



ECOMDINO
E-COMMERCE AGENCY



DARAZ STORE MANAGEMENT

3 MONTHS

ROADMAP

*Work Flow Plan – Daraz Local Seller Package
(For Start up, Inactive, or Low-Budget Sellers)*

Package Duration: 3 Months

(This Package – excludes Reviews and Ads budget)



**Shadman Town, Sector 14 B
North Karachi, Karachi**



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Step 1: Account Setup & Onboarding

We guide you through the official Daraz registration process. To create your Local Seller Account, the following basic documents are required:

- CNIC (Front and Back)
- Phone Number (Not already registered on Daraz)
- Email Address
- Physical Address (For pickup/warehouse)
- Bank Account Details (For payments/cheque copy)

Step 2: Product Hunting

If you don't have a product, our **R&D (Research & Development)** Team takes the lead. We don't just pick random items; we use professional analytics to scan 100+ winning categories.

- Viral & Trendy Research: We identify seasonal and "viral" products that are currently exploding in demand on Daraz.
- Daily Order Target: We only select products that have a proven potential to generate 10–15 orders per day.
- Competitive Gap: We look for products where the demand is high but the current sellers are weak, giving you an easy entry into the market.



Step 3: Professional Store Decoration & Graphic Design

This phase focuses on the visual authority of your shop. We manage the complete creative process, including:

- **Advanced Image Editing:** Enhancing product photos to meet premium marketplace standards.
- **Custom Banner Design:** Creating high-impact, trending headers and promotional graphics.
- **Storefront UI/UX:** Structuring the store layout for a professional, "trending level" look that builds buyer trust.

Step 4: Scientific Product Pricing (USP)

This is where most sellers fail, but where we excel. We protect your money using math and technology.

- **Proficiency Calculator:** Using paid e-commerce tools, we calculate the exact price point. We don't guess; we know exactly how much you will make.
- **Net Profit Protection:** Our formula includes Daraz commissions, VAT, packaging costs, and even potential return losses.
- **R&D Price Mapping:** Our team researches your competitors' prices and finds the "Sweet Spot" the perfect price that is low enough to beat competition but high enough to keep your Net Profit healthy.



Step 5: Product Listing & Content Creation

Product Listing & Content Creation

A professional listing is the difference between a "click" and a "sale." We handle the technical and creative side of your product pages.

- **Accurate Descriptions:** We write clear, persuasive descriptions that answer every customer's question before they even ask.
- **Data Accuracy:** We ensure every category and attribute is correctly filled. This prevents your products from being rejected by Daraz or hidden in the wrong filters.
- **High-Conversion Layout:** We structure the content so the most important benefits are visible immediately, pushing the customer to "Add to Cart."

Step 6: SEO & Title Optimization

- **Listing Optimization for 10–15 Products** Directly improving the search visibility of your core inventory.
- **High-Ranking Title Construction** Building titles using the specific keywords Pakistani buyers use in the Daraz search bar to ensure your products appear on the first page.
- **Keyword-Rich Descriptions & Attributes** Filling out all mandatory and optional product attributes to satisfy the Daraz "Product Quality Score" and improve organic ranking.
- **Image Optimization for CTR** Editing main images with clear backgrounds and call-outs to increase the Click-Through Rate (CTR) against cheaper or lower-quality competitors.
- **Discoverability & Ranking Growth** Optimizing the backend search terms to ensure your products show up in relevant category filters and "Recommended for You" sections.



Step 7: Marketing, Reviews & Store Growth

- Organic Growth & Sales Velocity Implementation of internal Daraz tools to trigger the algorithm, focusing on "Product Ranking" and building "Store Trust" through consistent performance.
- Pricing & Voucher Strategy Strategic guidance on setting competitive price points and creating discount vouchers that attract clicks without eroding profit margins.

Reviews & Social Proof (Client-Funded):

- Outsourced Review Management: We coordinate the acquisition of initial product reviews to build buyer confidence.
- Additional Clause: Please note that the costs for these outsourced reviews are an additional marketing expense borne by the client.

Daraz Seller Ads (PPC):

- Ad Management: We handle the setup and optimization of "Product Search Ads" and "Suggested Ads" within the Seller Center.
- Budget Top-up: Ad spend is not included in our service fee. The client must "Top-up" their Daraz Advertising Solutions account balance separately to activate these campaigns.



Step 8: Sales & Performance Guarantee (The Final Step)

Our Proven Method We have been in this business for over 5 years. We know exactly what to do and when to do it. We follow a strict work process and do not change our system for anyone, as our method is proven to work.

The Sales Timeline

- **Month 1 (The Foundation):** This month is for building. We focus on store setup, professional decoration, SEO, and getting the first reviews. While organic orders may start, this month is about preparing the store for high volume.
- **Ongoing Growth:** Real growth starts once the foundation is ready. Sales are the result of following our 7-step procedure correctly. It is a calculated process, not a miracle.

Our Sales Target We are confident in our system and work toward a clear goal:

- **6-Figure Sales:** Our primary objective is to take your store to 6-figure monthly sales through consistent management and optimization.
- **Continuous Improvement:** As this is a monthly salary package, we work every day to scale your revenue and maintain your store's performance.

Patience Brings Results

Sales on Daraz are a "game of procedure." We need the client to be patient and trust the process. Your patience is our motivation if you follow our lead and allow the system to work, the results will definitely come.



Customer Support & Operational Management

- **Customer Engagement Strategy** Direct guidance on handling Daraz Instant Messaging (IM) and buyer inquiries. We provide scripts and best practices to convert "window shoppers" into buyers.
- **Order & Fulfillment Management** Monitoring the order lifecycle from "Pending" to "Shipped" to ensure the SLA (Service Level Agreement) is met and "Ready to Ship" (RTS) delays are avoided.
- **Returns & Claims Resolution** Technical support in managing:
 - **Customer Returns:** Reviewing return reasons to dispute "Change of Mind" or fraudulent returns where applicable.
 - **Daraz Claims:** Filing claims for damaged or lost-in-transit items to recover lost revenue.
- **Seller Rating Preservation** Active monitoring of the Seller Performance Dashboard. We focus on maintaining a high Chat Response Rate, low Cancellation Rate, and fast Shipping Time to keep the store in good standing for "Flash Sale" eligibility.



Performance Monitoring & Iteration

- **Monthly Performance Audits** A comprehensive review of the store's key metrics, including conversion rates, visitor traffic, and revenue growth.
- **Product Lifecycle Management** Identifying "underperforming" listings. We provide direct recommendations to either fix these products through price/content adjustments or replace them with high-potential alternatives.
- **Data-Driven Growth Planning** Developing a roadmap for the next 30–90 days based on Daraz Business Advisor data. This includes identifying when a store is "Ad-ready" and when to expand the product line.

Expected Outcome

- **Professional Launch:** New sellers enter the Daraz Pakistan marketplace with a high-authority store presence, bypassing common setup errors that lead to account restrictions.
- **Store Revitalization:** For inactive or low-sale accounts, we implement a recovery strategy to fix "broken" listings and restore organic search visibility.
- **Foundation for Scaling:** Establishing a clean, high-rated store that is technically and visually ready to handle high-volume traffic and paid advertising.



3 PL & Free Dispatching (Our Logistics)

- **Free Daily Dispatch:** We have our own logistics team. We provide FREE daily order delivery to the Daraz Hub. You don't have to worry about running to the station every day.
- **Warehouse Storage:** We have our own warehouse where we already manage inventory for many clients. You can store your stock with us, and we handle the rest.
- **Order Fulfillment:** Our team packs and dispatches your orders every single day to ensure your "Ready to Ship" (RTS) time is perfect.
- **Packaging Material Cost:** While the dispatch service is free in this package, the client only pays 50 PKR per order (fixed) for professional packaging materials (flyers, bubble wrap, tape).

Important Notes for Clients

- **Installment Plans:** We offer flexible payment options for our service fees.
- **Sales Factors:** While we guarantee the work, final sales volume also depends on your Product Quality, Market Demand, and Competitive Pricing.
- **Patience is Key:** Sales follow a procedure. If you give us the time, we give you the results.

