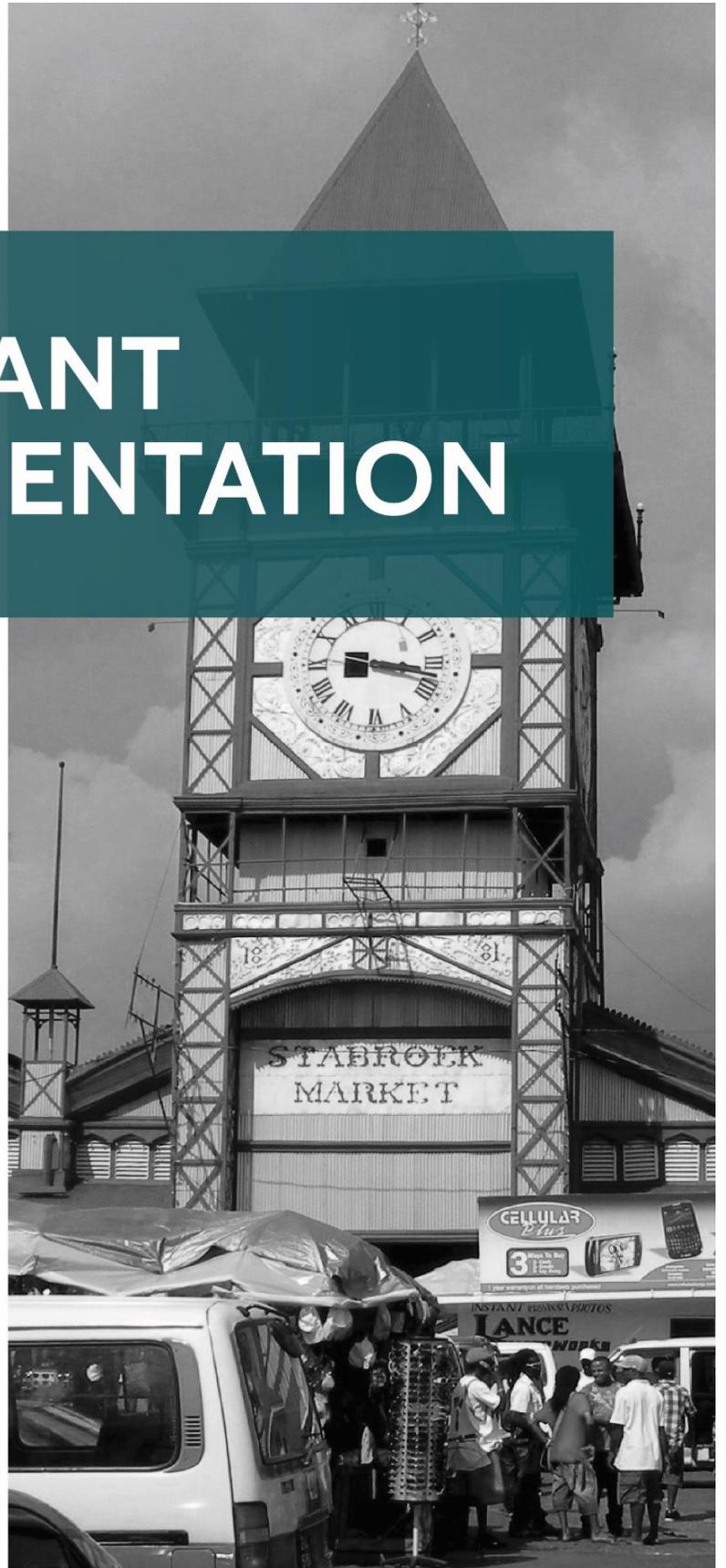


MERCHANT DOCUMENTATION



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MERCHANT DOCUMENTATION

If you're a merchant user, this will guide you to manage your store and everything that belongs to your store. From managing the team, inventories, handling orders, shipping zones, taxes, coupons, disputes and refunds etc.

Getting Started

To sell your products on [Stabroek](#), you have to register as a merchant. Stabroek has multiple subscription packages to choose from. Visit the [MERCHANT](#) page to register as a merchant.

More Details:

- [Benefits](#)
- [How It Works](#)
- [Pricing](#)
- [FAQs](#)

Configurations

To login into your admin dashboard visit your_maketplace_domain/login page. For example: <http://Stabroek.incevio.com/login>

Before you can start selling on the Stabroek marketplace you have to configure your shop. Like you need to configure at least one payment method to accept payments and create a shipping zone to allow customers to order from your shop etc. I assume you have registered with Stabroek as a merchant. Let's start!

Info! Some options may not be accessible to you because of the marketplace rules. If you don't see any option you need, contact support or open a ticket.

The screenshot shows a dashboard with the following components:

- Header:** Demo, Merchant, and navigation icons.
- Summary Cards:**
 - UNFULFILLED ORDERS:** 38 (1900% of today's total orders)
 - LAST SALE:** \$274.31 (9 hours ago)
 - TODAY'S TOTAL:** \$485.93 (-71% down from yesterday)
 - STOCK OUTS:** 0 (0% of total 18 items)
 - DISPUTES:** 2 (100% Increase in 30 days)
 - REFUND REQUESTS:** 0 (100% Decrease in 30 days)
- Navigation Menu:** DASHBOARD, CATALOG, STOCK, ORDERS, ADMIN, SHIPPING, PROMOTIONS, SUPPORT DESK, SETTINGS, REPORTS.
- Table: LATEST ORDERS**

#Order	Order date	Customer	Grand total	Payment	Status
#500000	9 hours ago	Customer One	\$295.87	UNPAID	CONFIRMED
#229851	10 hours ago	Westley Beatty	\$217.62	UNPAID	CONFIRMED
#637453	1 day ago	Tomas Schuster	\$349.13	PAID	CONFIRMED
#874627	1 day ago	Vince Murray	\$192	UNPAID	CONFIRMED
#316595	1 day ago	Bernice Kuhic	\$298.92	PENDING	CONFIRMED
#918302	2 days ago	Gregg Carter	\$228.91	PENDING	CONFIRMED
#114054	2 days ago	Customer One	\$365.58	PENDING	CONFIRMED
#232475	3 days ago	Customer One	\$399.13	PENDING	CONFIRMED
#439264	4 days ago	Gregg Carter	\$389.51	UNPAID	CONFIRMED
#344140	4 days ago	Alf Johnson	\$174.12	PAID	CONFIRMED
- Chart: LAST 15 DAYS**
 - Total: \$9,200 (37 Orders)
 - Bar chart showing daily sales from September 11 to Today.
 - BRACKDOWN:
 - Orders: \$9,200
 - Refunds: -\$0
 - Total: \$9,200
- Buttons:** CREATE ORDER, ALL ORDERS, HISTORY.

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- General Configs
- Shop Settings
- Payment Methods
- Tax Settings
- Go Live
- Get verified

- **General Configs**

The first should be to update your brand information like business name, logo, cover image, physical location etc.

SETTINGS>> GENERAL CONFIG

Demo

GENERAL SETTINGS

*SHOP NAME: Demo Shop

SHOP URL: http://laravel.localhost/shop/demo-shop

*LEGAL NAME: Demo Shop Ltd.

*EMAIL ADDRESS: shop@demo.com

EXTERNAL URL: External url

*TIMEZONE: (UTC+06:00) Dhaka

DESCRIPTION: The shop is for demo application.

MAINTENANCE MODE: OFF ON

SHOP ADDRESS: Demo Platform Address, Bolognesi 63585, Peru

UPDATE ADDRESS

BRAND LOGO: Brand logo, UPLOAD, Logo image size should be minimum 300x300px

COVER IMAGE: Cover image, UPLOAD, Image size should be 1280x300px

* Required fields.

UPDATE

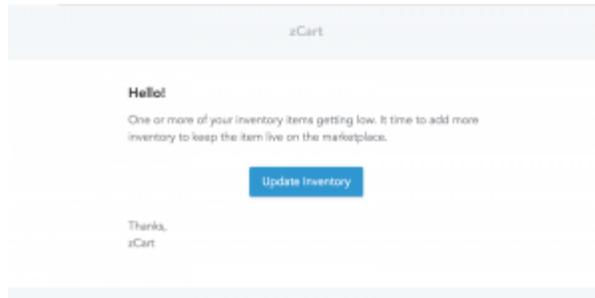
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- **Shop settings**

Here you can manage everything about your inventories, orders, support and notifications.

SETTINGS>>CONFIGURATIONS

Inventory



You can set the ALERT quantity level of your inventory. The system will send you a notification email if any of your items goes below this level so that you can take action fast.

You can turn off the notification on notification settings.

SETTINGS>> CONFIGURATIONS>> INVENTORY

Order

A screenshot of the xCart configuration page for 'ORDER' settings. The page has three tabs: 'INVENTORY', 'ORDER', and 'VIEWS'. The 'ORDER' tab is selected. The settings include: 'ORDER NUMBER PREFIX' with a text input field containing 'a'; 'AND SUFFIX' with a text input field containing 'Order num1'; 'DEFAULT PAYMENT METHOD' with a dropdown menu set to 'Cash On Delivery'; 'DEFAULT TAX' with a dropdown menu set to '- No tax -'; and 'ORDER HANDLING COST' with a text input field containing 'Order handling cost' and a currency symbol '\$'. There is an 'UPDATE' button at the bottom.

This section is for configuring order rules. You can set the handling cost that'll be added with the calculated shipping cost on the checkout page. You can set the order number prefix and suffix, defaults for payments, order tax etc. here.

SETTINGS>> CONFIGURATIONS>> ORDER

Support Information

Set customer support information like email, phone numbers, address. You can also set default sender email address and name here.

SETTINGS>> CONFIGURATIONS>> SUPPORT

Notification Settings

You can turn on/off your notifications here.

SETTINGS>> CONFIGURATIONS>> NOTIFICATIONS

- **Payment Methods**

Payment method is one of the most important configurations before going live. You must activate at least one payment method to accept payment from customers. You will find instructions on how to activate the payment method on the configuration page.

Warning! If you don't have any active payment method, your listing will not be visible to customers.

SETTINGS>> PAYMENT METHOD

The screenshot displays the 'PAYMENT METHODS' configuration page. On the left is a dark sidebar with navigation items: DASHBOARD, CATALOG, STOCK, ORDERS, ADMIN, SHIPPING, PROMOTIONS, SUPPORT DESK, SETTINGS (expanded), USER ROLES, TAXES, GENERAL CONFIG, CONFIGURATION, PAYMENT METHODS (selected), and REPORTS. The main content area is titled 'PAYMENT METHODS' and contains three sections:

- PayPal:** Includes the PayPal logo and a description: "Offer customers the most convenient payment option. Accept PayPal as an additional payment method using a 'Checkout with PayPal' button." It features a yellow 'Check out with PayPal' button and an 'ACTIVATE' button.
- Accept credit cards:** Includes the Stripe logo and a description: "Accept credit card payments on checkout. This can be offered with other payment solutions such as PayPal Express Checkout." It features an 'ACTIVATE' button.
- Manual payment:** Includes the Bank Transfer logo and a description: "Offer customers offline payment options with instructions to pay outside of your online store." It features an 'ACTIVATE' button.

Below the manual payment section is the 'CASH ON DELIVERY' option, which includes a description: "Cash on delivery (COD), sometimes called collect on delivery, is the sale of goods by mail order where payment is made on delivery rather than in advance." It features 'UPDATE' and 'DEACTIVATE' buttons.

At the bottom of the page, there is a copyright notice: "Copyright © 2018 zCart. All rights reserved." and a developer credit: "Developed by Munna Khan".

Info! You may not see all the options available here due to marketplace configuration.

- **Tax Settings**

This section is for listing your tax profiles. Create tax profiles and later when you will create shipping zones you'll need these profiles to link with the shipping zones.

SETTINGS>>TAXES

- **Go Live**

It's time to go live. Let's turn OFF the MAINTENANCE MODE and confirm.

SETTINGS>>GENERAL CONFIG

The screenshot displays the 'GENERAL SETTINGS' interface. On the left is a dark sidebar with navigation options: DASHBOARD, CATALOG, STOCK, ORDERS, ADMIN, SHIPPING, PROMOTIONS, SUPPORT DESK, SETTINGS (selected), USER ROLES, TAXES, GENERAL CONFIG, CONFIGURATION, PAYMENT METHODS, and REPORTS. The main content area is titled 'GENERAL SETTINGS' and contains the following fields:

- *SHOP NAME:** Demo Shop
- SHOP URL:** http://laravel.localhost/shop/demo-shop
- *LEGAL NAME:** Demo Shop Ltd.
- *EMAIL ADDRESS:** shop@demo.com
- EXTERNAL URL:** External url
- *TIMEZONE:** (UTC+06:00) Dhaka
- DESCRIPTION:** The shop is for demo application.
- BRAND LOGO:** Brand logo (with an 'UPLOAD' button and note: 'Logo image size should be minimum 300x300px')
- COVER IMAGE:** Cover image (with an 'UPLOAD' button and note: 'Image size should be 1280x300px')

On the right side, there is a 'MAINTENANCE MODE' toggle switch currently set to 'ON' (orange). Below it, the 'SHOP ADDRESS' is listed as 'Demo Platform Address, Bolognesi 63585, Peru', with an 'UPDATE ADDRESS' button.

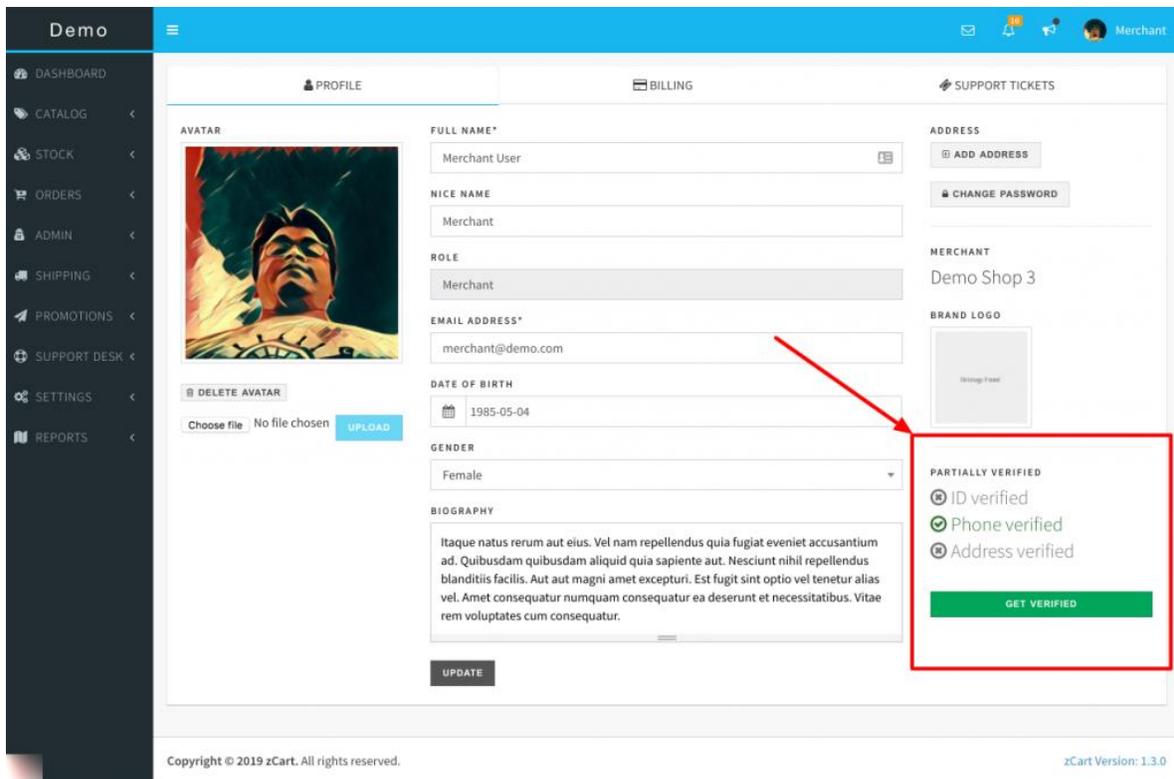
At the bottom of the form is an 'UPDATE' button and a note: '* Required fields.' The footer contains 'Copyright © 2018 zCart. All rights reserved.' and 'Developed by Munna Khan'.

Your shop is LIVE now!!!

- **Get Verified**

Verified sellers get more sales! Because the customer is more comfortable buying from verified sellers. So get verified and win a shiny verified badge 🏆.

ACCOUNT>> PROFILE



On your profile page, you'll see your verification status. Click over the **GET VERIFIED** button to submit your documents.

ACCOUNT>>PROFILE>> GET VERIFIED

The screenshot displays the 'Demo' merchant dashboard. The left sidebar contains navigation options: DASHBOARD, CATALOG, STOCK, ORDERS, ADMIN, SHIPPING, PROMOTIONS, SUPPORT DESK, SETTINGS (expanded to show USER ROLES, TAXES, GENERAL CONFIG, CONFIGURATION, and PAYMENT METHODS), and REPORTS. The main content area is titled 'VERIFICATION' and includes the following sections:

- How Identity Verification Helps**: Explains that verification leads to a 'verified' badge on the business and store profile pages to build trust.
- Your business name will be shown like this:** Shows 'Demo Shop 3' with a verified badge.
- How the process works**:
 - You take a picture or scan your ID (passport, driving license or government issued ID) using a HD camera and upload
 - Upload proof of your address (driving license, property tax receipt, utility bill or lease agreement)
 - You take or upload a picture of your face.
 - We will check that they are pictures of the same person.
 - You can not use same documentation(driving license) for ID and Address verification.
- What formal identity documents do I need?**

You can use:

 - your passport
 - your driving license
 - a government issued ID.
 - property tax receipt
 - utility bill
 - lease agreement

Driving licenses and government issued IDs must be made out of plastic. All IDs must be valid.

On the right, the 'UPLOAD DOCUMENTS' section shows 'UPLOADED DOCUMENTS' with three items: avatar.png (20.4 KB), government_id.png (85.04 KB), and passport.pdf (1.33 MB). It includes an 'UPLOAD' button and a 'SUBMIT' button. The footer contains 'Copyright © 2019 zCart. All rights reserved.' and 'zCart Version: 1.3.0'.

Follow the instructions on this page and submit your documents. The platform staff will review your submission and take necessary actions to complete the process.

Shipping

This section is to set up all your shipping related modules like shipping zone, cost, carrier, packaging etc.

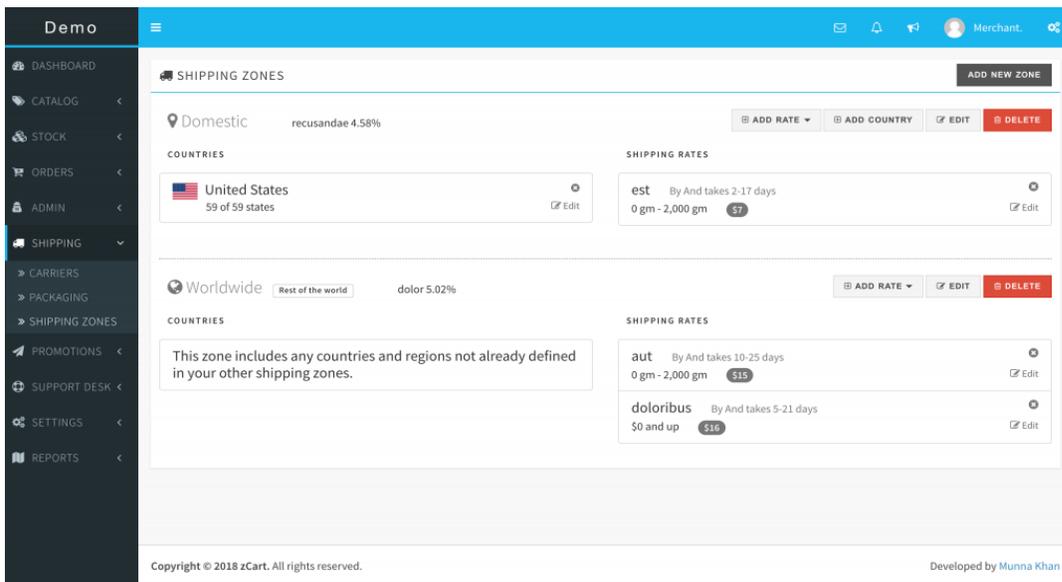
- Shipping Zones
- Shipping Rates
- Shipping Carriers
- Packaging

- **Shipping Zones**

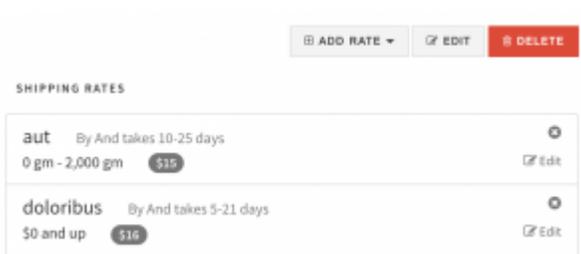
Shipping zones are the area you are doing business. Customers only from these zones can buy from your store. You can have as many shipping zones you want and also you can create a worldwide (rest of the world) shipping zone to cover the areas that are not in any of your other shipping zones.

Warning! If you don't have any active shipping zones, your listing will not be visible to customers.

SHIPPING>>SHIPPING ZONES



- **Shipping Rates**



You can create multiple shipping rates in a single shipping zone. A shipping rate can be based on the total PRICE or WEIGHT. You can link the shipping carrier you will use to ship the order so that buyers will get confidence about the shipping.

SHIPPING>> SHIPPING ZONES>>ADD RATE

Info! To calculate weight based shipping rates, you must input the shipping weight of an item on the listing page.

Based on price:

Set the lower limit and upper limit price for the rate. This option will be shown if the total order price lies between the price range you set.

Based on weight

Set the lower limit and upper limit weight for the rate. This option will be shown if the total order price lies between the price range you set.

Warning! If you check the FREE SHIPPING option, then the shipping cost will be zero no matter if you set the rate or not.

- **Shipping Carriers**

You can add shipping carriers and link them to your shipping rates. Customers will see the linked carrier when they select the shipping option.

SHIPPING>>CARRIERS

- **Packaging**

Packaging is an optional feature but it is always recommended to offer some packaging option to buyers. Sometimes customers buy something for a special gift to someone, so they will be happy if you have some kind of gift wrap to offer.

SHIPPING>>PACKAGING

User Management

You can add more users as staff to manage your business. All users get access to different modules based on the permission given by the role they belong to. Only the owner or the merchant has full control over the system store.

Info! You can not access or modify users who have more privilege than you. You can only create users with less privilege than yourself.

- [User Roles](#)
- [Create Users](#)

- **User Roles**

A user must have a role to get access to this system. You can create user roles or roles may be created by the platform. If you're allowed to create user roles, then you can also set permissions for those roles.

SETTINGS>>USER ROLES

The screenshot displays a 'FORM' for creating a user role. It includes the following elements:

- NAME***: A text input field with the placeholder 'Title of the user role'.
- ROLE LEVEL**: A dropdown menu with a value of 'Between 4 and 99' and a sub-label 'Role level'.
- DESCRIPTION**: A text area with the placeholder 'Start from here'.
- MODULES**: A list of modules, each with a checkbox and a name: ATTRIBUTE, CARRIER, CART, CONFIG, COUPON, DISPUTE, INVENTORY, MANUFACTURER, MESSAGE, ORDER, PACKAGING, and PRODUCT.
- PERMISSIONS**: A grid of checkboxes for each module, with labels for the permissions: VIEW, ADD, EDIT, DELETE, RESPONSE, UPDATE, FULFILL, ARCHIVE, and REPLY.

- **Create Users**

You can add the number of users depending on your subscription package. Creating a user is very easy, just give some basic info and the user can login and update the profile as soon as they are added.

ADMIN>>USERS

Manage Catalog

The catalog is a combination of category, product attribute, product and manufacturer modules. With the help of these modules, you will be able to manage your marketplace product catalog effortlessly. All the functionalities you need are there.

Info! Based on the marketplace rules you may not have access to some of the modules in the catalog section.

- Product Attributes
- Products
- Manufacturers
- Categories

- **Categories**

The category module is divided into three sub-modules: **group**, **sub-group**, and **category**. Category group is the grandparent and the first step to organizing the product listings, under a *category group* there can be many *sub-groups* and finally, a sub-group can hold many *categories*.

CATALOG>>CATEGORIES

You can create and manage **groups**, **sub-groups**, and **categories** from this section of your admin dashboard.

An example of a category listing is like this:

Home / Categories / Kids and Toy

Sort by: Best Match Free Shipping (6) Has offers (7) New Arrivals (4)

ALL CATEGORIES

KIDS AND TOY

Men's Fashion

Women's Fashion

CONDITION

New (4)

Used (5)

Refurbished (2)

RATING

★★★★☆ & Up

★★★★☆ & Up

★★★★☆ & Up

★★★★☆ & Up

PRICE

Under \$282

\$282 to \$348

\$348 to \$414

\$414 to \$480

\$480 & Above

BRAND

Okuneva Group

Will, Watsica and Weber

Muller and Sons

Hahn PLC

<p>VERIFIED SELLER</p> <p>STAFF PICK</p> <p>Autem numquam aliquam est consequuntur.</p> <p>\$344⁷⁷ Used</p>	<p>VERIFIED SELLER</p> <p>FREE SHIPPING</p> <p>Quia est nisi quam enim corrupti.</p> <p>\$216³⁸ New</p>	<p>VERIFIED SELLER</p> <p>FREE SHIPPING</p> <p>9% OFF</p> <p>Maiores est at sequi doloribus et inventore.</p> <p>\$361 \$327 Used</p>	<p>VERIFIED SELLER</p> <p>FREE SHIPPING</p> <p>17% OFF</p> <p>Vel sit nihil non temporibus tempore eum eius aspernatur.</p> <p>\$400⁴⁷ \$331⁴⁷ New</p>
<p>VERIFIED SELLER</p> <p>STAFF PICK</p> <p>28% OFF</p> <p>Reprehenderit ullam voluptatum asperiores culpa tempora qui nemo.</p> <p>\$545⁸³ \$393⁸³ Refurbished</p>	<p>VERIFIED SELLER</p> <p>FREE SHIPPING</p> <p>16% OFF</p> <p>Fuga reprehenderit quia et quo nihil perferendis.</p> <p>\$446²¹ \$376²² Used</p>	<p>VERIFIED SELLER</p> <p>FREE SHIPPING</p> <p>4% OFF</p> <p>Amet in velit blanditis sed laborum ipsa.</p> <p>\$219⁶⁷ \$210⁶⁷ Refurbished</p>	<p>VERIFIED SELLER</p> <p>STAFF PICK</p> <p>20% OFF</p> <p>Non ducimus sit itaque autem non dicta magni.</p> <p>\$341⁸⁵ \$274⁸⁵ Used</p>
<p>VERIFIED SELLER</p> <p>STAFF PICK</p> <p>Ab dolores omnis voluptas fugit est quae.</p> <p>\$443⁰⁶ New</p>	<p>VERIFIED SELLER</p> <p>Voluptatibus sunt ea praesentium dolorem quod.</p> <p>\$381³³ New</p>	<p>VERIFIED SELLER</p> <p>FREE SHIPPING</p> <p>16% OFF</p> <p>Fuga reprehenderit quia et quo nihil perferendis.</p> <p>\$446²² \$376²² Used</p>	

A typical category page on storefront

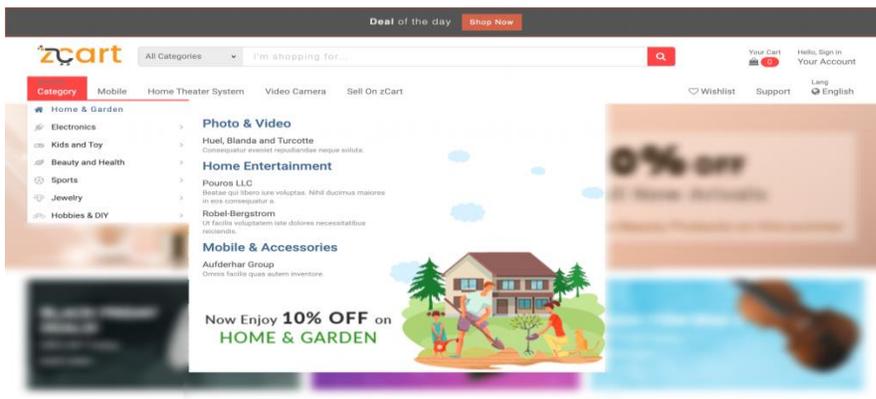
Info! If you can not see the category on your navigation menu, It's because the marketplace admin doesn't allow vendors to access this module. So you can request to get access or just request to add your desired category into the catalog so that you can use it to create your listings.

Category Groups

A background image can be set for the category group; the background image will be placed on the extended category list box on the marketplace front-end when visitors navigate to the **Shop by Category** dropdown. You can set a beautiful icon to display on the left of the category group dropdown list. Hundreds of searchable icons are included to choose and select from.

CATALOG>>CATEGORIES>>GROUPS

Please see the image below to get an idea how the assets will be used on your marketplace storefront:



This is how the background image and the icon will be used.

Category Sub-groups

You can think sub-group as the parent category of the end label categories. A sub-group can hold many end label categories to organize the catalog.

Managing the sub-group is easy from this section.

CATALOG>>CATEGORIES>>SUB-GROUPS

COPY	CSV	EXCEL	PDF	PRINT	SEARCH	
<input type="checkbox"/>	Cover image	Category sub-group	Parent	Categories	Order	
<input type="checkbox"/>		Mobile & Accessories	Home & Garden	1	100	
<input type="checkbox"/>		Computer & Accessories	Home & Garden	1	100	
<input type="checkbox"/>		Home Entertainment	Home & Garden	2	100	
<input type="checkbox"/>		Photo & Video	Home & Garden	2	100	
<input type="checkbox"/>		Indoor	Electronics	1	100	
<input type="checkbox"/>		Outdoor	Electronics	1	100	
<input type="checkbox"/>		Men's Fashion	Kids and Toy	2	100	
<input type="checkbox"/>		Women's Fashion	Kids and Toy	4	100	
<input type="checkbox"/>		Kitchen	Clothing and Shoes	1	100	
<input type="checkbox"/>		Garden	Clothing and Shoes	1	100	

1 to 10 of 25 entries

TRASH

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Admin Dashboard.

Category

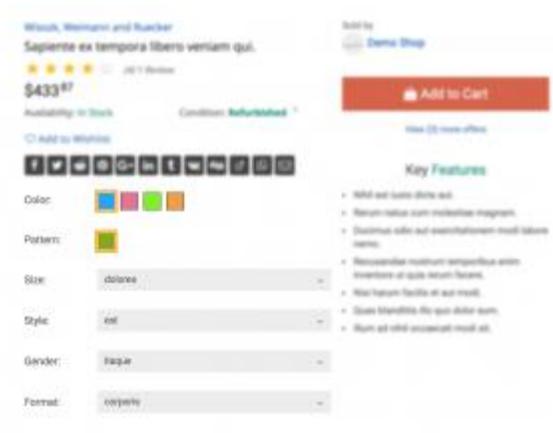
The category is the final label. All products will be directly under the category. A feature image can be added for every category that will be placed as a banner on top of the

category listing page. This image can describe the category better. The image size should be *1280px X 300px* to view properly.

CATALOG>>CATEGORIES>>CATEGORIES

Warning! If you trash or remove any parent Group or Sub-group, all associated child entities also will be removed.

- **Product Attributes**



Product attributes preview

There are three types of product attributes here:

- **Color/Pattern:** This attribute type differs from the other two. You can set a color/pattern image as an attribute value and the color/pattern image will be shown as options on the product page instead of the attribute name. The pattern image should be a tiny sample of the item patterns.

- **Radio:** The radio attribute type is simple and a dropdown box will be shown as options on the product page.
- **Select:** The select attribute's type is the same as the radio type and a dropdown box will be shown as options on the product page.

CATALOG>>ATTRIBUTES

- **Products**

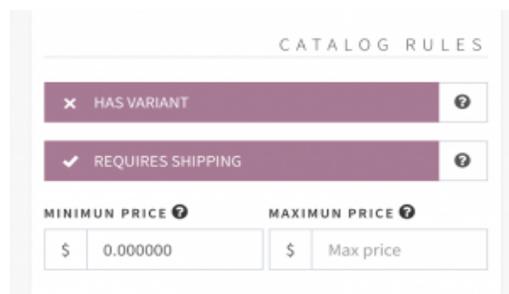
The product module is the main module in the catalog section with a whole lot of options to play with. The product is mainly a generic item description and some set of rules to help merchants to add listings of the products. A product can have an unlimited listing by different merchants. If you deactivate the product here, all listings of the product will be offline from the storefront.

You can also allow merchants to add a product to the catalog if you want.

Info! Products added by a merchant can be deleted by the merchant only if no listing exists on the product.

CATALOG>>PRODUCTS

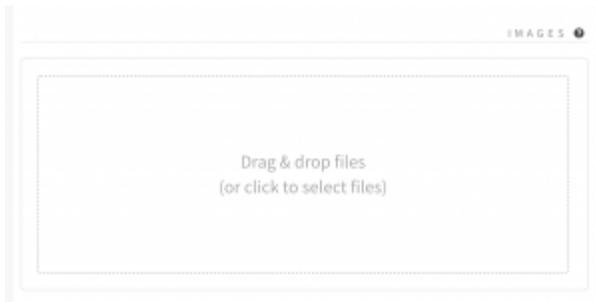
Catalog Rules



The screenshot shows the 'CATALOG RULES' configuration interface. It features two active rules: 'HAS VARIANT' (indicated by an 'x' icon) and 'REQUIRES SHIPPING' (indicated by a checkmark icon). Below these rules are two price-related settings: 'MINIMUM PRICE' set to '\$ 0.000000' and 'MAXIMUM PRICE' set to '\$ Max price'. Each rule and price field includes a help icon (question mark).

You can set if the product can be added with multiple variants, need to ship the physical item or not. You also set price boundaries for an item so that merchant must have to set a price between these limits to list the item to their inventory. This'll help to keep your marketplace from unrealistic listings or frauds.

Product Images

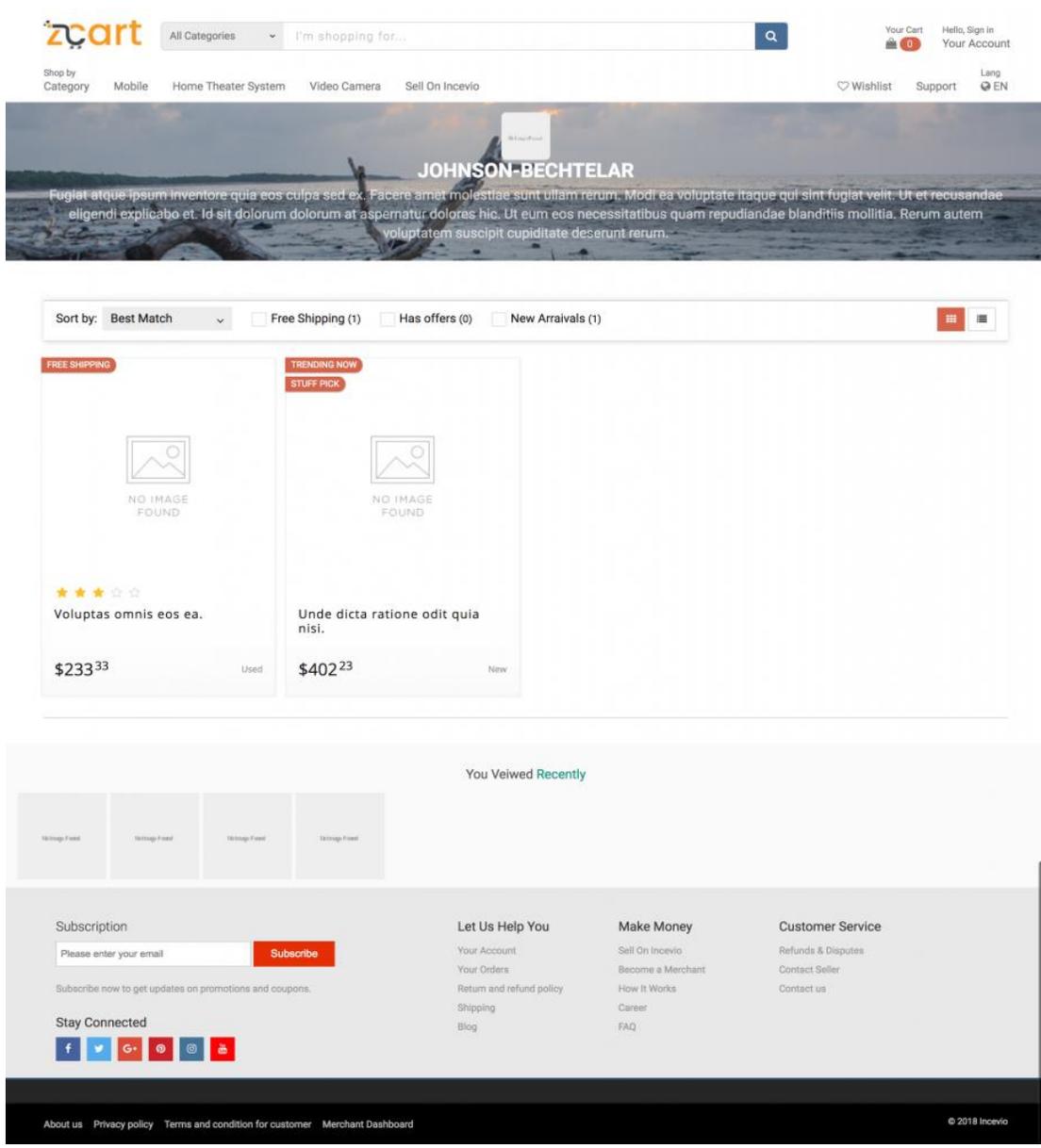


You can upload multiple images and a featured image when creating a product. The images will only be visible to the storefront if the vendor listing has no image to display. Otherwise no need to upload images with a product. Just a featured image will be ok, this will help vendors to find the item easily when they create a listing for their store.

- **Manufacturers**

You can manage manufacturers or brands from this section. Marketplace visitors will be able to visit the **BRAND** page to see all listings from the same brands but different vendors. This feature will add extra values to your marketplace.

CATALOG>>MANUFACTURERS



Stock Management

This is your stock management back office from where you can manage your inventories, suppliers, and warehouses. On the inventory section the system divides your inventories into three different lists:

- Active listing

- Inactive listing
- Out of stock

Image	SKU	Title	Condition	Price (incl. tax)	Quantity	Option
	ab	Sapiente ex tempore libero veniam qui.	Refurbished	\$433.87	52	+ - x
	ad	Dignissimos qui est incidentidunt modi enim.	New	\$328.71	37	+ - x

- Suppliers
- Warehouses
- Add Stock
- Bulk Upload

- **Suppliers**

You can add all of your supplier profiles into the system. When you add new inventory you'll be able to select a supplier.

STOCK>>SUPPLIERS

- **Warehouses**

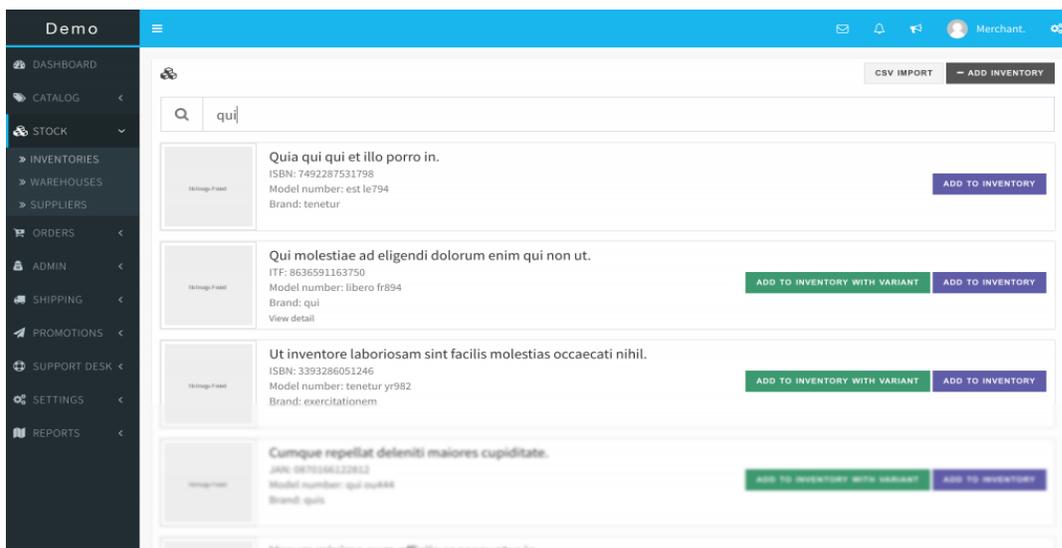
You can add all of your warehouses in the system. When you add new inventory you'll be able to select the warehouse the item will ship from.

STOCK>>WAREHOUSES

- **Add Stock**

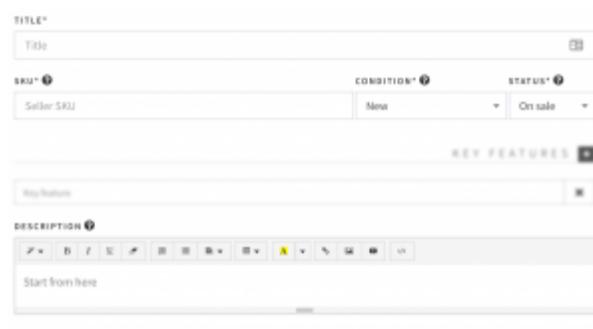
Click the **ADD INVENTORY** button and search for the product you want to add to your stock. If the product is allowed to create a variant then the **ADD TO INVENTORY WITH VARIANT** option will show up, otherwise only the **ADD TO INVENTORY** button will be there. Choose the appropriate option for you. Think from a buyer perspective and be honest.

STOCK>>INVENTORIES>>ADD INVENTORY



If the product you're looking for is not there, then probably it is not available yet on the marketplace. In that case, you can create the product from the **CATALOG PRODUCTS** section and then add it to your inventory.

Basic Info



The screenshot shows a listing form with the following sections:

- TITLE***: A text input field with a placeholder "Title" and a small icon on the right.
- SKU***: A text input field with a placeholder "Seller SKU".
- CONDITION***: A dropdown menu with "New" selected.
- STATUS***: A dropdown menu with "On sale" selected.
- KEY FEATURES**: A section header with a plus icon.
- Key Features**: A text input field with a placeholder "Key Features" and a small icon on the right.
- DESCRIPTION**: A section header with a plus icon.
- DESCRIPTION**: A rich text editor with a toolbar containing icons for bold, italic, underline, link, unlink, list, and image. The text area contains the placeholder "Start from here".

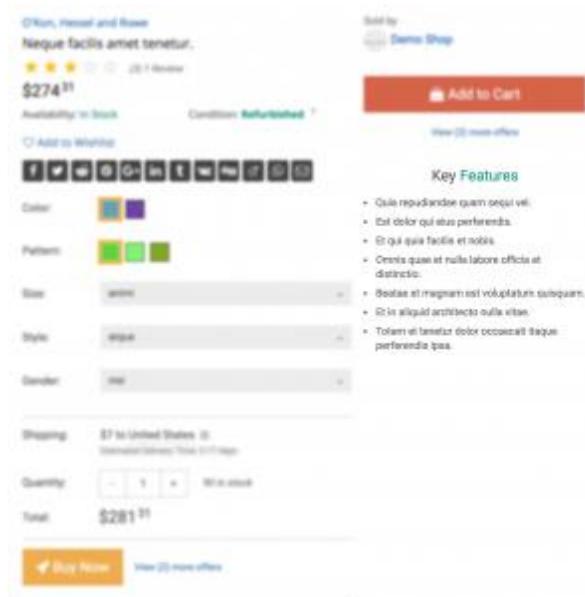
Add your listing title very carefully, it should give a clear idea about your item in the first place and the description should be as detailed as the need to describe everything buyer cares about.

Images



The image is the single most important part of your listing. Buyers always prefer to buy items that have good quality images. Upload multiple images from a different angle and make sure every detail is visible on the image.

Key Features



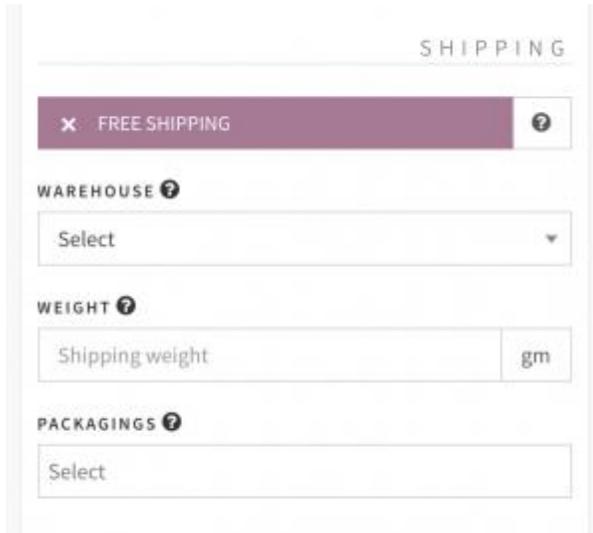
The key features are some bullet point feature lists that will be placed on the top of the product detail page. It's highly recommended to add a key feature list and list only the key information about the item.

Listing Rules

INVENTORY RULES	
STOCK QUANTITY	MIN ORDER QUANTITY
<input type="text" value="1"/>	<input type="text" value="1"/>
SALE PRICE	OFFER PRICE
<input type="text" value="\$ Sale price"/>	<input type="text" value="\$ Offer price"/>
OFFER START DATE	OFFER END DATE
<input type="text" value="Offer start date"/>	<input type="text" value="Offer end date"/>
LINKED ITEMS	
<input type="text" value="Select"/>	

Here you can set your listing rules like you can set how many of them you have in stock, what is the minimum number of units a customer can buy and what will be the price for the single unit. You can also offer a promotional price for a limited time period.

Shipping Info



The screenshot shows a 'SHIPPING' section with the following elements:

- A purple bar with 'FREE SHIPPING' and a question mark icon.
- A 'WAREHOUSE' dropdown menu with 'Select' as the current value.
- A 'WEIGHT' field with 'Shipping weight' and a unit selector set to 'gm'.
- A 'PACKAGINGS' dropdown menu with 'Select' as the current value.

How you are going to ship the item to the buyers, what will be the packaging and what will be the shipping weight of the item, is the shipping is free of cost! All the information will go in this section.

Warning! If you have weight based shipping rates, you must give weight to calculate shipping cost.

Attributes

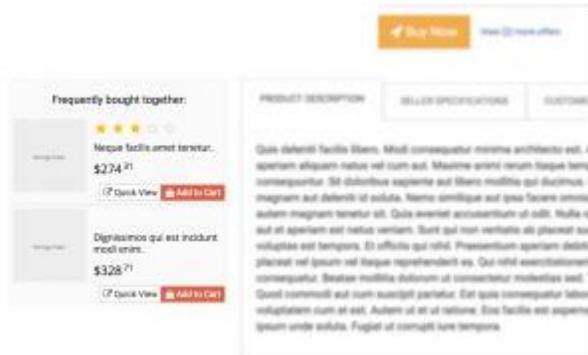


The screenshot shows an 'ATTRIBUTES' section with the following elements:

- A 'COLOR' dropdown menu with 'Select' as the current value.
- A 'PATTERN' dropdown menu with 'Select' as the current value.
- A 'SIZE' dropdown menu with 'Select' as the current value.

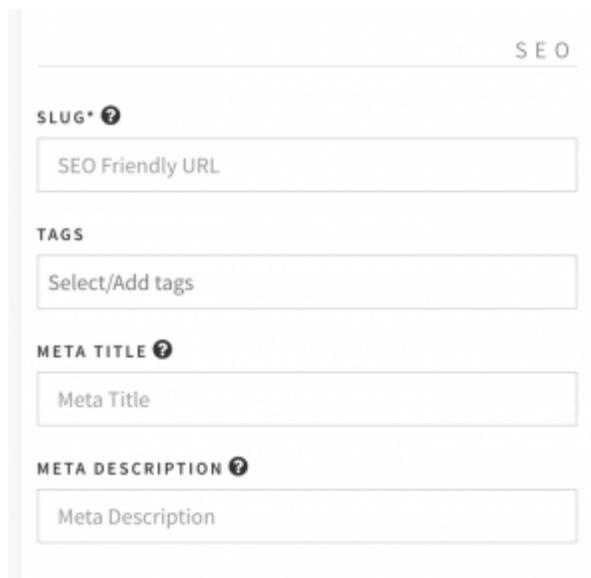
Here you can set **SIZE, COLOR, STYLE** etc. If the attribute you need is not showing up, you can add new attributes from the **CATALOG ATTRIBUTES** section on your dashboard.

Linked Items



You can link related items that customers may feel interested to buy together. Linked items will be shown on the product page as **Frequently bought together**. Link only if you think the item is related and not just came from the blue.

SEO

A screenshot of the SEO settings form for a product. The form is titled 'SEO' and contains four sections: 'SLUG' with a 'SEO Friendly URL' input field; 'TAGS' with a 'Select/Add tags' input field; 'META TITLE' with a 'Meta Title' input field; and 'META DESCRIPTION' with a 'Meta Description' input field. Each section has a question mark icon next to its label.

The slug is a required field and will be filled automatically by the system. **Slug** is a search engine friendly URL that visitors will see on the browser when they visit the product page. Also, this information will help to get buyers from a search engine like **Google**. It's always recommended to set this value rather than just leave it blank.

- **Bulk Upload Inventory**



You can bulk upload your inventory information by CSV. You'll find the instructions and templates on the csv upload page.

STOCK>>INVENTORIES>>CSV IMPORT

Order Handling

This is your order handling back office. You can also create new orders from this section.

You'll see orders in three different lists:

- All Orders
- Unpaid Orders
- Unfulfilled Orders

ORDERS>>ORDERS



- Order Fulfilment
- Create an Order

- **Order Fulfilment**

To fulfill an order go to **ORDERS ORDERS** and click over the **UNFULFILLED** tab and find the order you want to fulfill. Now click over the Order Number on the #Order column of the order lists table. On the next screen, you'll be able to mark the order as **Paid** or **Unpaid**.

TIPS! To find an order, you can use the search box on the top right corner over the order list table.

The screenshot displays the zCart admin interface for order #964627. The order is confirmed but has not been paid. The payment method is Bank Wire Transfer. The order details section shows one item: 'Demo product detail 5604' with a price of \$303, a quantity of 3, and a total of \$909. An admin note is present: 'Quia accusamus necessitatibus perferendis culpa ea.' A summary table on the right lists: Total (\$292.2), Discount (-\$0), Shipping (\$8), Packaging quis (\$0), Taxes (0%), and Grand total (\$300.2). The customer profile for Reynolds is shown on the right, including their email, shipping address (1291 Godfrey Roads Apt. 333, Deontae Dale, West Jordimouth), and phone number. A map is also visible for the shipping address. At the bottom, there are buttons for 'MARK AS PAID' and 'FULFILL ORDER', and a 'HISTORY' section.

If you have already shipped the order to delivery, click the **FULFILL ORDER** button to update the status. On the next screen, you can select the shipping carrier and update the order tracking number so that the customer can track the order shipment. You can also send a notification to the customer about the update.

- **Create an Order**

Sometimes you may need to create an order from the admin panel. Yes, you can do it! The system has an easy to use interface with all needed features to create an order.

Go to ORDERS ORDERS and then click **CREATE ORDER**. Next screen finds the customer you want to create the order for. Type the name/email/nice name, the result will

show up soon. Select the customer and click the **PROCEED** button to populate the order form.

ORDERS>>ORDERS>>CREATE ORDER

The screenshot displays the 'CREATE ORDER' interface in zCart. The main area features a 'CART' section with a search bar and an 'ADD TO CART' button. Below this is a table of items in the cart, including 'Omnis eum sed nihil tenetur...' and 'Voluptatem odit aut placeat...'. An 'ADMIN NOTE' field is present. A summary table on the right shows 'Total' (\$780.51), 'Discount' (-\$0), 'Shipping out' (\$15.00), 'Packaging' (\$0), 'Taxes' (\$39.93), and 'Grand total' (\$835.44). At the bottom are 'SAVE AND BACK' and 'PLACE THE ORDER' buttons. The sidebar contains sections for 'CUSTOMER' (Kunde), 'ADDRESSES' (Shipping and Billing), 'PAYMENT' (Cash On Delivery, Unpaid), and 'INVOICE' (Message to Customer, Send Invoice).

The order creation screen is self-descriptive. You can save the order to proceed later by choosing **SAVE AND BACK** or you can choose **PLACE THE ORDER** to process the order the right way.

Use Saved Cart To Create Order

To create an order from a previously saved cart, go to **ORDERS >> CARTS** and find the cart to proceed from the cart list. Then click the **USE** button to process the order.

Discount Coupons

Offering a discount is the best way to get attraction from buyers. You can create an unlimited number of coupons for your store and you have full control over the promotions. You can set the validity time period, total quantity, how many times a single buyer can get the discount and more control. The coupon value can be a fixed amount or a percentage of the total order amount.

PROMOTIONS>>COUPONS>>CREATE COUPON

FORM

NAME* STATUS*

CODE* VALUE*

QUANTITY* MINIMUM ORDER AMOUNT* QUANTITY PER CUSTOMER*

DESCRIPTION

LIMITED TO SHIPPING ZONE LIMITED TO CUSTOMERS

SEARCH CUSTOMER*

STARTING TIME* ENDING TIME*

* Required fields.

Coupon for specific customer/s:

You can create coupons that can be used by a single customer or specific group of customers. To limit the coupon to customers, check the **LIMITED TO CUSTOMERS** option and select customer/s.

Coupon for specific shipping zone/s:

You can create coupons that can be used by the customers from a specific shipping zone or zones. To limit the coupon to the shipping zone, check the **LIMITED TO SHIPPING ZONE** option and select shipping zone/s.

Customer Support

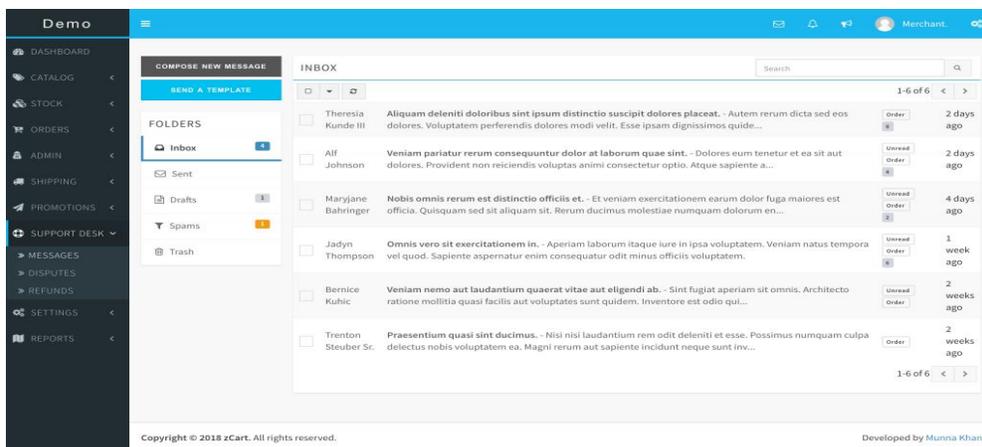
The system has built in modules to handle customer support. A complete inbox module where you can receive, send and draft messages. Disputes and Refunds module to handle the disputed orders.

- Messages
- Disputes
- Refunds

- Messages

The message module is designed to communicate with customers. You can only send messages to customers and customers can also send you messages.

SUPPORT>>DESK>>MESSAGES



Send an Email Template

To send a saved email template to choose to **SEND A TEMPLATE** when you compose a new message.

If the marketplace allows you to create email templates, then the option will be here:

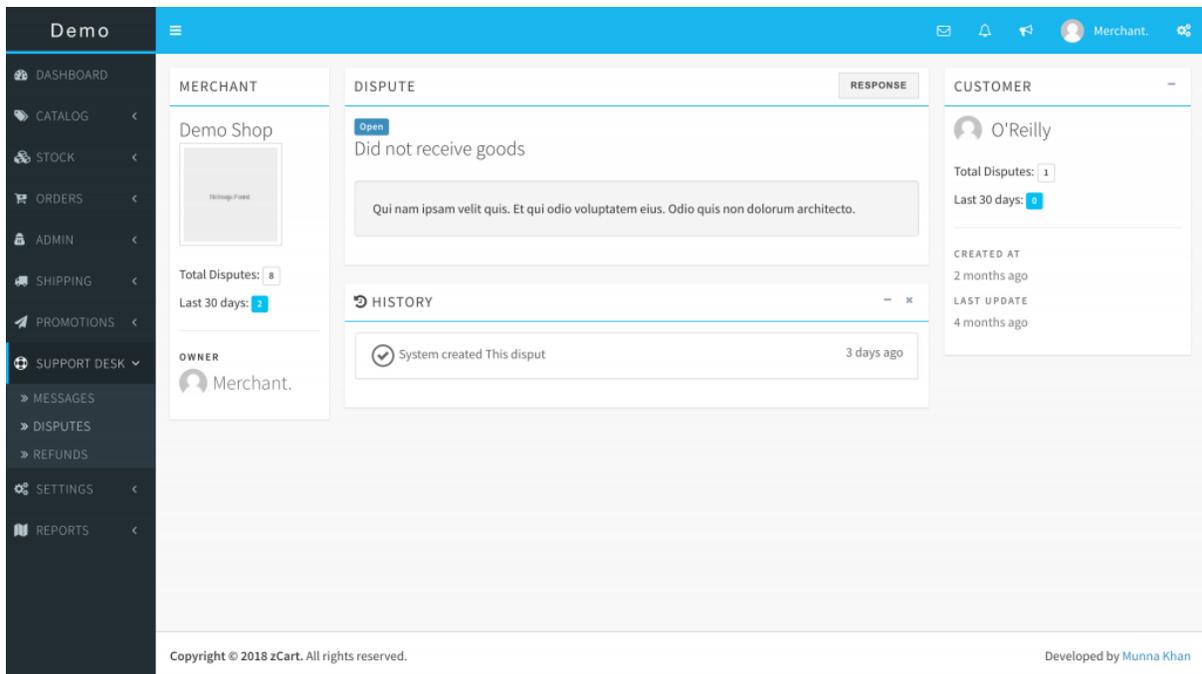
SETTINGS EMAIL TEMPLATES. Email templates can be in plain text or **HTML** markup text.

- **Disputes**

A customer can open a dispute to an order if they're not satisfied with your item. Initially, a dispute will come to you, handle each dispute carefully because it'll affect your reputation on the marketplace. If you can't provide a solution or if the customer is not satisfied with your solution, he/she can **appeal** the dispute. At this point, the marketplace support team will get in to solve the issue.

TIPS! It's recommended to solve the issue with the customer politely and honestly.

SUPPORT>>DESK>>DISPUTES



Info! Only the marketplace support team can change the status of appealed disputes.

- **Refunds**

When a customer opens a dispute he/she can also request for a partial or full refund of the order total. You can also initiate a refund for an order from your admin panel.

If you've proper permission, you can either approve or decline the refund request in this section.

SUPPORT>>DESK>>REFUNDS

Info! Initiating a refund will now proceed to the actual refund to the customer. You still have to send the money by yourself.

Reports

From this place, you can have a bird's eye look over the shop performance. You can see a whole lot of reports like:

- Sales by Months
- Conversion Rate
- Top Selling Items
- Top Gross Sale Items
- Top Customers
- Returning Customers
- Abandoned Carts
- Average Order Value
- Top Selling Categories
- Top Suppliers and more

With detailed insights. KPI to give you a quick view of how you are doing.

REPORTS>>PERFORMANCE

- KPI



The key performance indicator will show you the sales report for the past 12 months and the financial overview of the year. You can see the conversion rate, total revenue earned in the past 12 months, the total number of abandoned carts and average order value etc.

Top Selling Items

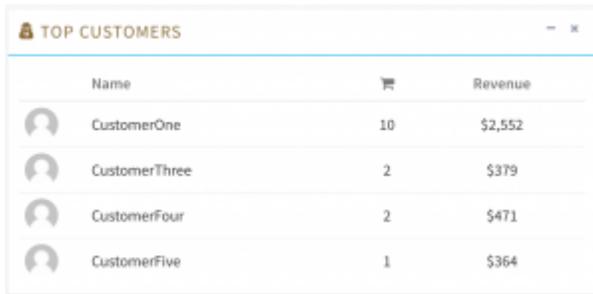
The 'TOP SELLING ITEMS' table lists the top 10 performing products. Each row includes a product name, the number of units sold, and the total gross sales generated by that item.

Name	Units sold	Gross sales
Quis dignissim nam dignissim	28	\$3,352
Ut blandit	14	\$441
Ut aliquam ultricies porttento accumsan	13	\$411
Ut aliquam	12	\$396
Ut ut	9	\$309
Ut aliquam	8	\$271
Ut ut	7	\$217
Ut aliquam	6	\$183
Ut ut	6	\$183
Ut ut	6	\$183

In this section, you'll see the top 10 items in your inventories with detailed variations. This table will show you how many units sold and how much revenue you got from the items.

This will help you to set your marketing strategy and add inventory.

Top Customers



Name	🛒	Revenue
CustomerOne	10	\$2,552
CustomerThree	2	\$379
CustomerFour	2	\$471
CustomerFive	1	\$364

The list of customers who spend a lot of money on your store. This list can help you with the marketing and you can offer discounts for these customers to convert the customer to a returning buyer.

Returning Customers



Name	🛒	Revenue
CustomerOne	10	\$2,552
CustomerThree	2	\$379
CustomerFour	2	\$471

The list of customers who buy from your store frequently. Returning customers are more important than anything because you don't need to do any marketing to get customers. You can offer discounts for these customers to make them happy.

Top Categories

TOP CATEGORIES		
Name	Items	Status
Hahn, Weimann and Kris	7	Active
Hyatt PLC	5	Active
Heaney LLC	5	Active
Parker-Feil	5	Active
Satterfield Inc	4	Active

The list of your best performance categories and the number of listings you have on your store. This will help a lot to get the idea of the trend and get more items in these types.

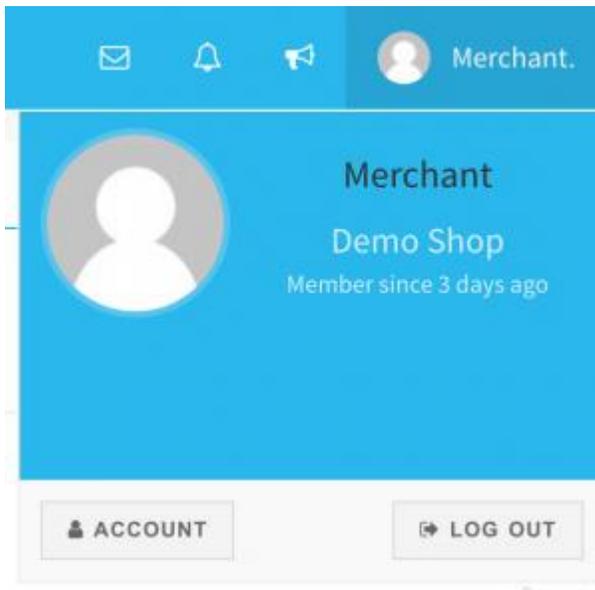
Top Suppliers

TOP SUPPLIERS		
Name	Items	Status
 Hoppe-Kovacek	8	Active
 Paucek, O'Reilly and Berge	6	Active
 Miller-Mante	6	Active
 Hintz-Rolfson	5	Active
 Carroll-Rempel	5	Active

The list of your inventory suppliers and the number of items you have in your store from that supplier.

More reports are coming soon.

Get Help



If you're having any issue or need any kind of help with your shop. You can contact the marketplace by opening a support ticket from your account page.

To open a support ticket, go to the support tickets tab on your account section. Now click the submit a new ticket button and fill out the form.

ACCOUNT>>SUPPORT>>TICKETS>>SUBMIT>>A NEW TICKET