guidance from account setup through post-purchase engagement.

WHAT YOU WILL ACHIEVE

- Open and configure stores correctly
- Set promotions and prepare for orders
- Respond to customers professionally
- Create persuasive, searchable product listings
- Pack, ship and track parcels confidently
- Encourage genuine comments, ratings and reviews

THE SELLER JOURNEY



A practical day from setup to shipment

Every module connects directly to the next step in running your store.

TIME	TOPIC	SHORT DESCRIPTION
9:30 - 10:00	Welcome & the e-commerce journey	Platform overview, seller documents, fees and the complete path from store setup to customer review.
10:00 - 11:00	Open and configure both stores	Create seller accounts; complete verification; set shop profile, bank, warehouse, pickup and return details.
11:00 - 11:15	Morning break	Refresh and reset.
11:15 - 12:15	Product listing that gets found	Plan titles, categories, images, descriptions, variations, pricing, stock, weight and shipping information.
12:15 - 1:00	Storefront, pricing & promotions	Improve shop identity; set vouchers, bundles and campaign-ready pricing without eroding margin.
1:00 - 2:00	Lunch break	One-hour lunch break.
2:00 - 3:00	Orders, packing & parcel preparation	Read order status, confirm inventory, print documents, pack safely, label correctly and meet ship-by deadlines.

MORNING MILESTONE

A configured seller account and a launch-ready product listing framework.

Fulfil well. Serve better. Grow steadily.

Turn the storefront into a repeatable day-to-day selling operation.

TIME	TOPIC	SHORT DESCRIPTION
3:00 - 3:45	Shipping, handover & tracking	Arrange pickup or drop-off, hand parcels to logistics partners, monitor tracking and handle exceptions.
3:45 - 4:00	Afternoon break	Refresh and reset.
4:00 - 4:45	Customer service that builds trust	Use fast, friendly replies for product questions, delivery issues, cancellations, returns and refunds.
4:45 - 5:15	Comments, ratings & reviews	Invite honest feedback at the right moments, respond to reviews professionally and recover from poor experiences.
5:15 - 5:30	30-day launch action plan & Q&A	Prioritise launch tasks, choose weekly operating routines and commit to the next three actions.

PRACTICAL DETAILS

BRING WITH YOU

- Smartphone and laptop
- Valid seller documents
- Bank and pickup details

WORKSHOP METHOD

- Guided demonstrations
- Hands-on setup tasks
- Checklists and Q&A

TAKEAWAYS

- Store launch checklist
- Fulfilment workflow
- 30-day action plan

OUTCOME

Leave ready to launch, fulfil and improve your stores with confidence.