

TikTok Shop Seller Setup — Philippines

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: DTI Business Name (sole prop) or SEC for corporations/partnerships.
- Identity: Philippine ID or passport for owner/director.
- Address: Proof of PH address.
- Tax: BIR TIN and Certificate of Registration (BIR Form 2303); VAT or percentage tax depending on regime.
- Local permits: Mayor's/Barangay permits may be required.
- Banking: PH bank account in matching name; enable 2FA.

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

- Government ID (PhilID/passport).
- DTI certificate or SEC registration/incorporation docs.
- BIR Form 2303 (Certificate of Registration).
- Proof of address (≤ 3 months).
- 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 Philippines 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)

- FDA for food/cosmetics/health; ICC/BPS for certain products.
- English/Filipino labeling as required; warranty/returns per consumer law.
- Import permits & customs declarations for cross-border.

5) Tax & Legal Notes

- Register appropriate tax type (VAT or percentage tax) and books of accounts with BIR.
- File returns on schedule; keep official receipts.
- Local business permits must be renewed annually.

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.