

TikTok Shop Seller Setup — Malaysia

Concise checklist for opening and verifying a TikTok Shop seller account in this country. Use during onboarding and keep a copy for audits. Policies may change.

1) Requirements Overview

- Entity: SSM registration (enterprise/Sdn Bhd).
- Identity: MyKad or passport (owner/director).
- Address: Proof of Malaysian address.
- Tax: SST/GST depending on current regime and thresholds.
- Banking: MY bank account matching legal name.
- Security: Business email/phone; 2FA.

2) Documents to Prepare (Upload Clear, Matching Details)

- MyKad/passport of owner/director.
- SSM business registration/company docs.
- Proof of address (≤ 3 months).
- SST/GST registration (if applicable).
- Bank statement with account name.

3) Step-by-Step Onboarding

- 1 Create/convert TikTok account to business use and enable 2FA.
- 2 Open TikTok Shop Seller Centre → select Malaysia and seller type.
- 3 Complete KYC/KYB: submit ID, business registration, and address proof.
- 4 Add tax information per local rules (VAT/GST/Sales tax).
- 5 Connect a payout bank account in your legal/individual name.
- 6 Configure shop profile: logo, description, support email/phone, returns policy.
- 7 List products with accurate data; upload compliance documents where required.
- 8 Wait for verification (typical 1–3 business days if documents are clear).

4) Product Compliance (Examples)

- NPRA for cosmetics/health; SIRIM for electronics.
- Bahasa Malaysia/English labeling as required.
- Safety standards for toys and electrical goods.

5) Tax & Legal Notes

- Confirm current SST/GST applicability; register when required.
- Keep tax invoices/records per LHDN/Customs.
- Import permits and duties for cross-border goods.

6) Common Errors (and Quick Fixes)

- Name mismatches between bank, business registration, and application → standardise exactly (including punctuation).
- Blurry or cropped document uploads → rescan in colour and include full page.
- Old address on statements → update bank/utility details before uploading.

- Missing local tax IDs when listing imported/regulated goods → register or adjust model while awaiting numbers.
- Wrong certificates for category → upload test reports matching exact model/SKU and brand.

Disclaimer: This checklist is informational and not legal/tax advice. Confirm current rules with official sources or a qualified advisor.