A guide for U.S. providers：

How to open a store and selling products on Temu

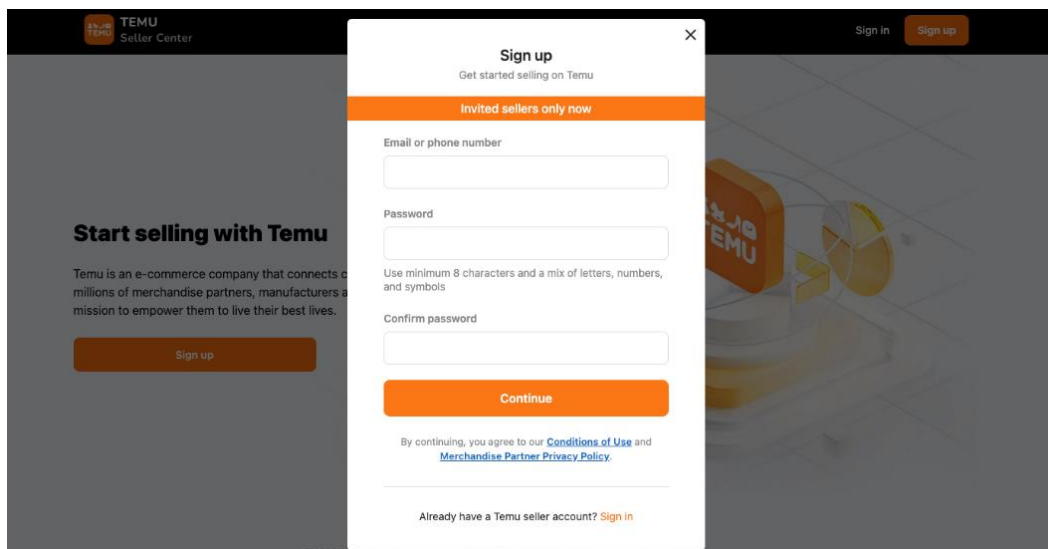## Opening a store:

Important materials:

Corporate stores need to prepare the following materials in advance:

· Businesses need an EIN.

· Opening a store requires a US mobile phone number that can receive verification codes.

· The business address must be in the United States and must have proof of address documents (such as bills that meet the following requirements).

·Photos of the original bill: water and electricity bills/telephone bills/internet bills/bank and credit card statements/account statements from third-party payment institutions.

· Required to be displayed in the bill: company name/main contact name, company address.

· Bill issued and printed within the past 180 days.

· The corporate contact person must be a legal person or beneficiary, must have a driver's license/passport issued by the United States, and must upload the certificate online and undergo facial recognition.

The process for opening a store:

1. Create an account

Link: https://seller.temu.com/registration.html?merchant_exclusive_invitation_code=36dde980854de00cZ24684ca3f4e57596

2. After completing the registration, you can enter the registration process and fill in the information required on the page until the submission is successful.

· Businesses need an EIN

· The business address must be in the United States and must have proof of address documents (such as credit card statement showing business name + address)·

· The corporate contact person must be a legal person or beneficiary, must have a driver's license/passport issued by the United States, and must upload the identification document online and undergo facial recognition.

3. After submission, the page will show that we are reviewing your submission. Please wait for the review to be finished.
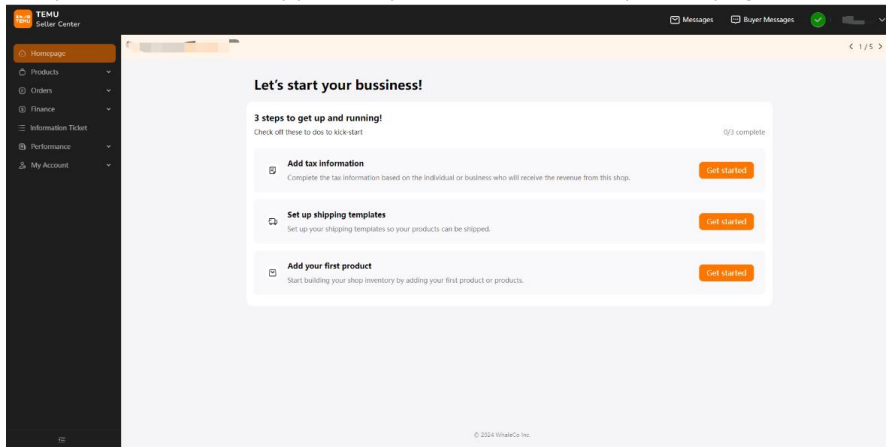

4. If your materials are not approved, when you log in again, you will be able to see the reason why the materials were rejected at the top of the page. You will be able to modify them and submit them again.

5. If your materials are approved, you can see the setup homepage as shown below
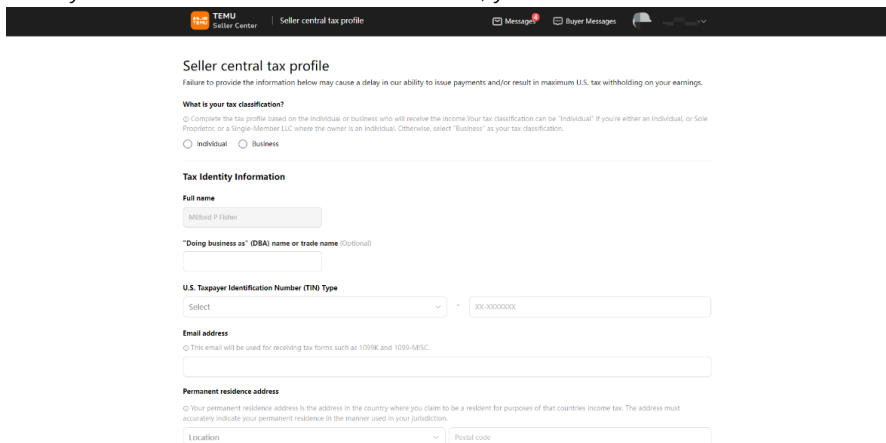

5.1 Submit tax information
Step 1:
The first step is to click the 'Get started' button to 'Add tax information' and fill in the required information.
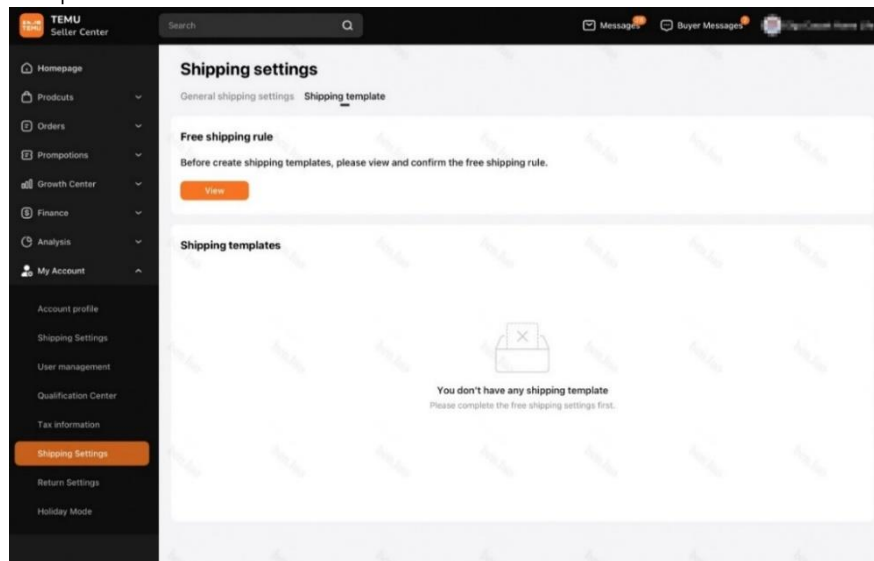Step 2:
After you have filled in all the information, you can click 'Submit'.
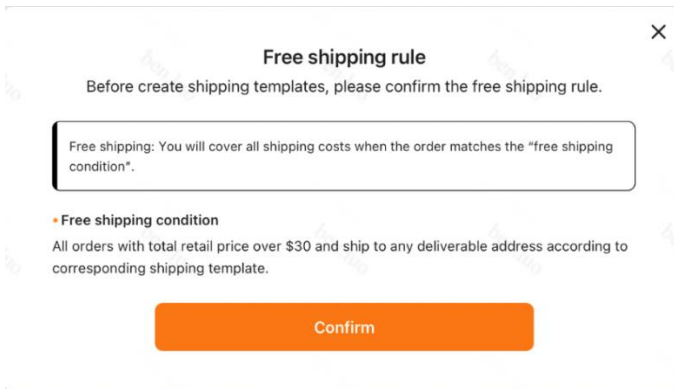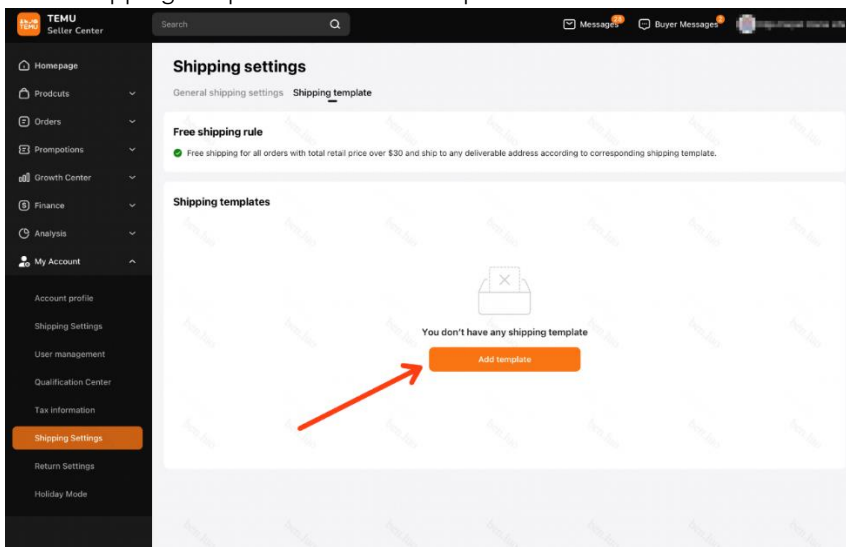

5.2 Shipping template
Step 1:

Step 2: Click 'View'. A free shipping rule pop-up window will appear. Click 'Confirm'.

Step 3: After confirming that you understand and accept the free shipping rules, you can add a shipping template. Click 'Add template'.


Listing products

How to add products:

1. Click the 'Add new product' button. After completing the five steps and submitting the information, the item's information will be reviewed for any problems such as price verification. At this time, the item's status is "incomplete".

2. After the item has passed the review and price verification, and the item is still in stock, the item's status will be changed to "active".

3. Active items' base price, close listing, and product information can still be modified. It is important to note that your edits and modifications to the items on sale (including prices, pictures, titles, descriptions and other information) will be updated in the item list only after they are approved by the platform.
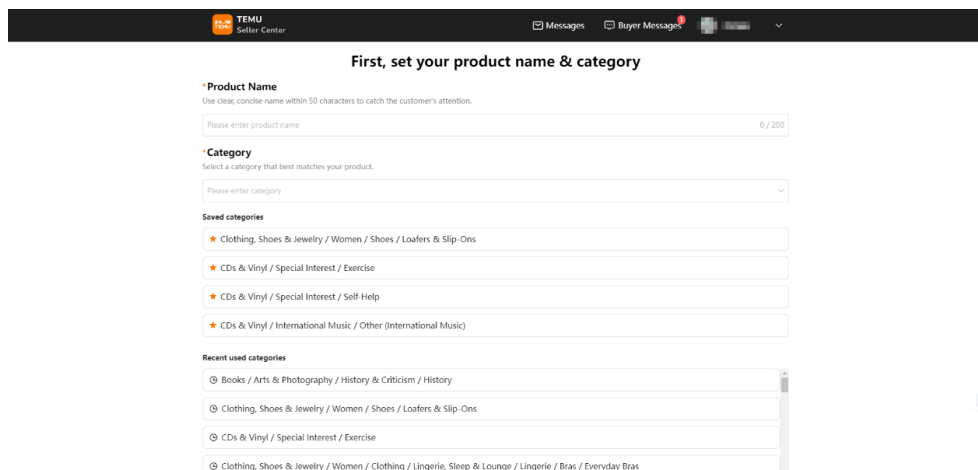
Add new product

1. Go to the homepage
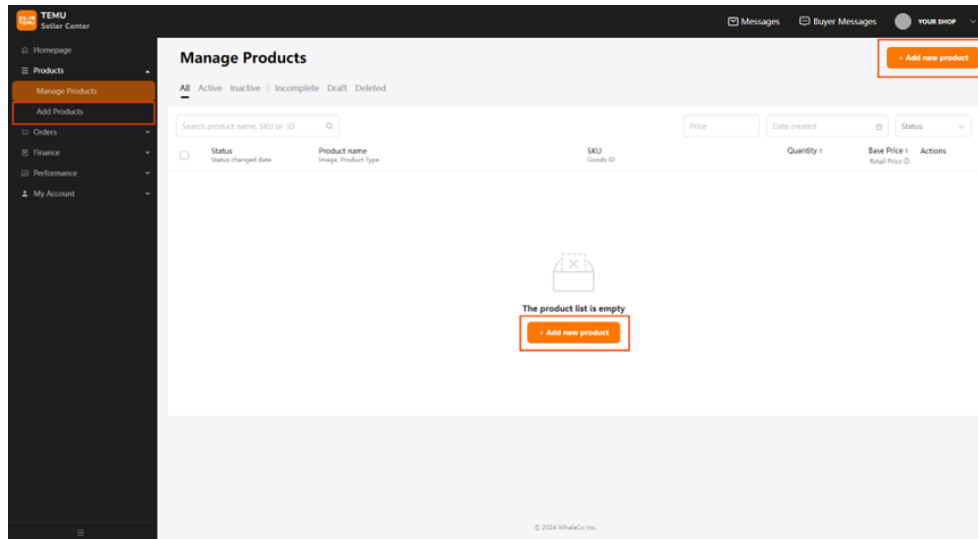
2. Select a category

Select a category and fill in item-related information. Please be sure to fill in the category information correctly according to the requirements. Misplacing the category will affect the sale of the goods.

3. Edit the item's information

Step 1. Item Description

1.1 Fill in the basic descriptive information of the item. If you re-select the category, all content that has already been filled in will be cleared.

1.2 If you need to add brand information to your products, you must first complete the brand qualification certification. Click 'Add Brand' to add this information.

Step 2. Item Details

2.1 Fill in the non-sale attribute information of the product

2.2 If merchants want to list products with MFI/HDMI interfaces, they must first complete the interface qualification information certification. Click '**Go and file**' to add this information

Step 3. Product Valuations

3.1 Select the specification to set the SKU variant information.

The Base Price will be used as the supply price for the platform's item price verification, and the List Price will be used as the recommended retail price for the underlined price on the item details page;

Step 4. Item supply (Offer)

4.1 The item must be linked to the shipping template before the item can be listed. You must add the shipping template and link the corresponding shipping template to the item here. Click

'Add shipping template' to add it.

Step 5. Safety and Compliance

5.1 Upload the required compliance information and documents

5.2 After filing, click 'Submit' to complete the listing, and the item will enter the price verification process. Click 'Manage Product' -> 'Incomplete' to view the product list and its status.

Safety and compliance

*California Proposition 65 Warning Type

Product guides or documents   + Add

Cancel   Save as draft   Previous   Submit

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