

# THE DIGITAL **PLAYBOOK** for Sri Lankan SMEs

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Eight practical guides to take your business digital. Step by step, in plain language.  
No technical background needed.

Available in **English** - Sinhala - Tamil

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# Selling More Online

Your products can reach customers across Sri Lanka and beyond without opening another branch. This module covers the three best sales channels for Sri Lankan SMEs right now: WhatsApp Business Catalogue, Instagram Shop, and Daraz.

~2 hours to set up all channels - Start with one channel first

**Why this matters:** A clothing boutique in Kandy that opens an Instagram Shop reaches customers in Colombo, Galle, and Jaffna. A food producer in Kurunegala listing on Daraz gets orders they would never see from walk-in traffic. Your physical location is no longer your limit.

## STEP-BY-STEP GUIDE

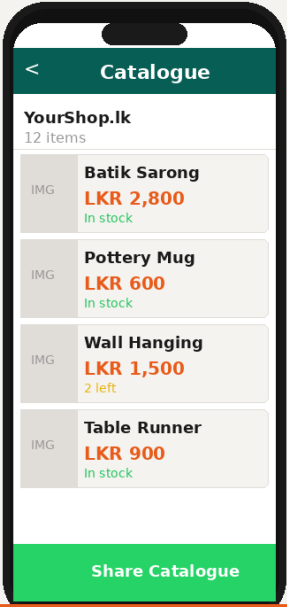
### 01 Build a WhatsApp Business product catalogue (start here)

In WhatsApp Business, go to More options, Business tools, Catalogue. Add each product with a photo, name, price, and short description. You can share the whole catalogue or a single product as a link. When customers ask what do you have, send the catalogue link instead of dozens of individual photos. This is how many Sri Lankan home businesses run LKR 100,000 or more per month entirely over WhatsApp.

WhatsApp Business (free)

*Tip: Update your catalogue every time stock or prices change. Customers lose trust when what they see does not match what is available.*

MODULE 04 STEP 01 - WHATSAPP BUSINESS PRODUCT CATALOGUE



### How to set up your catalogue

Takes 20 minutes - free on WhatsApp Business

- 1

**Open WhatsApp Business**

Go to the three dots menu at top right
- 2

**Tap Business Tools**

Find it in the main settings menu
- 3

**Select Catalogue**

Create a new catalogue for your shop
- 4

**Add each product**

Photo, name, price and short description
- 5

**Share the link**

Send to customers or add to your website

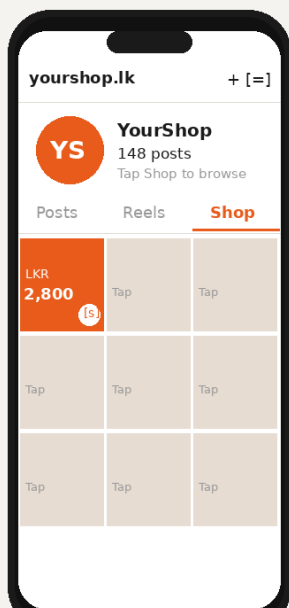
Update your catalogue every time stock or prices change. Outdated info loses customer trust.

WhatsApp Business catalogue view on phone and five setup steps

### 02 Set up an Instagram Shop

Convert your Instagram to a Business Account (free, Settings, Account, Switch to Professional). Then go to Settings, Business, Shopping to connect your product catalogue. Now you can tag products in any photo and customers tap the tag to go directly to purchase. Post 4 to 5 times a week: mix product photos, behind-the-scenes, and customer stories.

MODULE 04 STEP 02 - SET UP AN INSTAGRAM SHOP



### Convert to Business and enable Shopping

Free - available in the Instagram app settings

- 1 Go to Settings**  
Tap your profile then the hamburger menu
- 2 Account - Switch to Professional**  
Choose Business as your account type
- 3 Business - Shopping**  
Connect your product catalogue here
- 4 Tag products in posts**  
Tap the product tag icon when posting
- 5 Customers tap to buy**  
They go directly to purchase from your post

Post 4-5 times a week. Mix product photos, behind-the-scenes and customer stories.

*Instagram shop profile with product tags on posts and five steps to enable shopping*

### 03 Open a Daraz seller account

Go to [seller.daraz.lk](https://seller.daraz.lk) and click Start Selling. You will need your NIC or business registration, bank account details, and at least 5 product photos. Daraz charges commission per sale (typically 5 to 15% by category) with no listing fees. Your products appear to millions of Sri Lankan shoppers immediately. Commit to shipping within 24 hours, as this is the biggest factor in your ranking.

[seller.daraz.lk](https://seller.daraz.lk) - NIC and bank account required

*Tip: Commit to shipping within 24 hours of an order. This is the biggest factor in your Daraz ranking.*

The screenshot shows the 'MODULE 04 STEP 03 - OPEN A DARAZ SELLER ACCOUNT' page. At the top, there's a browser address bar with 'seller.daraz.lk'. Below it is an orange header with the 'daraz Seller Center' logo on the left and a 'Start Selling' button on the right. The main content is divided into two columns. The left column, titled 'What you need to register', lists five requirements: 'NIC or Business Registration' (Verified seller identity), 'Bank Account Details' (Where Daraz sends your payouts), 'Mobile Number' (For OTP and account verification), '5 Product Photos' (White background, clear and bright), and 'Product Descriptions' (Accurate, detailed, no copied text). The right column, titled 'Your product listing', shows a sample listing for 'Handmade Batik Sarong' priced at 'LKR 2,800' with 'Free delivery island-wide' and a 4.8 rating from 124 sales. It includes a 'Product photo' placeholder, an 'Add to Cart' button, and notes on 'Commission: 5-15% per sale', 'No monthly fees - pay only when you sell', and 'Ship within 24 hours for better ranking'. At the bottom of the page, an orange banner repeats the tip: 'Commit to shipping within 24 hours of an order. This is the biggest factor in your Daraz ranking.'

*Daraz seller registration: what you need to sign up and how a product listing looks*

## 04 Set up a delivery partner

PickMe Flash, Domex, and Kapruka all offer same-day or next-day delivery across Sri Lanka with no minimum volume requirement for SMEs. Create a business account with at least one courier. For Daraz, use their integrated Daraz Express (DEX) service, which handles pickup and delivery automatically. State your delivery area and estimated time clearly in every listing.

PickMe Flash Business - Domex Courier - Kapruka Delivery

MODULE 04 STEP 04 - SET UP A DELIVERY PARTNER

### Choose your courier partner

All three accept SME accounts with no minimum volume

PickMe Flash	Domex	Kapruka
Same-day in Colombo	Island-wide coverage	E-commerce specialist
Next-day island-wide	Bulk discount pricing	Cash on delivery
Online booking via app	Monthly billing account	Track & trace included
Best for urgent same-day	Best for regular volume	Best for COD sellers
Create Account	Create Account	Create Account

State your delivery area and estimated time clearly in every product listing and social media bio.

Comparison of three courier options: PickMe Flash, Domex and Kapruka

### AFTER THIS MODULE

- ✓ A WhatsApp catalogue customers can browse and share
- ✓ Products live on Daraz reaching island-wide buyers
- ✓ Instagram followers able to buy directly from your posts
- ✓ A courier partner and clear delivery policy

### COMMON MISTAKES

- ✗ Dark or blurry product photos. Natural light and a white sheet cost nothing
- ✗ Launching on all platforms at once before you can manage orders
- ✗ No clear return or exchange policy. State it upfront to prevent disputes
- ✗ Ignoring customer reviews. Respond to every one, positive and negative

### GLOBAL INSIGHT - ASEAN SME ACADEMY

Across ASEAN, SMEs that started with **one well-managed channel before expanding** had 3x higher revenue retention than those who launched on all platforms simultaneously. Start with WhatsApp Business. Master it. Then add Daraz or Instagram.