exportsy B2B

Seller Manual

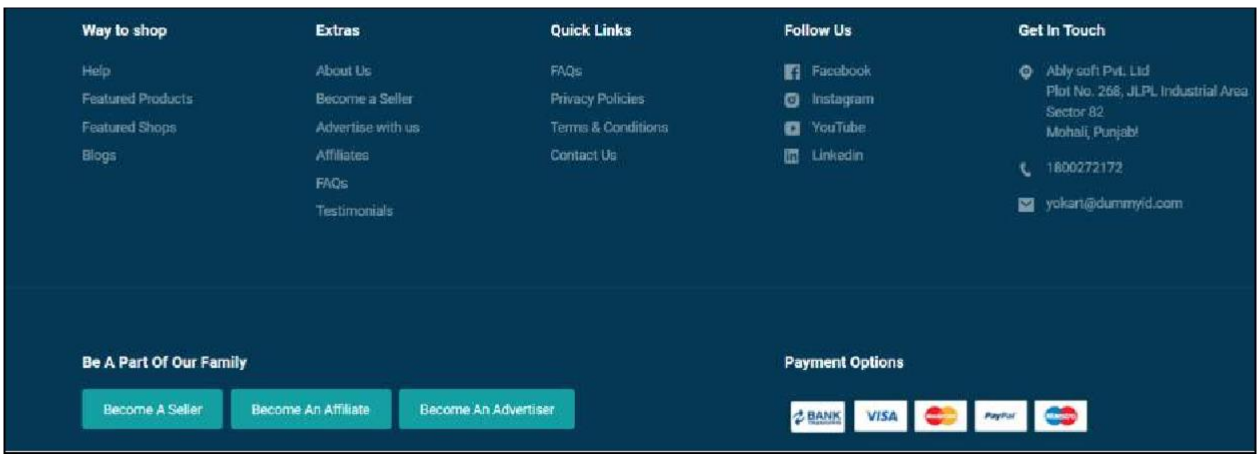
Table of Contents

1. Sign Up

Users can sign up as a seller through two different methods:

Method (I): The user can navigate to the sign up module by clicking on the "**Link named: "Become a Seller"** available under Extras Column in the footer section or by clicking on the button named: "**Become A Seller**". This sign up method is the default functionality of the system. Please refer to figure 1.1 below.

Fig. 1.1: Seller Navigating Signup Module



Method (II): The user can also sign up as a seller through the buyer dashboard if they have previously registered as a buyer on the platform. However, this option is only available if the Admin has enabled the respective settings from their end.

Method (I)

Clicking on the 'Become a Seller' button will redirect the user to the signup page as shown in figure 1.2. The user must enter their 'Email ID' and 'Name' and click on the “Start Selling” button which will redirect them to the “Seller Registration” form. Please refer to figure 1.3.

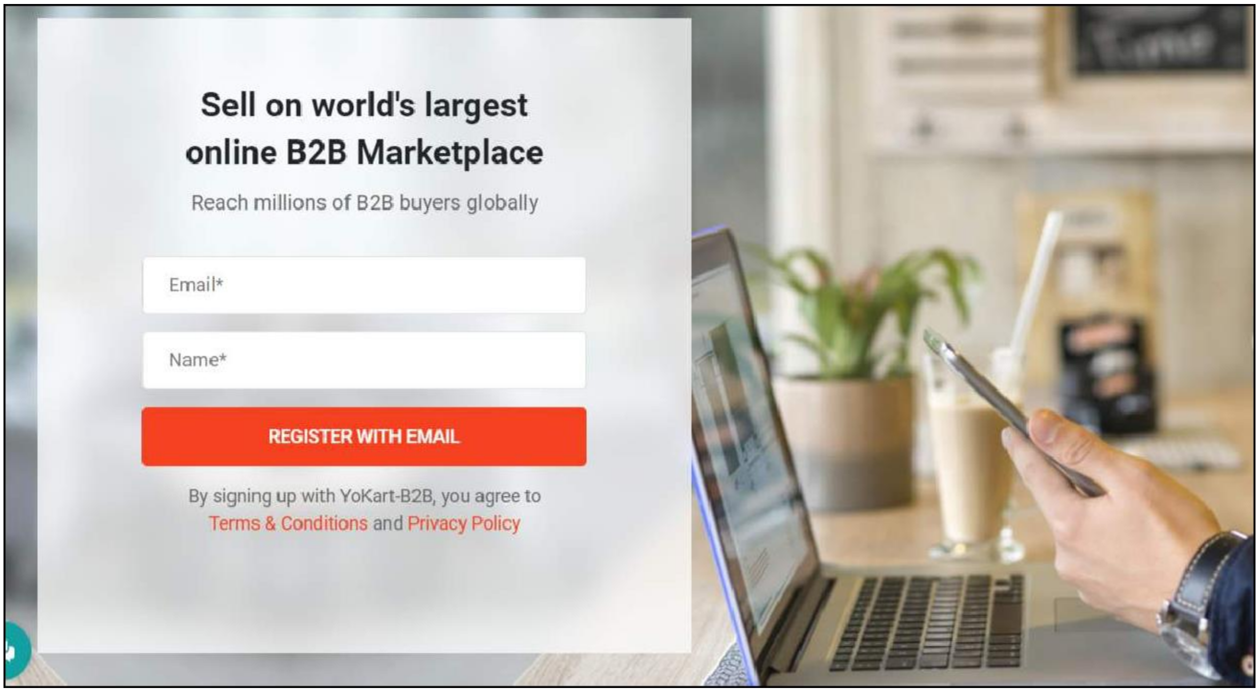


Fig. 1.2: Signup Page

a) **‘Personal Details’ tab**: As shown in figure 1.3, the user must enter:

- **Name:** The name to be used.
- **Username:** A unique username.
- **Email:** The correct email address.
- **Password:** A password of choice.
- **Confirm Password:** Re-enter the password entered in the previous field.
- **Terms and Conditions Checkbox:** The seller must read the provided terms and conditions of the portal and click on the provided checkbox. **NB:** The user cannot proceed further without selecting this check-box.

NB: This section is admin manageable.

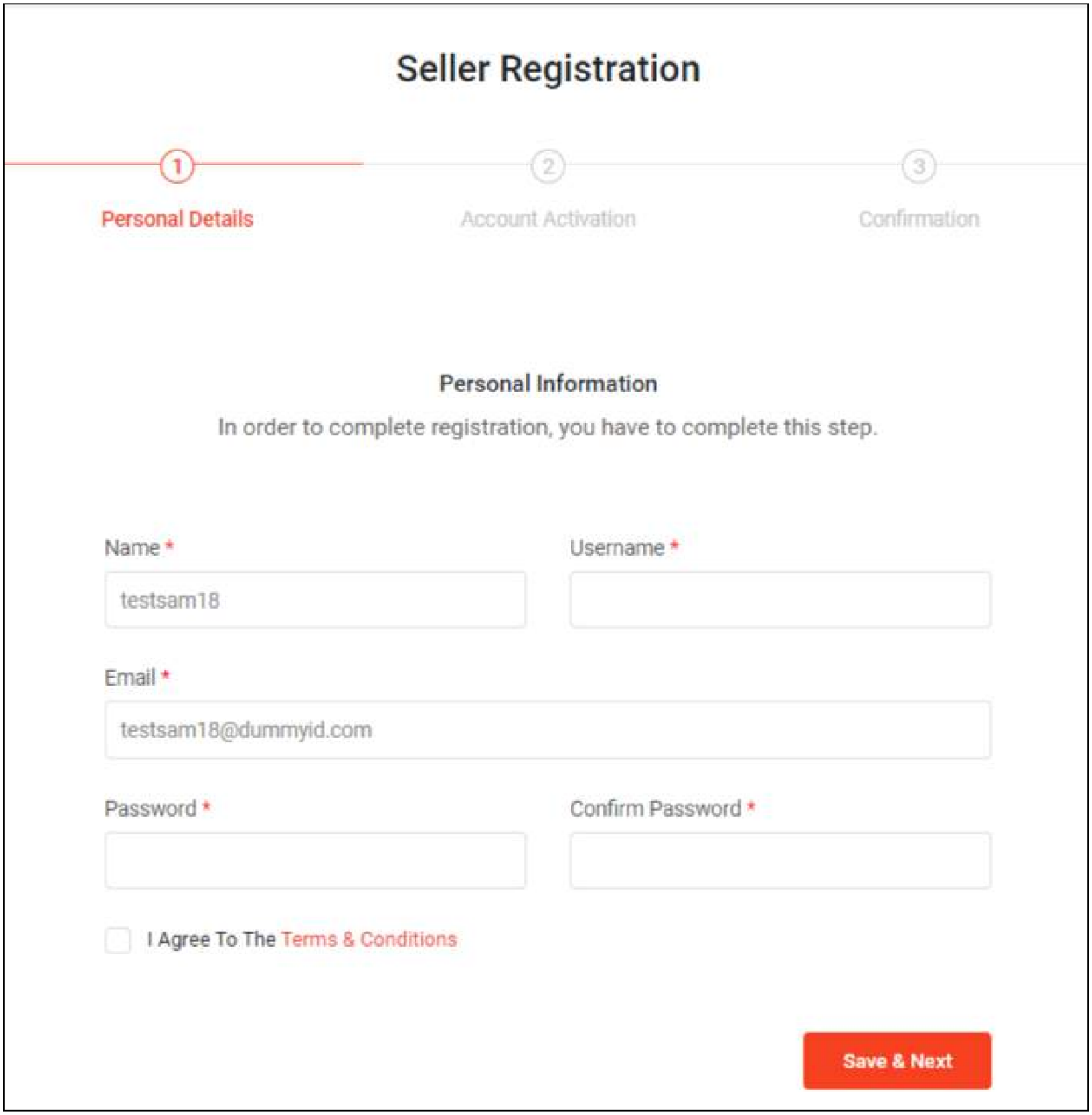


Fig. 1.3: Seller Registration Form

b) ‘Account Activation’ tab: Once all the details are entered, the seller will click on the ‘Submit’ button and will be redirected to the **‘Account Activation’** form. On the top of this page, the seller will be able to see a toast message. This message instructs the seller to check for a “**Verification Link**” sent on the Email address filled in the previous step. The seller must click on the link provided in the email to complete the email verification step as shown in figure 1.4.

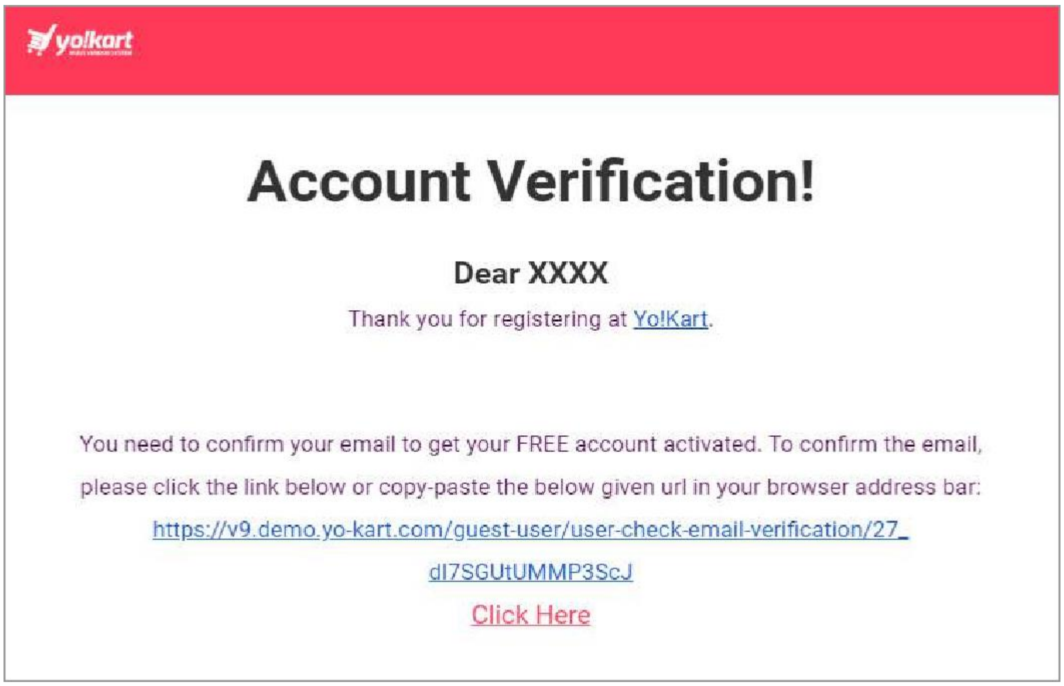


Fig. 1.4: Email Verification Link

NB: The admin can include or exclude the ‘**Email Verification**’ step from the sign up process.

Under the “Account Activation” section, the seller needs to fill in some additional details.

- **Contact Number:** Seller can fill up the preferred contact number.
- **Business Name:** Seller must input business name.
- **Contact Person:** Seller can fill up the name of the person to be contacted at thebusiness.

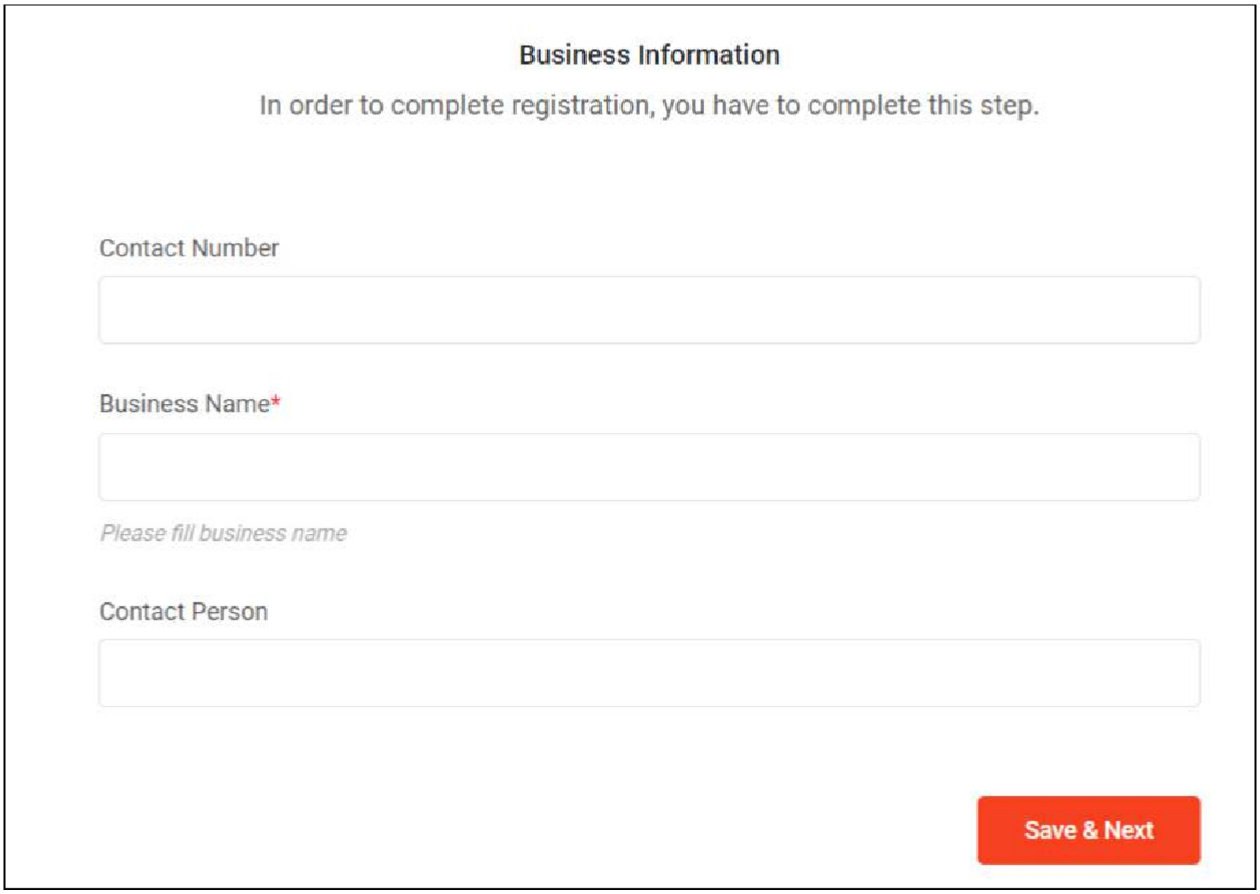


Fig. 1.5: Activation Tab

NB: This section is manageable by the Admin and thus, the Admin has the capability of adding or removing any input field as per the necessity. So, it is possible for the seller to see different input fields.

Once the provided input fields have been filled, the seller can click on the "Save Changes" button.

c) **'Confirmation' tab:** Clicking on the 'Save changes' button will navigate the seller to the **'Confirmation'** tab. This tab will display a message that confirms the seller's registration. This tab also shows the "Login" button (please refer to the image below) at the bottom by clicking on which the seller will be redirected to the Sign In page.

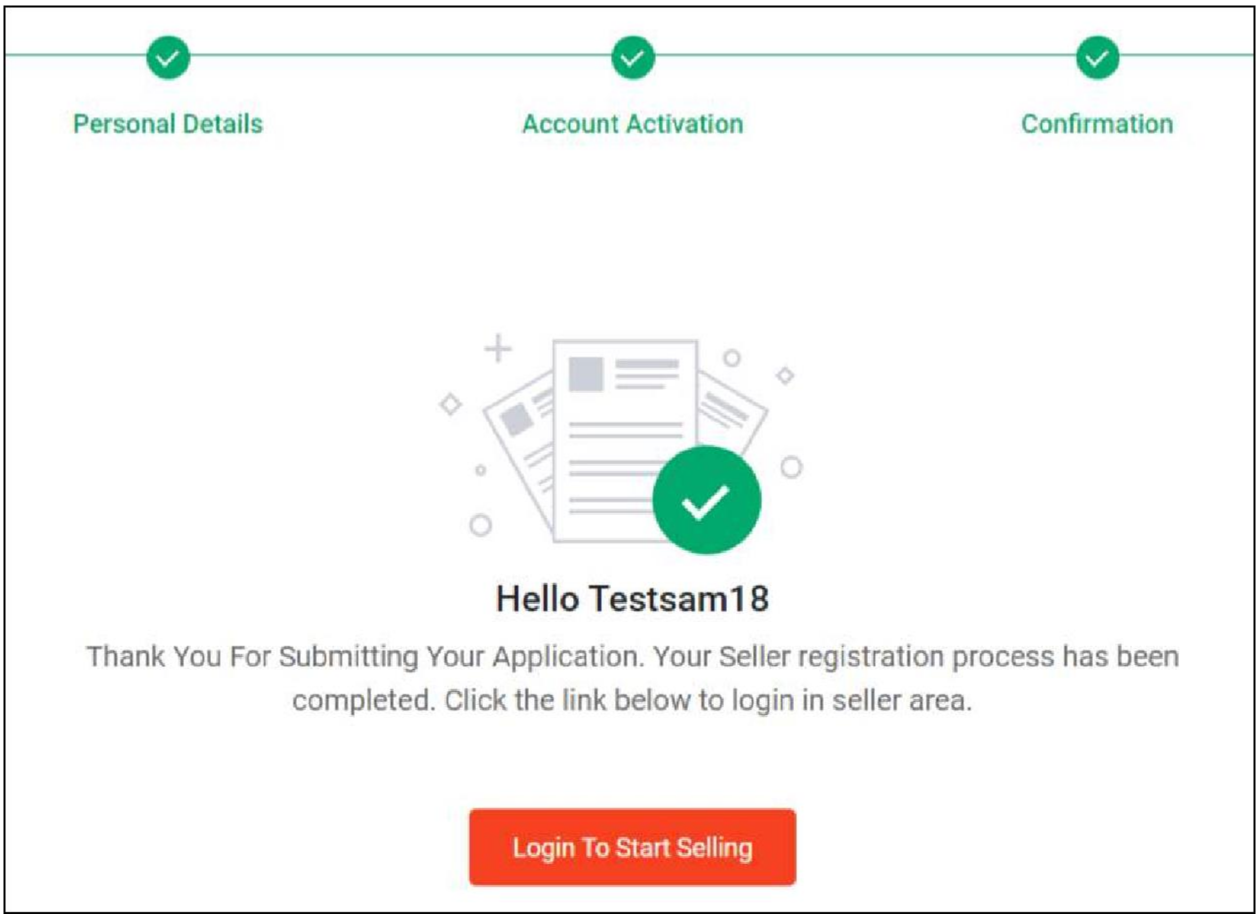


Fig. 1.6: Signup Confirmation

The seller will also receive an email on the provided email ID confirming the signup.

Method (II)

By following method (II), buyers will be redirected to 'Seller Approval Form' when clicking on 'Seller' from the 'Role Switcher' button. As shown in figure 1.7, buyer must enter following details:

- **Contact Number:** Valid contact number.
- **Business Name*:** Unique business name.
- **Contact Person:** Name of contact person.

NB: The input fields of this form will vary since this form is admin manageable.

Users must fill in the required details and then click on the 'Save Changes' button.

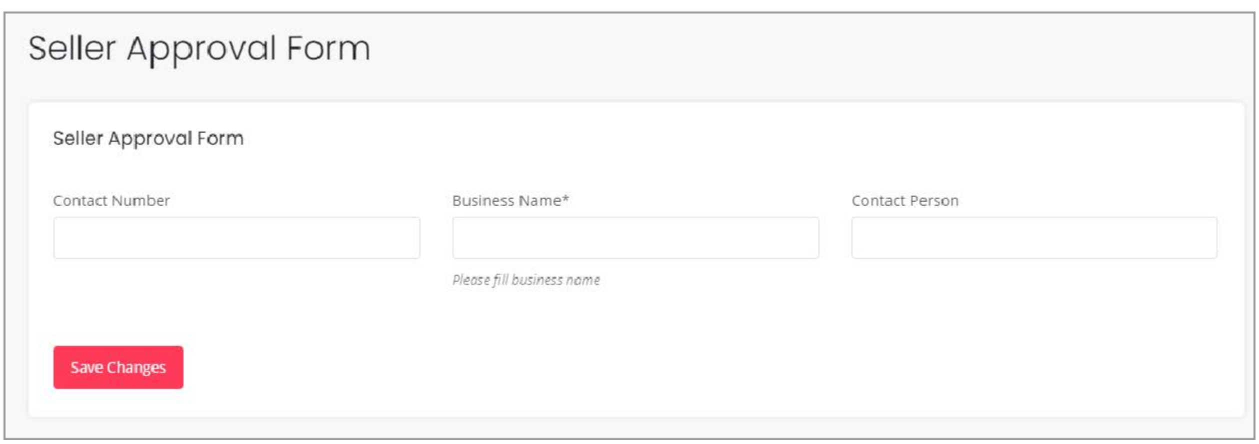


Fig. 1.7: Seller Approval Form

The buyer will be registered as a seller if the admin has not opted for 'Administrator Approval on Seller Request'. However, if this option is activated from admin-end, an 'Approval Request Submission' message will appear as shown in figure 1.8.

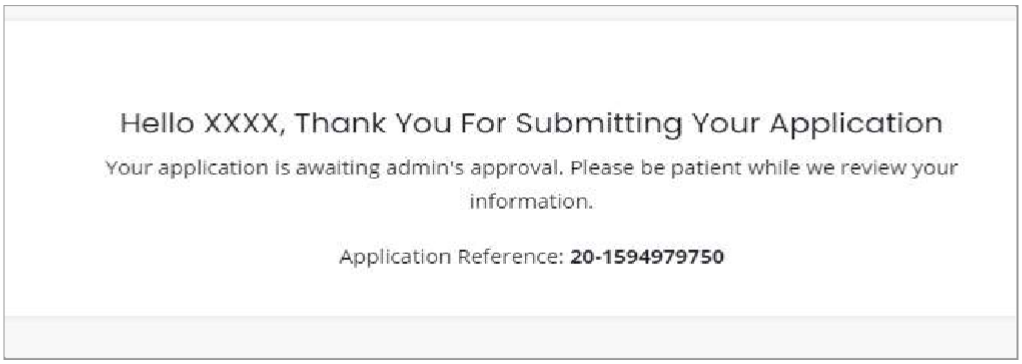


Fig. 1.8: Admin Approval Application

The buyer will have to wait until further processing and will be notified whatever processing has been done from the admin-end.

NB: Any user who is registered as a 'Seller' will be registered as an 'Advertiser' by default in the system.

2. Login (Sign In)

Sellers can navigate to the "Login" button available at the top-right corner of the homepage. A Login form will appear (as shown in figure 2.1) once the seller clicks on this button.

The seller can login through the registered Email Id/Username. Clicking on the "Login" button will verify the entered credentials and redirect the seller to the homepage/dashboard page.

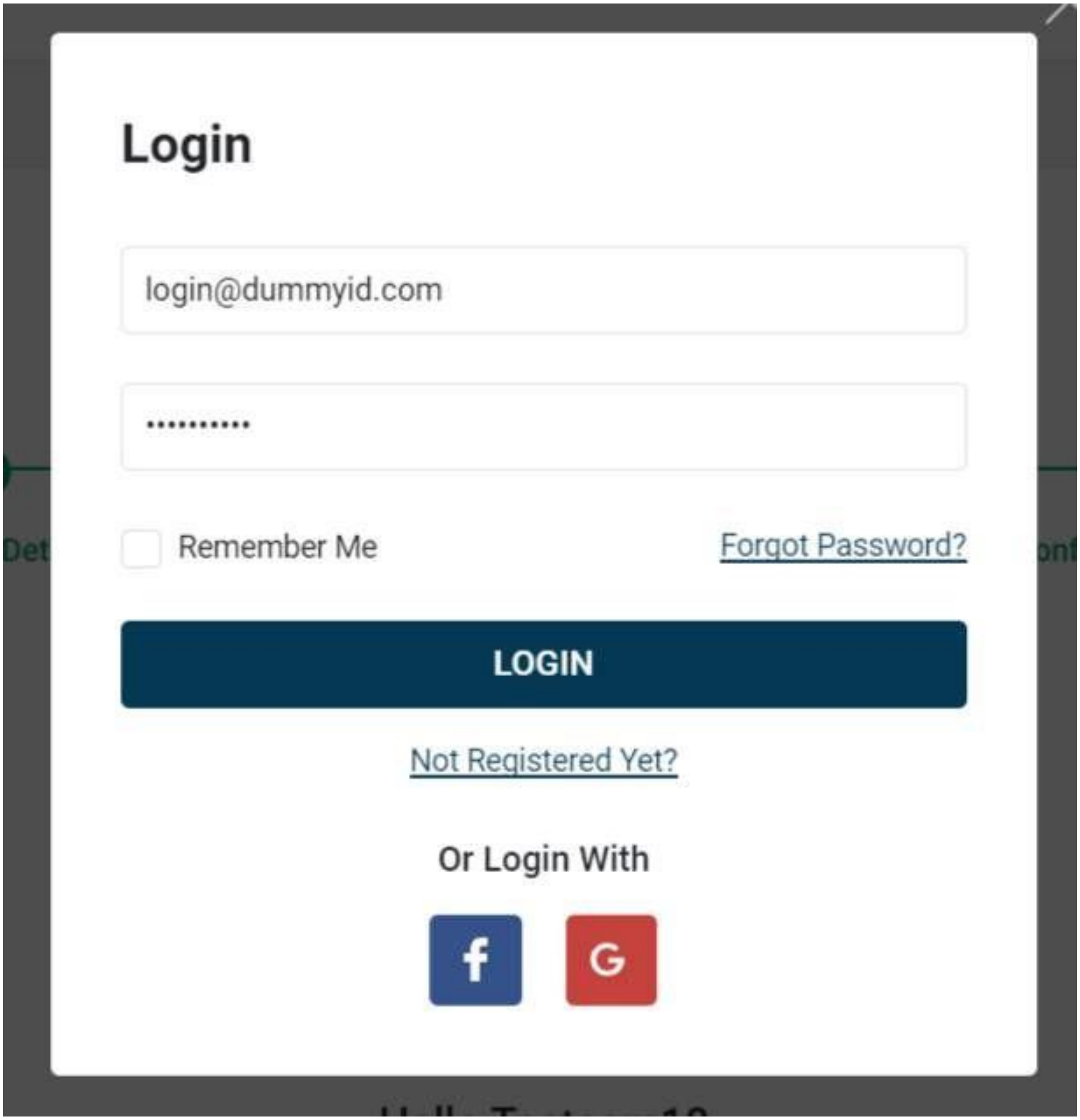


Fig. 2.1: Seller Login Form

In case if the Admin has opted for the “Admin Approval” step, the seller will see the message appearing as shown in figure 2.2.

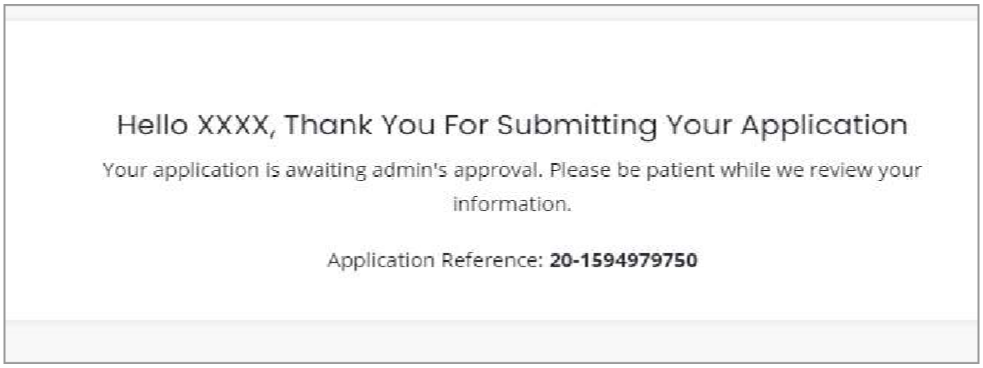


Fig. 2.2: Admin Approval Application

This message will appear until the admin approves the seller’s request from their end. Only after the request is approved, the seller can proceed further in viewing the other sections of the dashboard.

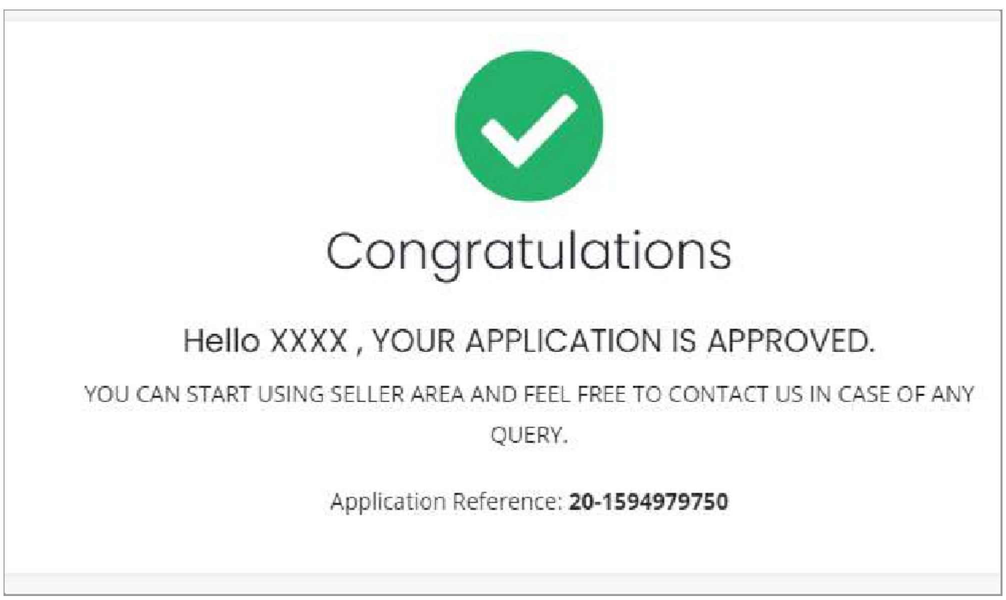


Figure 2.3: Application Approval Message

The other functionalities of the dashboard are explained from **Module 5** onwards. In case if the seller does not remember the correct password, please refer to the **'Forgot Password'** module to reset the password.

NB: The seller must Sign up before logging in to the website. To sign up please refer to **'Sign Up'.**

3. Forgot Password

If the seller does not remember the password, they can reset it. The similar approach can be followed if the seller wants to reset the previously chosen password.

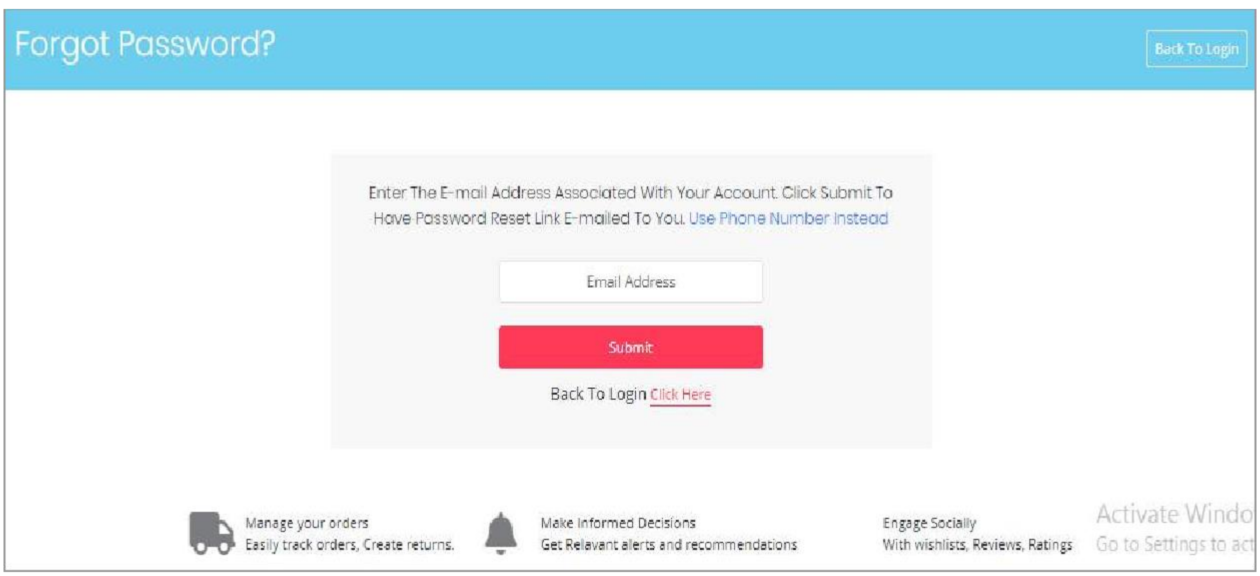


Fig. 3.1: "Forgot Password" Page

There is a "Forgot Password" option available just above the "Login" button (please refer to Figure 2.1). Clicking on this button navigates the seller to the Forgot

Password page as shown in figure 3.1. The seller can reset their password using either their registered 'Email' or 'Phone Number'.

I. **Reset Password Through Registered Email Address:** The seller must enter their registered Email address in the provided input dialog box and then click on the "**Submit**" button provided below it. The system forwards a "**Password Reset Email**" to the entered registered Email ID as shown in figure 3.2.

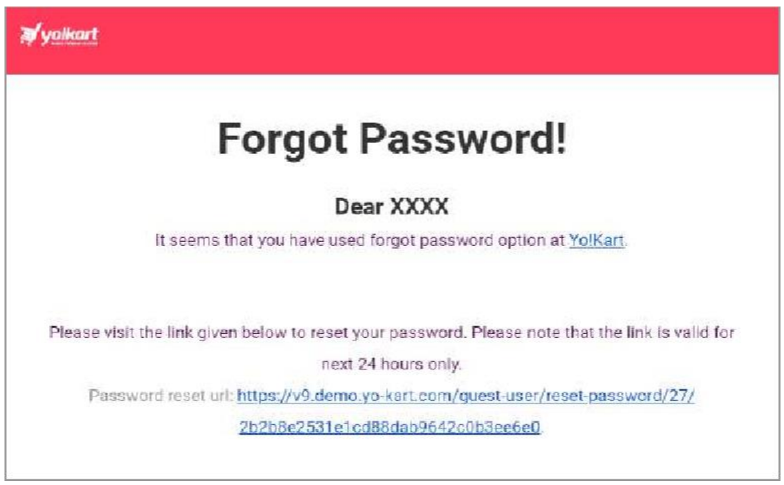


Fig. 3.2: Password Reset Email Link

The seller must click on the link provided in the received email which will redirect them to the "**Reset Password**" page as shown in figure 3.3.

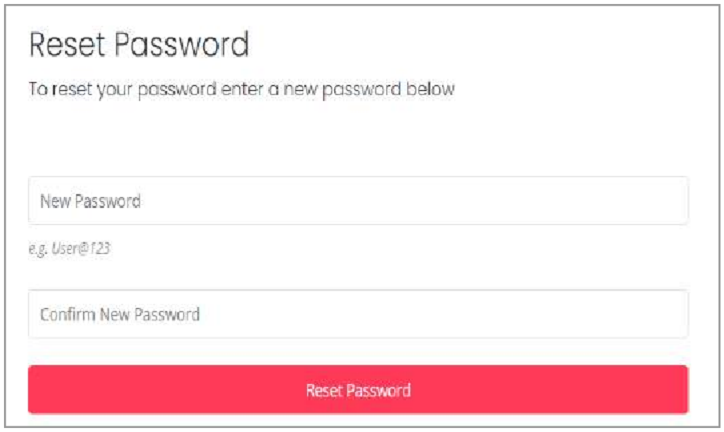


Fig. 3.3: Reset Password Form

The seller must enter the "**New Password**" and "**Confirm New Password**" input dialog boxes and then click on the "**Reset Password**" button provided below them. A message declaring "**Password Successfully Changed**" will be displayed and the seller will be redirected to the "**Sign in/ Login**" page. The seller can proceed with login using the new password.

NB: An example of a strong password is provided below the "**New Password**" dialog box. The seller can follow the pattern of the given example to create a strong password.

II. **Reset Password Through Registered Phone Number:** The seller can reset their password using the phone number linked to their account. Clicking on '**Use Phone Number Instead**' will display the following form. The seller must enter the contact number that is associated with their account and click on the '**Get OTP**' button.

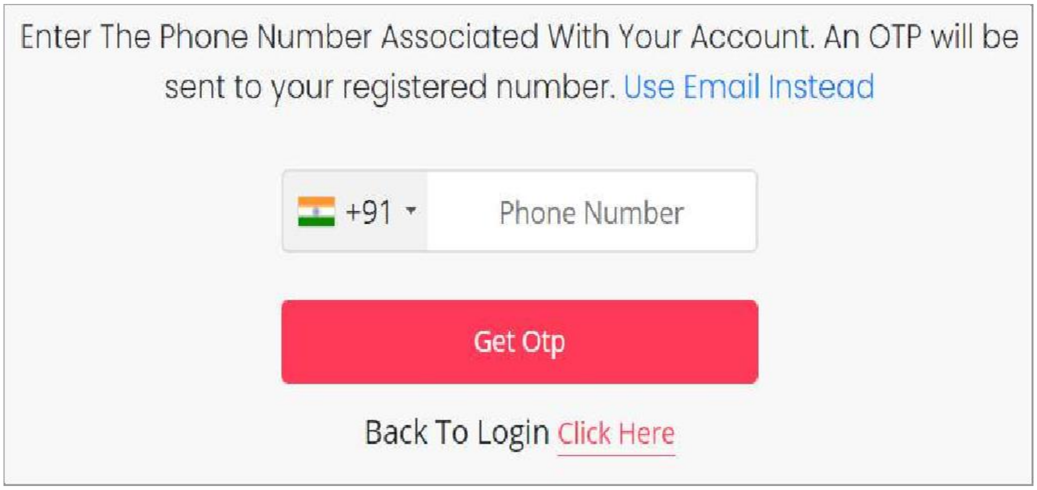


Fig. 3.4: Reset Password Using Phone Number

The OTP will be forwarded to the seller on their contact number.

Fig. 3.5: 'Verify Your Phone Number' Form

The seller must enter the OTP that is forwarded on their phone number and then click on the '**Validate**' button.

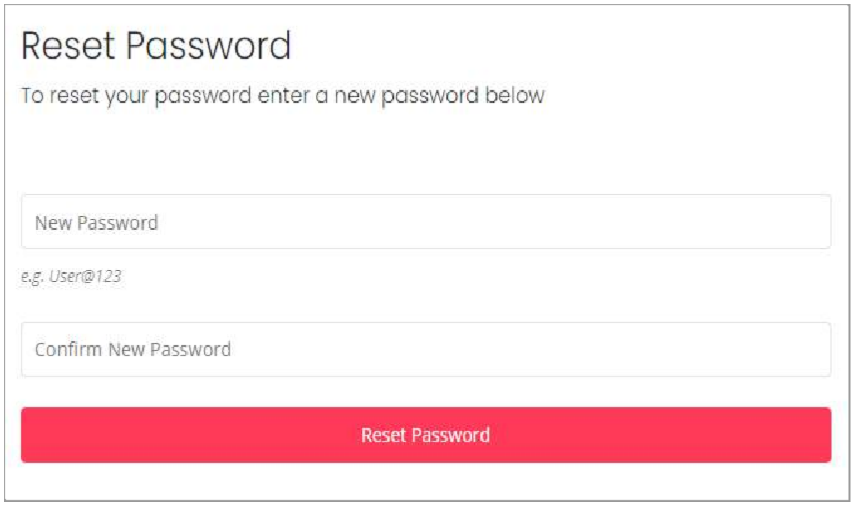


Fig. 3.6: Reset Password Form

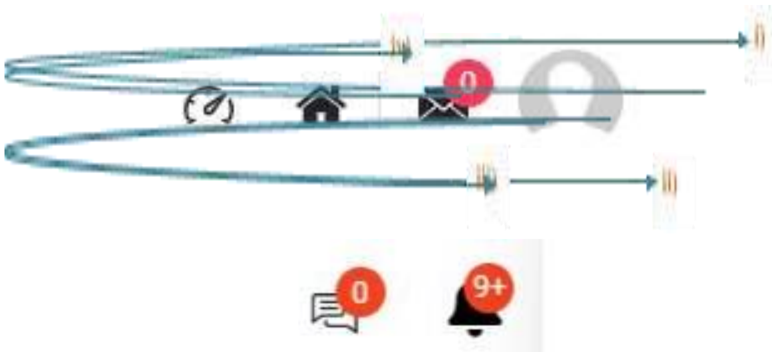
The '**Reset Password**' form will appear as shown in figure 3.6 through which the seller can update their password.

4. Seller Dashboard Top Navigation Bar

Once logged in, the seller will be navigated to the dashboard.

❖ <u>Top-Navigation Short-cut Icons</u>

There are several icons available at the top right corner of the dashboard. The functionalities of these icons are explained below:



i) **User Icon:** Clicking on the "**User Icon**" provided at the extreme right will display two options in the dropdown menu.

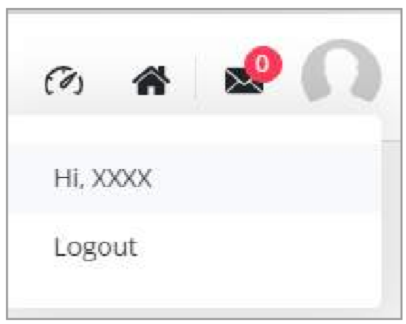


Figure 4.2: User Icon Options

Clicking on the 'Hi, XXXX' button will redirect the seller to the **'My Account'** module that is elaborated in module 13.1. Clicking on the 'Logout' button will log the seller out of their account.

ii) **Message icon:** This is a shortcut button to access the messaging module. This icon will also display the count of unread messages. Clicking on this button will redirect the seller to the **'Messages'** page.

iii) **Home Icon:** Clicking on this icon will redirect the seller to the Homepage of the website in a new tab.

iv) **Dashboard:** Clicking on this icon will redirect the seller to Dashboard that is explained in detail in **Module 5**.

v) **Bell Icon:** Clicking on this icon will list out recent 9 notifications with Read and Unread marking. Grayed out notifications list Read.

vi) **Chat Icon:** Clicking on this icon will redirect the User to the messaging module.

❖ <u>Role Switcher</u>

“Role Switcher” button is provided on the top navigation bar. A user can be registered on the website as a ‘Buyer’, ‘Seller’ or an ‘Advertiser’. However, if any particular user has registered with multiple roles for example, a seller has also registered themselves on the website as a ‘Buyer’, they can switch roles using this button. This means that the users with multiple roles do not need to login and logout repeatedly. They can directly access the other dashboards by selecting the respective role from the drop-down. Please refer to the example shown in figure 4.3.

NB: Any user who is registered as a ‘Seller’ will be registered as an ‘Advertiser’ by default in the system.

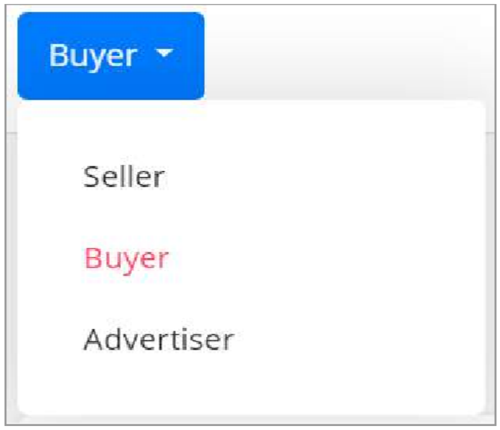


Figure 4.3: Role Switcher (Example)

❖ <u>Shop Icon</u> 

Clicking on this icon will redirect the seller to their Shop page at the front-end.

NB: This icon is not displayed to the newly registered seller (as shown in **figure 4.1**) since they have not created their shop yet (**Refer Module 7**). However, once the seller creates their shop, this icon will be displayed on the top-navigation bar.

❖ <u>Menu Bar</u> 

Clicking on this button will open a vertical side-navigation bar which includes several modules and sub-modules for sellers. All these modules are explained further in the manual.

5. Dashboard

When clicking on the ‘Dashboard’ icon the seller is redirected to the Dashboard. There are four shortcut buttons provided on the top-right corner of this page, which are shown in Figure 5.1.

Fig. 5.1: Dashboard Shortcut Buttons

The functionalities of these buttons are explained below:

Add new product: This shortcut button redirects the seller to the **‘Products’** module in which they can add a new product in their shop through **‘Custom Product Setup’** form.

Marketplace: This shortcut button redirects the seller to the **‘Marketplace Products’** page in the **‘Products’** module where the seller can view the list of products available on the website and can add new products. A new seller might not view any products initially or the products they might view will be the ones added by the admin which are also known as **Marketplace Products**. On the other hand, an existing seller can see both **‘Private’** and ‘Marketplace’ products. To have a better understanding about the types of products, please refer to **Module 7.2.**

Store Inventory: This shortcut button redirects the seller to the **‘Shop Inventory’** page that lists all the product inventories added to their shop.

NB: If, by clicking on any of these buttons the seller is redirected to the Subscription Plans page (Refer Module 6), then this means that the seller needs to purchase a subscription plan to add products in their shop. These plans are manageable by the admin.

The dashboard page includes four sections as shown in figures 5.2, 5.3, 5.4, 5.5 and 5.6 below.

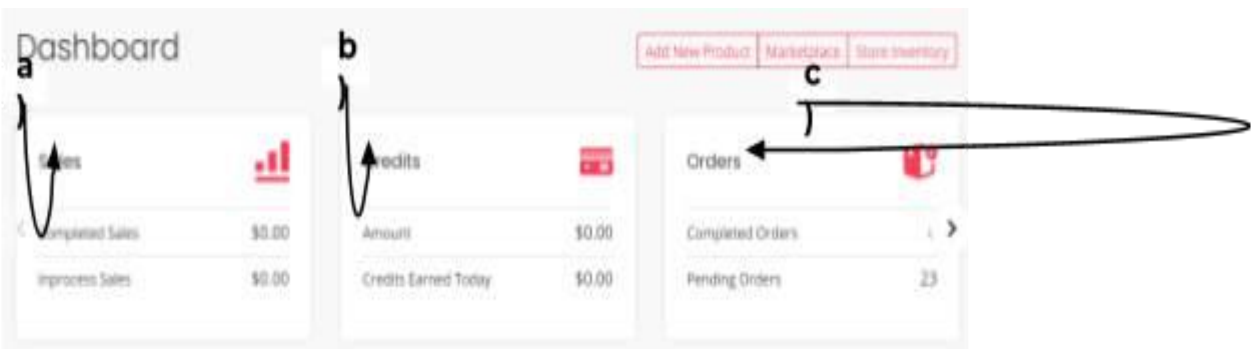


Fig. 5.2: Sales, Credits and Orders

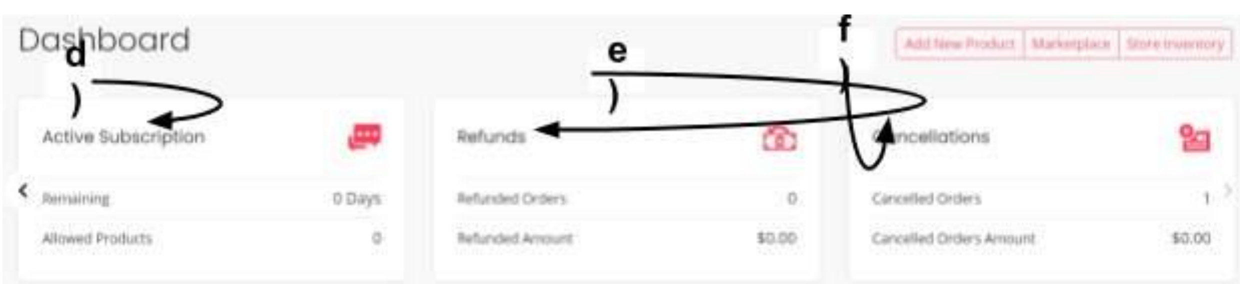


Fig. 5.3: Active Subscriptions, Refunds and Cancellations

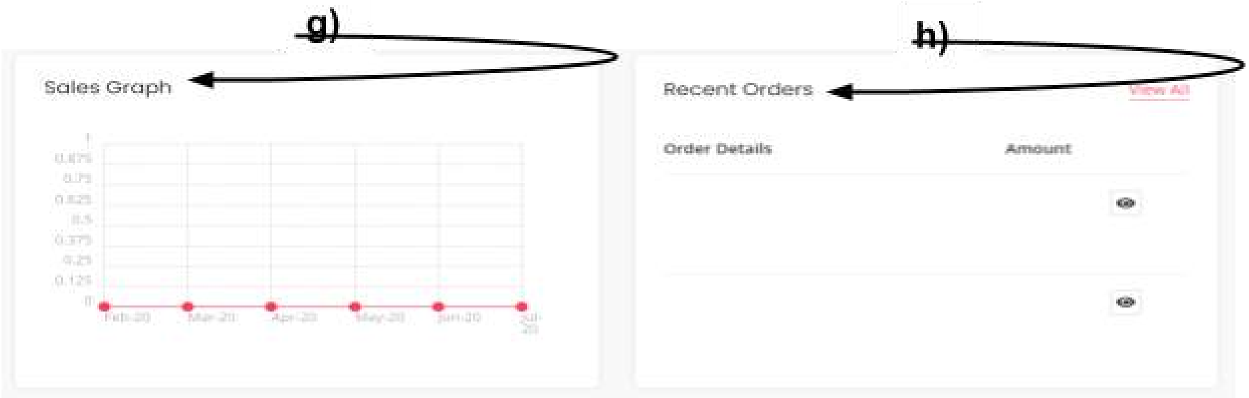


Fig. 5.4: Sales Graph and Recent Orders

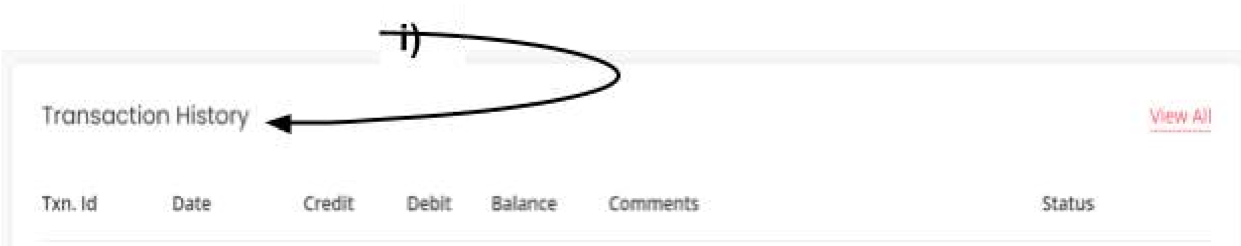


Fig. 5.5: Transaction History

Fig. 5.6: Return Requests and Cancellation Requests

Since the seller has created a new account, there is no information displayed under any of the above sections as of yet. Sections denoted above are explained below.

a) **Sales:** This section displays the total amount (in default currency) of sales for orders that are successfully completed and the amount (in default currency) of sales for orders that are in process. Please note that an order isconsidered as '**Completed**' only when it reaches its dead state, in other words it reaches a state where no actions can be performed on it. The orders under'Completed', 'Canceled' and 'Refunded/Completed' statuses are considered as '**Completed**'. The orders with 'In-Process', 'Shipped', and 'Delivered' statuses will be considered as '**In-Process**' orders. Clicking on this section will redirect the seller to the **'Orders'** module.

b) **Credits:** The sum total of credits earned by the seller from all the successfully completed orders is displayed in this section. It also displays the credits earned on the respective date. Clicking on this section will redirect the seller to the **'My Credits'** module.

NB: An order is considered as '**Completed**' only when it reaches its dead state, in other words it reaches a state where no actions can be performed on it. The orders under 'Completed', 'Canceled' and 'Refunded/Completed' statuses are considered as'**Completed**'.

c) **Orders:** This section displays the count of the number of orders that have been 'Completed' and the number of orders that are 'Pending'. Clicking on this section, the seller will be redirected to the **'Orders'** module.

NB: An order is considered as '**Completed**' only when it reaches its dead state, in other words it reaches a state where no actions can be performed on it. The orders under 'Completed', 'Canceled' and 'Refunded/Completed' statuses are considered as '**Completed**'. All the other orders will be considered as '**Pending**'.

d) **Active Subscription:** This section displays the remaining inventory upload limit and the validity time period (in days) of the subscription plan that is currently active. Please refer to Module 6 for more information. Clicking on this section, the seller will be redirected to the **'My Subscriptions'** module.

NB: This section will only be available if the Admin has activated the subscription module.

e) **Refunds:** The count of the number of orders that have been refunded is displayed in this section along with the total amount that has been refunded for these orders.

NB: Only the orders for which the 'Return/Refund Request' has been approved by the seller or admin and they have been marked as 'Refunded/Completed' will be includedhere.

Clicking on this section, the seller will be redirected to the **'Order Return Requests'** module.

f)**Cancellations:** The number of orders canceled either by the 'Buyer' or by the 'Seller' are displayed in this section along with the total canceled-orders amount.

Clicking on this section, the seller will be redirected to the **'Cancellation Requests'** module. Please note that the 'Cancellation Requests' page only displays the orders canceled from the '**Buyer**' end.

g) **Sales Graph:** The sales graph depicts the half-yearly sales trend of the seller. This can help the seller view the sales trend over a certain time period.

h) **Recent Orders:** A list of latest orders placed by customers can be viewed under this section. This section will not display any orders for a new seller who has just signed up. However, once the seller has added products and begun the selling process, this section will start displaying the orders as shown in figure 5.7.

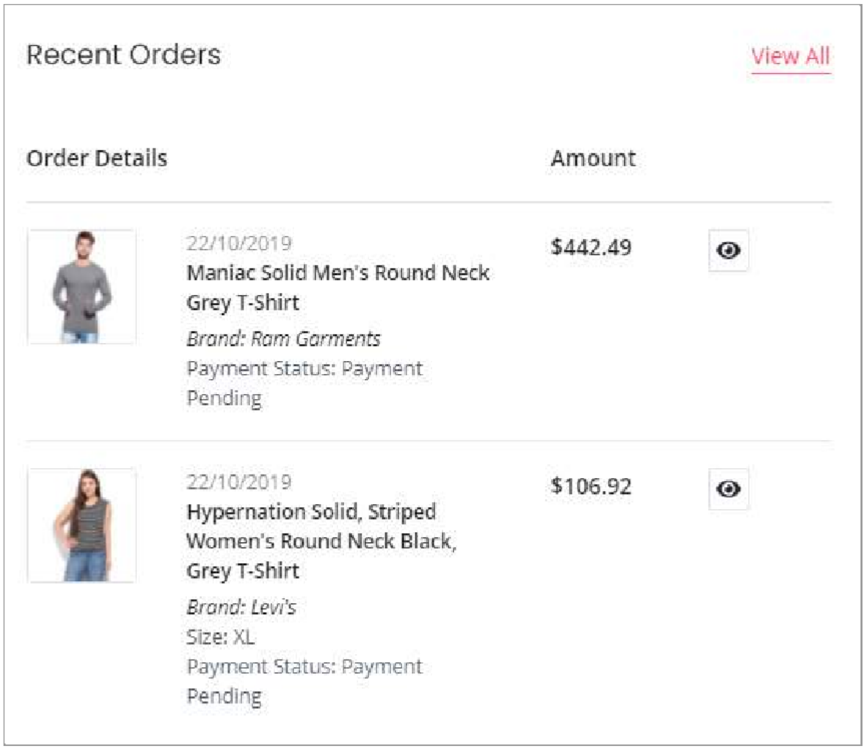


Fig. 5.7: 'Recent Orders' section (Example)

Each of the orders displayed is provided with necessary action buttons using which the seller can perform certain actions directly from this section. The eye icon will redirect the seller to the order detail page which is known as **'View Sale Order'** page. The cross icon will redirect the seller to the **'Cancel Order'** page. The '**View All**' link will redirect the seller to the **'Orders'** module.

i) Transaction History: This section displays the details of the recent transactions made from the seller's wallet. This list is arranged in the order of most recent transactions on the top. The '**View All**' link will redirect the seller to the **'My Credits'** module.

NB: The 'Wallet' term used in the manual refers to the virtual wallet linked to the seller's account.

j) **Return Requests:** This section displays a list of latest Return Requests made by customers in the order of most recent orders on the top. This section will not display any orders for a new seller who has just signed up. However, once the seller has added products and begun the selling process, this section will start displaying the orders with return requests as shown in figure 5.8.

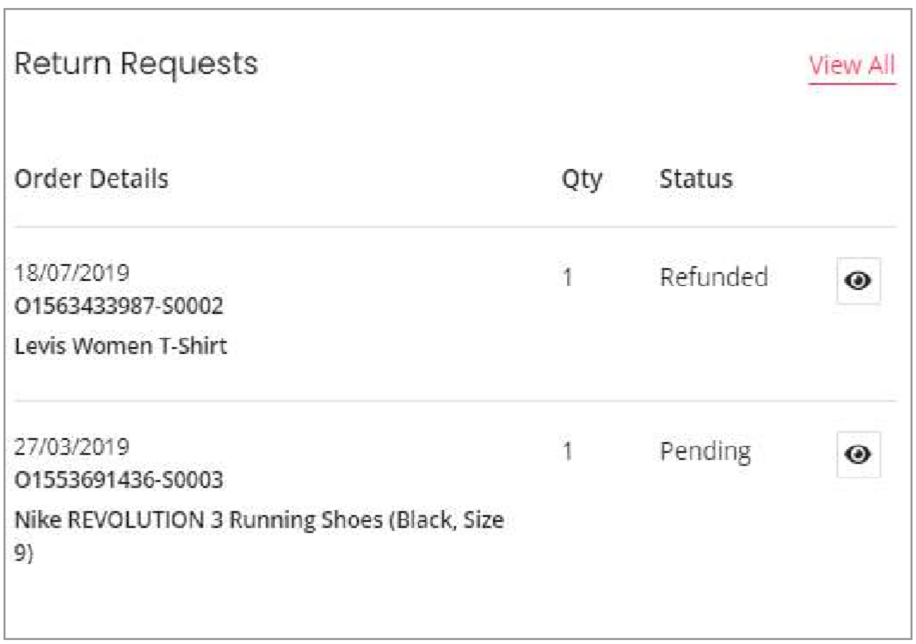


Fig. 5.8: 'Return Requests' section (Example)

Each of the orders displayed is provided with necessary action buttons using which the seller can perform certain actions directly from this section.

The eye icon will redirect the seller to the order detail page which is known as 'View Order Return Request' page. The '**View All**' link will redirect the seller to the **'Order Return Requests'** module.

k) **Cancellation Requests:** This section displays a list of the Cancellation Requests placed by the customers in the order of most recent orders on the top. This section will not display any orders for a new seller who has just signed up. However, once the seller has added products and begun the selling process, this section will start displaying the orders with cancellation requests as shown in figure 5.9.

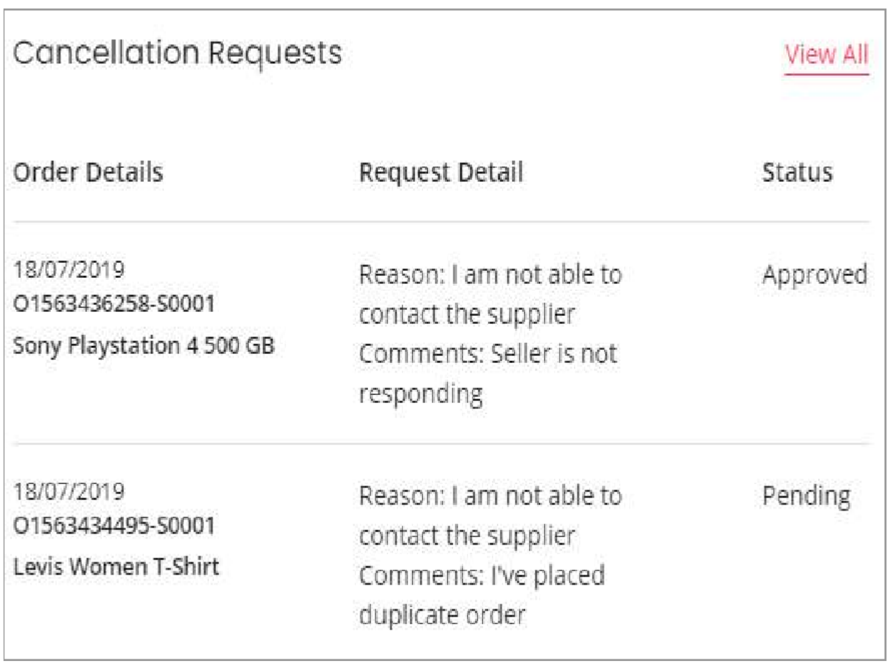


Fig. 5.9: 'Cancellation Requests' Section (Example)

The '**View All**' link will redirect the seller to the **'Cancellation Requests'** module.

To proceed further, the seller needs to click on the "Menu Icon" displayed at the top left corner which will open the side-navigation bar that includes several broadly categorized modules. Each of the sub-modules categorically placed under the main modules are explained in the manual from Module 7 and ahead.

6. Subscription Plans

If the admin has enabled the 'Subscriptions' feature, then the seller must purchase any one of the Subscription plans. The seller cannot proceed further without buying a subscription plan.

The plans offered are displayed as shown in Figure 6.1.

PLAN **Platform Advantages And Services**	**ADVANTAGE GOLD** **$1,999.00** *PER 12 MONTHS*	**PROFESSIONAL** **$999.00** *PER 12 MONTHS*	**BASIC PLAN** **$0.00** *PER 5 MONTHS*
Commision Rate	4%	6%	15%
Active Products	350	75	60
Product Inventory	1000	50	20
Images Per Product	20	6	4
Exclusive Mini Website	✓	✓	✓
Mini Webpage Design Assistance Access Free Images	✓	✗	✗
Sub Users	Unlimited	Unlimited	Unlimited
Trade Show Information Limited	✓	✓	✗
Receive & Reply Quote Requests RFQ	Unlimited	Unlimited	✗
Keyword Ad Investment Included In Your Plan	30%	10%	✗
Authentication & Verification Account Services	✓	✗	✗
Customer Service	Dedicated	Via Email	Via Email
B2B Conference Access	✓	✗	✗
Monthly News & Updates From Your Industry	✓	✗	✗
Sales Insights Of Your Industry	✓	✗	✗
	$1,999.00 / Per 12 Months	$999.00 / Per 12 Months	$0.00For 5 Months
	Buy Plan	Buy Plan	Buy Plan

Fig. 6.1: Request to Select a Subscription Plan

Since these packages and plans are created and managed by the Admin, they can vary in terms of:

- **Number of Packages:** The number of packages being displayed.
- **Name of Packages:** The names of packages for example, silver, gold and so on.
- **Number of Plans:** The number of plans provided under each package.
- **Names of Plans:** There are no fixed names assigned to the plans. So, the seller can

view a new plan apart from those mentioned in the manuals.

- **Cost:** The cost for each plan is assigned by the Admin only. Sellers might view multiple choices for prices offered under each package based on the difference in their validity time period. Please refer to the example shown in figure 6.2 below.
- **Validity Time Span:** The validity time period for which each plan.
- **Percentage of Commission Rate:** The fixed amount of money to be paid by the seller to the business owner depending upon a certain amount of sale is known as Commission rate. The percentage of commission rate assigned to each plan is different as shown in the example shown in figure 6.2 below.
- **Number of Active Products:** The number of active products a seller can add to their shop is different for each plan. The seller can add new products in their shop however, the number of active products cannot exceed the limit offered within the chosen subscription plan.
- **Capacity of Product Inventory:** A catalog/product can have several inventories based on the variation in certain parameters such as their color, size and so on. The number of product inventories a seller can add to their shop will also be different for every subscription plan.
- **Images per Product:** Number of images any seller can upload for each product added in the shop is different depending on the kind of plan selected. This criteria defines the number of images the seller can add for a product. For example, if the seller uploads three images for one product, the count of the number of images added will be three.

PLAN Platform Advantages And Services	ADVANTAGE GOLD $1,999.00 PER 12 MONTHS	PROFESSIONAL $999.00 PER 12 MONTHS	BASIC PLAN $0.00 PER 5 MONTHS
Commision Rate	4%	6%	15%
Active Products	350	75	60
Product Inventory	1000	50	20
Images Per Product	20	6	4
Exclusive Mini Website	✔	✔	✔
Mini Webpage Design Assistance Access Free Images	✔	✖	✖
Sub Users	Unlimited	Unlimited	Unlimited
Trade Show Information Limited	✔	✔	✖
Receive & Reply Quote Requests RFQ	Unlimited	Unlimited	✖
Keyword Ad Investment Included In Your Plan	30%	10%	✖
Authentication & Verification Account Services	✔	✖	✖
Customer Service	Dedicated	Via Email	Via Email
B2B Conference Access	✔	✖	✖
Monthly News & Updates From Your Industry	✔	✖	✖
Sales Insights Of Your Industry	✔	✖	✖
	$1,999.00 / Per 12 Months	$999.00 / Per 12 Months	$0.00For 5 Months
	Buy Plan	Buy Plan	Buy Plan

Fig. 6.2: Example of Subscription Plans Setup by Admin

An example of how the subscriptions will be displayed to the seller is given in figure 6.2. Once the seller chooses the best suitable option, they must click on “Buy Plan”. The seller will be redirected to the “Billing” page as shown in figure 6.3, which will display the total amount to be paid by them.

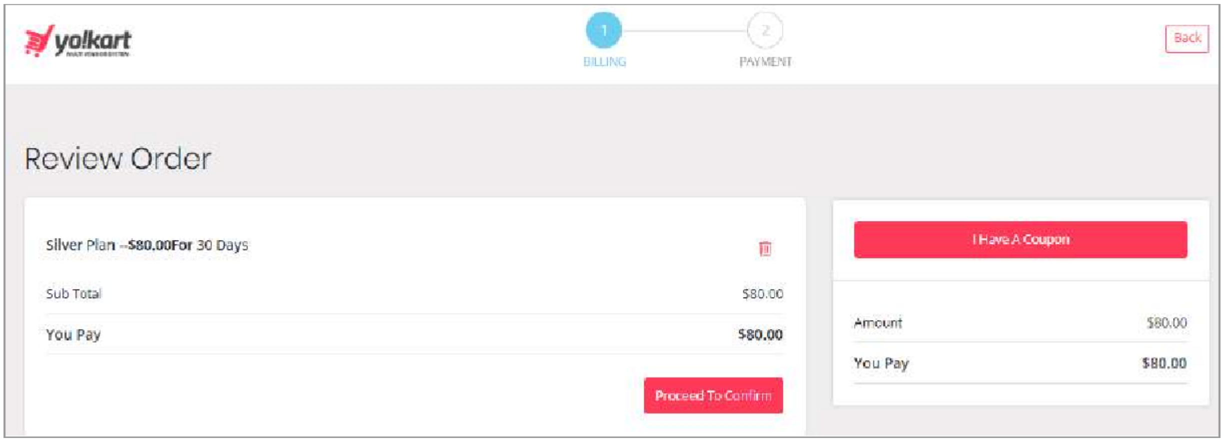


Fig. 6.3: Billing Page

The seller can click on the "I have A Coupon" option provided on the right side of the page to avail any discount coupons (if seller has any). A pop-up menu will appear in which the seller must enter the code for the coupon they want to use as shown below in figure 6.4.

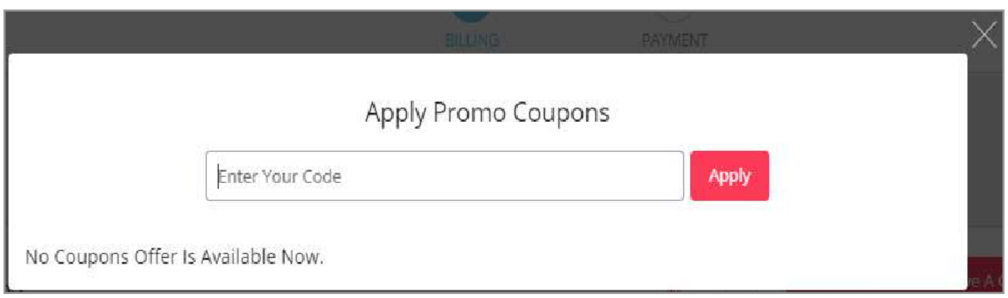


Fig. 6.4: Applying Promo Coupons

The seller can also visit the **'Subscription Offers'** module to check for the latest offers available particularly for subscription plans.

The seller must proceed further with the payment confirmation process by clicking on the "Proceed to Confirm" button which will redirect them to the "Payment" page. There are different payment gateways provided (payment method options are admin-manageable) and the seller can choose any one of them as per their convenience. The seller can view the total amount to be paid on the right side of the page as shown in figure 6.5. To proceed with payment, the seller must click on 'Confirm Payment'.

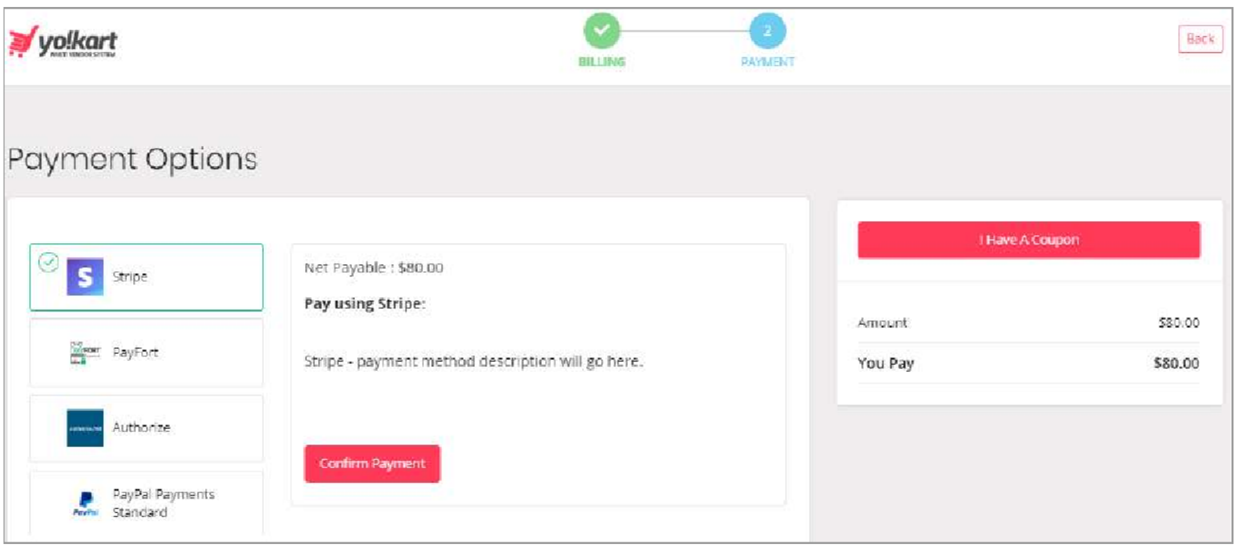


Fig. 6.5: Selecting Payment Mode (Example)

The seller must complete the steps required for completing the transaction through the selected payment gateway. Once the transaction is complete, the seller will be displayed a confirmation message as shown in figure 6.6.

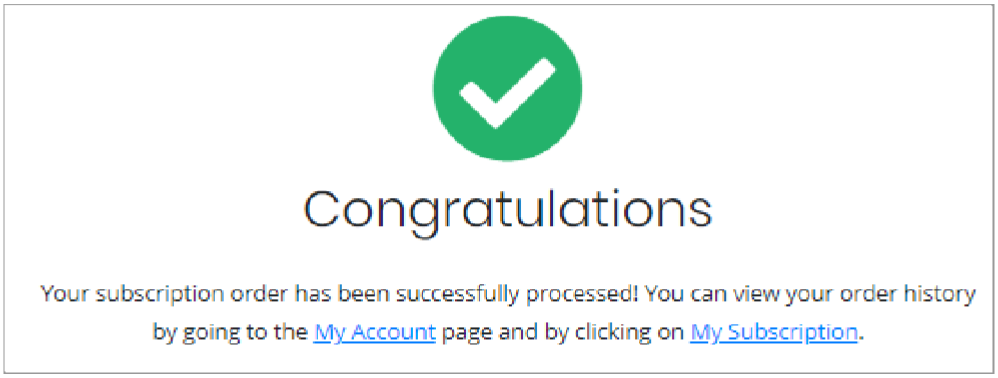


Fig. 6.6: Subscription Payment Successful

The seller can proceed further by clicking either on “My Account” or “My Subscription” which will redirect them to the respective pages that are accessible after buying the subscription plan. The seller can update or renew their subscription packages from the **‘Subscription’** module.

7. Shop

The seller must create a shop for adding products on the website. The seller can create and manage their shop from the modules provided in this section.

7.1 Manage Shop

In this module, the seller needs to add all the details required to set up their own shop. The seller can also visit this module later to manage or update any details of their shop. The nine different tabs that are displayed on this page are explained below.

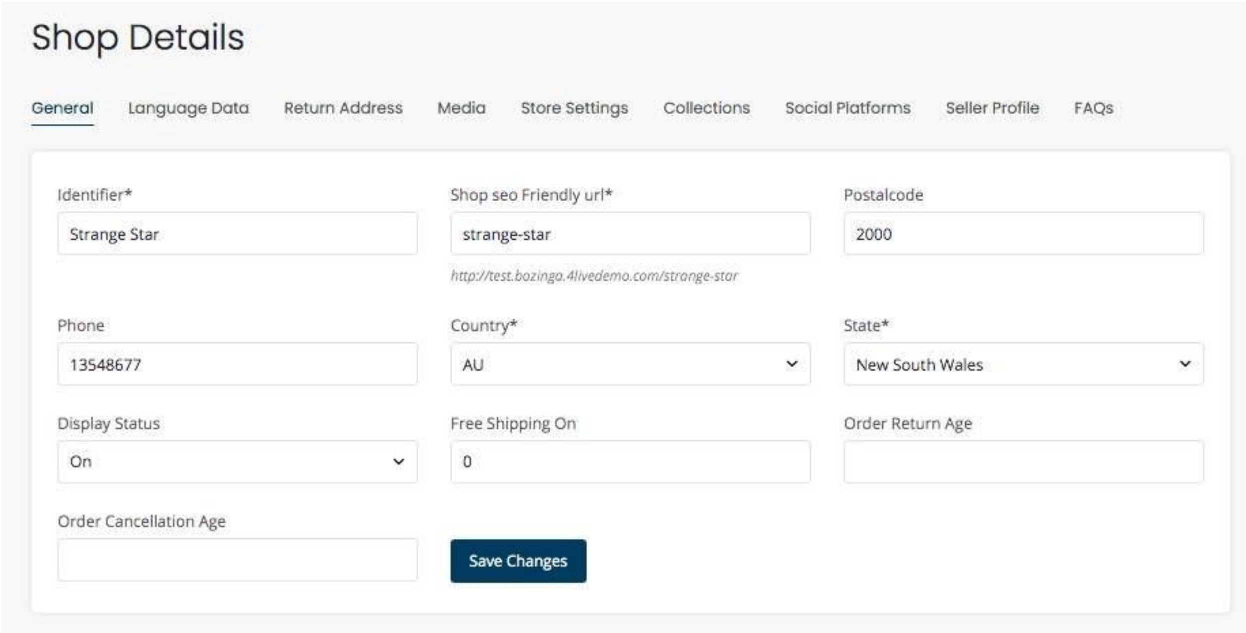


Fig. 7.1.1: General Tab in Manage Shop

i. General

The basic details required for creating a shop are to be filled by the seller in this tab. As shown in figure 7.1, the seller must enter:

- **Identifier*:** A unique identifier key that represents every individual seller. The seller must choose its 'Identifier' as its representative to the system. It can also be known as a unique identity assigned to the seller.

- **Shop SEO Friendly URL*:** The URL that can be used for SEO purposes. This URL will be beneficial in improving the SEO level of the shop.
- **Postal Code:** The postal code for their shop address.
- **Phone:** The phone number to be linked with their shop.
- **Country*:** The country in which their shop is located.

- **State*:** The state in which the shop is located.
- **Display Status:** The seller can define the current status of their shop. Selecting 'On' will display their shop at the front-end and selecting 'Off' will restrict their shop from being displayed at the front-end.
- **Free Shipping On:** The total cart amount above which the buyers are eligible for free shipping. Leaving this input field blank or entering 0 means that the buyers are not entitled to any free shipping from this seller.

NB: Sellers can set free shipping on individual products while adding them to their stores later.

- **Order Return Age:** The time limit (in terms of number of days) within which the buyers can place a return request once their order has been delivered to them at their destination address.
- **Order Cancellation Age:** The time limit (in terms of number of days) within which buyers can place an order cancellation request after placing the orders.

Once all the details are filled, the seller must click on the 'Save Changes' button which will redirect them to the next tab.

ii. Language Data

As shown in figure 7.1.2, the seller can select the preferred language from the 'Language' drop-down. The name of shop to be displayed at the front-end must be entered in the '**Shop Name***' input field. All the remaining text fields are provided for the seller to add shop related data. This data is displayed on the '**Shop Detail**' page at the front-end and helps customers know the terms and conditions. Sellers can edit/manage this information in future from this tab itself.

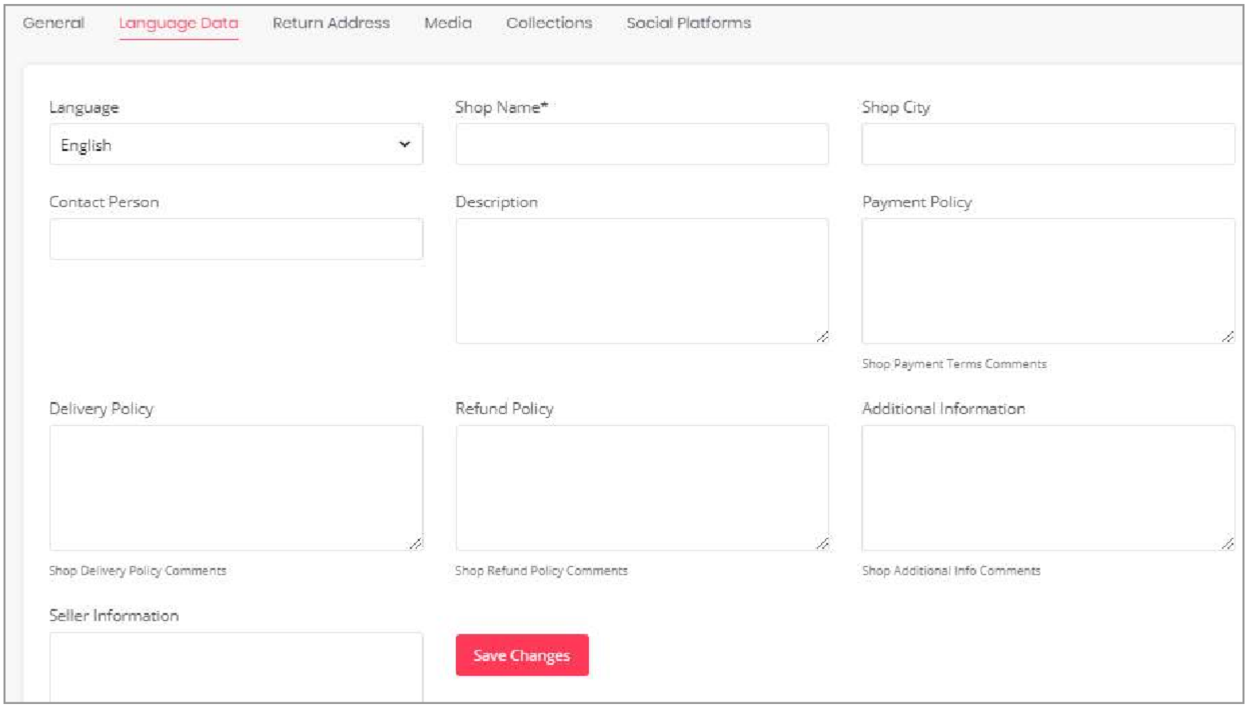


Fig. 7.1.2: Language Data Tab

- **Shop Name*:** Enter the name of the shop. This name will appear at the front end representing theirshop.
- **Shop City:** Enter the city in which the shop is located.
- **Contact Person:** Enter the name of the contact person.
- **Description:** Enter a brief description about their shop.
- **Payment Policy:** Enter the payment policy that will be displayed on the shop detail page at the front-end.
- **Delivery Policy:** Enter the delivery policy that will be displayed on the shop detail page at the front-end.
- **Refund Policy:** Enter the refund policy that will be displayed on the shop detail page at the front-end.

- **Additional Information:** Any other important information that the seller wants to share with their customers can be added in this input field.
- **Seller Information:** The information related to the respective seller can be added in this input field.

Once the seller has filled in the required details, they can click on 'Save Changes' which will redirect them to the next tab.

iii. Return Address

Sellers can add a return address from this tab (refer figure 7.1.3). Buyer(s) can use this address for returning order(s) to the Seller. Adding the return address for the shop is mandatory. It has two sub-tabs.

- **General:** In this tab, the seller must:

➜ **Country*:** Select the country to which the order/product is to be returned from the drop-downlist.

➜ **State*:** Select the state to which the order/product is to be returned.

➜ **Postalcode:** Enter the postal code to provide appropriate regional location.

➜ **Phone:** Enter phone number that can be added along with the address. Once the seller has filled in the required fields, the seller can move on to the next step by clicking on the "Save Changes" button.

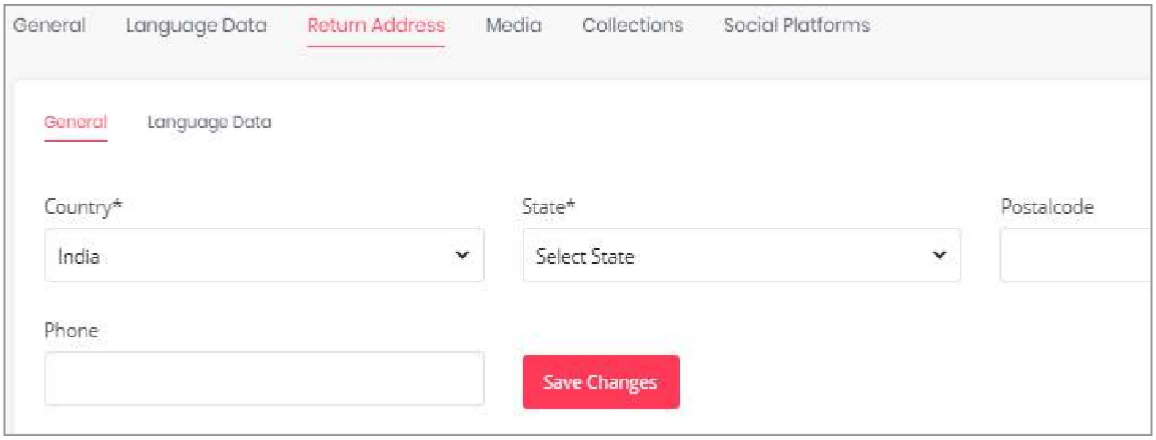


Fig. 7.1.3: 'General' sub-tab Under Return Address

- **Language Data:** Return address sub-tab has 'Language Data' input-field (refer figure 7.1.4). The seller must:

➔ **Language*:** Select the preferred language from the drop-down list.

➔ **Name*:** Enter the name of the receiving party.

➔ **City*:** Enter the Name of the city.

➔ **Address1* & Address2:** Enter the complete detailed address on which the return order is to be delivered.

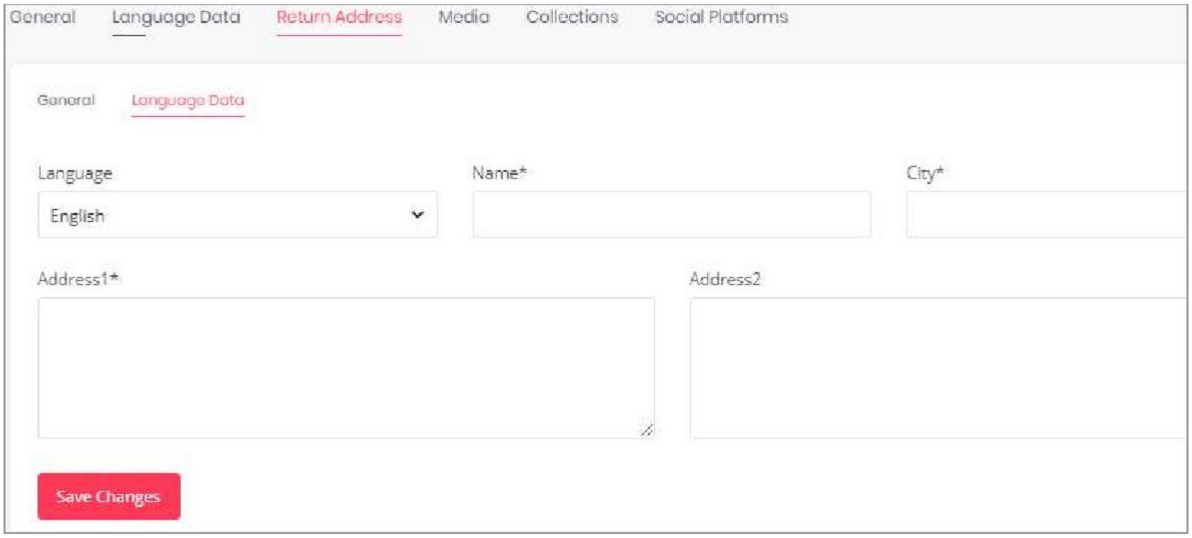


Fig. 7.1.4: "Language Data" sub-tab Under Return Address

Once all the details have been filled, the seller must click on 'Save Changes'.

iv. Media

This tab allows the seller to upload a logo, background image and top banner for the shop.

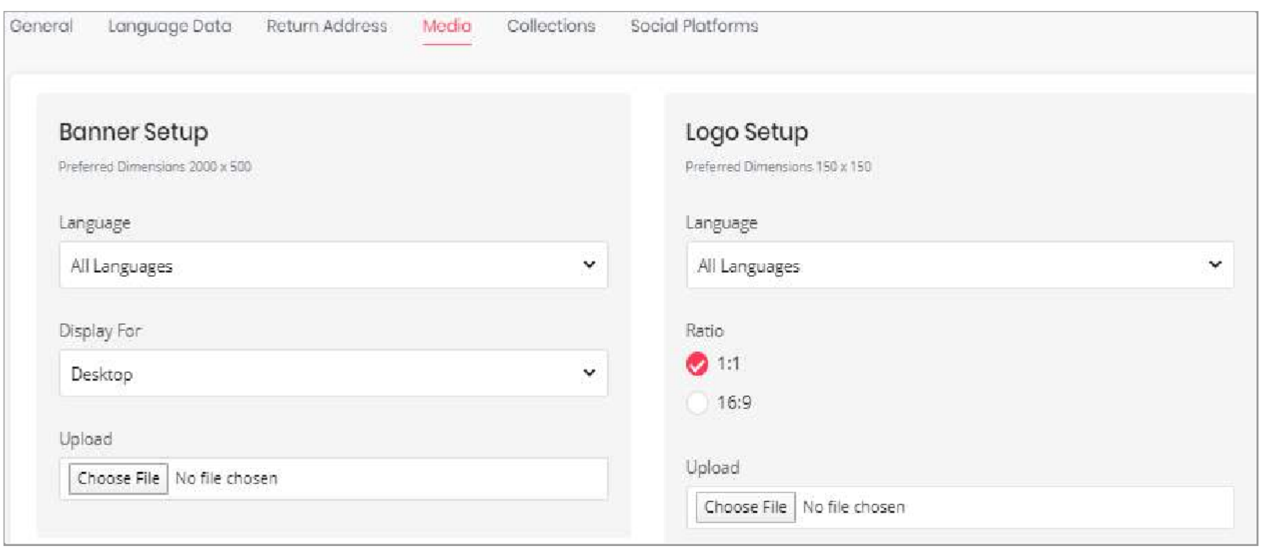


Fig. 7.1.5: Media Tab

Under 'Banner Setup' the seller must provide the required information:

- **Language:** Select the preferred language from the drop-down list.
- **Display For:** Select any one from the 'Desktop', 'Ipad', or 'Mobile' options provided in the drop-down list. This field allows the seller to add separate banner images of different resolutions for Desktop, iPad and Mobile devices to avoid image distortion.
- **Upload:** Upload the image to be displayed as a banner.

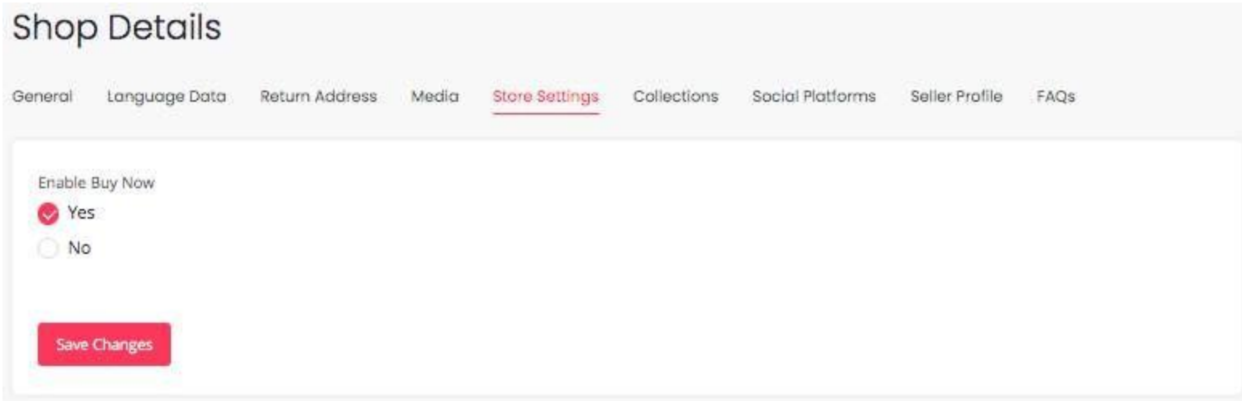
NB: The recommended resolution of an image is displayed as 'Preferred Dimensions' as shown in figure 7.1.5.

Under "Logo Setup" section, the seller must:

- **Language:** Select the preferred language from the drop-down list.
- **Ratio:** Select the ratio which will also change the 'Preferred Dimensions' for the image being uploaded by the seller.
- **Upload:** Upload the image to be displayed as a logo.

V. Store Settings

The Seller can configure Buy Now Button Option: Yes or No on the products published by that Seller. If Yes is selected then the Buy Now button will be displayed. And if No is selected then the Buy Now button will not be displayed at the front end of the platform.



vi. Collections

Sellers can create collections and add products to them.

NB: The seller will not be able to add any collections if they have not added any products yet. There is a **"Link"** sub-tab provided here, in which the seller needs to link their products to the newly created collection. If a new seller is just beginning to create a shop, they will have no product to add or link with this collection. So, the seller can skip this tab and add collections once they have added products in their shop.

To add a new collection, the seller must click on the “Add Collection” button provided in this tab as shown in figure 7.1.6.

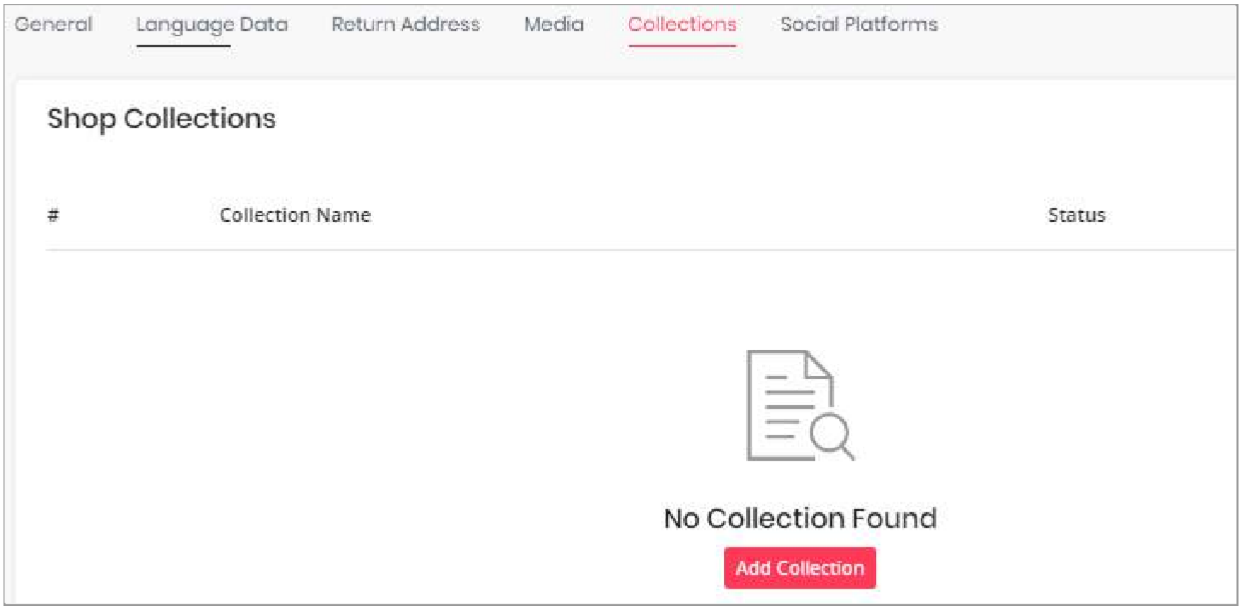


Fig. 7.1.6: Collections Tab

When the seller clicks on the “Add Collection” button, a ‘Shop Collections’ form will open as shown in figure 7.1.7. The tabs provided in this form are:

- **Basic tab**: As shown in figure 7.1.7, the seller must:

➔ **Identifier*:** Enter the unique identifier for the new collection being added.

➔ **SEO Friendly URL*:** Enter the SEO URL for the respective new collection. This URL can be used to improve the SEO ranking for the added collection.

➔ **Status:** Select the current status of this new collection.

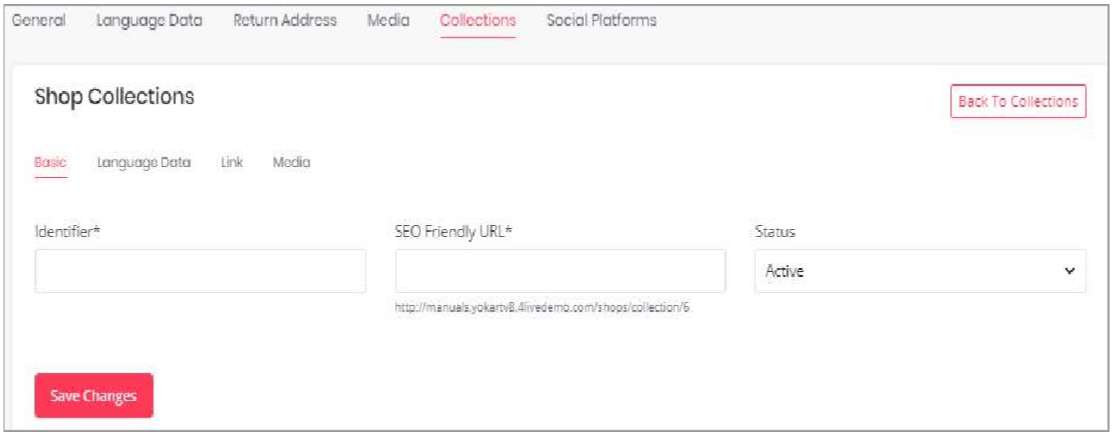


Fig. 7.1.7: Adding a New Collection

The seller must click on 'Save Changes' once the input fields have been filled. The newly added collection will be displayed in the list. Sellers can proceed further to add collection names, links and media.

- **Language Data tab**: As shown in figure 7.1.8, the seller must:

➔ **Language*:** Select the preferred language from the drop-down list.

➔ **Collection Name*:** Enter a unique name for the new collection being added.

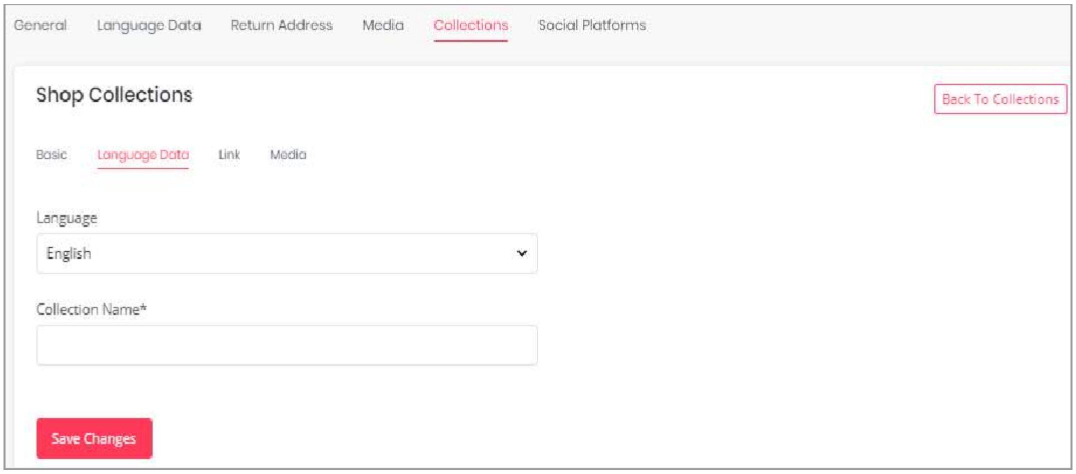


Fig. 7.1.8: Language Data sub-tab in Add Collection

The seller must click on 'Save Changes' once the input fields have been filled.

- **Link:** Seller can link products to the collection via the link sub-tab. The links of all the products that the seller wants to add in this collection can be added in this sub-tab.

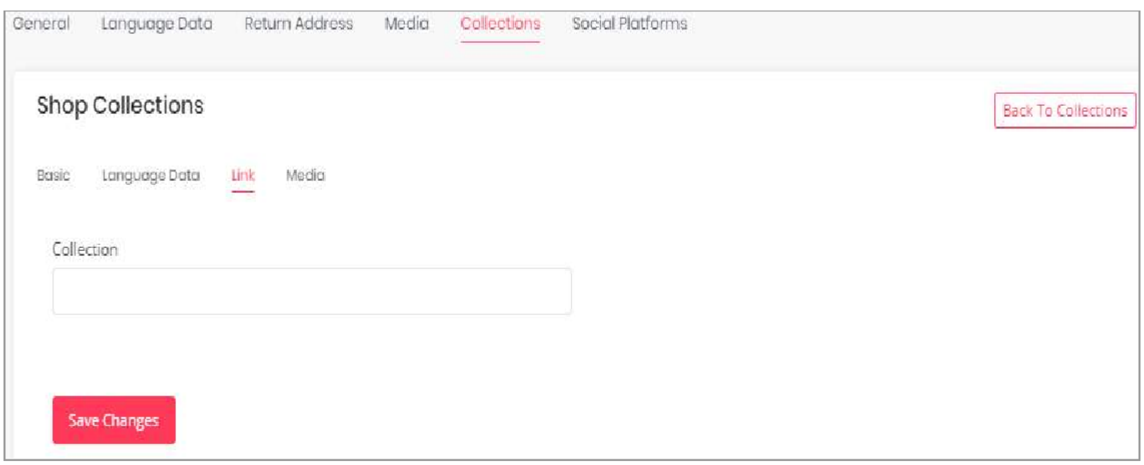


Fig. 7.1.9: Link sub-tab in Add Collection

The auto-complete input field is provided which helps sellers add the products easily.

- **Media:** Seller can display an image corresponding to the respective collection from this sub-tab (refer figure 7.1.10).

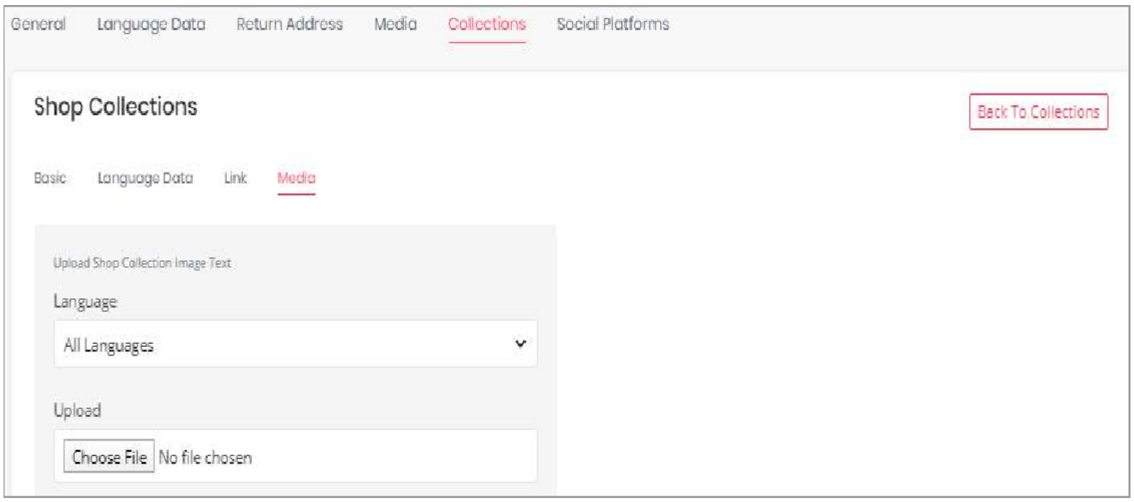


Fig. 7.1.10: Media sub-tab in Add Collection

A 'Back to Collections' button is provided on the top-right corner of this page clicking on which the seller will be redirected to the 'Shop Collections' page which will show the newly added collection in the list.

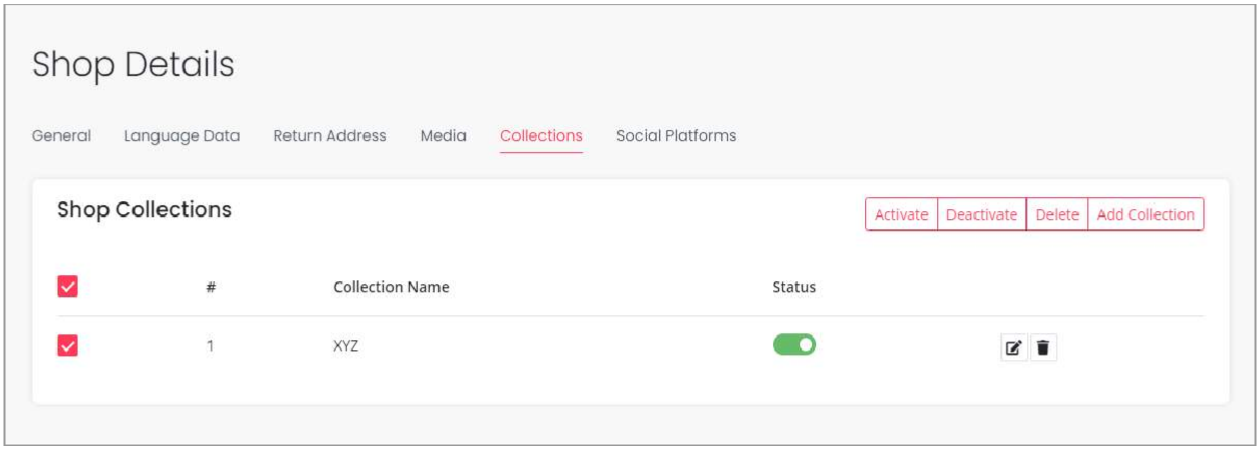


Fig. 7.1.11: Shop Collections list

A list of all the collections added by the seller can be viewed in this list. As seen in the figure 7.1.11, the seller can perform three different actions on the list of collections:

- **Check-box:** Check-boxes can be selected to choose multiple options fromthe list. Three action buttons will be displayed above the list when selecting any check-box. Clicking on the 'Activate' will activate the status of selected collections. Clicking on 'Deactivate' will deactivate the status of selected collections. Clicking on 'Delete' will delete the selected collections.
- **Status :** This toggle switch helps the seller to activate or deactivate the respective collection. The social platform is active when the toggle switch is green and inactive when it is grey.
- **Edit :** Seller can make changes in previously added collections. Clicking on this icon seller will redirect to the **'General'** sub-tab of the collection form.

Once the seller has made the required changes, they can click on 'Save Changes' to update changes successfully.

- **Delete** : Clicking on this icon will delete the respective collection from the Shop Collections list.

vii. Social Platforms

Adding social media platforms to their shop can help sellers convert the best of their customers. There are several popular social media platforms through which the users connect online. These social platforms can be linked by the seller to their shop for promoting their products. The social platforms are displayed at the front-end in the seller's shop right below the collections.

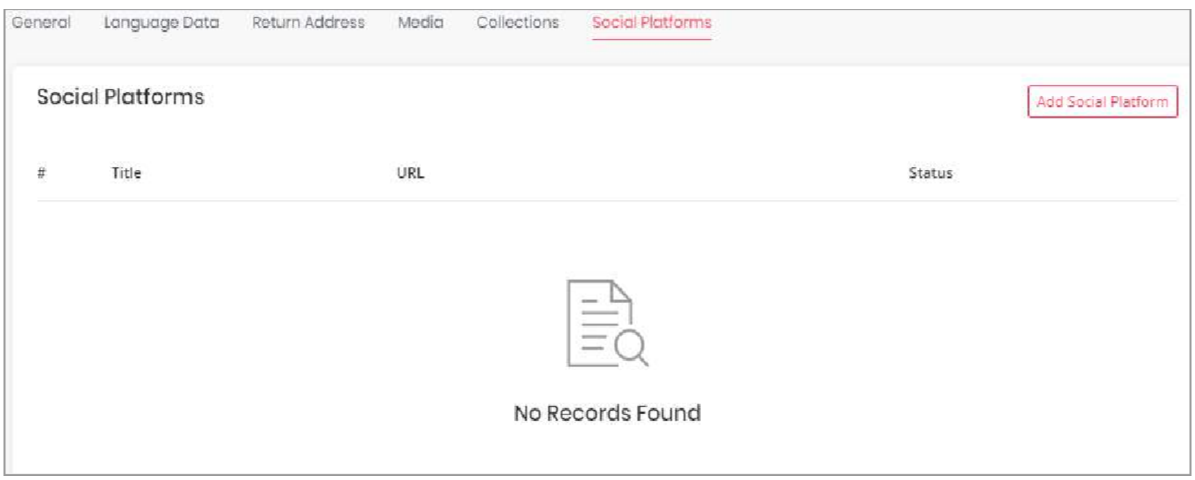


Fig. 7.1.12: Add Social Platform

As shown in figure 7.1.12, this tab provides seller with following functionalities:

- **Add Social Platform:** Sellers can add a new social platform to be displayed in their shop. Clicking on '**Add Social Platform**' button will redirect seller to a form that includes two sub-tabs:

➔ **General**: As shown in figure 7.1.13, the seller must:

- **Identifier:** Enter a unique identifier for the new social platform being added.
- **URL:** The seller must enter the URL for the respective new social platform. This URL can be used to improve the SEO ranking for the added collection.
- **Icon Type from Css:** This drop-down list includes a few, very popularly used social platforms that are Facebook, Twitter, Google, Youtube, Pinterest and Instagram. Any icon chosen by the seller will be displayed beside this social platform at the front-end.
- **Status:** Select current status of this social platform.

Once the seller fills the input fields, they must click on the 'Save Changes' button which will redirect them to the next sub-tab.

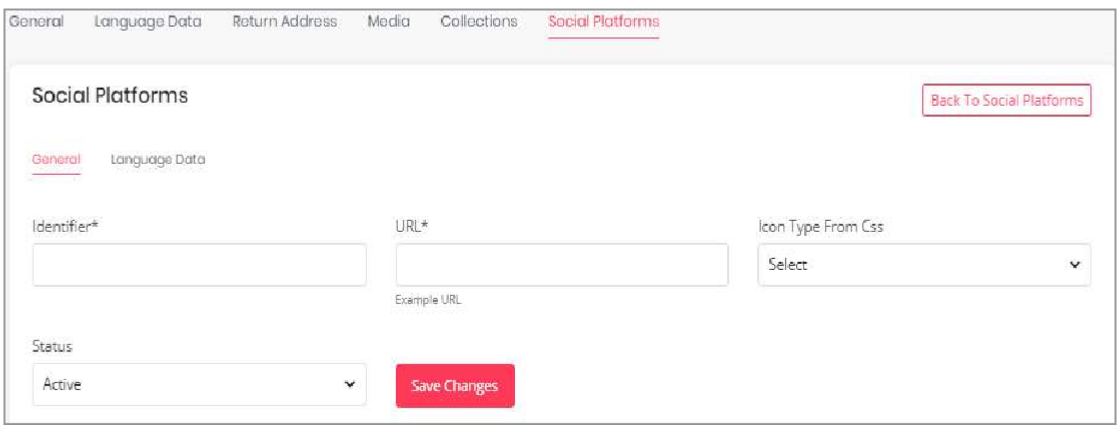


Fig. 7.1.13: General sub-tab under Add Social Platform

➔ **Language Data**: As shown in figure 7.1.14, seller must:

- **Language*:** Select the preferred language from the drop-down list.

- **Collection Name*:** Enter a unique name for the new social platform being added.

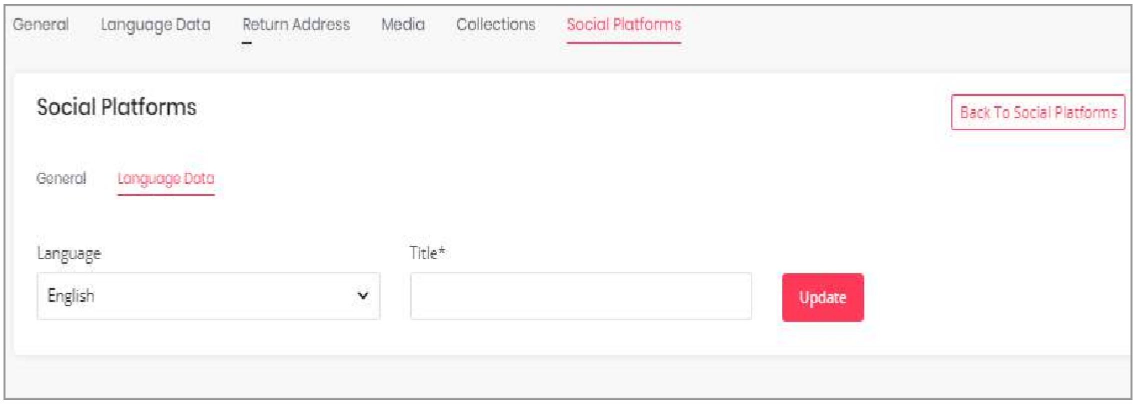


Fig. 7.1.14: Language Data sub-tab under Add Social Platform

On clicking the **'Back to Social Platforms'** button, the seller will be redirected to the '**Social Platforms**' page.

An example of a newly added social platform is shown below in figure 7.1.15.

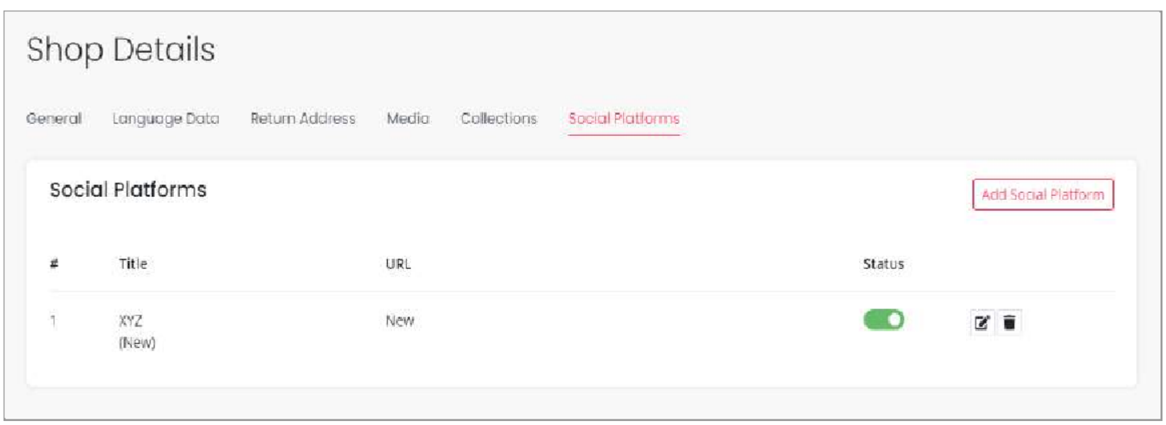


Fig. 7.1.15: Social Platform List

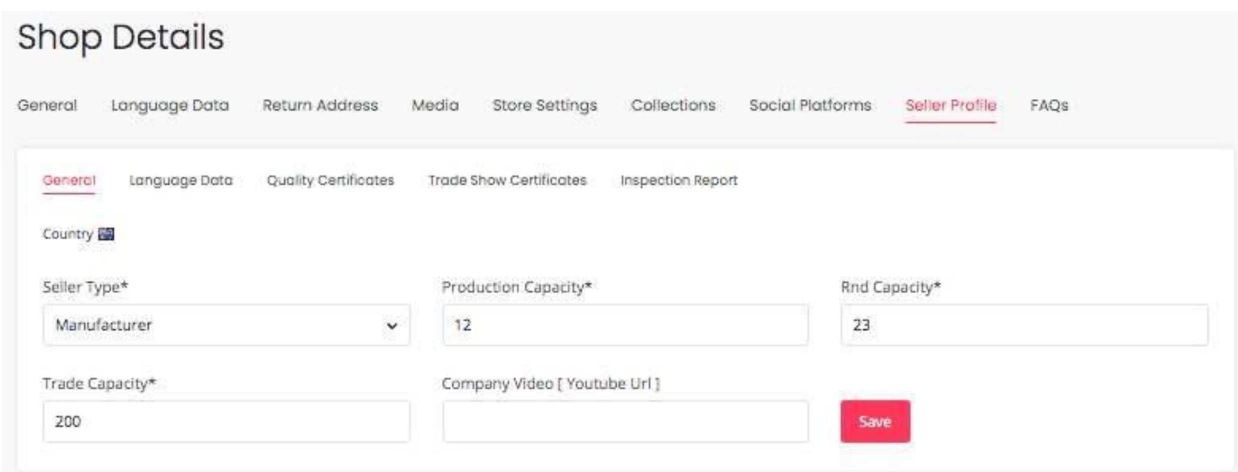
The seller can see all the social platforms added in a list on this page.

As seen in the figure 7.1.15, the title, URL and status of each platform are provided in the list. The "**Social Platforms**" list provides seller with following functionalities:

- **Status :** This toggle switch helps the seller to activate or deactivate the particular social platform added. The social platform is active when the toggle switch is green .
- **Edit :** If the seller wants to make any kind of changes in the previously added social platform, the seller can click on the edit icon. This will redirect the seller to the **'General'** sub-tab of social platforms setup form. The seller must click on the 'Save Changes' button to update the changes successfully.
- **Delete :** Clicking this icon will delete the respective social platform from this list.

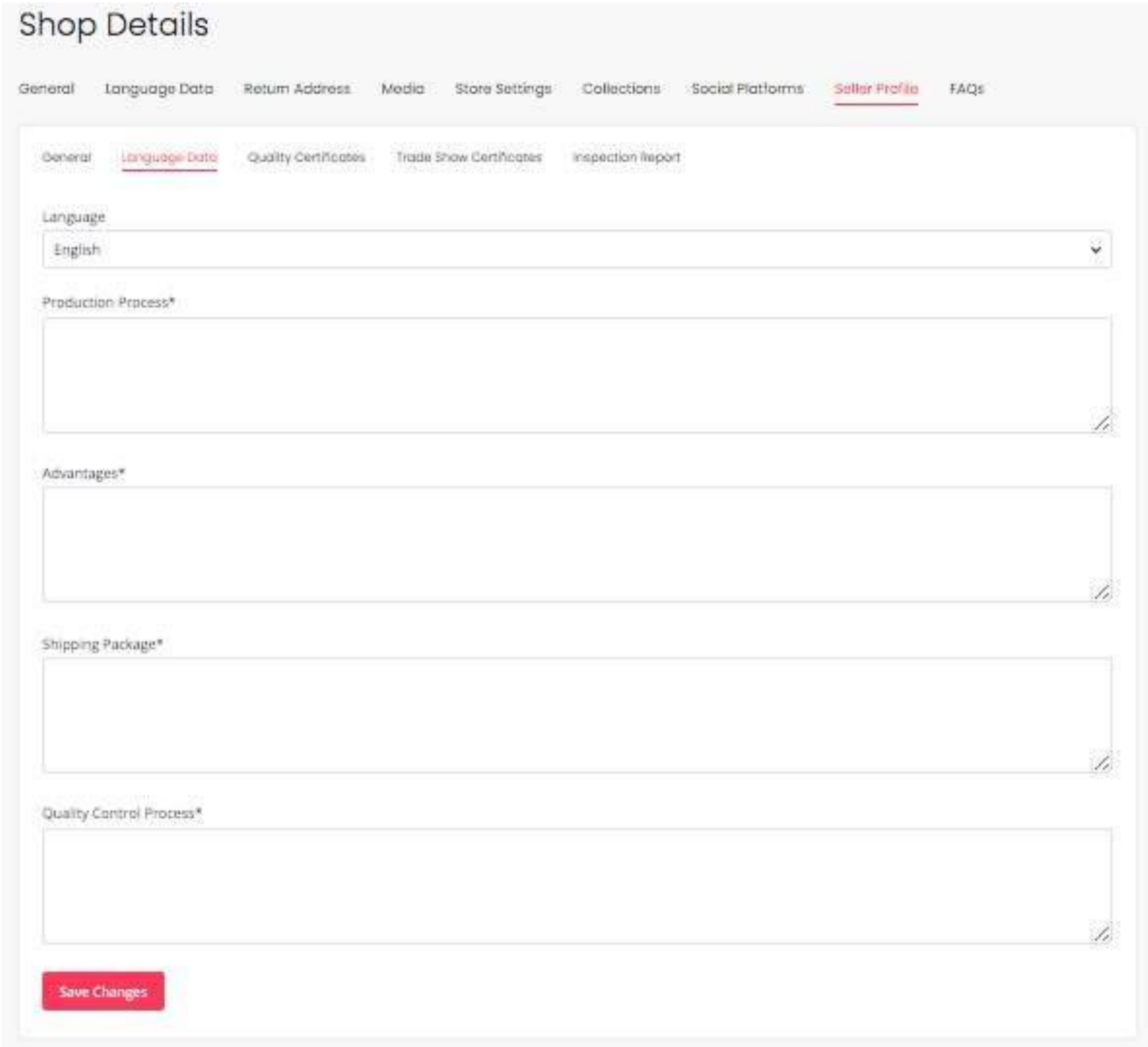
viii. Seller Profile

The Seller can manage Profile information available on the Store Page at the front end.



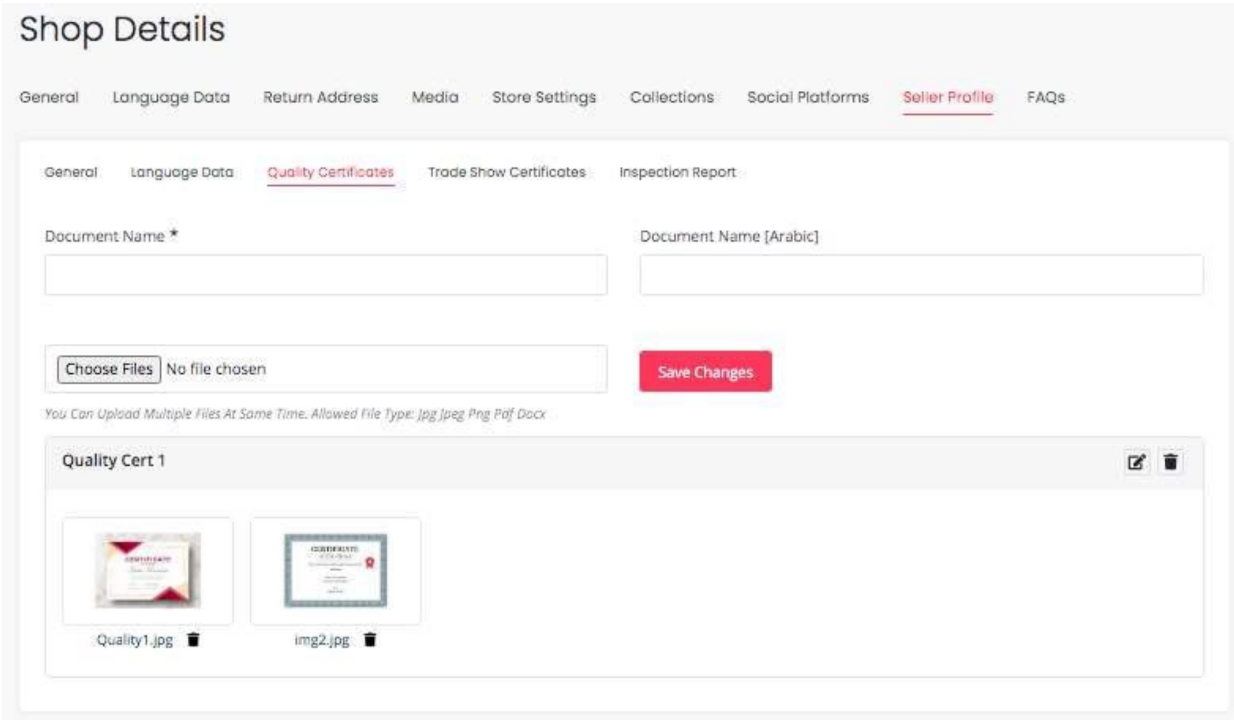
General tab: This screen lists Country of Origin (along with flag), Seller Type (Distributor/Retailer, Manufacturer, Service Provider), other Capacity fields, Company Video (Youtube URL). Finally, information is saved by clicking on the Save button.

Language Data: This screen lists various descriptive fields like Quality Control Process, Production Process, Advantages, Shipping Package. Sellers can enter data in various language versions or based on the translator API. Data can be translated from the English language to other languages.



Quality Certificates: This screen lists various Quality certificates which a Seller can upload and manage. Certificate Name can be entered in the Document Name field in various languages. Multiple Certificate images can be uploaded as well.

Uploaded images can be Edited and Deleted. And specific certificates can be deleted by clicking on the individual delete icon.



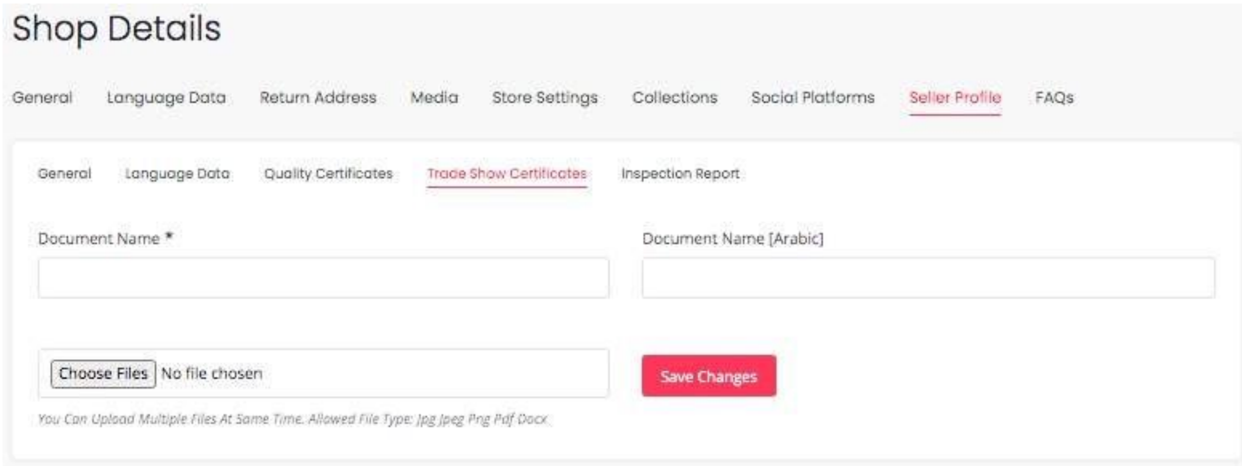
Note: Allowed file types are listed on the screen for the Seller.

Trade Show Certificates: This screen lists various Trade certificates which a Seller can upload and manage. Certificate Name can be entered in the Document Name field in various languages. Multiple Certificate images can be uploaded as well.

Uploaded images can be Edited and Deleted. And specific certificates can be deleted by clicking on the individual delete icon.

It works in the same way as a Quality Certificate.

Note: Allowed file types are listed on the screen for the Seller.

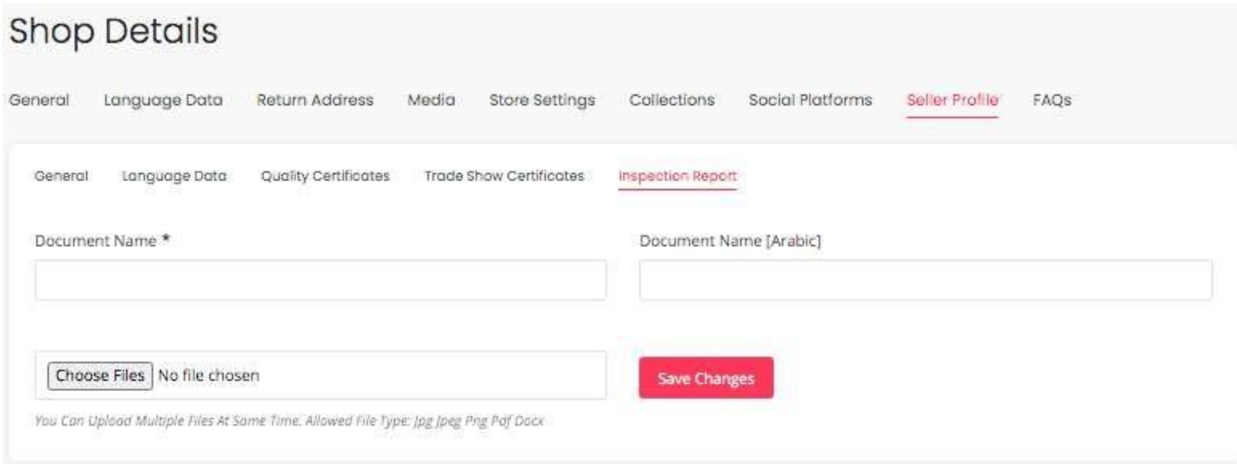


Inspection Report: This screen lists various Inspection Reports which a Seller can upload and manage. Inspection Report Name can be entered in the Document Name field in various languages. Multiple Report images can be uploaded aswell.

Uploaded images can be Edited and Deleted. And specific Reports can be deleted by clicking on the individual delete icon.

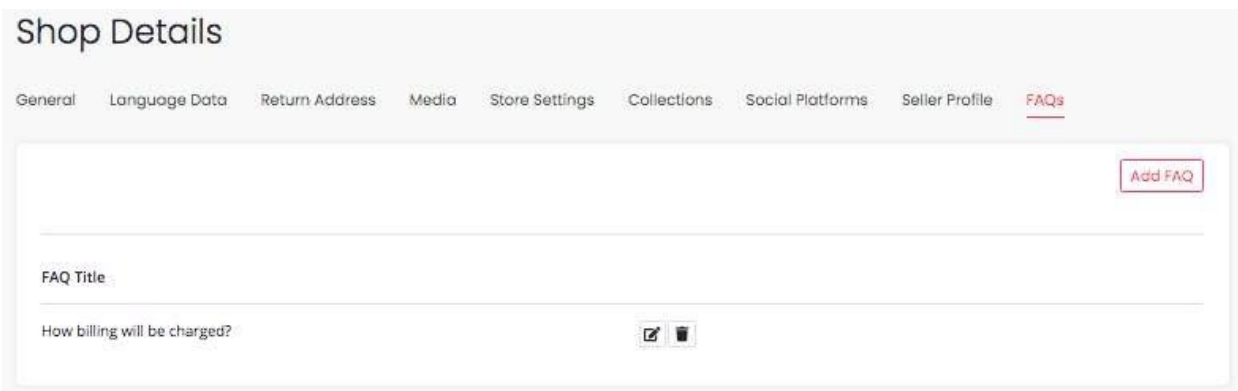
It works in the same way as a Quality Certificate.

Note: Allowed file types are listed on the screen for the Seller.

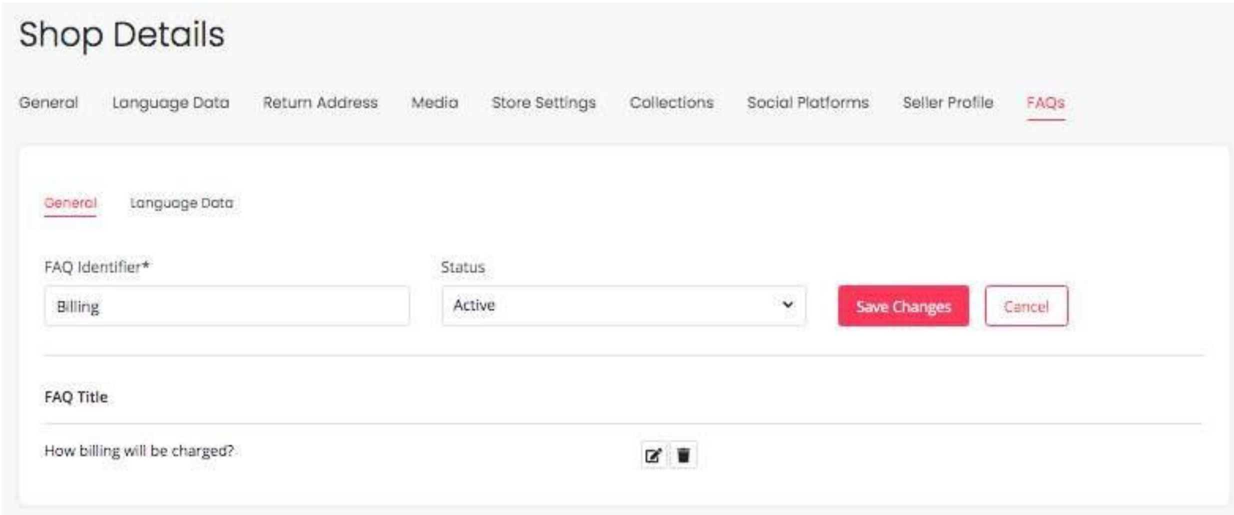


ix. FAQs

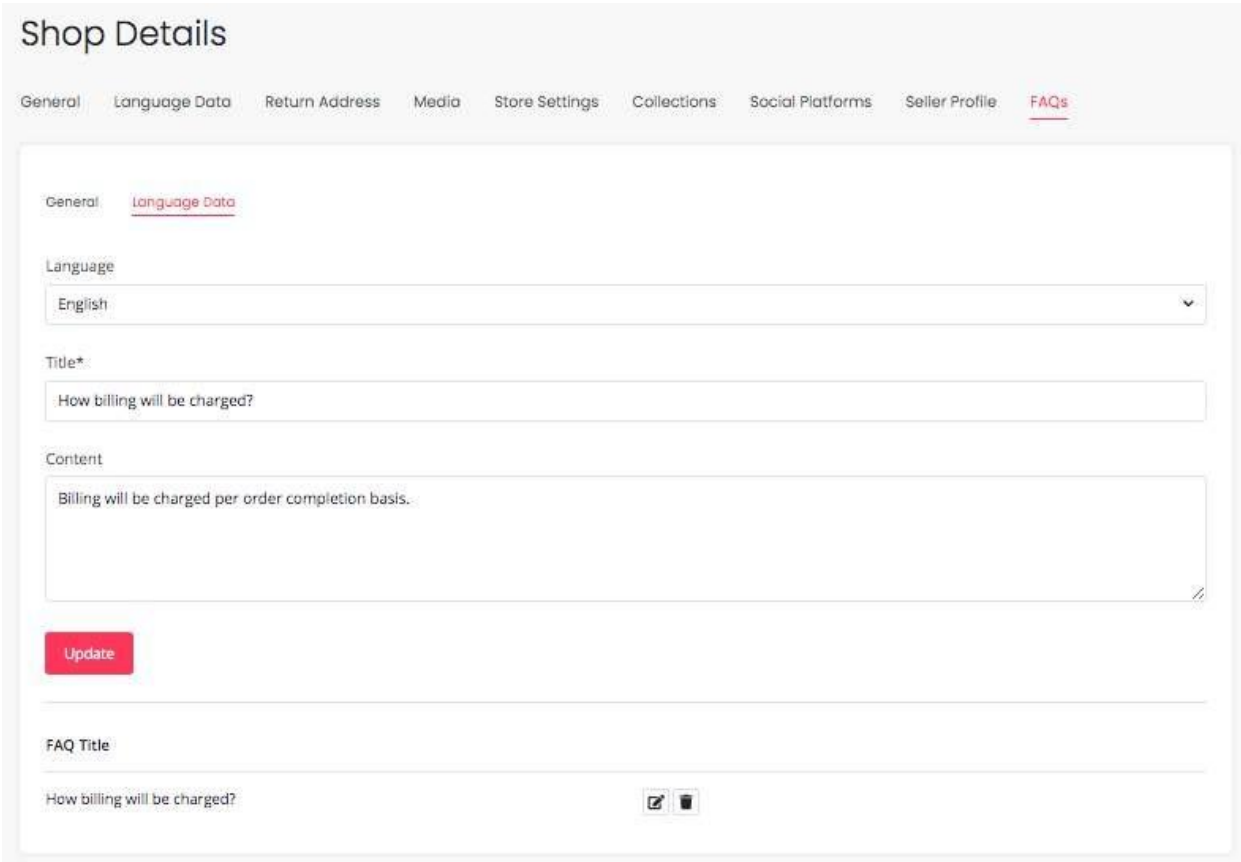
This screen lists a set of Frequently Asked Questions added by each Seller. A Seller can click on Add FAQ button:



Add FAQ: On click will display below screen:



General tab: Here, FAQ Identifier i.e. System Variables can be added which must be unique and Status to be set as Active. A Seller can click on the Save Changes button. On saving the data, the next tab is displayed to add language data.



Language wise, FAQ Title (Question) and Content (Answer) fields, data is added.

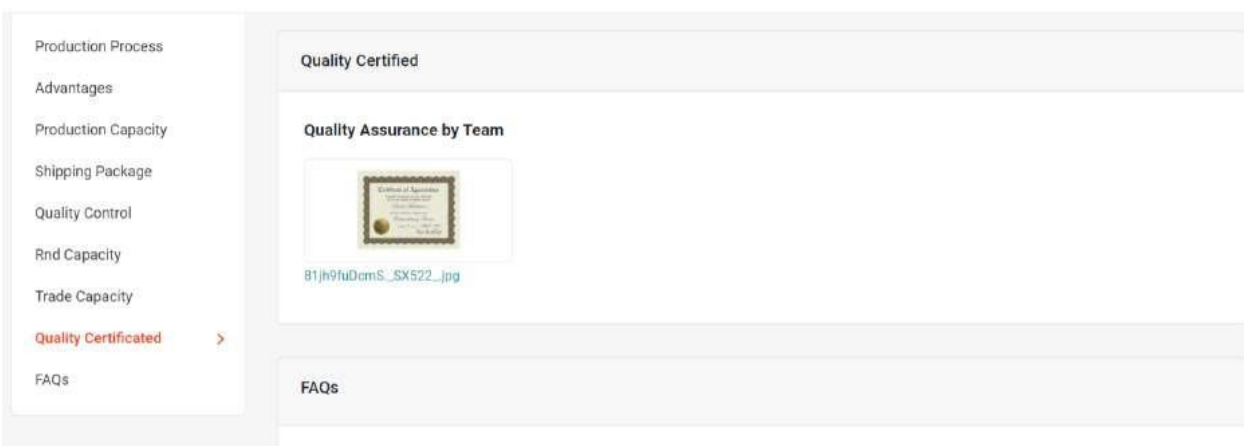


Fig: Front End View of Seller Store - Profile Section

7.2 Products

exportsy is a catalog-based system, this means that there is a catalog of products that the admin has predefined in the system. A seller can use these predefined products to set up their shop inventory.

NB: The admin can restrict the seller from adding new products. If so, the seller will only be able to view the products added by the admin and can only add inventory for the same.

Important Terminologies: It is important for the seller to understand a few terminologies before proceeding further with adding products. Understanding these terms will make it easy for the seller to navigate the '**Products**' section.

Depending upon who added them in the system, the products available on website can be categorized among two categories:

i. **Marketplace Products:** These are the products that are added by the admin. The sellers can view these products but cannot make any kinds of changes.

ii. **Private Products:** These products are added by the seller itself. The products added by any seller will be shown only to that respective seller and only they can make changes in them.

There are two different types of products available on website:

a. **Physical:** These are the products that are tangible and can be shipped to the customers. For example clothes and electronic gadgets are physical products.

b. **Digital:** These are the products that are intangible but can be accessed online or as soft copies. For example, e-books and internet television channels are digital products. Such products cannot be shipped.

Seller Shipping: The seller has the choice of activating and deactivating the shipping option for any product added on the system. The products that are added by the admin can also be shipped by the seller by activating the 'Seller Shipping' option for those products. Each product displays its own 'Seller Shipping' option. The shipping options seen by any seller are:

- **N/A:** This option is available for products that do not require any shipping. All the digital products do not require any shipping. So, if any digital product is added by the admin or by the seller, it will display 'n/a' under the 'seller shipping' column. Additionally, any products added by the seller itself, will also display 'n/a' in the shipping section since it is presumed that the product added by the seller will be shipped by the seller only.
- **Seller Shipping Deactivated:** The grey toggle switch button displayed ahead of any product depicts that the shipping for that product has been deactivated by the seller.
- **Seller Shipping Activated :** The green toggle switch button displayed to the right of any product depicts that the shipping for that product has been activated by the seller. The '**Edit Shipping**' icon is displayed to the right of products for which the seller has activated shipping.

This module includes three tabs that are explained below.

i. Marketplace Products

This tab displays all the catalog products available in the system along with any seller defined custom products. The list displayed on this page includes products added by the seller as well as those added by the admin. Please note that the seller will not be able to view products of other sellers. When a newly registered seller visits this page they will either see no products or the products that are added by the admin.

NB: The seller can choose to ship the Marketplace products (products added by the admin) displayed in the list. The **"Add Inventory"** and **"Product Info"** action buttons are available to the extreme right of these products.

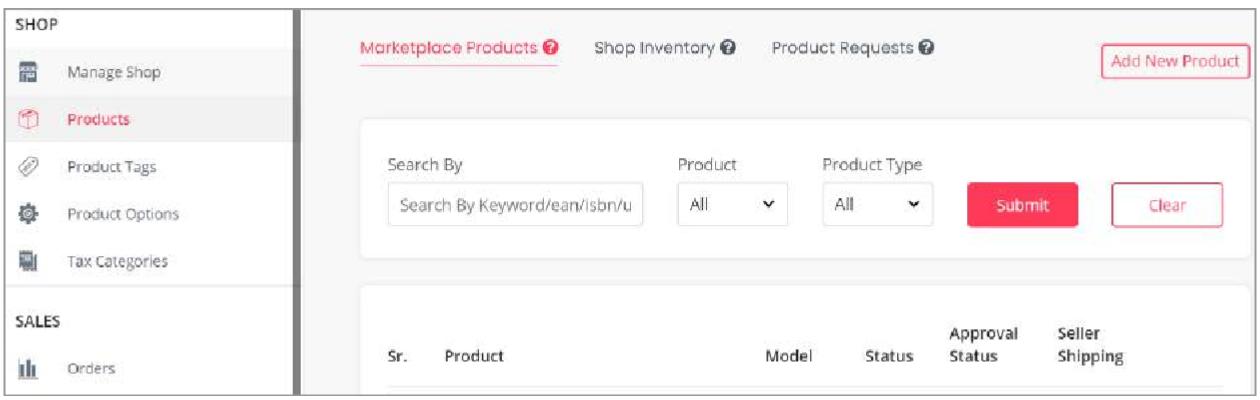


Fig. 7.2.1: 'Products' Page

As shown in figure 7.2.1, a search bar is provided on the top of this page using which admin can search products through following filters:

- **Keyword:** Using keywords/ean/isbn/upccode.
- **Product:** Selecting product categories from a drop-down list which consists of

three options: All, Marketplace Products and Private Products.

➔ Selecting '**All**' will display both private and marketplace products.

➔ Selecting **'Marketplace products'** will display the products added by admin.

➔ Selecting **'Private Products'** will display the products added by the seller.

• **Product Type:** Selecting product type from drop-down list which provides three options: All, Physical or Digital products.

➔ Selecting '**All**' will show both Physical as well as Digital products.

➔ Selecting **'Physical'** will only show the tangible products.

➔ Selecting '**Digital**' will show only the intangible products.

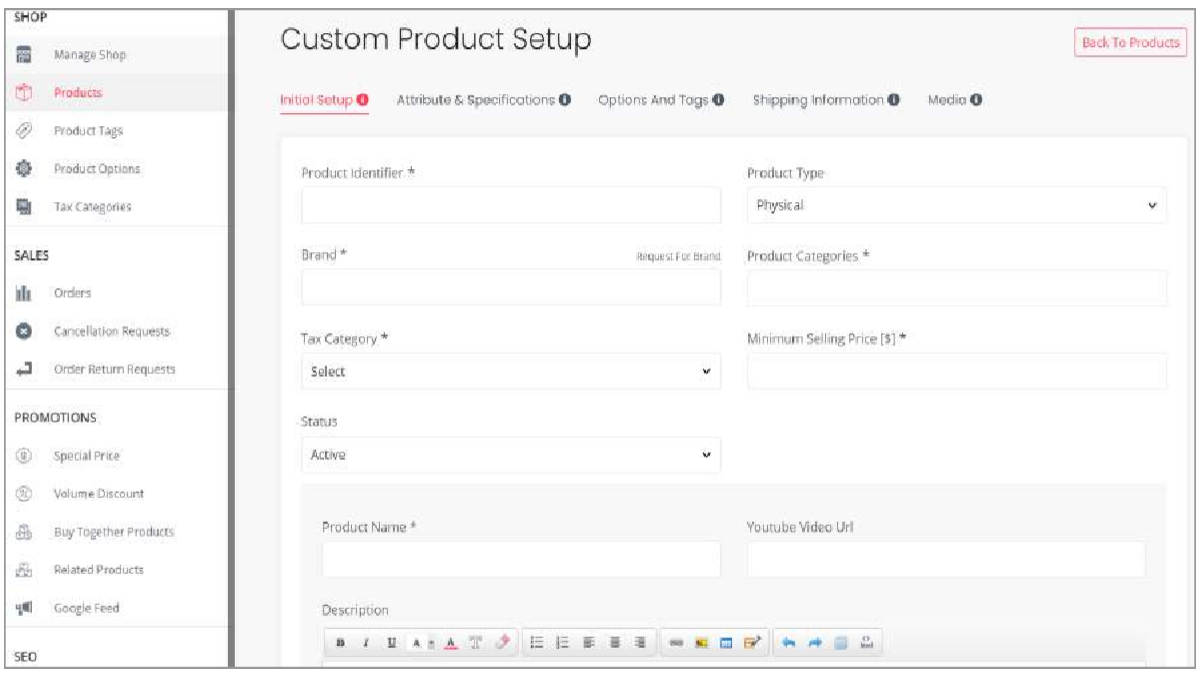


Fig. 7.2.2: Initial Setup tab in Custom Product Setup

Clicking on the "Add New Product" button redirects the seller to the "Custom Product Setup" page as shown in figure 7.2.2. It includes five sub-tabs.

- **Initial Setup**: As shown in figure 7.2.2, the seller must:

➔ **Product Identifier*:** Enter a unique identifier for the product. The product identifier is not displayed in the front-end and is used only for the system's internal purpose.

➔ **Product Type*:** Select the type of product being added to define if it is 'Physical' or 'Digital'.

➔ **Brand*:** Enter brand for the product. An auto-complete drop-down list will be displayed when the seller begins to enter the brand name. The seller can choose the brand from this list. However, the suggestions seen are only those that have been entered by the admin. If any particular brand is not available in the suggestion list, the seller can forward a request to the admin for the same.

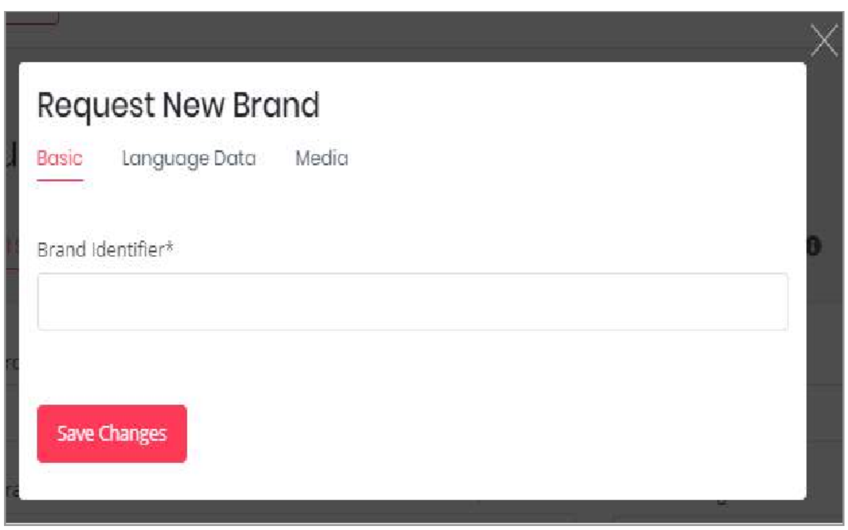


Fig. 7.2.3: Request New Brand "Basic" Tab

Brand will be added to the list if the admin approves the seller's request. Clicking on '**Request New Brand**' button, a pop-up menu bar will appear as shown in figure 7.2.3 which has three sub-tabs:

- **Basic:** Enter a unique brand identifier. After adding the brand identifier, the seller must click on the 'Save Changes' button(refer figure 7.2.3).

- **Language Data:** As shown in figure 7.2.4, the seller must select language type from the drop-down list. Then, the seller must enter the name of the brand in the "Brand Name" input field. The seller can select the check-box of "**Update Other Languages Data**" to enable automatic translation of data to other languages.

NB: The "**Update Other Languages Data**" option is only available if the admin has enabled the **"Translate to Other Languages"** but once the seller has filled the required fields, they must click on the 'Update' button.

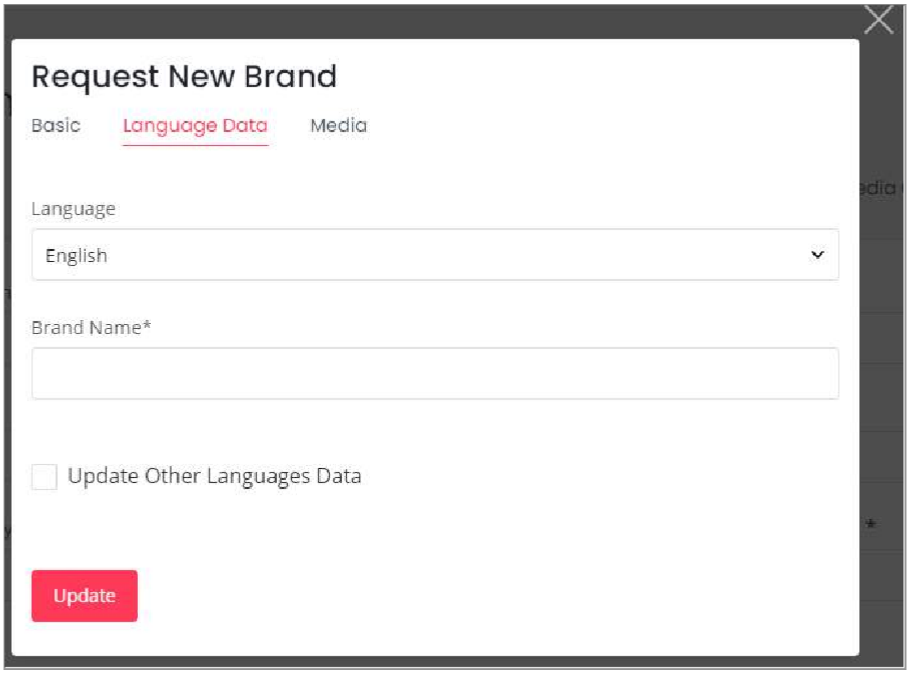


Fig. 7.2.4: Request New Brand "Language Data" tab

- **Media:** Here, the seller can upload an image to represent the brand. The seller can select the preferred language from the '**Language**' drop-down bar as shown in figure 7.2.5. The 'Ratio' section shows two ratios each having different dimensions. The seller can select any one of the ratios as per their requirement for '**Preferred Dimensions**'. Then, the seller can upload the image by clicking on '**Choose File**'. After selecting the image, the seller will be displayed a pop-up bar to edit the image. Clicking on 'Crop'will save the image successfully.

The '**Brand Request Successfully Sent**' message is displayed as shown in figure below 7.2.5, which confirms that the seller's request has been forwarded to the admin for approval.

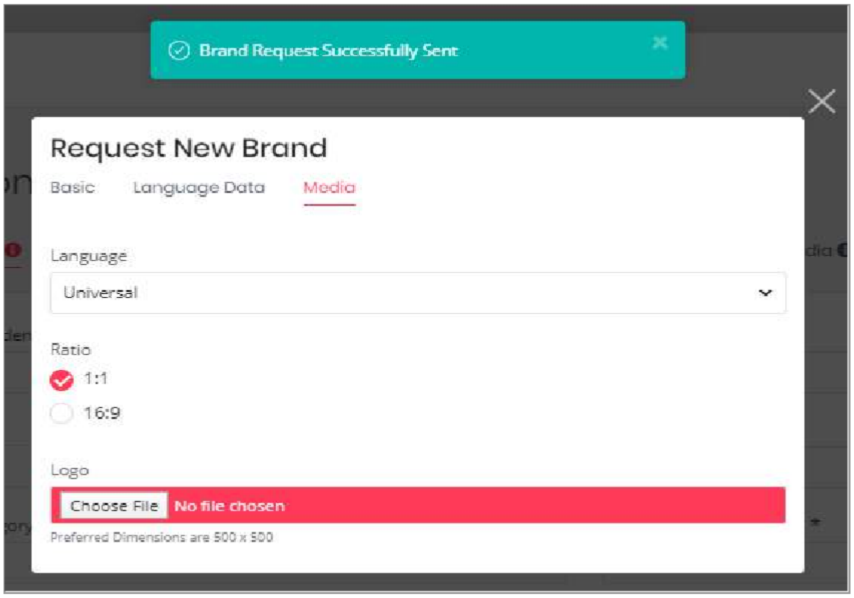


Fig. 7.2.5: Request New Brand "Media" tab

➔ **Product Categories*:** Select the appropriate category in which the product can be added. The auto-complete drop-down list will appear as the seller begins to type. This list is admin-manageable.

➔ **Tax Category*:** The tax category under which the respective product falls must be selected. This list is admin-manageable.

➔ **Minimum selling price [Default Currency]:** Enter the minimum selling price for theproduct.

➔ **Status:** Select the current status of this product from the drop-down list.

➔ **Product Name*:** Enter product name that will be displayed on the front-end.

➔ **YouTube Video URL:** Seller can add a YouTube video URL for the customers to have additional knowledge about this product.

➔ **Description:** Seller can add additional information describing the product in the 'Description' text box provided as shown in figure 7.2.6 below. This information can help customers know more about the product.

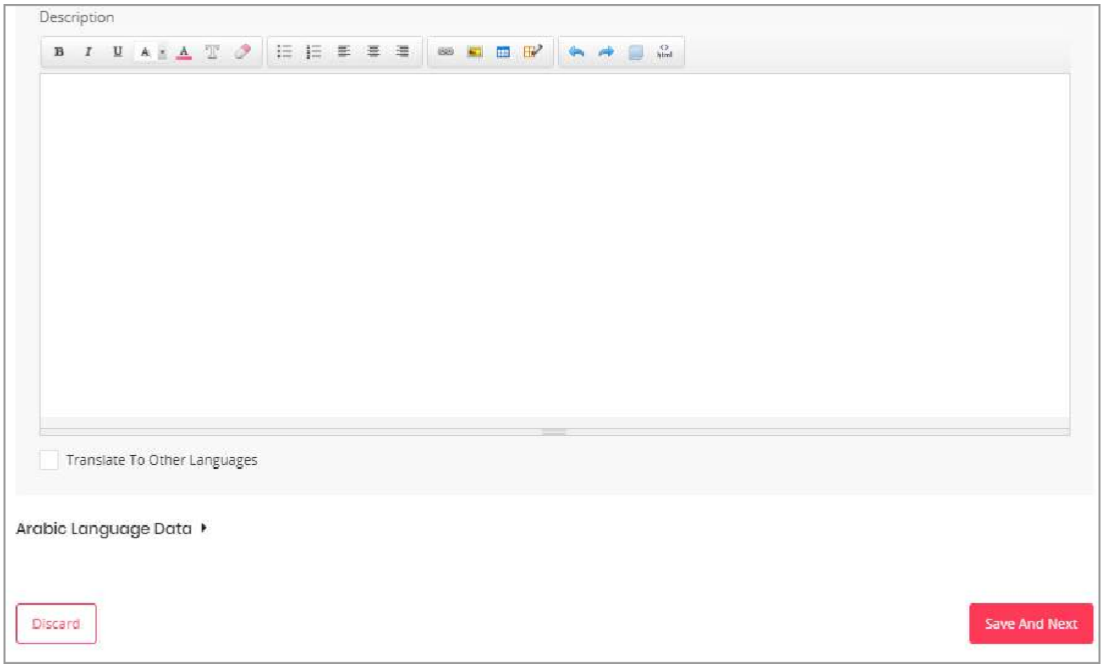


Fig. 7.2.6: Description Text Box

➔ **'Translate to Other Languages' Check-box:** Selecting this check-box, the system will automatically update content to other languages.

NB: The '**Translate to Other Languages**' button is only displayed if permitted by the admin. The admin can choose not to display this button due to which if the seller wants to, they will need to enter the content manually in a different language.

➔ **'Secondary' Language Data:** Seller can manually enter all the details in secondary language.

The seller must then click on 'Save and Next' to proceed further to the next tab. If the seller wants to cancel adding this product, they can click on the 'Discard' button which will redirect them back to the page displaying the list of products.

- **Attribute & Specifications:** This tab helps sellers add the attributes and specifications that define the product. As shown in figure 7.2.7, seller must:

➔ **Model*:** Enter the product's model name or number.

➔ **Product Warranty*:** Enter the warranty of the product in 'Number of Days'.

➔ **Mark This Product As Featured? :** Select the checkbox to display this product in the 'Featured Product' list on the homepage.

➔ **Product Is Eligible For Free Shipping? :** Select the checkbox to provide free of cost shipping to the customers for this product.
NB: This option is not provided when adding a 'Digital' product.

➔ **Product Is Available For Cash On Delivery (cod)?:** Select this checkbox to enable the Cash On Delivery option for the product.
NB: This option is not provided when adding a 'Digital' product.

To add a specification for the product, three input fields are provided in this tab in which seller must:

➔ **Specification Label Text*:** Enter a particular label text name in this input field.

➔ **Specification Value*:** Enter the value of that specification.

➔ **Specification Group:** Add a group to the specification.

The seller must then click on the "Add" button which will show the added specification in the list below. Two action buttons are provided on the right-hand side of each specification which are:

➔ **Edit**  **:** Clicking on this icon seller can make changes in previously added specifications.

➔ **Delete**  **:** Clicking on this icon will delete the specification from this list.

(Secondary) Language Specification helps sellers add any specification manually in the secondary language.

The seller must then click on the 'Save and Next' button to proceed to the next tab. To make changes in previous sections, sellers must click on the 'Back' button.

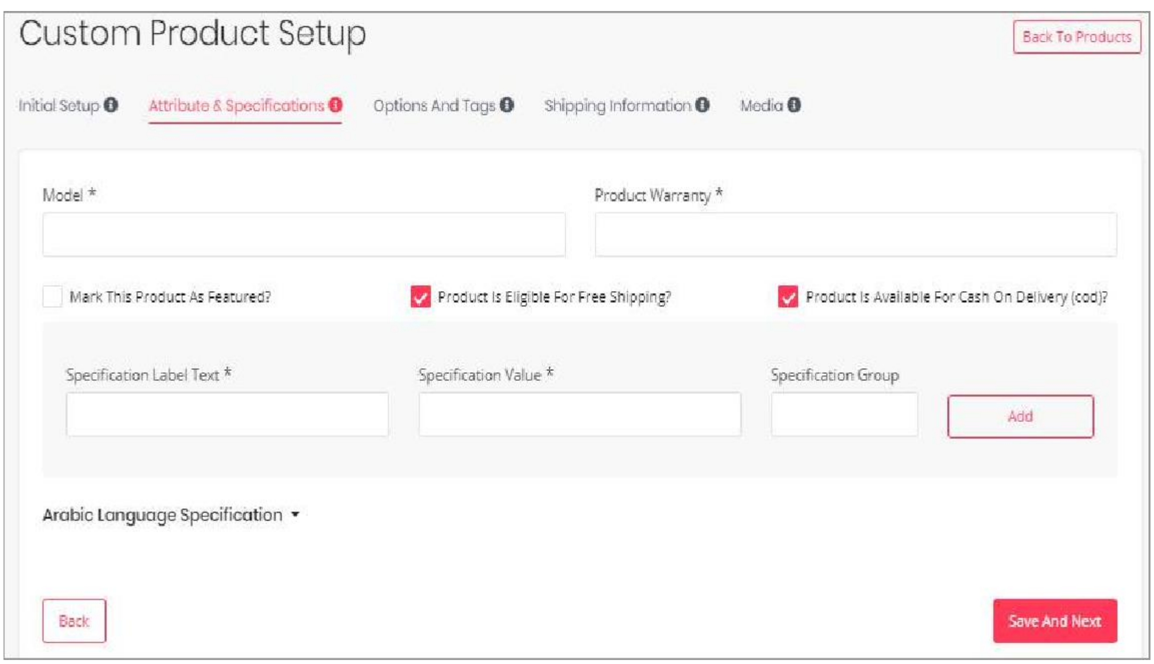
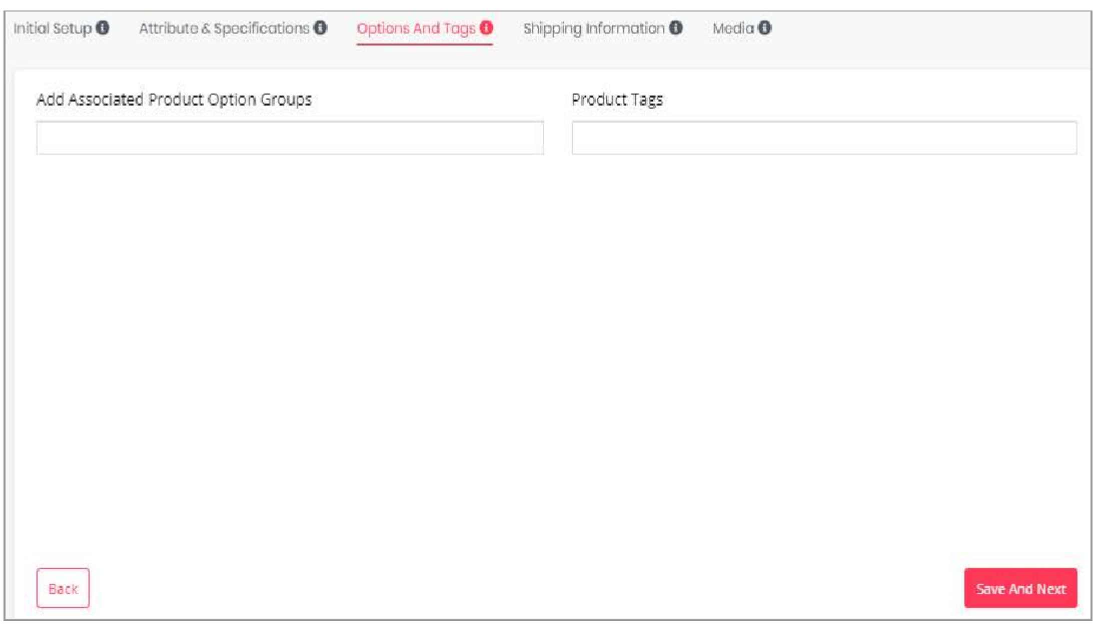


Fig. 7.2.7: Attributes & Specification tab under Custom Product Setup

- **Options and Tags:** The product options such as the availability of different sizes or color options for the product can be mentioned in this tab as shown in figure 7.2.8. This section has two fields that are:

➔ **Add Associated Product option Groups:** This is an auto-complete drop-down bar which helps sellers provide specification labels to their product. The seller can add specifications related to size, color, brands and models. The options being displayed as suggestions are added by theadmin.

➔ **Product Tags:** The product tags are useful in displaying products in search results made by customers. The tags help sellers promote their products by displaying them as suggestions to the customers who are searching for similar products. So, the seller must assign easy, relevant and commonly used tags for the product in this input field. To enter the product tags, the seller must enter the tag and then press Enter.



To proceed further, the seller must click on the ‘Save and Next’ button. To make changes in previous sections, sellers must click on the “Back'' button.

- **Shipping Information:** Please note that this tab is not available when adding ‘Digital’ products. As shown in figure 7.2.9, admin must:

➔ **Dimensions Unit*:** Select the unit of dimensions to be entered.

➔ **Length*:** Enter value of length of product.

➔ **Width*:** Enter value of width of product.

➔ **Height*:** Enter value of height of product.
➔ **Weight Unit*:** Select unit of weight to be entered.

➔ **Weight*:** Enter the value of weight.

➔ **Country The Product Is Being Shipped From:** Select the country from which product is to be shipped from the drop-down .

➔ **Add Shipping Details:** In this section, details of the shipping company and their pricing are entered and saved. Sellers can add multiple shipping options and select one of them later when processing orders for this product.

- **Destination Country:** Select the destination country, in other words, the country in which product is to be delivered.
- **Shipping Company:** Select the name of the shipping company from the drop-down list. This is admin-manageable.
- **Shipping Service Type:** Select the service type defining duration of delivery from the drop-down list. This is admin-manageable.

- **Minimum Quantity:** Minimum Quantity range can be configured based on a specific region.
- **Maximum Quantity:** Maximum Quantity range can be configured based on a specific region.
- **Rate [Default Currency]:** Enter the price that will be charged when shipping this product (per unit).
- **Additional Per Item [Default Currency]:** Enter the price that will be charged per additional quantity. If not defined, the shipping cost will not change with variation in quantity.

Seller must click on  to save the shipping company and price details.

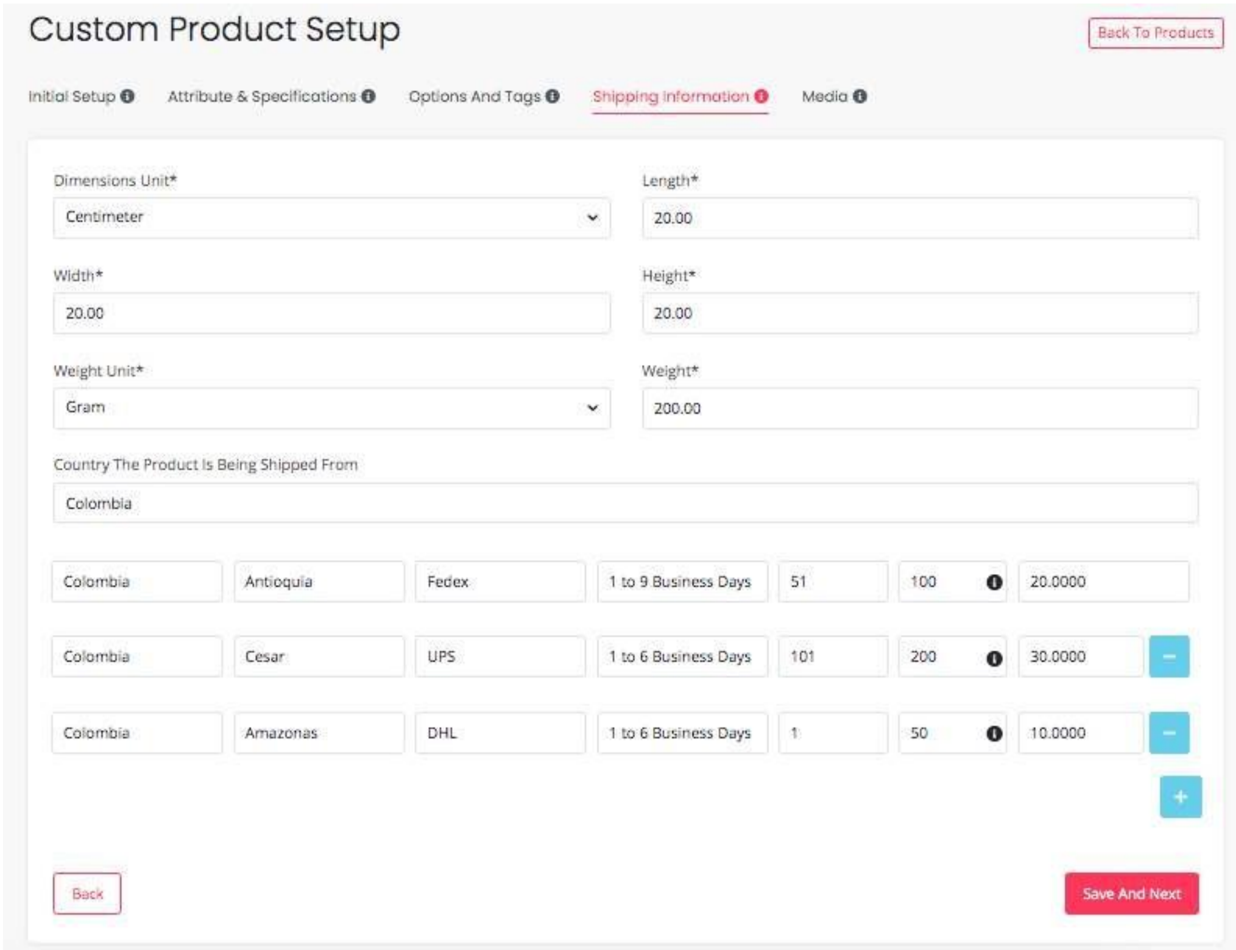


Fig. 7.2.9: Shipping Information tab under Custom Product Setup

Click on the 'Save and Next' button to proceed further to the next tab.

Note: Region wise slabs can be added with Minimum Quantity and Maximum Quantity.

- **Media:** This tab helps sellers add images to be displayed for their products as shown in figure 7.2.9 below. Seller must:

➔ **Image File Type:** Select an option from the drop-down list. This displays “For All Options” by default. This means that the image provided will be displayed when the customer views all the product options. The drop-down list will show the product options for the product mentioned by the seller in the **“Add Associated Product option Groups”** under the **“Options and Tags**” section. This means that sellers can choose a different image for each option.

➔ **Language:** Select the preferred language from the drop-down list.

➔ **Photo(s):** Add images for the product and its options by clicking on the “Choose File” button.

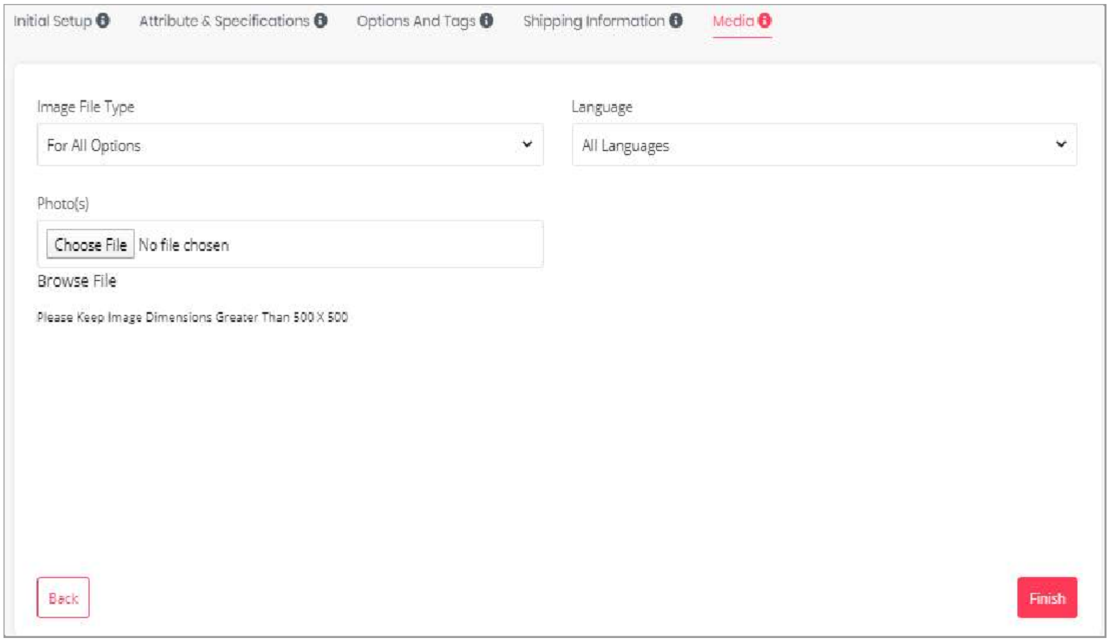


Fig. 7.2.9: Media sub-tab under Custom Product Setup

The seller must then click on the “Finish” button which will redirect them to the product homepage. To make changes in previous sections, sellers must click on the “Back'' button.

Once the seller has finished adding the product and arrived back at the product homepage, the product will begin to be displayed in the list. On the extreme right of the list, each product has few short-cut buttons provided for the seller to perform certain actions. The ‘Products’ list provides seller certain functionalities:

- **Seller Shipping:** Since sellers can see products added by admin as well, they can enable shipping for products they want to sell, through this toggle button. The toggle button displaying ‘Green’ means that the seller has enabled shipping and ‘Grey’ means that the seller has disabled shipping for this respective product.

• **Add Inventory** **:** This shortcut helps sellers add products to the inventory. Clicking on this icon redirects the seller to the "**Inventory Setup**" page shown in figure 7.2.10 (a). The seller must:

➔ **Title*:** Update or continue with existing heading for the product.

➔ **URL Keyword*:** Add the keyword URL in this input field.

➔ **"System Should Maintain Stock Levels" Check-box:** Select this check-box to enable the system to automatically keep a track on the remaining stock levels.

➔ **"System Should Track Product Inventory" Check-box:** Selecting this check-box will enable the system to generate an alert for the seller notifying them about the number of products left in the inventory. For instance, if the seller wants that an alert be generated when the inventory is left with only 2 products, the seller will select this check-box. The system will generate an alert and notify the seller about missing stock. If the seller has not selected this option, the seller will not be notified about the missing stocks and orders for missing products will be received any how.

➔ **Quantity At Which Stock Level Alerts Are Sent:** Enter the minimum number at which the system must generate an alert notifying the seller about the products left in inventory.

NB: This input box will only be active if the seller has enabled the "**System Should Track Product Inventory**" check-box.

➔ **Minimum Purchase Quantity*:** The seller must enter the quantity below which the customer cannot place an order for the product.

➔ **Publish**: This drop-down list has two options: Yes and No. The seller must select 'Yes' if they want to display this inventory under the list of products and on the homepage. The seller must select 'No' if theywant to hide this inventory from the list of products and the homepage.

➔ **Date Available From*:** The seller must select the date from which the current inventory can be available. By default it is selected for the due date. However, if the seller chooses a date in the future, the product will only be visible on the homepage from that date onwards.

➔ **Product Condition*:** The seller can mention if the product is **'New'**, **'Used'** or **'Refurbished'** by selecting any one of these options from the drop-down list. By selecting '**New**' the seller confirms that the product will directly go from the manufacturer to the customer and has its complete warranty. By selecting '**Used**' the seller confirms that the product was used for a certain time period and then sold by another customer.

By selecting '**Refurbished**' the seller confirms that the product was returned by a customer shortly after the sale due to certain reasons (mostly due to the presence of any kinds of defects) and is now available for sale with a new warranty and better quality.

➔ **"Use Shop Return and Cancellation Policy" Check-box:** Selecting this check-box will enable the system to use the same return and cancellation policies for this product as entered by the seller in the **"Manage Shop"** module. If the seller doesn't select th~~is check-box,~~ they can mention new return and cancellation periods for this product in the input boxes appearing below.

➔ **Product Order Return Period (days):** Enter the time period (in days) within which the buyer can place an order return request.

➔ **Product Order Cancellation Period (days):** Enter the time period (in days) within which the buyer can place an order cancellation request.

➔ **Available for Cash on Delivery (COD):** Select 'Yes' to make the product available for COD. The seller must select 'No' to disable COD for this product.

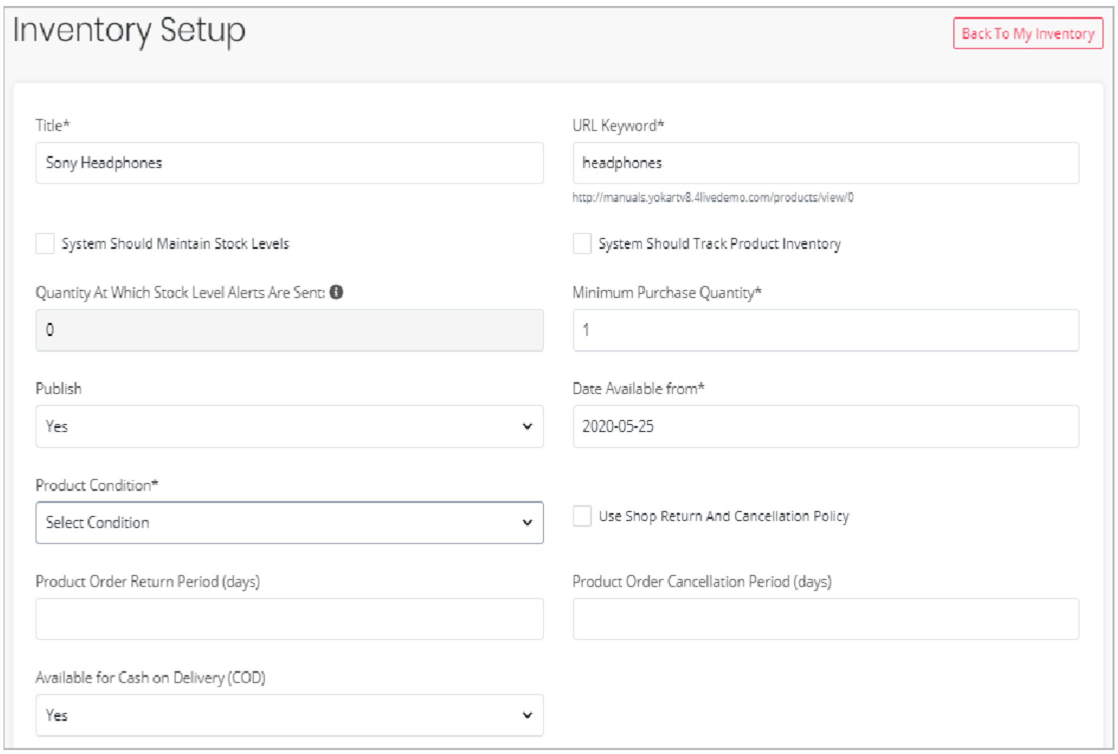


Fig. 7.2.10 (a): Inventory Setup

Scrolling below, a list of variants/options generated for each product will be displayed that can be added by the seller in their inventory. Each variant/option can be managed separately by the seller. As shown in figure 7.2.10 (b), the seller must:

➔ **Cost Price:** Enter the cost paid to buy or the manufacturing cost of the respective variant.

➔ **Selling Price:** Enter the cost at which the respective product variant is to be sold.

➔ **Available Quantity:** Enter the number of articles/products available for each variant/option.

➔ **SKU:** It stands for Stock-Keeping Unit (SKU). Enter the SKU for the respective product variant. SKU is a unique code provided to each product available. The vendors can easily track the movement of inventory using this code. The admin can set this field as mandatory. If so, the seller must enter the SKU to proceed further.

➔ **'Copy to Clipboard' Icon :** If the seller wants to copy the filled entries and paste in the below rows, they can click on this icon which will copy the entries. To paste them in the below row, the seller must click in any of the input-boxes of the respective row and press ctrl + V (shortcut to paste).

➔ **Additional Comments for the Buyer:** The seller can add any additional information that can help customers know more about the products.

➔ **Translate to Other Languages:** The seller must select this check-box if they want for the system to automatically convert their data into other languages.

NB: This option is only visible if the admin has enabled it from their end.

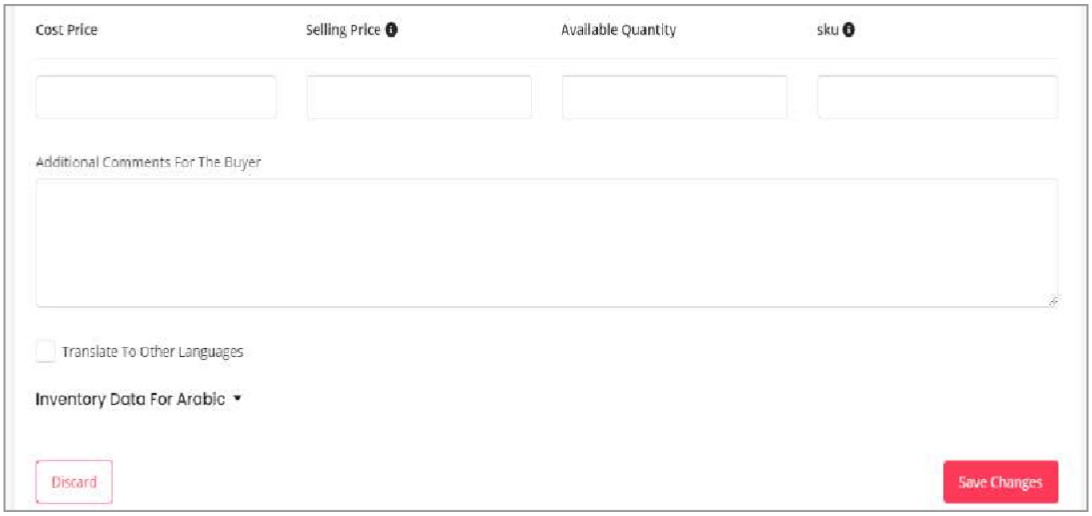


Fig. 7.2.10 (b): Inventory Setup

The seller must click on the '**Save Changes**' button to finish the process of adding inventory. The seller will be redirected to the **"Shop Inventory"** page which will display all the added inventories. Now, if the seller opens their shop, they will be able to see their product displayed for sale along with the active inventory products.

NB: If there is no '**Add Inventory**' icon displayed besides any product in the list, this means that all the possible inventories have been already added by the seller.

- **Edit :** Clicking on this icon will redirect the seller back to the **'Custom Product Setup'** page. Sellers can make necessary changes and click on 'Save and Next' buttons provided at the end to save changes.

- **Product Images :** This shortcut icon helps sellers to add any additional images to be displayed besides their products and inventories on the home page. When seller clicks on this icon, a pop-up menu bar will appear as shown in figure 7.2.11 that provides following options:

➔ **Image File Type:** This drop-down bar helps sellers choose among products or any specific inventory. The inventory variants/options are provided in the drop-down list and the seller must choose for which particular inventory they want to add the images. If the seller wants to add images to all options they must select '**For All Options**'.

➔ **Language:** Select the preferred language from the drop-down list.

➔ **Photo(s):** Upload images by clicking on the '**Choose File**' button. The acceptable dimensions of the image are mentioned below. Once the seller selects the image, a pop-up bar will appear in which they can edit or resize the image. Clicking on '**Crop**' will save the image. Once the image is uploaded, a message will appear displaying '**Image Uploaded Successfully**'.

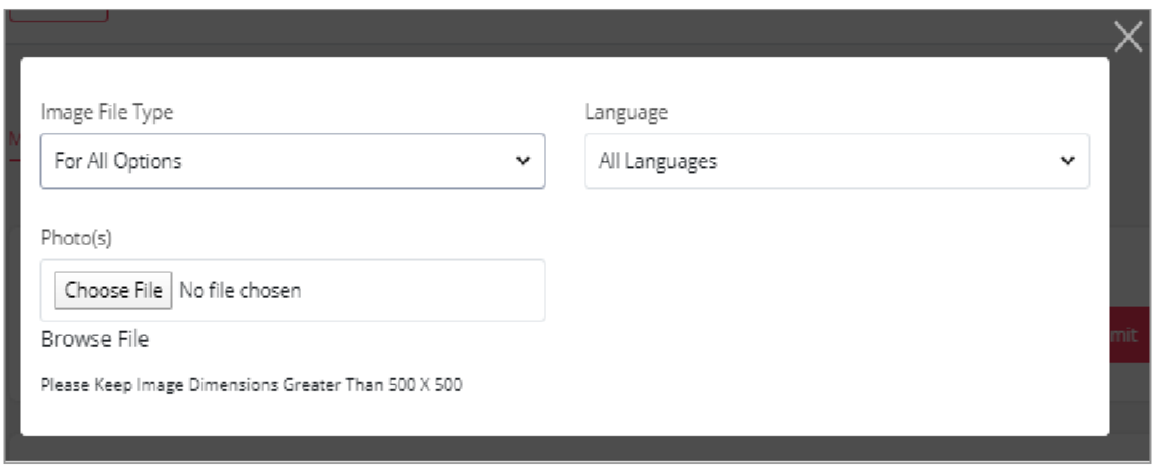


Fig. 7.2.11: Add Product Images

- **View Inventories** : Clicking on this icon will redirect the seller to the '**Shop Inventory**' page which displays a list of all the inventories for the respective product.

- **Product Info** : If the seller wants to have a quick view at the attributesand specifications of the product, they can click on this icon. A pop-up menu will appear which will display the Category, Brand, Model, Minimum Selling Price, Tax Category, and other Specifications of respective product.

- **Edit Shipping Icon** : This icon helps sellers edit the shipping details as shown in figure 7.2.12. This icon is displayed to the right of only those Marketplace Products for which the seller has activated **'Seller Shipping'.**

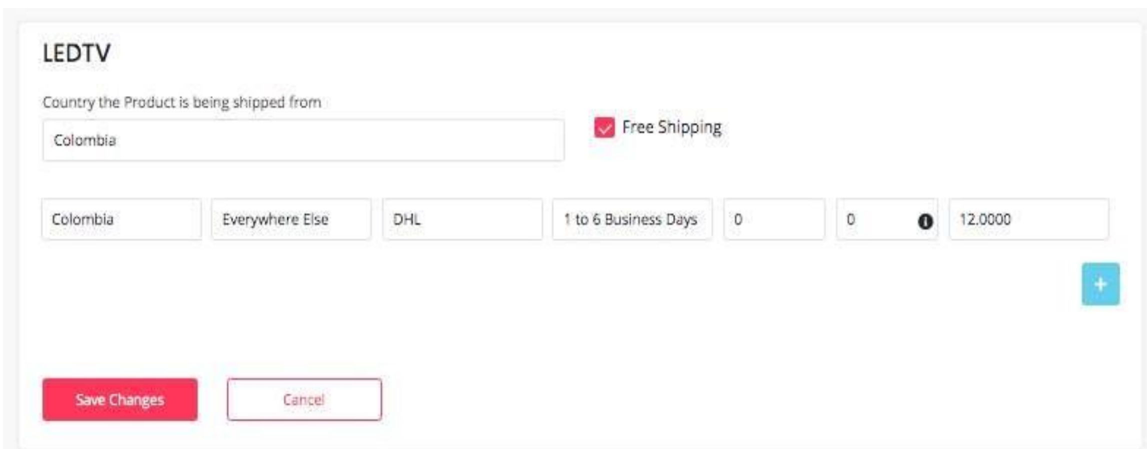


Fig. 7.2.12: Edit Shipping

Sellers can add multiple shipping options and select one of them later when processing orders for this product.

- **Country the product is being shipped from:** Enter the country from which product will be shipped.
- **Free Shipping Check-box:** Select this check-box if no additional shipping charges are to be added to customers when placing orders for respective products.
- **Add Shipping Company Details** : To add a new shipping method:
  - **Destination Country:** Enter the country to which product is to be shipped.
  - **Shipping Company:** Select shipping company name from drop-down list. This is admin-manageable.
  - **Shipping Service Type:** Select the service type defining duration of delivery from the drop-down list. This is admin-manageable.
  - **Minimum Quantity:** Quantity starting range can be defined in this field.
  - **Maximum Quantity:** Quantity ending range can be defined in this field.
  - **Rate [Default Currency]:** Enter the price that will be charged when shipping this product (per unit).
  - **Additional Per Item [Default Currency]:** Enter the price that will be charged per additional quantity. If not defined, the shipping cost will not change with variation in quantity.

Sellers must click on the 'Save Changes' button to complete adding shipping details.

ii. Shop Inventory

The ‘Shop Inventory’ tab under ‘Products’ will display products that have inventory in the seller’s shop. Sellers can search for a product by entering keywords in the search bar provided on the top of this page as shown in figure 7.2.13. All the products listed here are displayed in the front end store. The ‘Shop Inventory’ list provides certain functionalities that are:

- **Check-Box:** A check-box is displayed at the extreme left of each product to select multiple options from the list. Selecting this check-box will display three options on the top-right side of the list, which are: “Activate”, “Deactivate” and “Delete”. Clicking on “**Activate**” will enable displaying the selected products in the seller's shop at frontend. Clicking on “**Deactivate**” will disable the selected products from being displayed in the seller's shop at frontend. The deactivated products will also be removed from this ‘**Shop Inventory**’ list. To add them to inventory again, the seller must go back to the product list page and click on the ‘**View Inventories**’ icon available beside the respective product. Clicking on “**Delete**” will remove the inventory from the list permanently.
- **Status :** Seller can activate or deactivate the status of respective inventory by clicking on this toggle. The toggle displaying ‘Green’ means that the respective inventory product is currently active and ‘grey’ means that it is inactive.

NB: “Status on/off” and “Activate & Deactivate” buttons perform similar functions.

• **Edit** : The edit button navigates the seller to the **"Inventory Setup"** page where sellers can add/update various product details.

• **Delete** : The delete button will delete the product from the seller shop.

• **Clone** : The clone button is only available for duplicating the inventory item for products added by the seller themselves. The clone button will allow the seller to make a copy of a product but with few variations. Clicking on this icon will display a pop-up menu providing "**Clone Inventory**" form. The seller must make the required changes and click on the "Save Changes" button which will redirect them to the inventory list that also includes the newly added inventory.

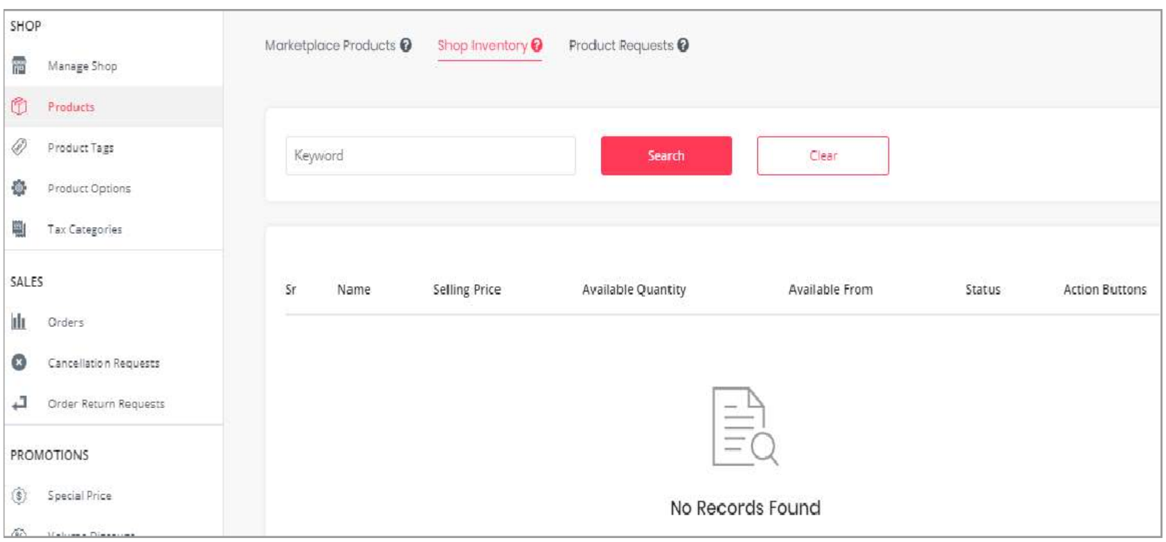


Fig. 7.2.13: Shop Inventory Page

iii. Product Requests

As mentioned earlier, all the products added by the seller are known as private products and only the respective seller can make any changes in them. However, a seller might want to add a **'Marketplace Product'** that can be viewed by all other sellers as well. Adding this marketplace product needs approval from the admin. So, the '**Product Requests**' page allows the sellers to add a marketplace product. To do so, the seller must click on the '**Request New Product**' button as shown in figure 7.2.14 will navigate the seller to the **'Custom Product Request'** page. Once the seller has filled all the entries required to add a product, a request will be forwarded to the admin. The status of request will be also shown in the list displayed under this section.

If the admin approves the request, that product will be displayed in the product list as a '**Marketplace Product**' to all sellers registered on the website.

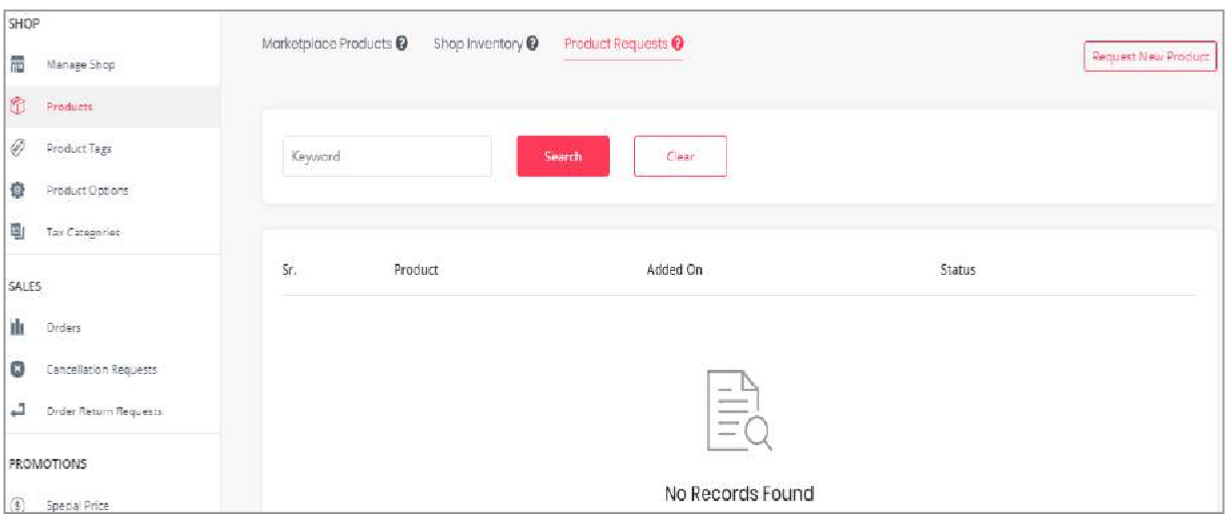


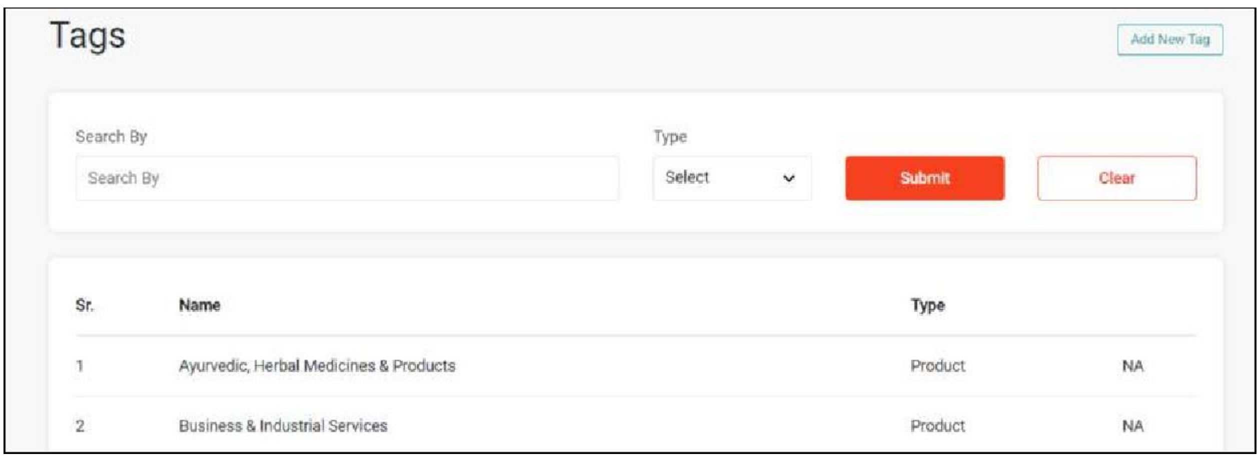
Fig. 7.2.14: Product Requests Page

Two action buttons are provided for products displayed in this list:

- **'Edit ' button:** It navigates the seller to the **"Custom Product Setup"** page where the seller can add/update various product details.
- **'Product Images' :** This shortcut icon helps sellers to add any additional images to be displayed besides their products in the front-end.

7.3 Tags

Here tags are added each for Product and Service. Refer below screenshot:



A Seller can search a particular added Tag by using the Search feature available on the screen.

7.4 Service Tags

The descriptors assigned to any Service which can help the customer track them easily are known as Service tags. For any Service added by the seller, new tags can be assigned and previously assigned ones can be removed by the seller. When a customer searches for any specific Service, the tags help in providing better results. They can help customers view the exactly searched or similar kind of Services. The tags added by the seller will also be shown as suggestions to the customers in the search bar provided at the top of the homepage. So, it is important for the seller to add correctly aiming, meaningful and very commonly used keywords.

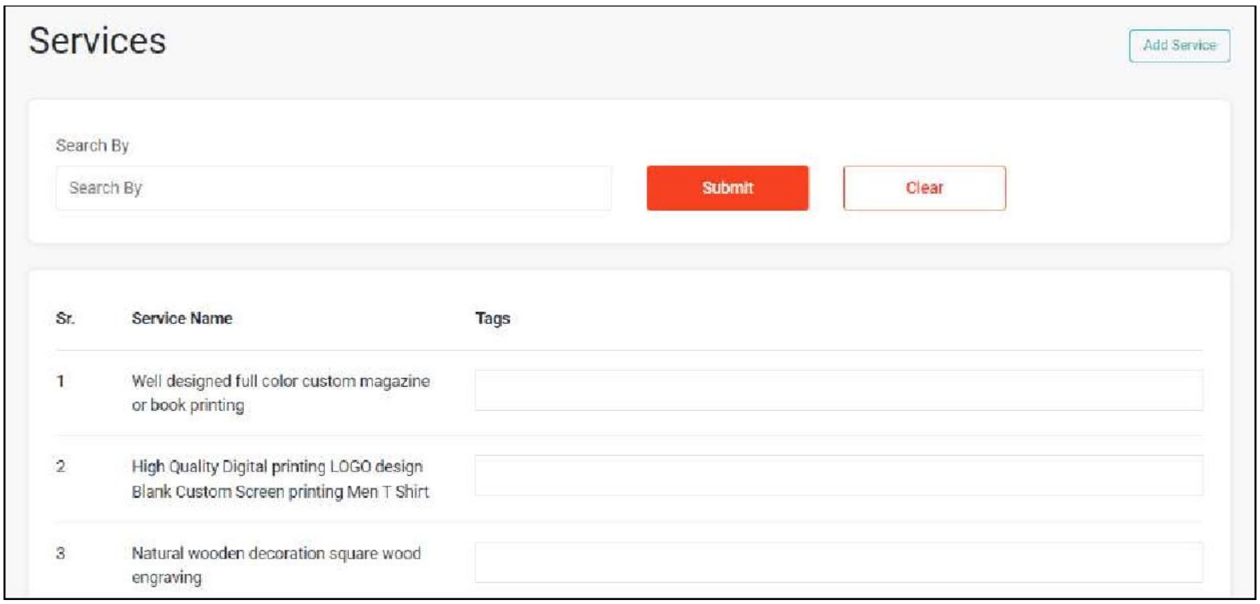


Fig. 7.3.1: Service Tags Page

As shown in the above figure, the '**Service Tags**' page shows the list of products added by the seller in their shop. Besides each Service, an input-text bar is provided in which the seller can add tags for that respective Service. The seller can add keywords and press Enter to add a tag. To remove a tag, the seller must click on the 'Cross' provided besides every tag. A tag once assigned to any one service will also be shown as an auto-complete suggestion for other Services and can be repeated.

7.5 Product Tags

The descriptors assigned to any product which can help the customer track them easily are known as product tags. For any product added by the seller, new tags can be assigned and previously assigned ones can be removed by the seller. When a customer searches for any specific product, the tags help in providing better results. They can help customers view the exactly searched or similar kind of products. The tags added by the seller will also be shown as suggestions to the customers in the search bar provided at the top of the homepage. So, it is important for the seller to add correctly aiming, meaningful and very commonly used keywords.

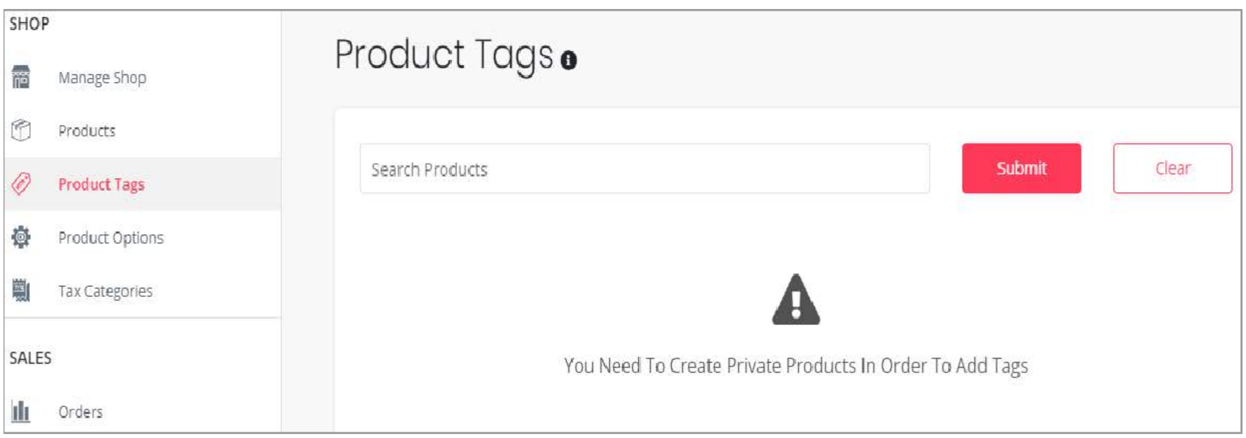


Fig. 7.3.1: Product Tags Page

As shown in figure 7.3.1, the ‘**Product Tags**’ page shows the list of products added by the seller in their shop. Besides each product, an input-text bar is provided in which the seller can add tags for that respective product. The seller can add keywords and press Enter to add a tag. To remove a tag, the seller must click on the ‘Cross’ provided besides every tag. A tag once assigned to any one product will also be shown as an auto-complete suggestion for other products and can be repeated.

7.6 Product Options

Product options are used to define product variants. This means that any product can have variants/multiple choices in terms of their size or colors. The seller can add option groups to their products through the **“Options And Tags”** tab in ‘**Custom Product Setup**’ section. However, there might be a possibility that the right option required by the seller is not available (not added by the admin). The ‘**Product Options**’ module helps sellers generate new options for their products. To add a new option, the seller must click on the “**Add Option**” button provided at the top-right corner of the ‘**Seller Options**’ page as shown in figure 7.4.1.

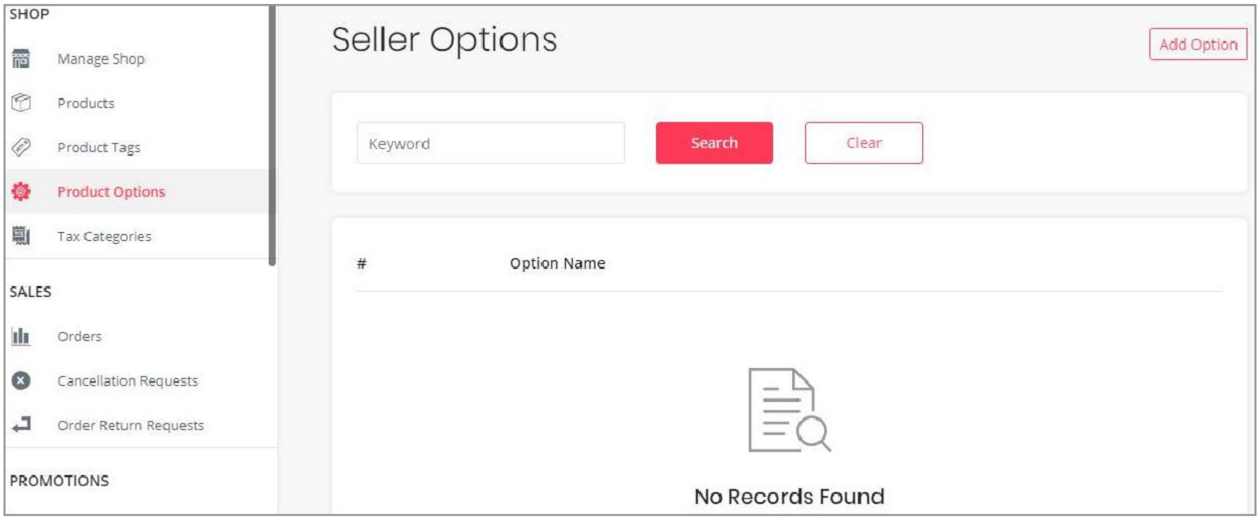


Fig. 7.4.1: Seller Product Options

Clicking on the "**Add Option**" button opens a pop-up menu displaying an '**Option Setup**' form as shown in figure 7.4.2.

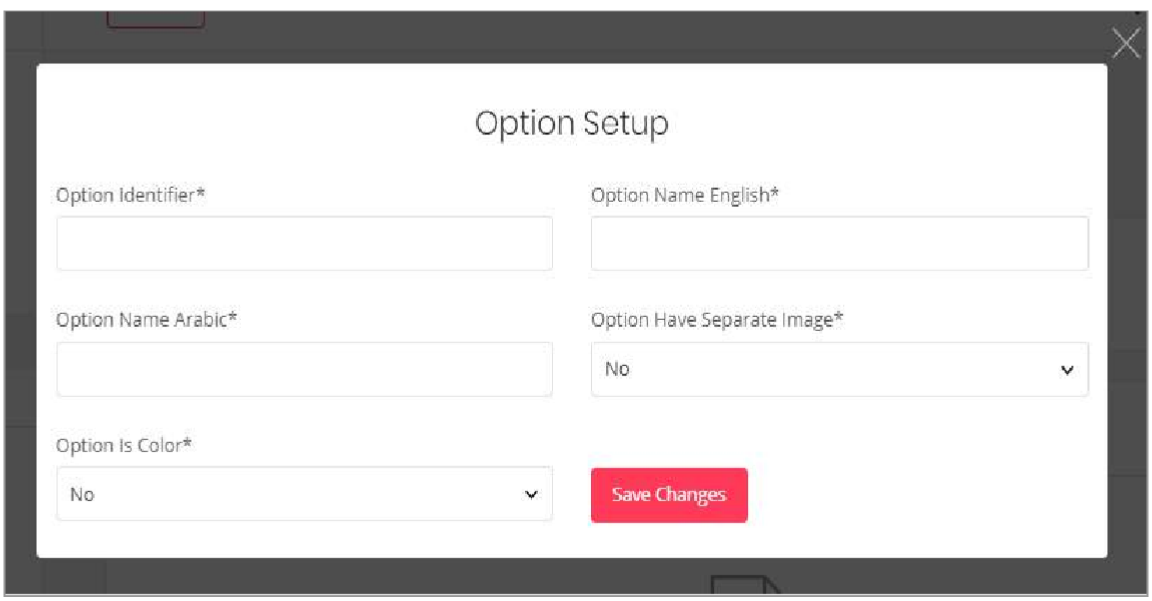


Fig. 7.4.2: Option Setup Form

The seller must:

- **Option Identifier*:** Enter a unique identifier for the option being created.
- **Option Name in (Primary Language)*:** Enter the name of the option in this input-box in primarylanguage.
- **Option Name in (Secondary Language)*:** Re-enter the name of the option in the secondary language manually. The seller can also click on the "**Autofill Language Data**" button provided on the top-right corner of this form which will convert the option name in secondary language automatically.
- **Option Have Separate Image*:** Depending upon the kind of option being defined, the need to upload a separate image for the product might vary. The seller can select 'Yes' or 'No' from the drop-down list as per the requirement.
- **Option is Color*:** Select 'Yes' if the option they are providing is a color and 'No' otherwise.

The seller must then click on the 'Save Changes' button which will redirect them to the list that displays the newly added seller option. The seller can also search for an option by entering the keywords in the search bar provided above the list. The list provides following action buttons:

- **Check-box:** Select check-boxes to perform actions of multiple products. A '**Delete**' icon will be displayed on the top-right corner of the list clicking on which seller can delete selected product options from the list.
- **Edit :** Clicking on this button will navigate the seller to the "**Option Setup**" pop-up menu where sellers can add/update details of respective product options.

- **Delete** 🗑 Clicking on this icon will delete the respective product option from the list.

7.7 Tax Categories

The tax categories are defined by the admin by default. All the existing tax categories are displayed on this page. Sellers can, however, customize the tax value. As shown in figure 7.5.1, a search bar is provided on the top of this page using which sellers can search a specific tax category by entering its keywords.

NB: In figure 7.5.1 the tax categories displayed are examples and not inbuilt in the system.

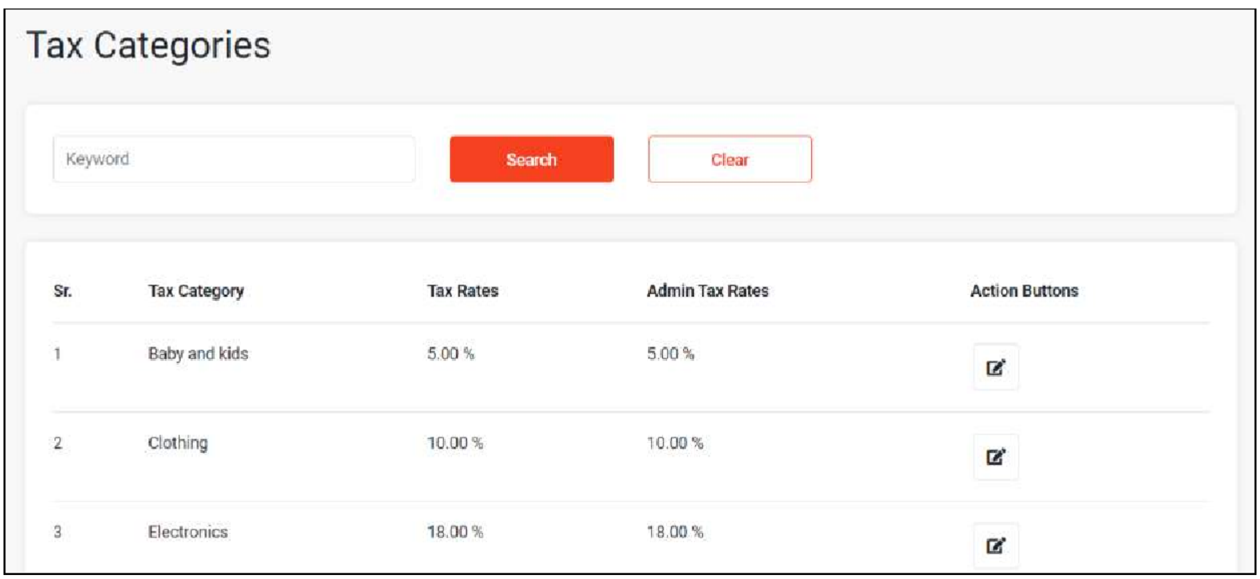


Fig. 7.5.1: Tax Categories (Example)

Seller can perform following actions:

- **Edit** : Seller can customize the tax value by clicking on this icon. As shown in figure 7.5.2, the '**Customize Tax Rates**' pop-up form will appear when clicking on this icon, in which seller must:

➔ **Tax in Percent:** Select 'Yes' if the tax value to be entered is in percentage and 'No'otherwise.

➔ **Value*:** Enter the value of tax rate.

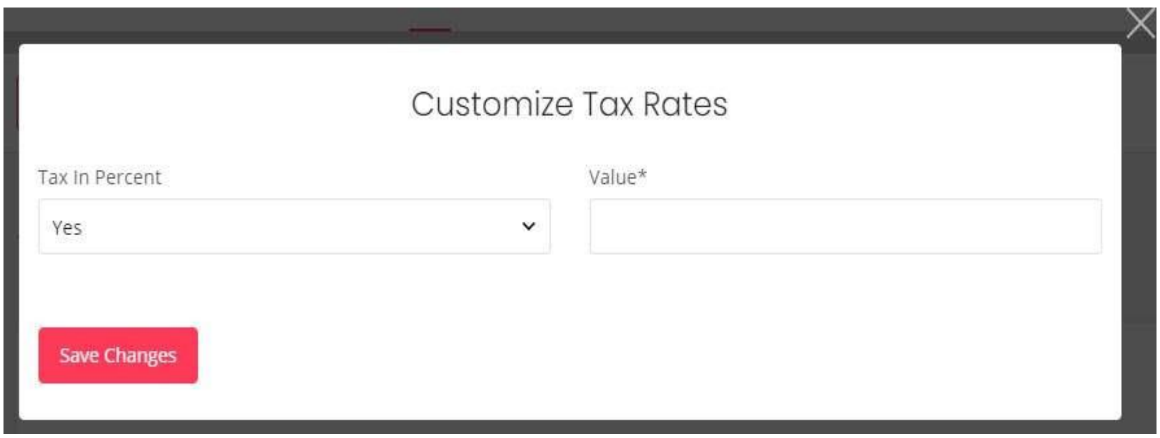


Fig. 7.5.2: Customize Tax Rates

Click on the 'Save Changes' button to update the changes successfully.

8. Sales

This module displays the lists of all orders placed by the customers. The orders that are canceled or returned by customers are also managed in this module.

8.1 Orders

This module displays a list of orders placed by customers. A search bar is provided on the top of this page from which the seller can search a particular order using any of the search filters:

- **Keyword:** Enter the keywords of the product to be searched.
- **Status:** The seller can search products based on their statuses. This drop-down bar includes all the possible options of statuses available. The list will display:

➔ **Payment Pending:** The orders placed by customers for which payment has not been received yet.

➔ **Cash on Delivery:** The orders placed with COD.

➔ **Payment Confirmed:** The orders for which payments have been confirmed/received from customers'end.

➔ **Approved:** The orders that have been approved.

➔ **In Process:** The orders that have begun to be prepared for sale.

➔ **Shipped:** The orders that are being shipped to their customers.

➔ **Delivered:** The orders that have been delivered to the respective customers.

➔ **Return Requested:** The orders for which customers have sent return requests.

➔ **Completed:** The orders that have been completed.

➔ **Canceled:** The orders that have been canceled from the seller or admin's end.

➔ **Refunded/Completed:** The orders for which the respective amount has been refunded to their customers.

- **Price Min [Default Currency]:** The orders above the minimum price limit mentioned in this input box.

- **Price Max [Default Currency]:** The orders below the maximum price limit mentioned in this input box.
- **Date From:** The orders placed after the mentioned date.
- **Date To:** The orders placed before the mentioned date.

NB: The 'Date From' and 'Date To' filters can also be used together to specify a time period.

To remove the filters and view the complete list, sellers must click on the "Clear" button provided next to the "Search" button.

NB: It is possible that the seller views a fewer number of status options. This is because the admin can restrict their sellers to have limited access. The admin is also authorized to re-name these statuses. The statuses being explained in this complete section are standard and admin-manageable.

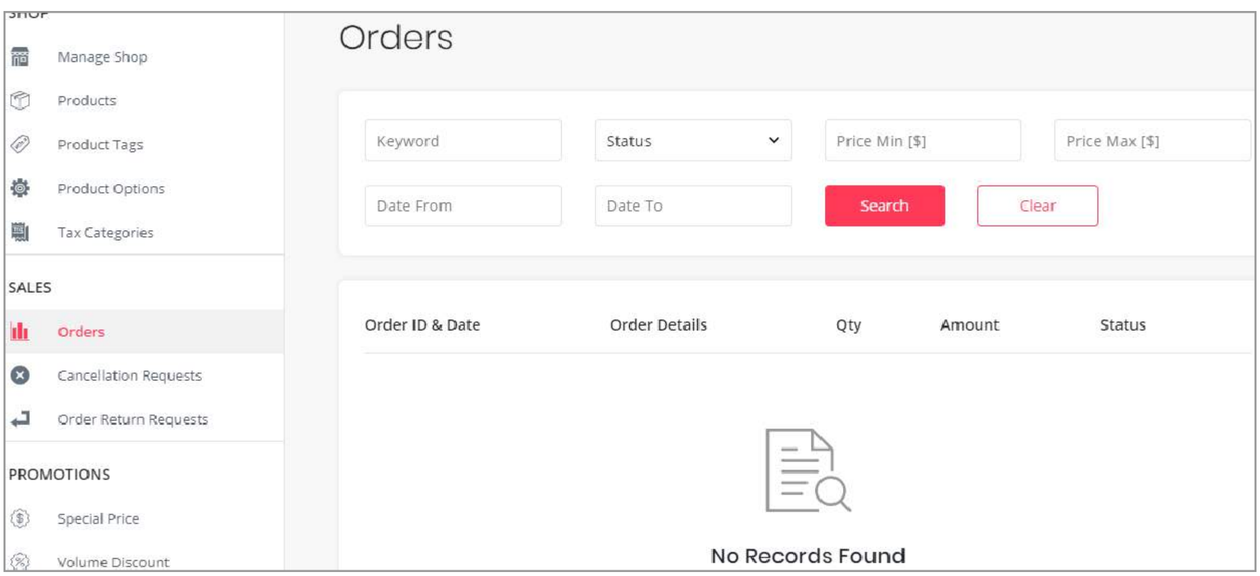


Fig. 8.1.1: Orders Page

The orders displayed in the list have two short-cut buttons provided to their extreme right which are:

- **View Order :** Clicking on this icon will redirect the seller to the 'View Sale Order' page. This page shows the complete details of the product and the placed order. It also displays the billing as well as shipping details of the respective order. There are two buttons provided on the top-right corner of this page which are "Print" and "Back to Order''. Clicking on "Print" will redirect the seller to print preview. The seller can thus create a hard-copy of the complete order details. Clicking on "Back to Order '' will redirect the seller back to the orders list. The further functions offered by this page are explained ahead.

- **Cancel Order :** The seller can cancel the received order for certain reasons, for example, if they do not have the respective product in their inventory. Clicking on this icon will redirect the seller to the 'Cancel Order' page. This page displays an 'Order Status Log' below the complete product order, billing and shipping details. This log shows the current status of product order.

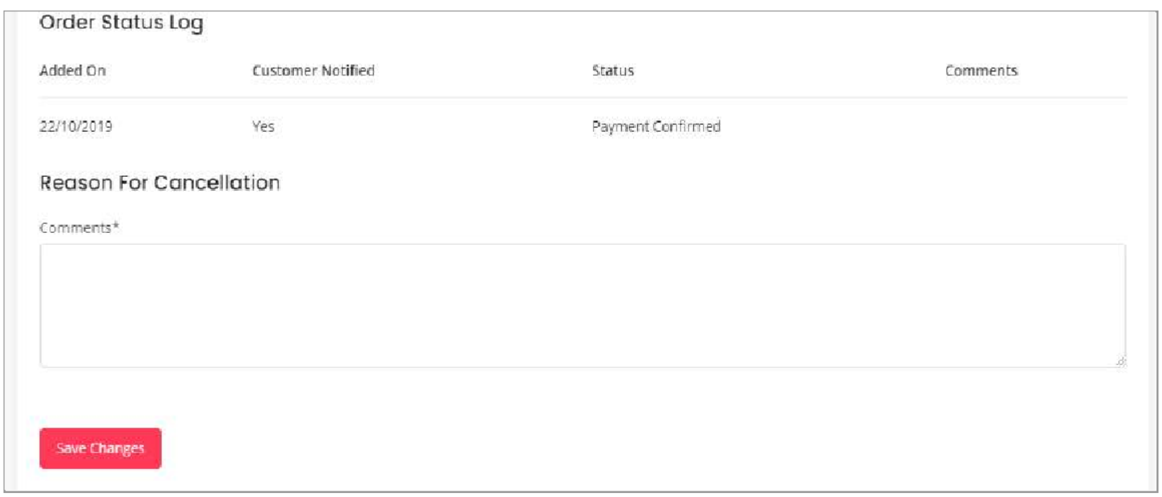


Fig. 8.1.2: Reason for Cancellation on Cancel Order Page

Below this log, a **'Reason for Cancellation'** text box is provided as shown in figure 8.1.2. The seller must enter the valid reason under the 'Comments' section explaining to the respective customer why their order is being canceled. The seller must click on the 'Save Changes' button to complete the process. Clicking on "Back to Order" provided on the top-right corner will redirect sellers back to the orders list.

NB: The seller cannot cancel the orders on all Statuses. For example, the seller will not view the option to cancel if the order is still on 'Payment Pending' status or if it displays 'Completed' status. Additionally, displaying this icon is also Admin manageable which means that admin can choose to allow/deny the seller the right to cancel the orders.

The 'View Sale Order' page also provides the functionality of changing the status of order. Sellers can change the status of orders as they pass through each step. The process through which every order is processed and the steps to be followed to change their status is explained below:

i. The status for a product will remain **'Payment Pending'** until the customer has not made the transactions for their respective order.

ii. Once the payment has been received, the status for an order will change to **'Payment Confirmed'.**

To cancel the order, the seller can click on the Cross Icon provided on the top-right corner of this page. This will redirect the seller to the **'Cancel Order'** page (Click on the hyperlink to understand the further process).

iii. The seller/admin must change the status to **'In process'** when preparing it for delivery. To do so, the seller must click on the 'View Order' icon. At the end of 'View Sale Order' page the seller will see a new section as shown in figure 8.1.3 where seller:

- **Your Comments:** Can comment to the respective order.
- **Status*:** Must select the status 'In Process' from the drop-down list.

NB: This status can also be updated by the admin.

- **Notify Customer*:** Must choose to notify the customer through an email/SMS by selecting 'Yes' or not by selecting 'No'.

To save the changes, the seller must click on "Save Changes". Now, the history of the respective order as passing through each status will be displayed in the 'Order Status Log' provided below. This list displays details of changes made in statuses of this order.

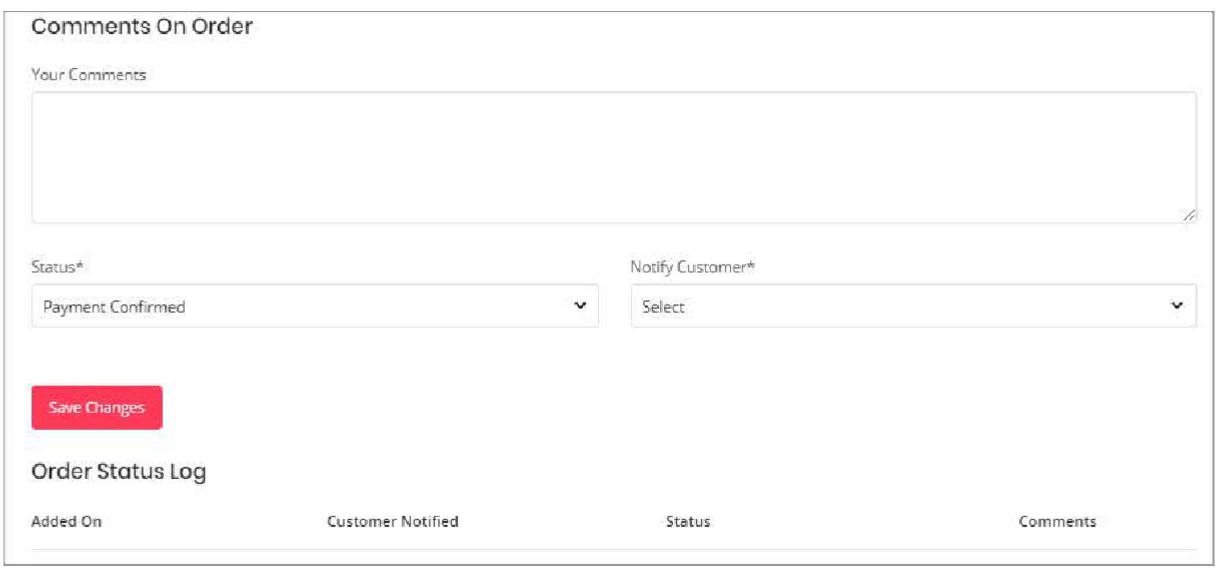
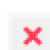


Fig. 8.1.3: Comments on Order for In-Process Status

NB: If the order is being shipped by the Admin, the seller will be able to view only the above mentioned two status options in the drop-down list. However, if the order is to be shipped by the seller itself, they will be able to view further status options.

iv. The seller must change the status to **'Shipped'** when the order has been shipped for delivery. To do so, the seller must click on the 'View Order' icon which will navigate them to the 'View Sale Order' page. Under the'Comments On Order section' the seller:

- **Your Comments:** Can add comments to the respective order.
- **Status*:** Must select the status 'Shipped' from the in the drop-down list. NB: This status can also be updated by the admin.
- **Notify Customer*:** Must choose to notify the customer through an email/SMS by selecting 'Yes' or not by selecting 'No'.

Once the seller clicks on "Save Changes" the 'Order Status Log' will be updated showing the latest status change on the top of the list. To cancel the order, the seller can click on the Cross Icon  provided on the top-right corner of this page. This will redirect the seller to the **'Cancel Order'** page.

v. The seller must change the status to **'Delivered'** once the order has been delivered to the respective customer's address. To do so, the seller must click on the 'View Order' icon which will navigate them to the 'View Sale Order' page. Under the 'Comments On Order section' the seller:

- **Your Comments:** Can add comments to the respective order.

- **Status*:** Must select the status 'Delivered' from the drop-down list.

NB: This status can also be updated by the admin.

- **Notify Customer*:** Must choose to notify the customer through an email/SMS by selecting 'Yes' or not by selecting 'No'.

Once the seller clicks on "Save Changes" the 'Order Status Log' will be updated showing the latest status change on the top of the list. To cancel the order, the seller can click on the Cross Icon  provided on the top-right corner of this page. This will redirect the seller to the **'Cancel Order'** page.

vi. The seller must change the status to **'Completed'** once the order has been delivered successfully to the customer. To do so, the seller must click on the 'View Order' icon which will navigate them to the 'View Sale Order' page. Under the 'Comments On Order section' the seller:

- **Your Comments:** Can add comments to the respective order.
- **Status*:** Must select the status 'Completed' from the in the drop-down list.

NB: This status can also be updated by the admin.

- **Notify Customer*:** Must choose to notify the customer through an email/SMS by selecting 'Yes' or not by selecting 'No'.

Once the seller clicks on "Save Changes" the 'Order Status Log' will be updated showing the latest status change on the top of the list.

8.2 Cancellation Requests

It is also possible that the buyer, after placing an order, might cancel it due to whatever reasons. Any such orders canceled from the buyer's end will be displayed on this page. Such requests can only and only be approved by the Admin. The seller can only view the status of requests made for respective orders and cannot approve or decline the requests. If the customer's order cancellation request is approved by the admin, the status of order mentioned in the list will be displayed as 'Approved' and 'Pending' if it is pending and no action has been performed yet.

As shown in figure 8.2.1, a search bar is provided on the top using which the seller can search orders using filters:

- **Order Id/Invoice Number:** The seller must enter the order id or invoice number in this input box to search a specific order.
- **Status:** The seller can search the orders based on their status as being 'Approved' or 'Pending' or 'Declined'.
- **Date From:** The seller can enter the date after which all the order cancellation requests received must be shown.
- **Date To:** The seller can enter the date until which all the order cancellation requests received must be shown.

NB: The 'Date From' and 'Date To' filters can also be used together to specify a time period.

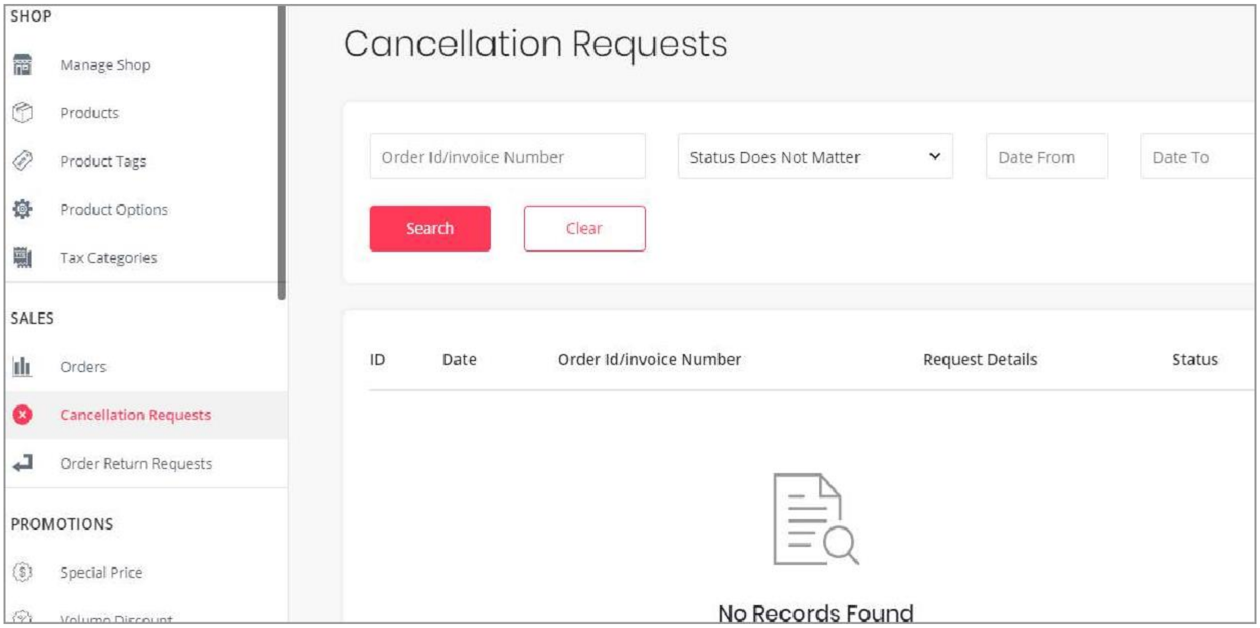


Fig. 8.2.1: Cancellation Requests Page

To remove the filters and view the complete list, sellers must click on the "Clear" button provided next to the "Search" button.

8.3 Order Return Requests

Order return requests are placed by the customers after they have received the order and want to return the product. Such requests can be approved by both admin and seller. As shown in figure 8.3.1, a search bar is provided on the top of this page using which the seller can apply filters and search particular orders. The filters provided are:

- **Keyword:** The seller can enter the keywords of order they are searching for.

- **Status:** This drop-down bar provides following options:

➔ **Pending:** The orders for which the return requests are still pending.

➔ **Escalated:** The orders for which the return requests are escalated to the admin.

➔ **Refunded:** The orders for which return requests have been approved and the respective amount has been refunded.

➔ **Withdrawn:** The orders for which the return requests are withdrawnby the customer themselves.

➔ **Canceled:** The orders for which return requests have been canceled by the seller.

- **Date From:** The seller can enter the date such that the return requests received after the mentioned date must be shown.
- **Date To:** The seller can enter the date until which all the order return requests received must beshown.

NB: The ‘Date From’ and ‘Date To’ filters can also be used together to specify a time period.

To remove the filters and view the complete list, sellers must click on the “Clear” button provided next to the “Search” button.

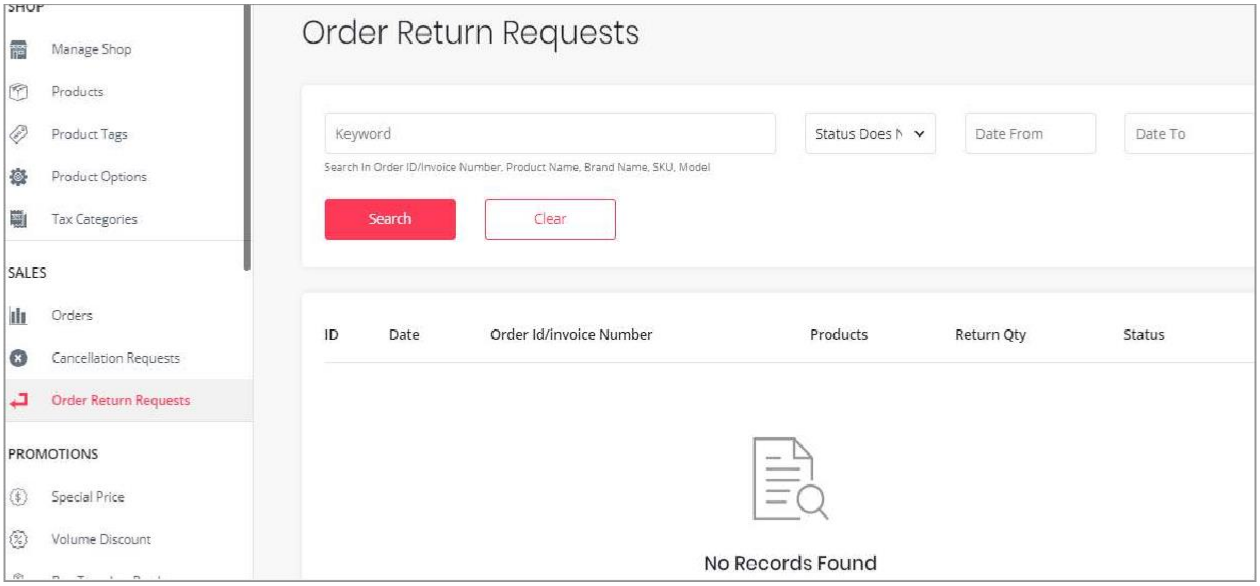


Fig. 8.3.1: Order Return Requests Page

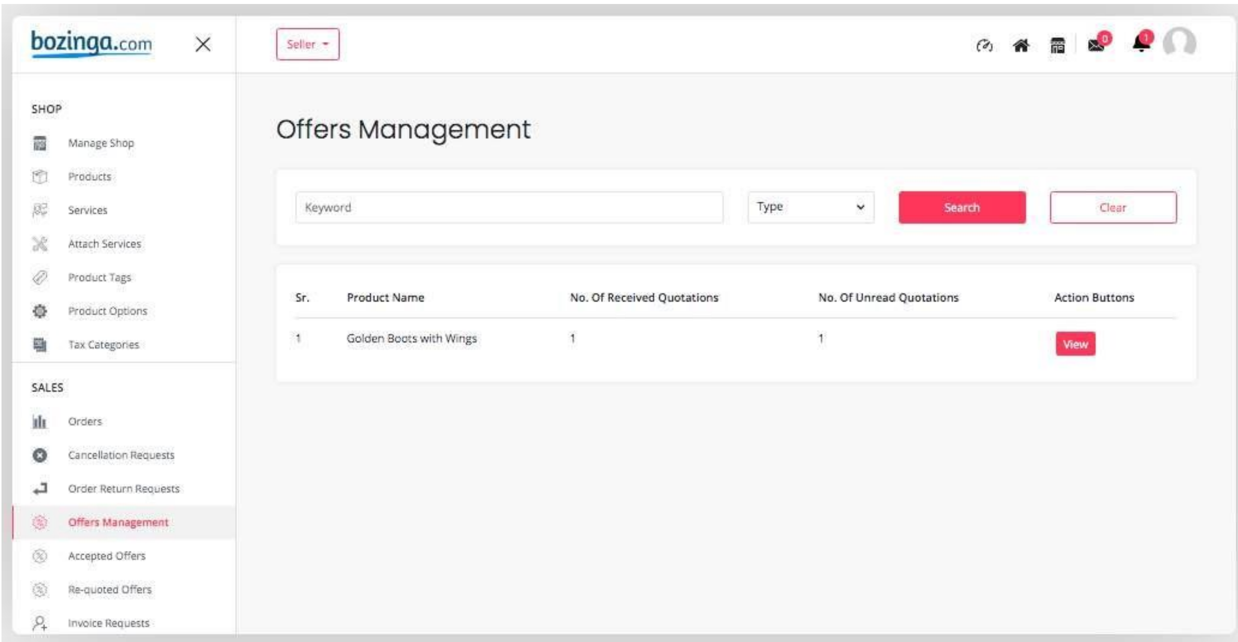
The seller must click on 'View Return Order Request'  icon provided to the right of each request. This will navigate the seller to the 'View Order Return Request' page. There are two buttons provided on the top-right corner of this page which provide:

i. **Escalate to exportsy [Admin]:** Clicking on this button will escalate this return request to the admin. The admin will also be able to view this request and help the seller make a decision. At the bottom of this page, 'Return Request Messages' section is provided. The seller can chat directly with the customer or with the admin to discuss this return request. These messages will be displayed as conversation threads and the seller can review them at any time.

ii. **Approve Refund:** Clicking on this button will approve the respective customer's return request and the amount to be refunded will be paid back to the customer.

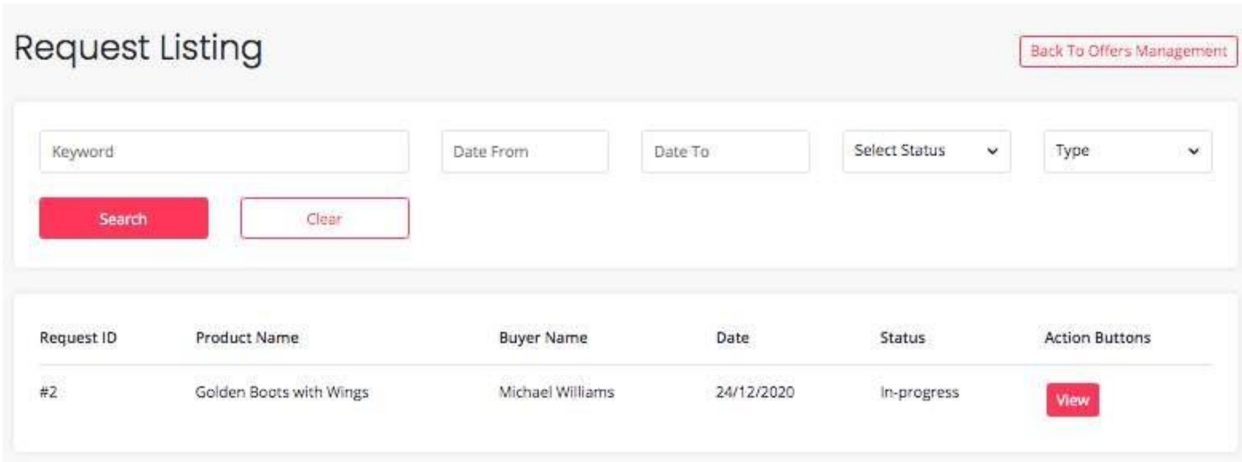
8.4 Offers Management

The Seller can view submitted RFQ requests/Offers from this section. For a particular product, Seller can view count of number of Received Quotations and count of Unread Quotations.



Search Feature is available on this screen where a Seller can search a product Offer by title or on the basis of Type: Product/Service. By clicking on the Search button results will be displayed. On clicking the Clear button, it will reset the filters (Search criteria).

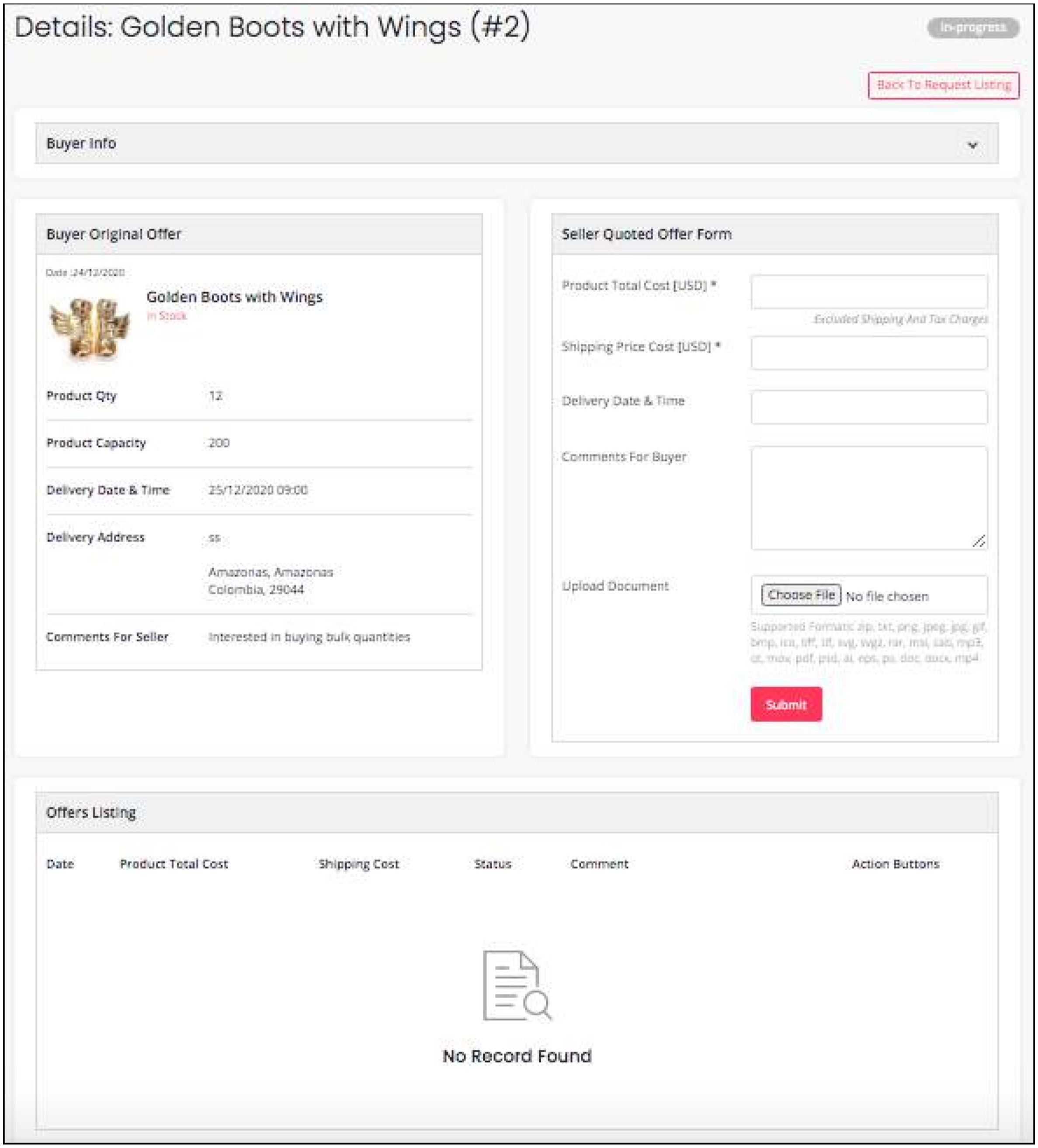
On click of View Action button, Seller can view details related to the RFQ product, Buyer who has submitted the request, Unique Request ID is generated for each request, Date and status.



Search Feature is available on this screen where a Seller can search a product Offer by title or on the basis of Type: Product/Service, Date From & To, Status of RFQ (In-progress, Accepted & Confirmed, Buyer Counter Offer etc.). By clicking on the Search button results will be displayed. On clicking the Clear button, it will reset the filters (Search criteria).

The Back to Offers Management button is displayed for the Seller to navigate back to the Offer Listing Screen.

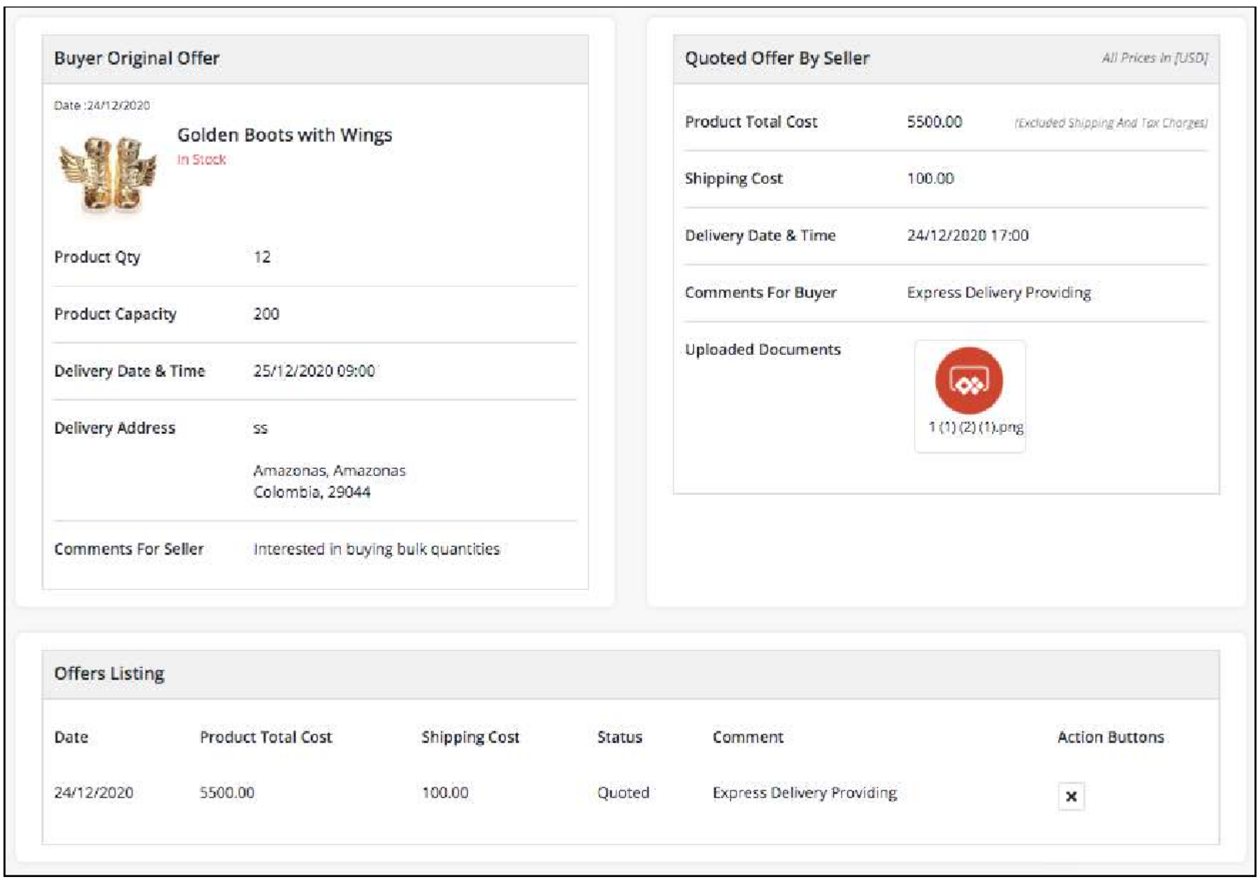
Now, in order to view Quotation details submitted by a particular Buyer, Seller can click on View button and will be redirected to below screen:



Buyer Original Offer: In this screen, Seller can view Buyer's Original Offer with Product Quantity, Product Capacity, Delivery Date & Time, Delivery Address, Comments ForSeller.

Seller Quoted Offer Form: In this screen, Seller can submit Quotation on the Buyer demand request. Seller can add Product Total Cost (Excluding Shipping and Tax Charges), Custom Shipping Charges, Delivery Date & Time, Comments For Buyer, Upload Supporting Docs for Buyer reference.

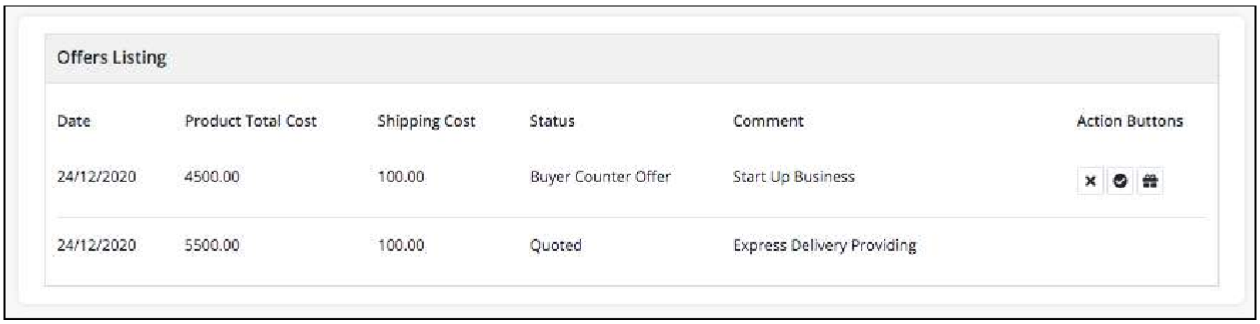
Once a first time Quotation is submitted to Buyer, such a request gets listed under the Offer Listing section on the same screen.



There is an option available to Seller to **Reject** the submitted Quotation.The status of this first time Quotation is changed from In-progress to Quoted.

When a Counter Offer is submitted by a Buyer then a Notification alert along with count is visible under Bell Icon.

On click will redirect the Seller to Offer detail screen.

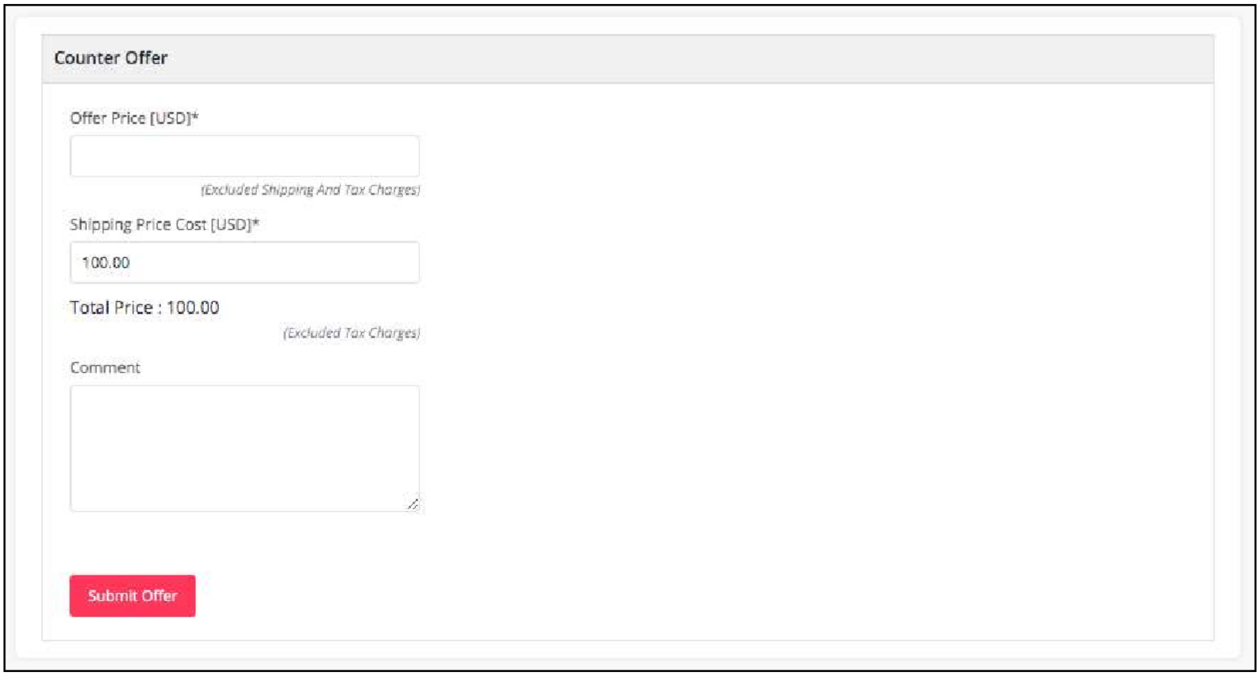


Offers Listing

Date	Product Total Cost	Shipping Cost	Status	Comment	Action Buttons
24/12/2020	4500.00	100.00	Buyer Counter Offer	Start Up Business	
24/12/2020	5500.00	100.00	Quoted	Express Delivery Providing	

A Seller can view the Buyer Counter Offer with Comment. There are three action icons available under the Action Buttons column. A Seller can Reject/Accept/Counter this Offer.

Counter Offer Submission: When a Seller clicks on the third icon: Counter Offer, below form is displayed.



Counter Offer

Offer Price [USD]*

(Excluded Shipping And Tax Charges)

Shipping Price Cost [USD]*

100.00

Total Price : 100.00

(Excluded Tax Charges)

Comment

Submit Offer

A Seller can negotiate on the Offer Price. Default Shipping Price is prefilled and can be changed (if required). Comment field is also available for the Seller to Buyer.

Offers Listing

Date	Product Total Cost	Shipping Cost	Status	Comment	Action Buttons
24/12/2020	5000.00	100.00	Seller Counter Offer	Final Offer	×
24/12/2020	4500.00	100.00	Buyer Counter Offer	Start Up Business	
24/12/2020	5500.00	100.00	Quoted	Express Delivery Providing	

A new counter offer is submitted by a Seller for Buyer to Accept the final offer.

Note: Submitted Offer can be Rejected at this time.

When an Offer is finally accepted by a Buyer, then the Seller gets the following options: Reject and Confirm Order under Action Buttons.

Offers Listing

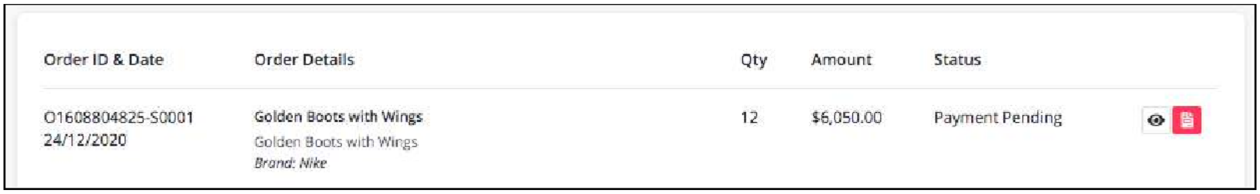
Date	Product Total Cost	Shipping Cost	Status	Comment	Action Buttons
24/12/2020	5000.00	100.00	Seller Counter Offer Accepted By Buyer	Final Offer	
24/12/2020	4500.00	100.00	Buyer Counter Offer	Start Up Business	
24/12/2020	5500.00	100.00	Quoted	Express Delivery Providing	

A Seller confirms the Order/final deal for this Quotation. And an Order is created under the Orders section.

Offers Listing

Date	Product Total Cost	Shipping Cost	Status	Comment	Action Buttons
24/12/2020	5000.00	100.00	Seller Counter Offer Accepted & Confirmed	Final Offer	
24/12/2020	4500.00	100.00	Buyer Counter Offer	Start Up Business	
24/12/2020	5500.00	100.00	Quoted	Express Delivery Providing	

Under the Order section, there is an option to create a partial invoice (Upfront invoice).



Order ID & Date	Order Details	Qty	Amount	Status	
O1608804825-S0001 24/12/2020	Golden Boots with Wings Golden Boots with Wings *Brand: Nike*	12	$6,050.00	Payment Pending	

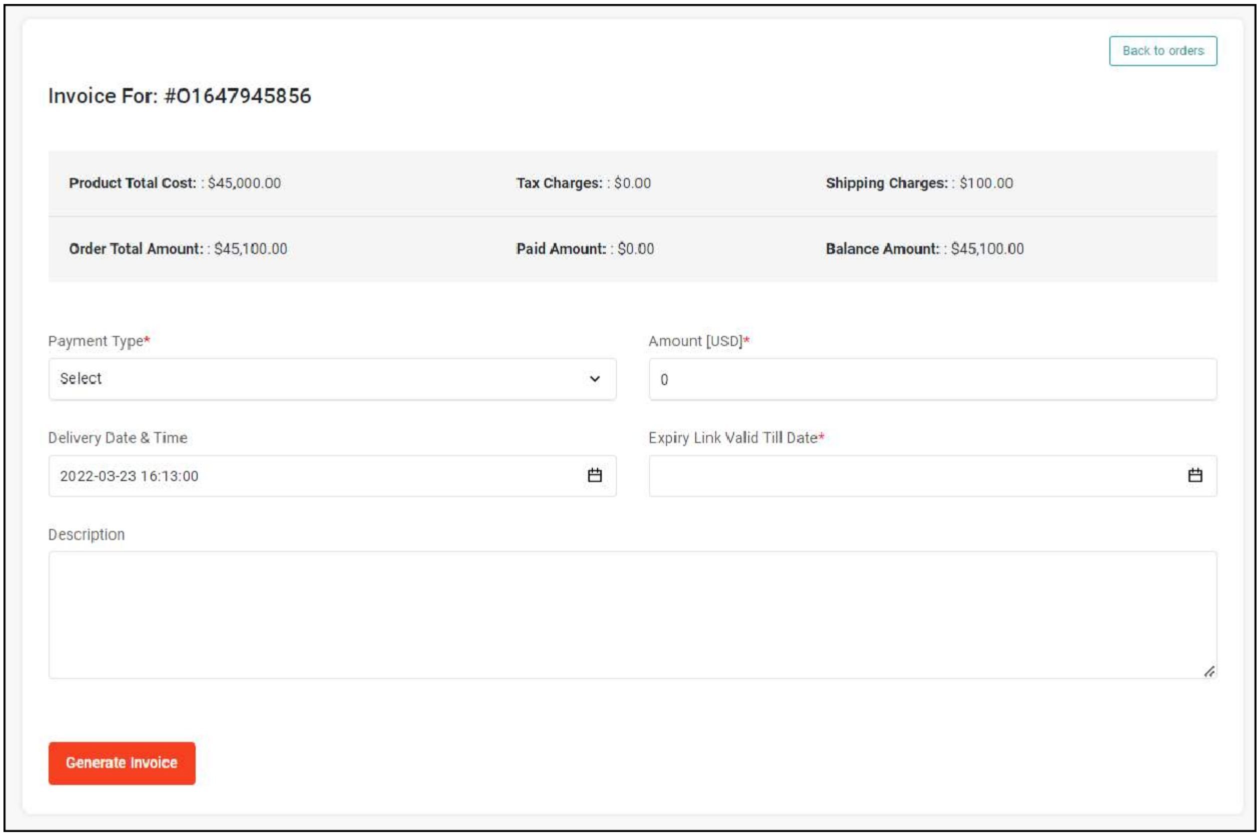
A unique Order ID along with Order Date is generated by the System.

The Seller can click on the second icon: **Create Invoice** as highlighted in Pink in the above screenshot. On click will open the following new screen with breakdown of Order Total Amount Structure (Product Total Cost + Shipping charges + Tax Charges).

A Seller can raise a Partial Invoice with a certain Upfront Amount. Deliverable time is prefilled based on the final Offer set as agreed with the Buyer. And can be updated as well (If required).

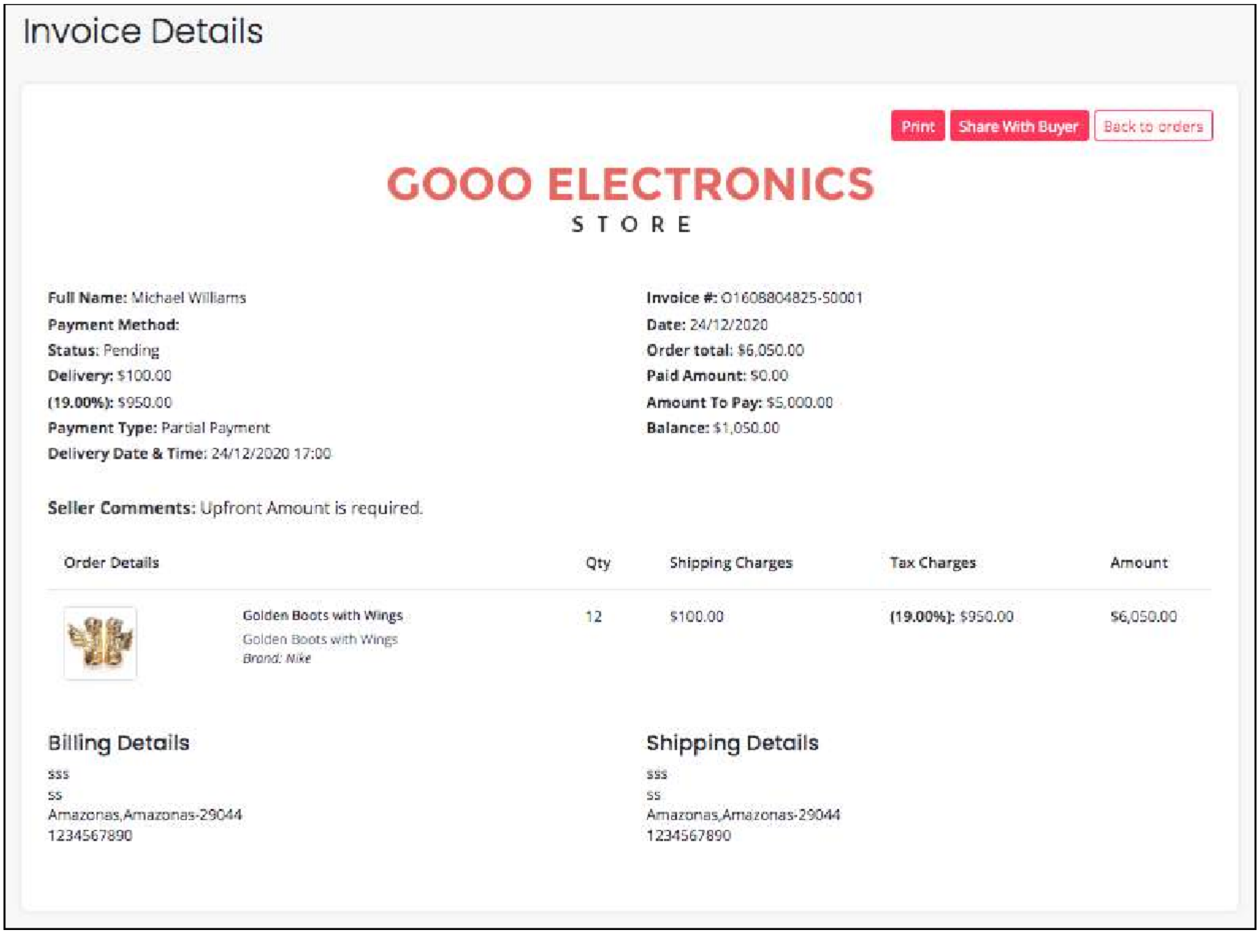
An Invoice ID is also generated during this time by the system.

Description can be added for Buyer Reference. Finally, a partial invoice is created by clicking on the Generate Invoice button.



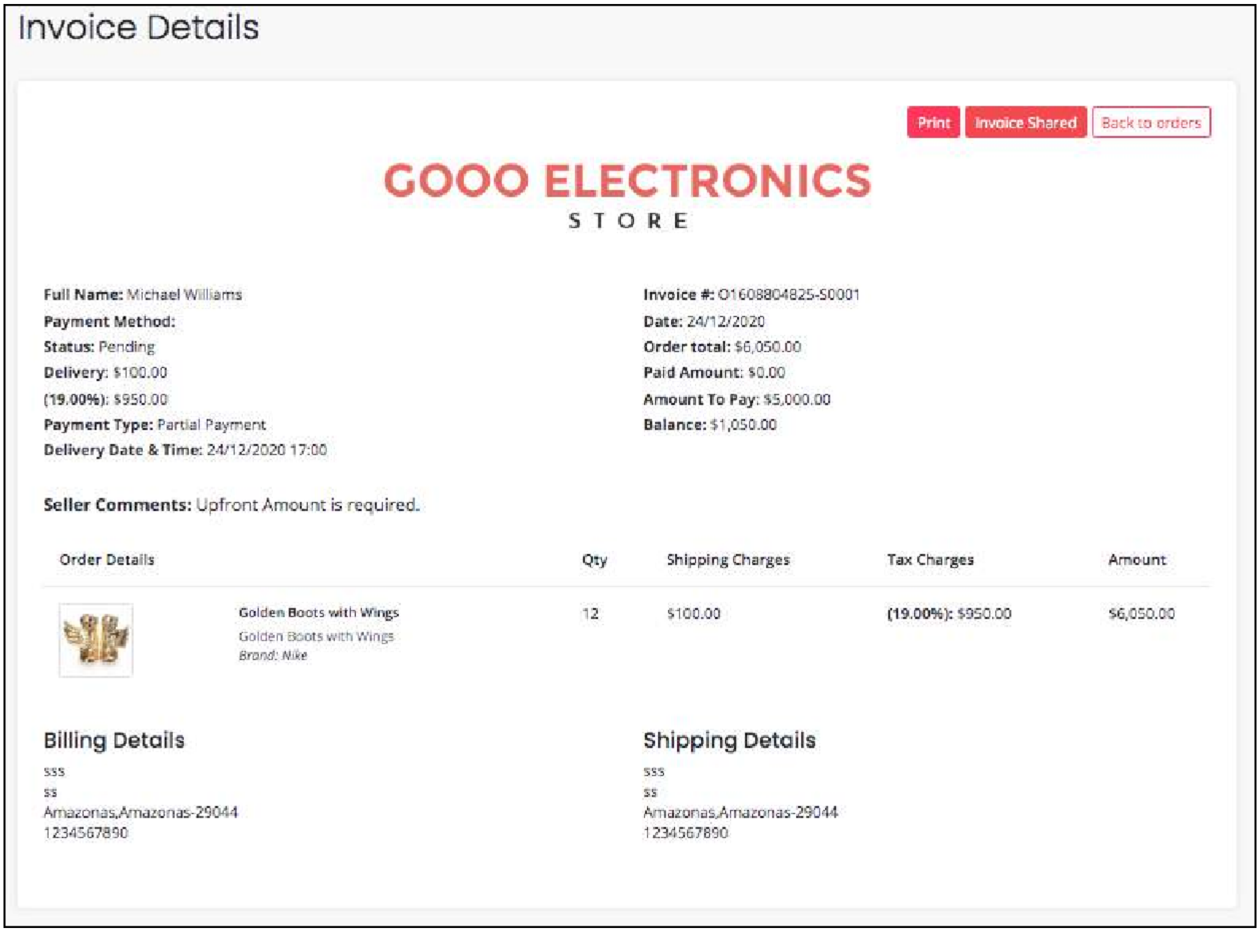
Expiry link of the invoice is also defined so that Buyer can view the validity date to make the payment.

On generating an Invoice, following screen is displayed listing all invoice details.



This Invoice is to be shared with a Buyer by clicking on the Share **with Buyer** button. And can be printed out in PDF format by clicking on the **Print** button.

Once an invoice has been shared with the Buyer, button status is changed to **Invoice Shared**.

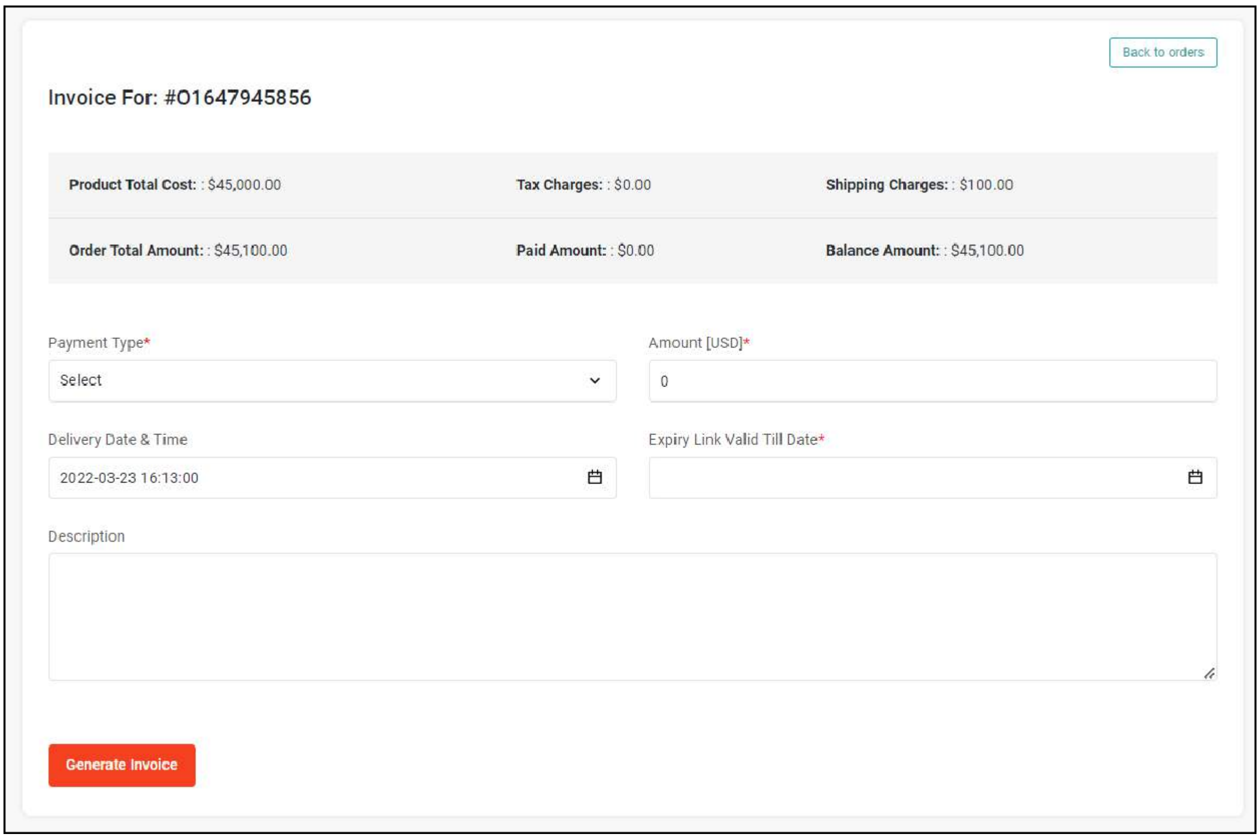


The Back to Orders button will navigate a Seller to Order Listing page.

When a Buyer makes a partial payment for the generated invoice, Order status is changed to **Partial Paid** under Orders section.

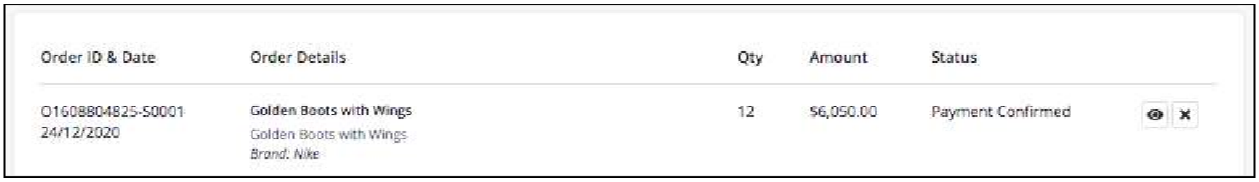
The system will send notification to buyer before 24 hours of the invoice expiration. The second reminder to pay the raised invoice will go before 12 hours of expiring the payment link shared in the invoice.

At this stage, a Seller has following options like View, Cancel and Create Invoice. A Seller can further create another invoice for the Buyer by clicking on the icon: Create Invoice.



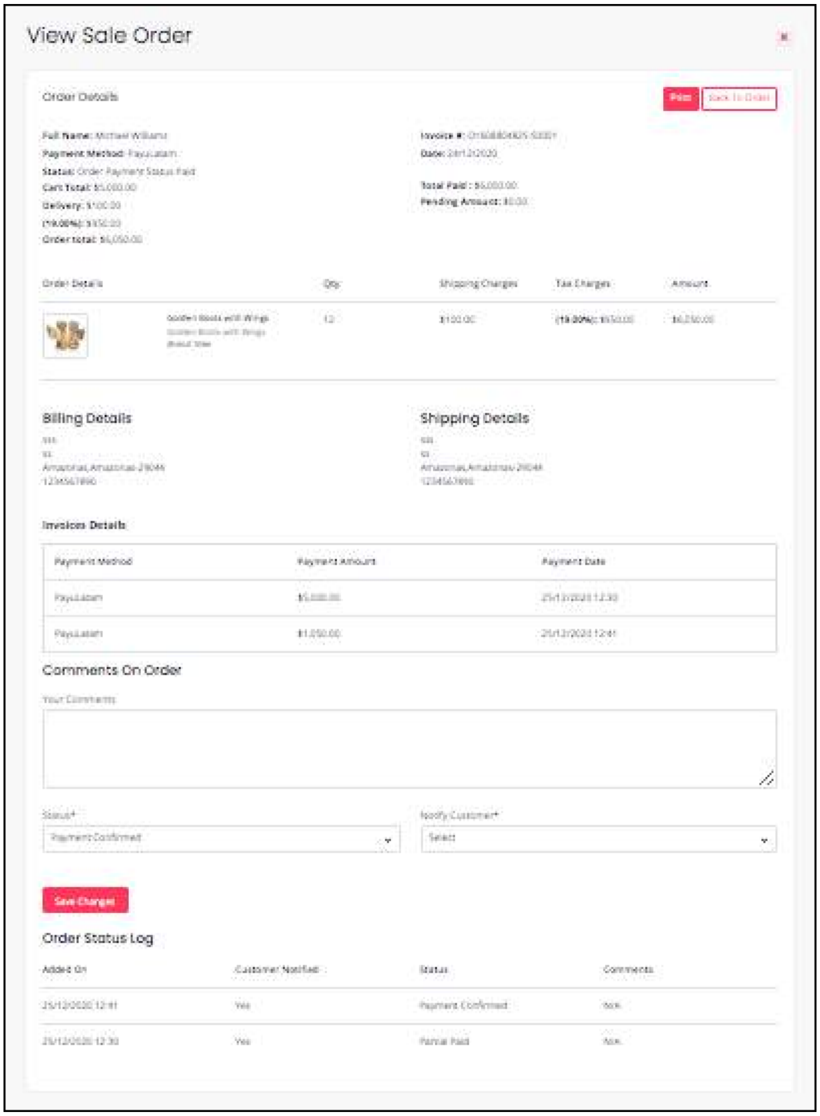
On the above screen, the system displays the remaining balance amount along with Final Payment status. Delivery Date & Time along with Description can be added accordingly by the Seller.

The process of sharing an invoice with Buyer remains the same. Finally, when a Final invoice is processed by the Buyer, then under the Orders section, status is changed to Payment Confirmed.



Order ID & Date	Order Details	Qty	Amount	Status
O1608804825-S0001 24/12/2020	**Golden Boots with Wings** Golden Boots with Wings *Brand: Nike*	12	$6,050.00	Payment Confirmed

Now, a Seller starts processing the Order request by clicking on the View icon in the above Screen.



On this screen, Order Status Log can be viewed by the Seller to track the payment history.

From Status field: By changing the status from Payment Confirmed to the next sequential step/option i.e. In-Process from the same dropdown, an order request can be changed.

Quality Inspection: Under the Status dropdown, when this option is selected by the Seller, there is an option to upload docs. This helps to upload Quality certificates etc. for Buyer reference.

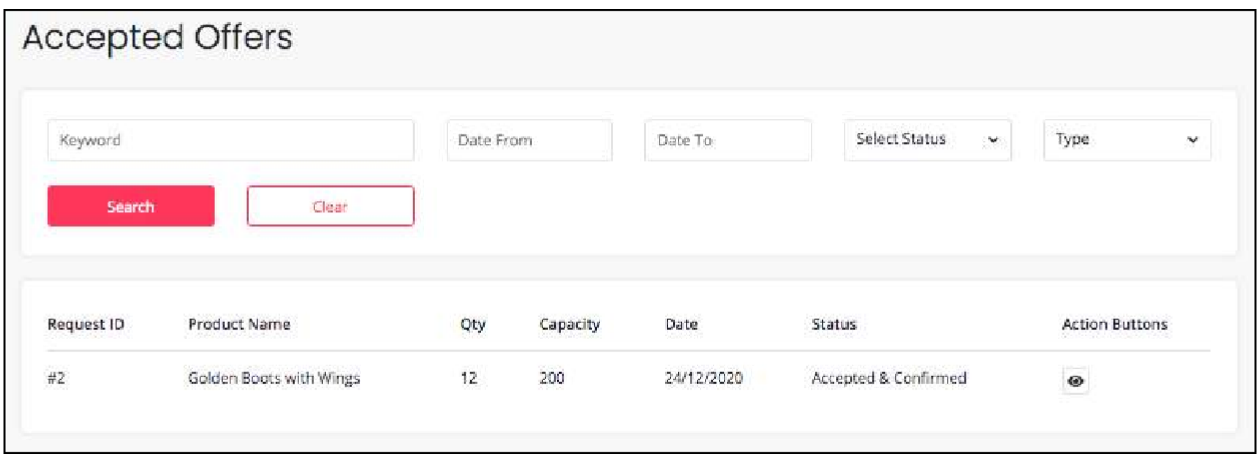
Shipped: This option denotes the Shipping status of the order.

Delivered: This option denotes that the order is Delivered to the Buyer and is the final stage of delivery from the Seller End.

Note: Sequential processing of an order request is recommended.

8.5 Accepted Offers

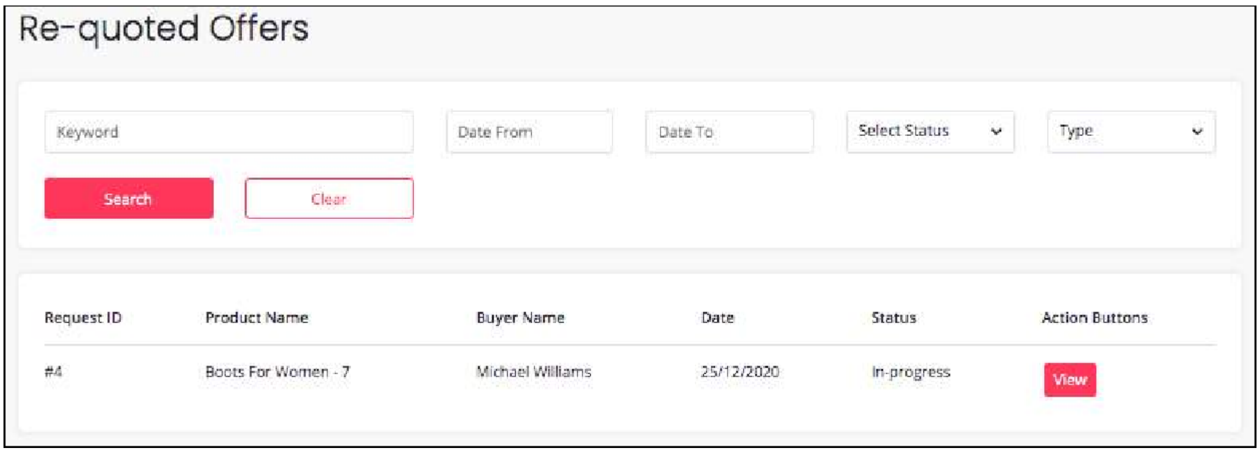
The Seller can view all the Accepted Offers on this screen.



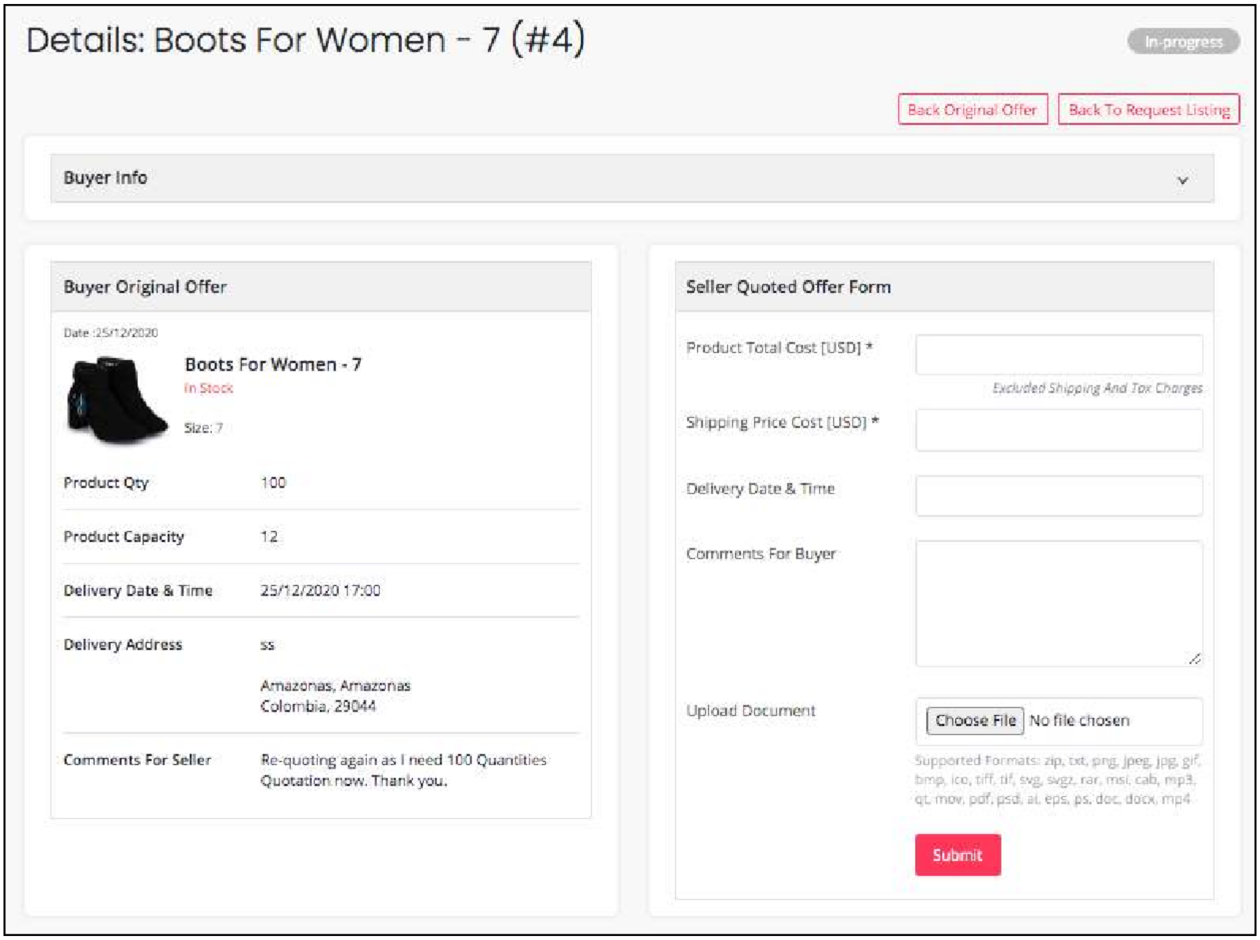
Search: Various Search filters are available for the Seller to search an Offer based on Offer Accepted by Buyer or Offer Accepted & Confirmed. Clear button resets the Search filters.

8.6 Re-Quoted Offers

The Seller can view a list of all Re-Quoted offers submitted by Buyers in this section.



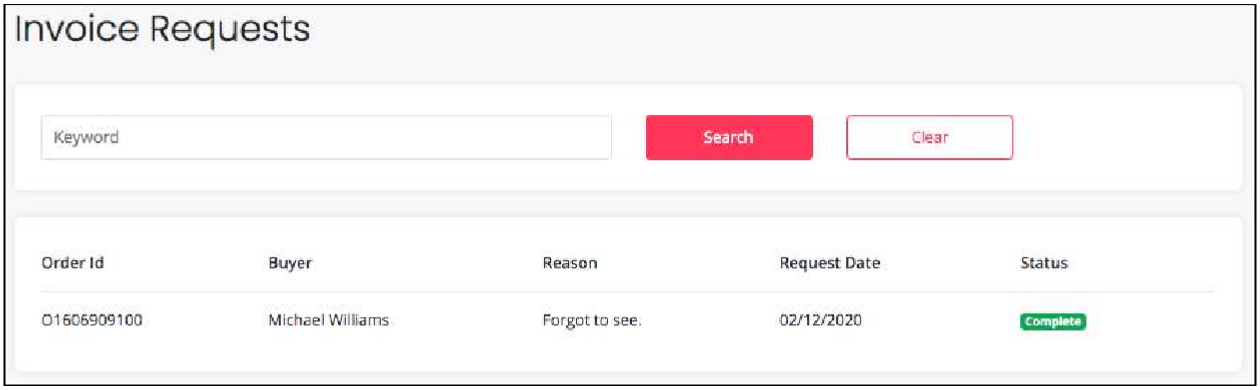
On a click of View Button, details regarding re-quoted offers are displayed. Also, there is a button to navigate **back to the Original Offer** submitted by a Buyer as well.



Back to Request Listing will navigate the Seller to Re-Quote listing screen.

8.7 Invoice Requests

The Seller can view a list of all Invoice re-generation requests submitted by Buyers in thissection.



A Seller can generate a new invoice for the Order ID. And once shared with the Buyer, the status of this re-generation request is changed to **Complete.**

Search: A Keyword based Search filter is displayed on this screen for the Seller to perform a Search. **Clear button** resets the filter.

9. Promotions

By providing special offers to their customers, sellers can increase their sales. A customer is more likely to choose the product with an offer against other products. 'Promotions' module helps sellers apply such special offers to their products.

9.1 Special Price

Sellers can offer their product to customers at special prices. Special prices can be offered depending upon the incline or decline in demand of products. To assign a special price to a particular product, the "Seller Products Special Price List" page is provided as shown in figure 9.1.1.

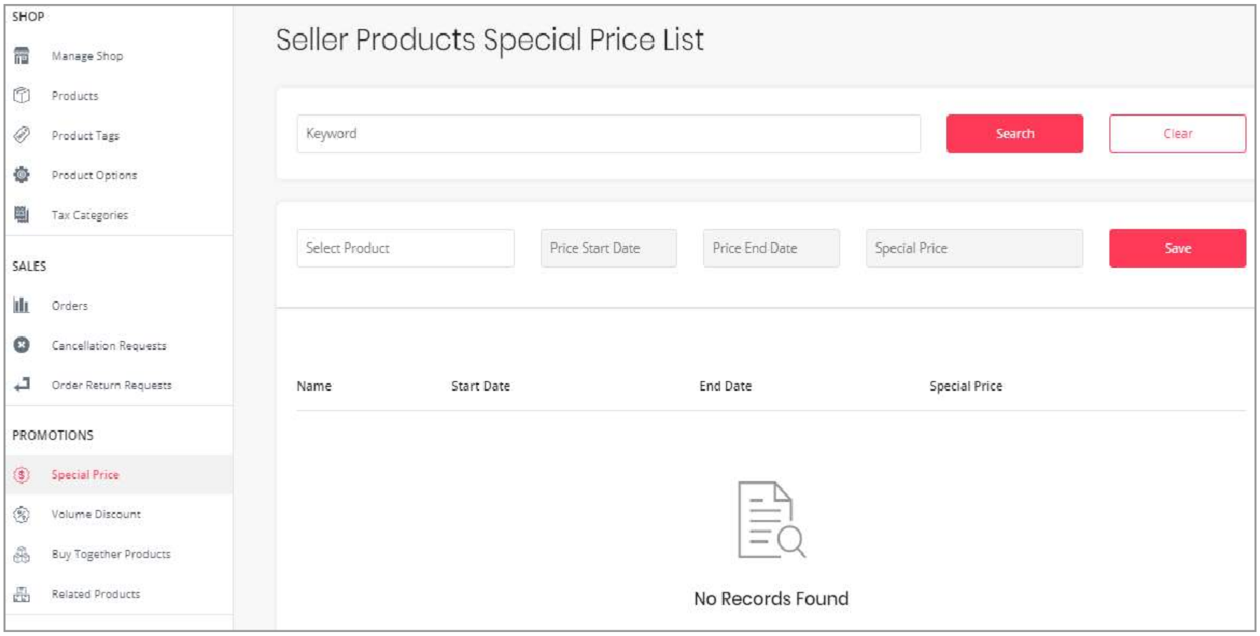


Fig. 9.1.1: Special Products Special Price List

To add a product with special price, the seller must enter:

- **Select Product:** The seller must select the product for which they want to assign a special price. The input-box provided is an auto-complete which helps sellers find and fill-in the product name easily and accurately.
- **Price Start Date:** The seller must mention the date from which the special price must start being offered to customers.
- **Price End Date:** The seller must mention the last date until which the special price will be offered to customers.

NB: The 'Price Start Date' and 'Price End Date' filters can also be used together to specify a time period.

- **Special Price:** The special price to be offered must be mentioned here.

Once the seller fills in the input-fields and clicks on the "Save" button, the product that is assigned a special price will start being displayed in the list provided on this page. This page provides seller following functionalities:

- **Search Bar:** The seller can search for a particular product with a special price, from the list by entering 'Keywords' in the Search bar provided at the top.
- **Delete :** This button is provided to the right of each product mentioned in the list clicking on which will delete the respective product from this list and remove the special price assigned to it.
- **Check-box:** Seller can select multiple products from the list to perform collective actions. A "Delete" button will appear on the top-right corner of the list when selected check-boxes click on which seller can delete the selected products from the 'Special Price' list.

9.2 Volume Discount

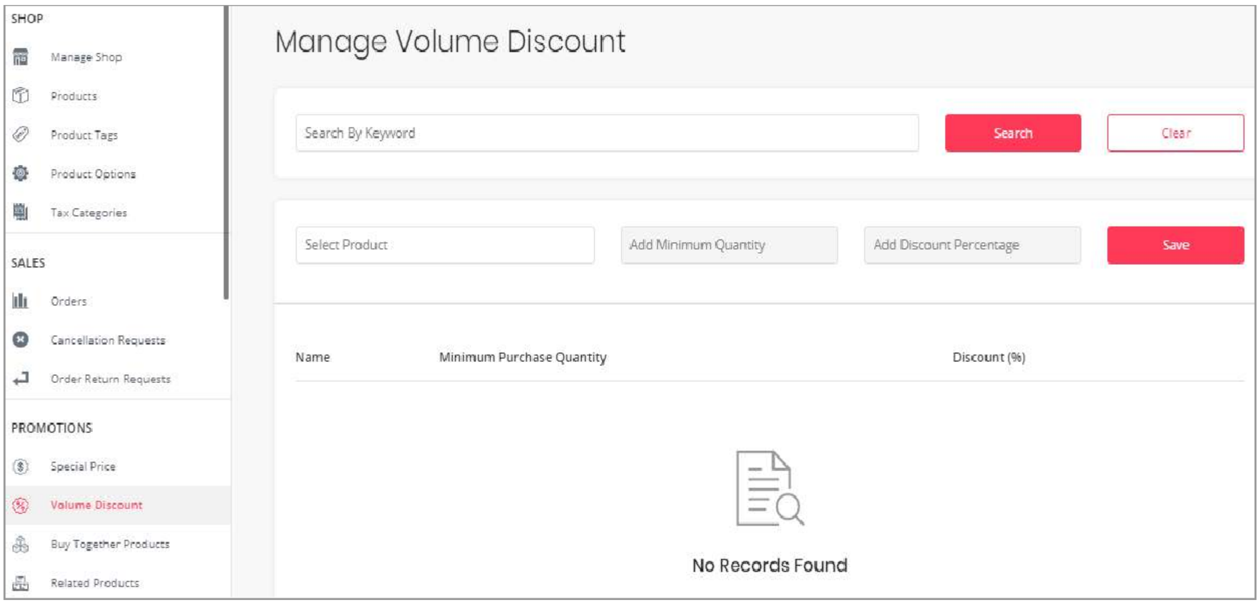
This module helps sellers provide discounts to their customers on bulk purchases. Offering volume discounts encourages customers to buy products in large quantities. This helps in increasing the sale amount. As shown in figure 9.2.1, to add "Volume Discounts" seller must:

- **Select Product:** Select the product for which they want to provide volume discount. The input-box provided is an auto-complete which helps sellers find and fill-in the product name easily and accurately.

• **Add Minimum Quantity:** Enter the minimum number of products the customer must select for purchase in order to avail the volume discount.

• **Add Discount Percentage:** Enter the percentage of discount to be offered on the actual selling price previously provided by the seller on the respective product.

Fig. 9.2.1: Manage Volume Discount Page



Once the seller fills in the input-fields and clicks on the "Save" button, the product that is assigned a volume discount will start being displayed in the list provided on this page. If the seller now checks the respective product in their shop at the front-end, they will see a "Wholesale Price (Piece)" box showing the volume discount offer to customers. This page provides seller with following functionalities:

• **Search Bar:** The seller can search for a particular product from the list by entering 'Keywords' in the Search bar provided at the top.

- **Delete** 🗑 This button is provided to the right of each product mentioned in the list clicking on which will delete the respective product from this list and remove the volume discount assigned to it.
- **Check-box:** Check-boxes are selected to perform one action on multiple options. A "Delete" button will appear on the top-right corner clicking on which seller can delete selected products from this list.

9.3 Buy Together Products

The Buy Together products are also commonly known as Add-On products. These are the products that complement each other and can be suggested to customers when they want to buy any one of such products. As shown in figure 9.3.1, to add buy-together products, the seller must:

- **Search Product:** Enter the name of the product for which they want to provide an add-on. The input-box provided is an auto-complete which helps sellers find and fill-in the product name easily and accurately.
- **Add Buy Together Products:** Enter the name of products they want to present to customers as add-on. Multiple numbers of products can be added as add-on to one product.

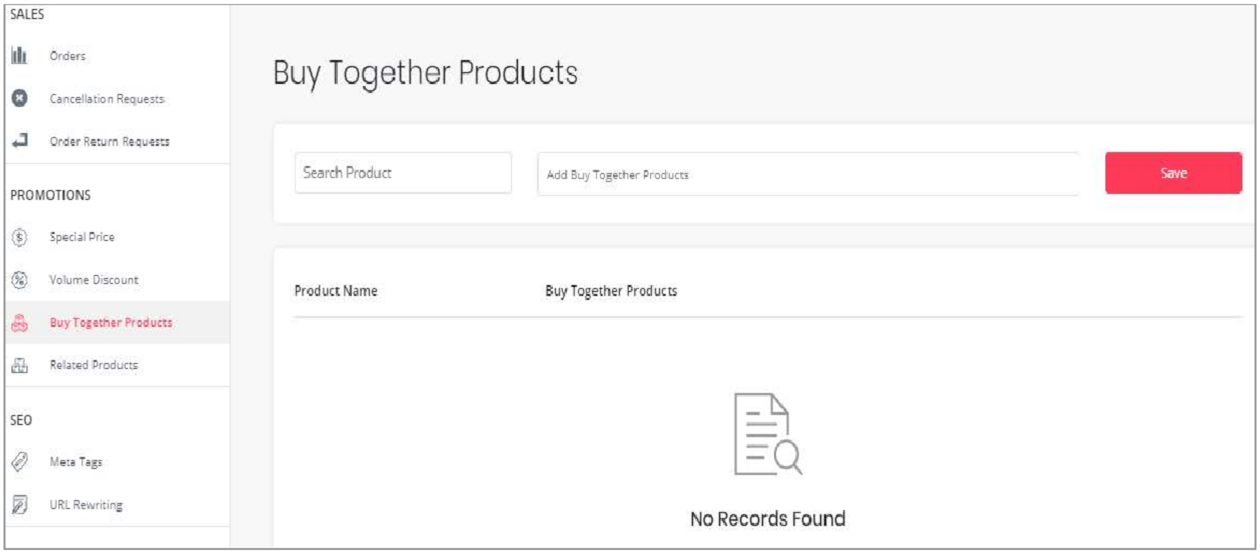


Fig. 9.3.1: Buy Together Products Page

Once the seller fills in the input-fields and clicks on the “Save” button, the product that is assigned add-ons will start being displayed in the list provided on this page. When the seller checks the respective product in their shop, they will see the add-on products being displayed for that product in the “Product Add-Ons” box. In that box, a check-box is provided to the right of each add-on product that is a short-cut provided for the seller to remove theadd-on.

The seller can search for a particular product from the list by entering ‘Keywords’ in the Search bar provided at the top. A ‘Cross’ is provided to the right of each product mentioned as an add-on to another product, clicking on which will delete that add-on.

9.4 Related Products

Related Products are also commonly known as 'Similar Products'. They can also be defined as the alternative products or complementary choices presented to customers. When a customer opens a product page, these products are displayed below. As shown in figure 9.4.1, to add related products the seller must provide:

- **Search Product:** The seller must enter the name of the product for which they want to add other related products. The input-box provided is an auto-complete which helps sellers find and fill-in the product name easily and accurately.
- **Add Related Products:** The seller must add the names of products which they want to display as similar products.

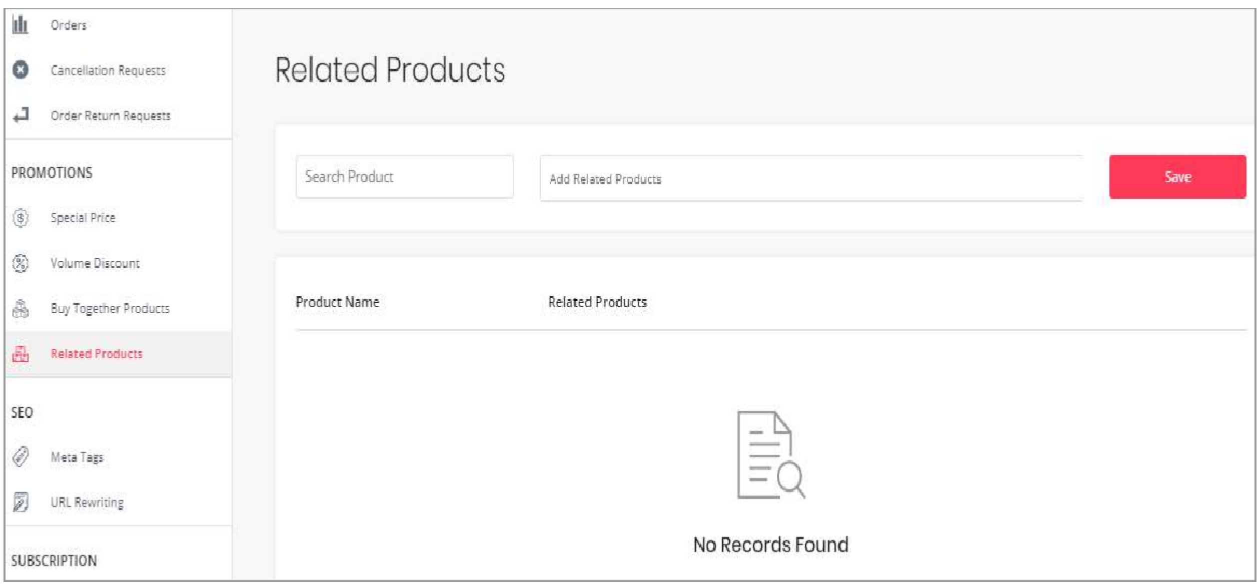


Fig. 9.4.1: Related Products Page

Once the seller fills in the input-fields and clicks on the “Save” button, the product that is displayed in the list provided on this page along with its related products. When the seller checks the respective product in their shop, they will see the related products being displayed in the “Similar Products” list. A ‘Cross’ is provided to the right of each related product added for another product, clicking on which will delete that product from that list.

9.5 Google Feed

This module will only be displayed at seller-end if the admin has enabled ‘Advertisement Feed Plugins’ from their end. Sellers will need a Google Account (like Gmail Login Credentials) to sign up for Merchant Center. If seller doesn’t have a Google account, they must first go to **accounts.google.com** and click Create account.

Once the Google Account has been created, the seller must go to **merchants.google.com** which will redirect them to the ‘Merchant Center’ page as shown in figure 9.5.1 below.

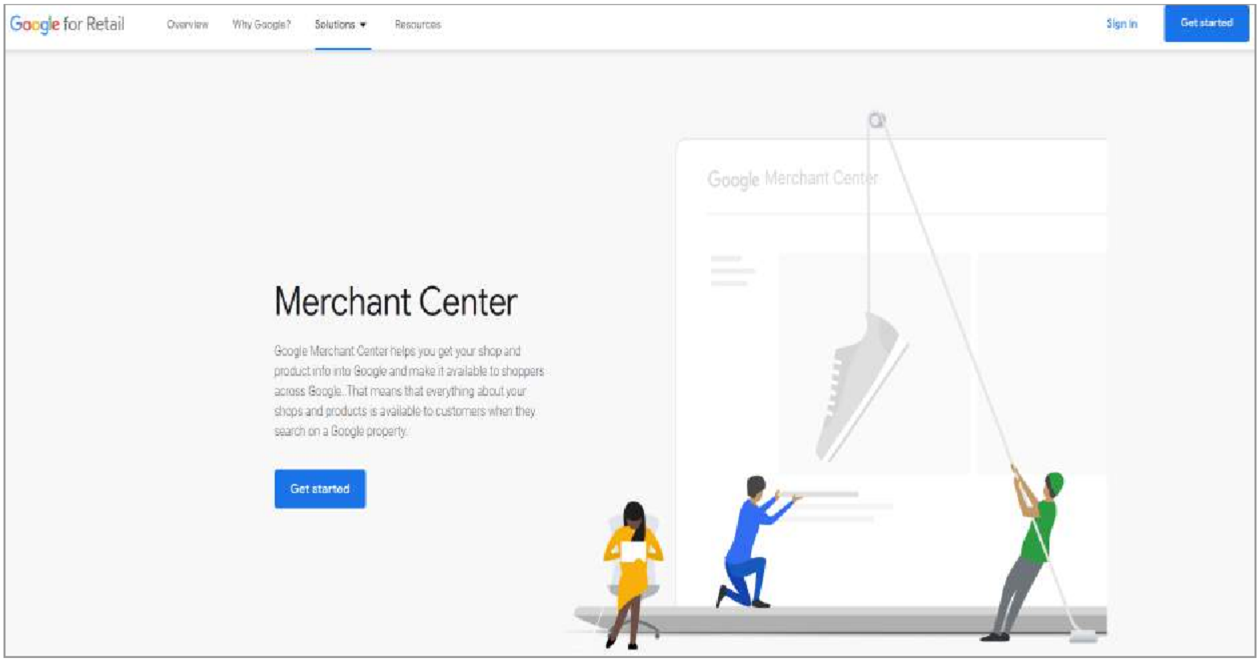


Fig. 9.5.1: Merchant Center Page

Sellers must click on 'Get Started' which will redirect them to 'Google Sign In to continue to Google Merchant Center' page as shown in figure 9.5.2.Sellers must click on the 'Create Account' button and choose any one of the two options: 'For Myself' or 'To Manage My Business' as per their necessity.

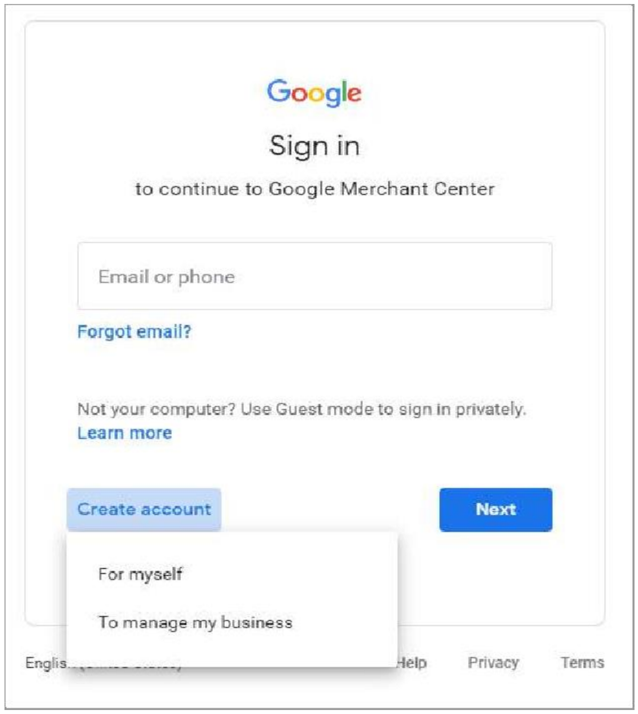


Fig. 9.5.2: Google Sign In to continue to Google Merchant Center

'Create Your Google Account' page will appear as shown in figure 9.5.3, in which the seller must enter the required field and click on the 'Next' button. A verification code will be shared with the seller on their registered email address. Once the verification step is complete, the general steps required to setup the Google business account such as entering Business Name, Business Category, Add Location, Customer Locations, Seller's Business Location, Seller's Contact Details, Verifying Mailing Address, adding Services, Business Description, and Add photos of Business are to be followed.

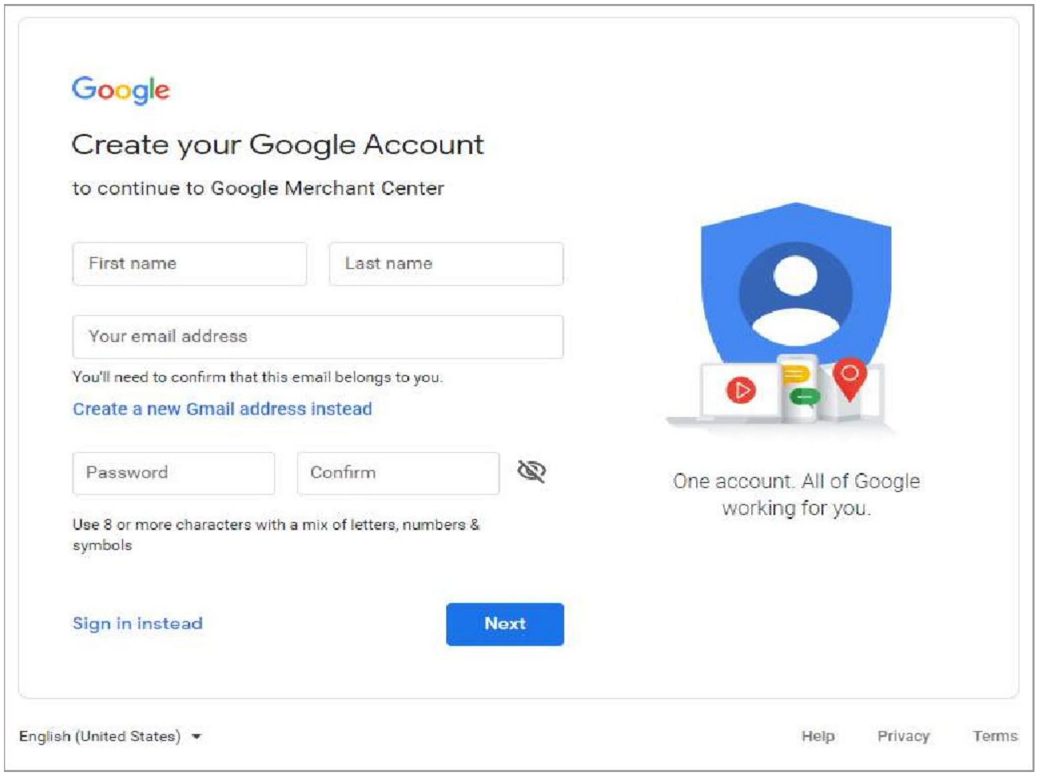


Fig. 9.5.3: Create Your Google Account page

Once the Merchant Account has been created, seller must:

I. Go to Google console following the link: https://console.cloud.google.com/getting-started and login with respective **Merchant Account Login** credentials. A Google Cloud Platform will open as shown in figure 9.5.4.

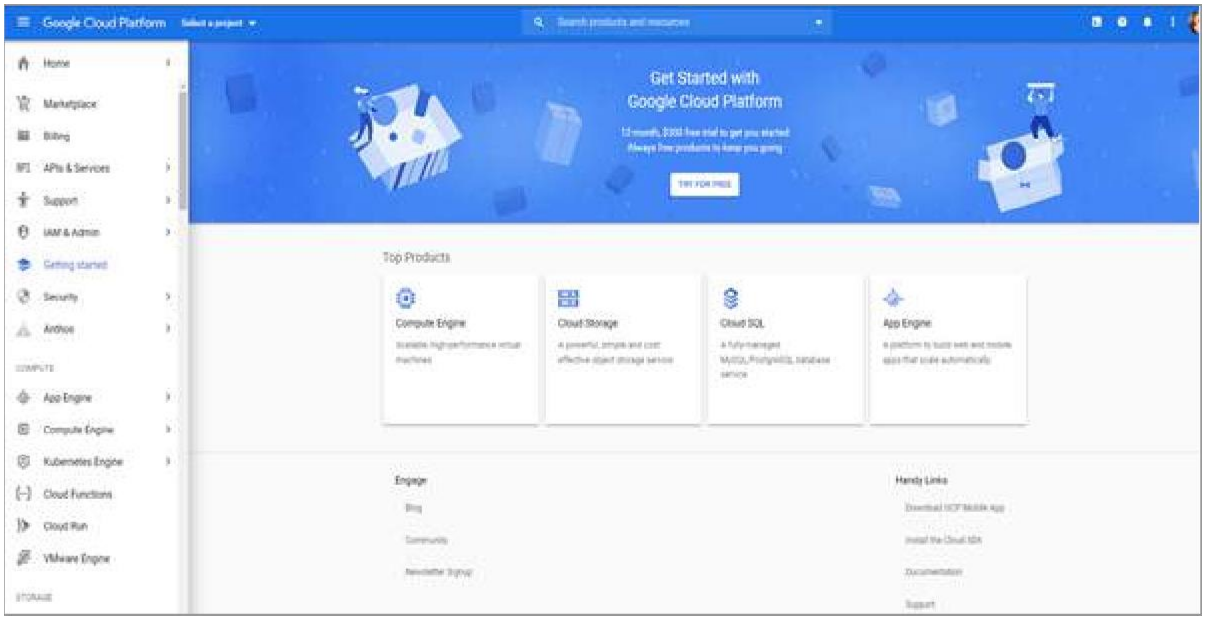


Fig. 9.5.4: Google Cloud Platform Homepage

II. Click on **'Select a Project'** drop-down provided on the top-navigation panel. If no project has been created as shown in figure 9.5.5, click on the **'New Project'** button provided on the top-right corner.

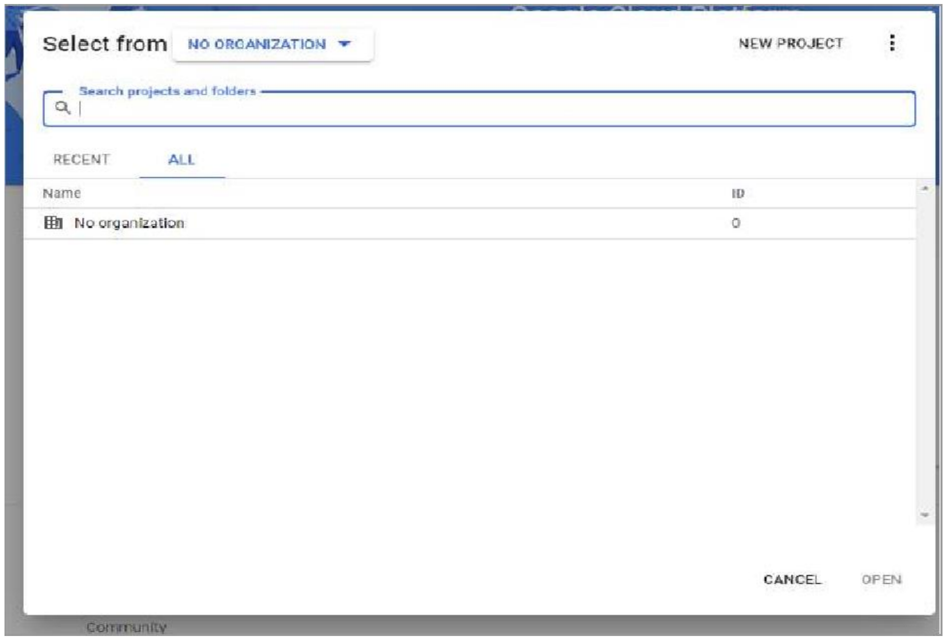


Fig. 9.5.5: Select a Project

III. A **'New Project'** form will appear as shown in figure 9.5.6.

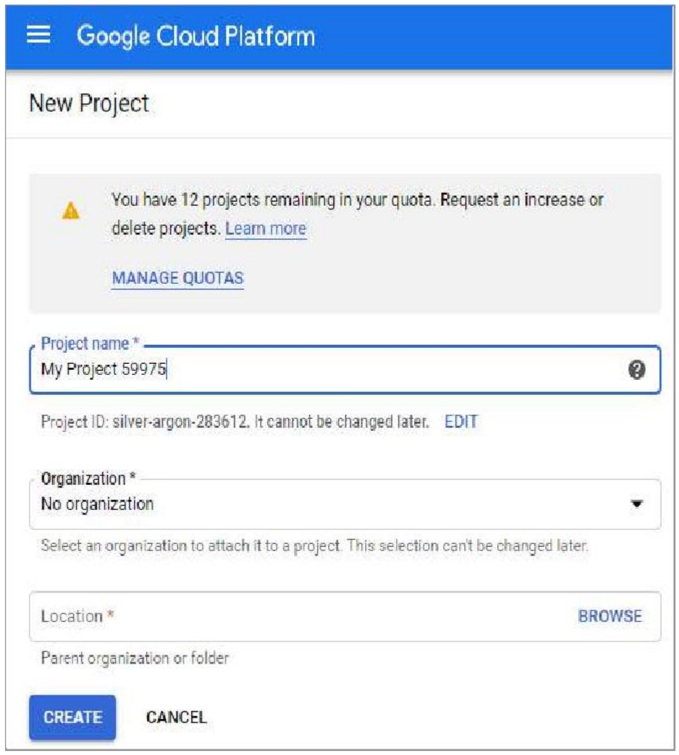


Fig. 9.5.6: Create New Project Form

Seller must:

- **Project Name*:** A unique project name.
- **Organization*:** Select the organization to which the new project is to be attached. This select cannot be changed later.
- **Location*:** Enter the link to the parent organization or folder.

Once the input fields have been entered, sellers must click on 'Create' to add the new project.

IV. From the homepage left-navigation panel, click on **'IAM & Admin'** as shown in figure 9.5.7.

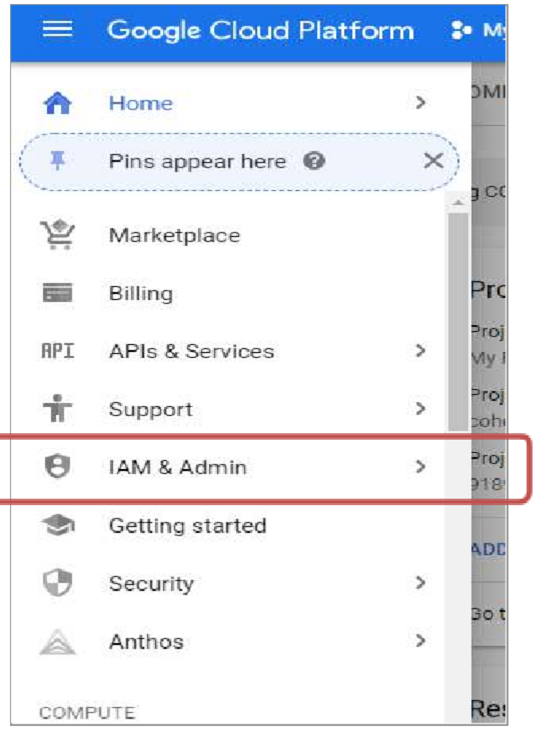


Fig. 9.5.7: IAM & Admin

V. The **'IAM & Admin'** page will open as shown in figure 9.5.8 that displays a left navigation panel from which the seller must select the **'Service Accounts'**.

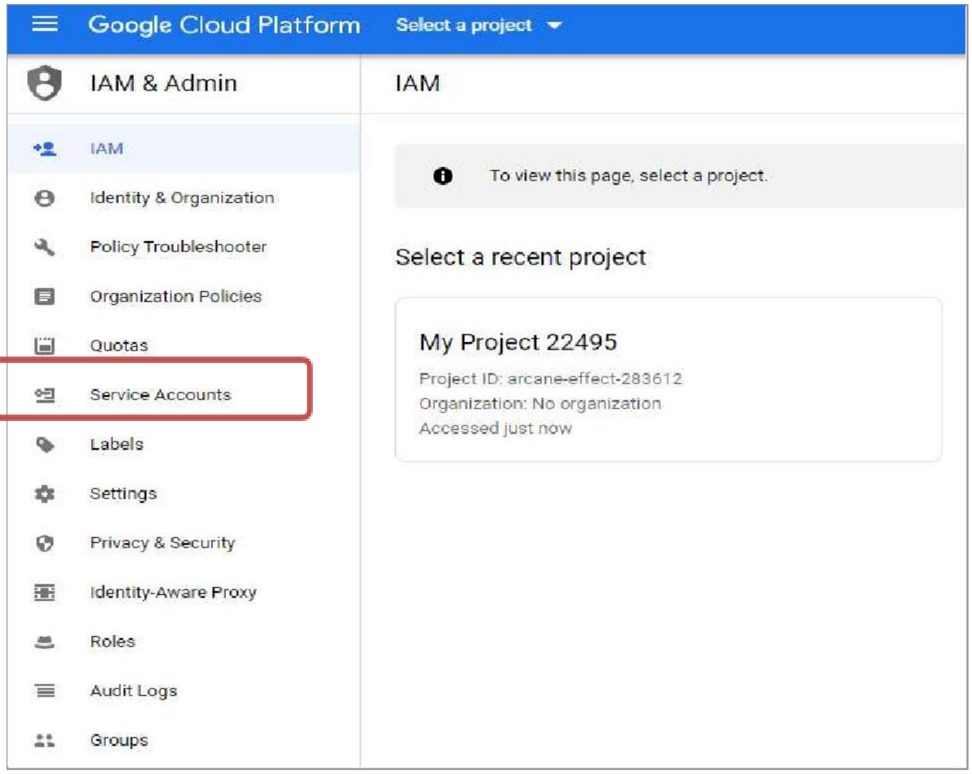


Fig. 9.5.8: 'IAM & Admin' page

VI. **'Service Accounts'** page will open as shown in figure 9.5.9. The seller must click on the **'Create Service Account'** blue plus icon to create a new service account.

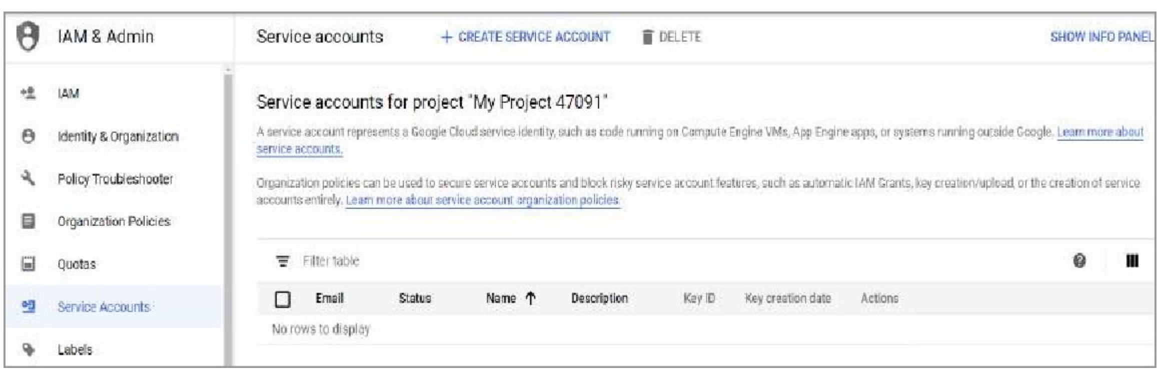


Fig. 9.5.9: Service Account Page

VII. **'Create Service Account'** page will appear as shown in figure 9.5.10. Seller must:

- **Service Account Name:** Enter a display name for the service account being created.
- **Service account ID:** This input field will be created by the system. However, sellers can make changes if necessary.
- **Service Account Description:** Enter a brief description of what this service account willdo.

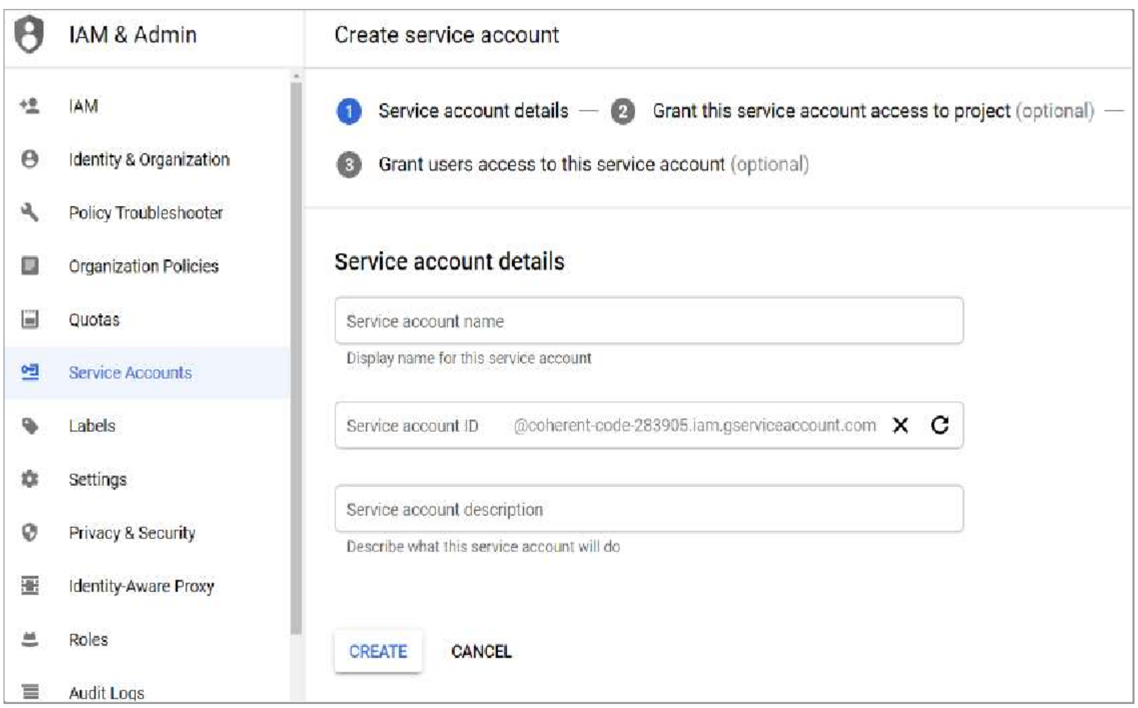


Fig. 9.5.10 (a): Create Service Account (Step 1)

Once the input fields are entered, sellers must click on the **'Create'** button to proceed on to the next step.

VIII. **'Service Account Permissions'** page will appear in which sellers can select permission as per requirement from **'Select a role'** list (figure 9.5.10 (b). Seller must click on 'Continue' to proceed on to the next step.

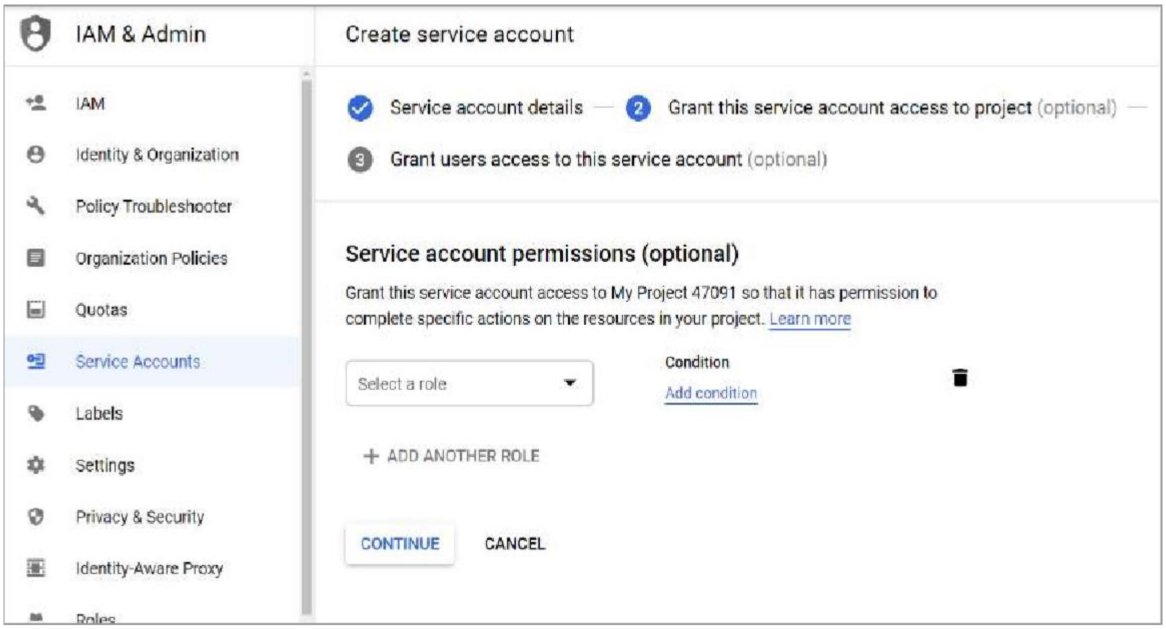


Fig. 9.5.10 (b): Create Service Account (Step 2)

IX. As shown in figure 9.5.10 (c), sellers can assign **'Service Account Users Role'** and **'Service Account Admins Role'** and click on **'Done'** to complete creating the new serviceaccount.

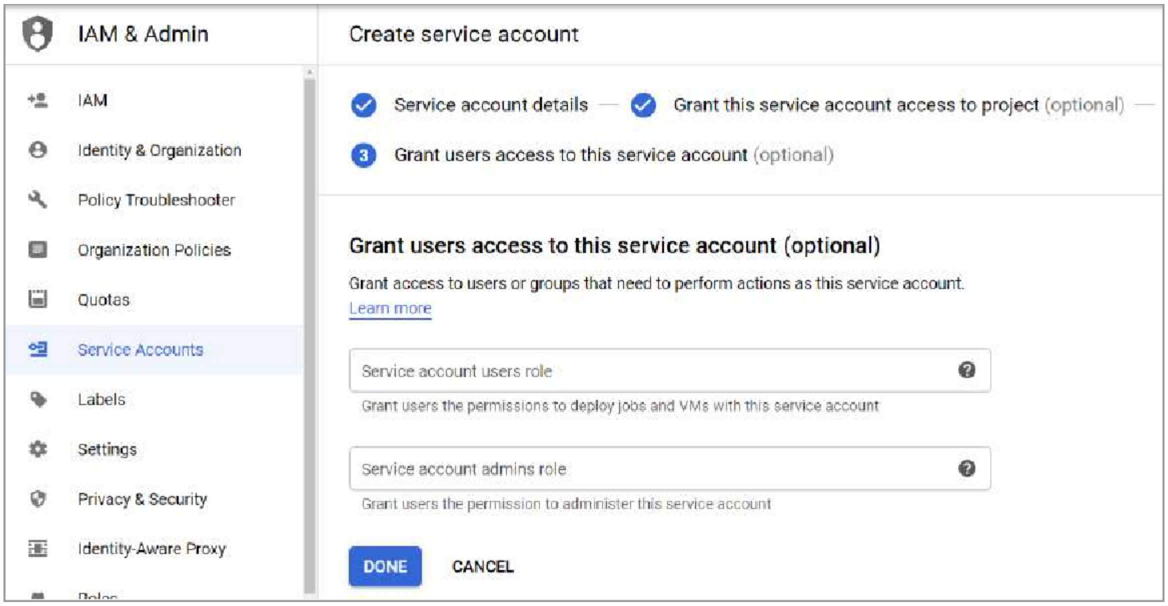


Fig. 9.5.10 (c): Create Service Account (Step 3)

x. The seller must go back to the **'Service Accounts'** page which will now show the newly created service account in the list as shown in figure 9.5.11.

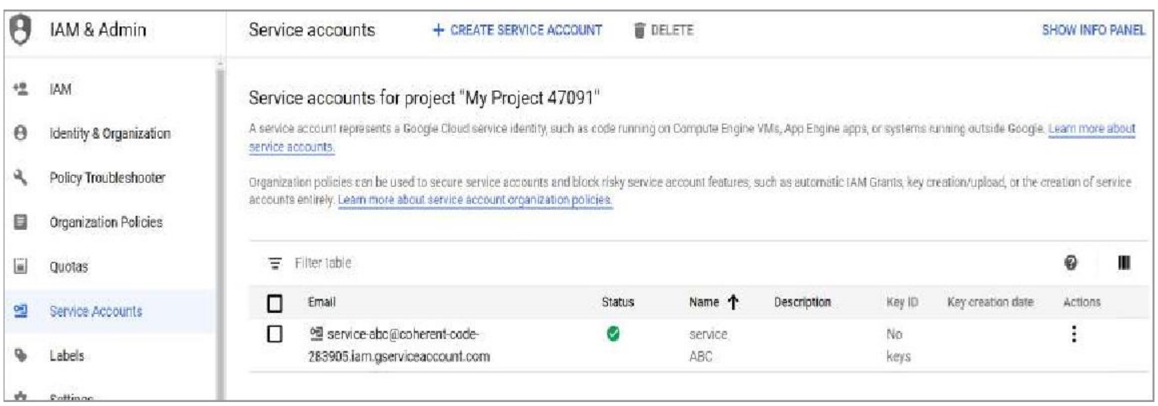


Fig. 9.5.11: Service Accounts Page

XI. Clicking on the Under the **'Actions'** column, sellers will be provided with a few action buttons as shown in figure 9.5.12.

Fig. 9.5.12: Action Buttons

Seller must click on the **'Create Key'** button which will open **'Create Private Key'** as shown in figure 9.5.13.

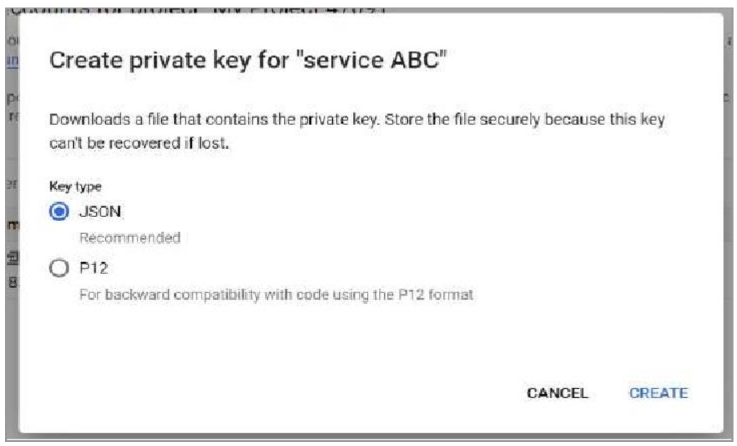


Fig. 9.5.13: Create Private Key

Seller must click on the **'JSON'** key type and click on the **'Create'** button. A file will be downloaded on the seller's computer.

XII. Sellers must go back to their dashboard and open the **'Google Feed'** module which will open the **'Google Shopping Feed'** page as shown in figure 9.5.14.

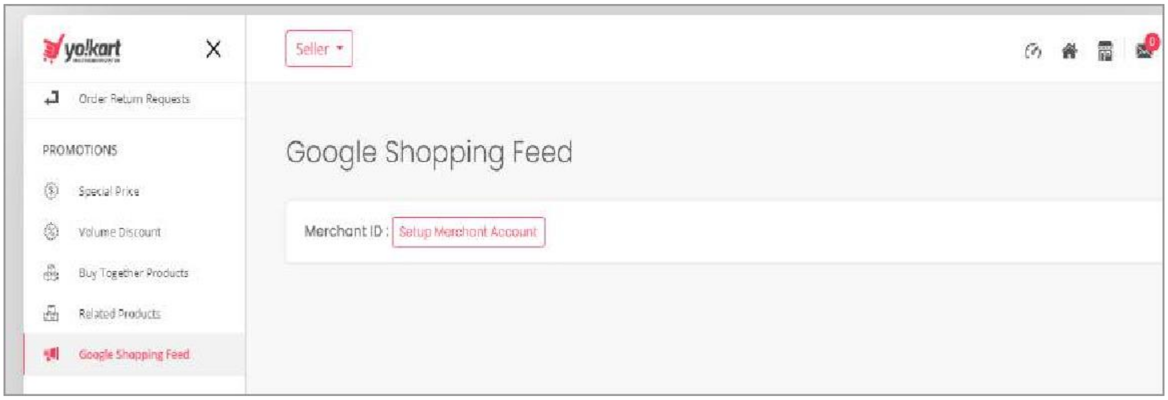


Fig. 9.5.14: Google Shopping Feed Page

Sellers must click on the **'Setup Merchant Account'** button which will open the **'Sign in with Google'** page as shown in figure 9.5.15. Seller must click on the 'Allow' button to allow permission access.

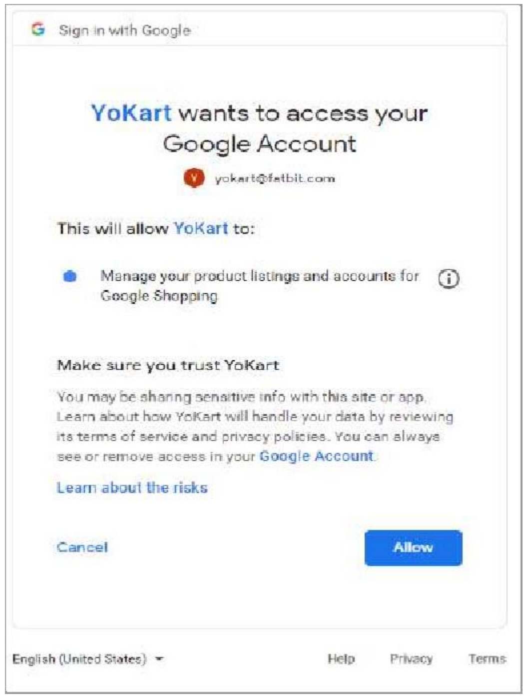


Fig. 9.5.15: Sign In with Google

XIII. Seller must go back to the **'Google Shopping Feed'** page which will now display the seller's merchant ID as shown in figure 9.5.16.

Fig. 9.5.16: Google Feed Page displaying Seller's Merchant ID

XIV. Sellers must click on the **'Service Account Info'** button provided on this page which will open a **'Service Account Detail'** pop-up as shown in figure 9.5.17.

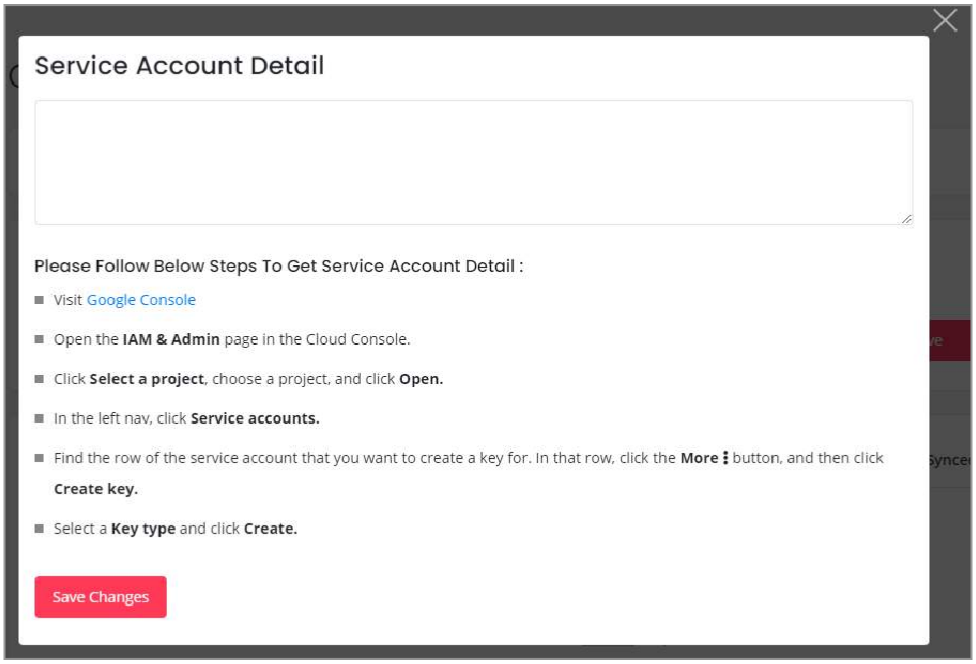
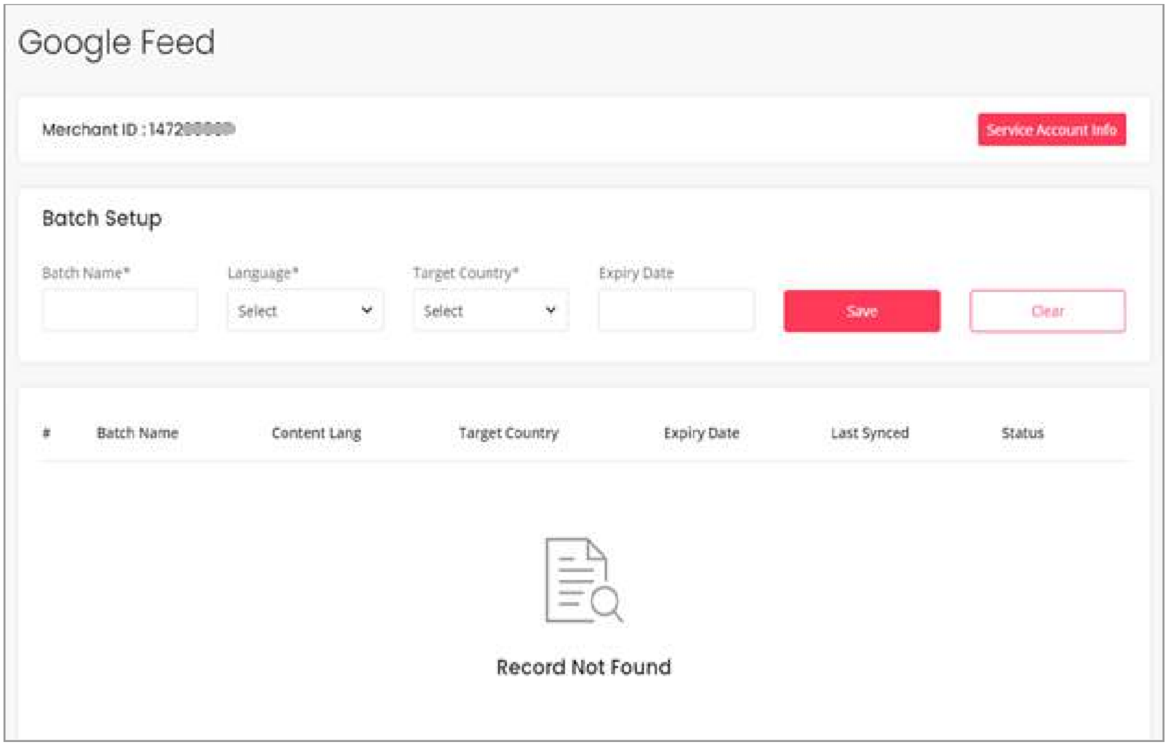


Fig. 9.5.17: 'Service Account Detail'

Seller must copy the downloaded **JSON key** and paste it in the provided text-box. Click on **'Save Changes'** which will open the **'Google Feed'** page as shown in figure 9.5.18.

Fig. 9.5.18: Google Feed Page after Adding 'Service Account Info'



XV. This page displays a **'Batch Setup'** section in which seller can add a new batch by entering:

- **Batch Name*:** Enter name for the batch to be added.
- **Language*:** Select the preferred language from the drop-down list.
- **Target Country*:** Select the target country from the drop-down list.
- **Expiry Date:** Select the expiry date for this batch.

Clicking on **'Save'** will add the new batch to the list provided below.

Sellers can view the details of the batch and perform certain functionalities using the **'Action Buttons'** provided to the extreme right of the respective batch. They are:

- **Publish**  **:** A batch will not be published until at least one product has not been added in it. To add products seller must click on icon. The current status of the newly added batch is displayed as **'Pending'**. Once

the products are linked, clicking on this icon will publish this batch and the status of the respective batch will be displayed as **'Published'**.

- **Bind Products** **:** Clicking on this icon will redirect sellers to **'Add Products to** (**Batch Name**)' page as shown in figure 9.5.20. Seller must:

➔ **Product*:** Select the product to be added to the respective batch.

➔ **Google Product Category*:** Select the category under which the product is to be displayed during Google search results.

➔ **Age Group*:** Select the age group for which the product is accessible.

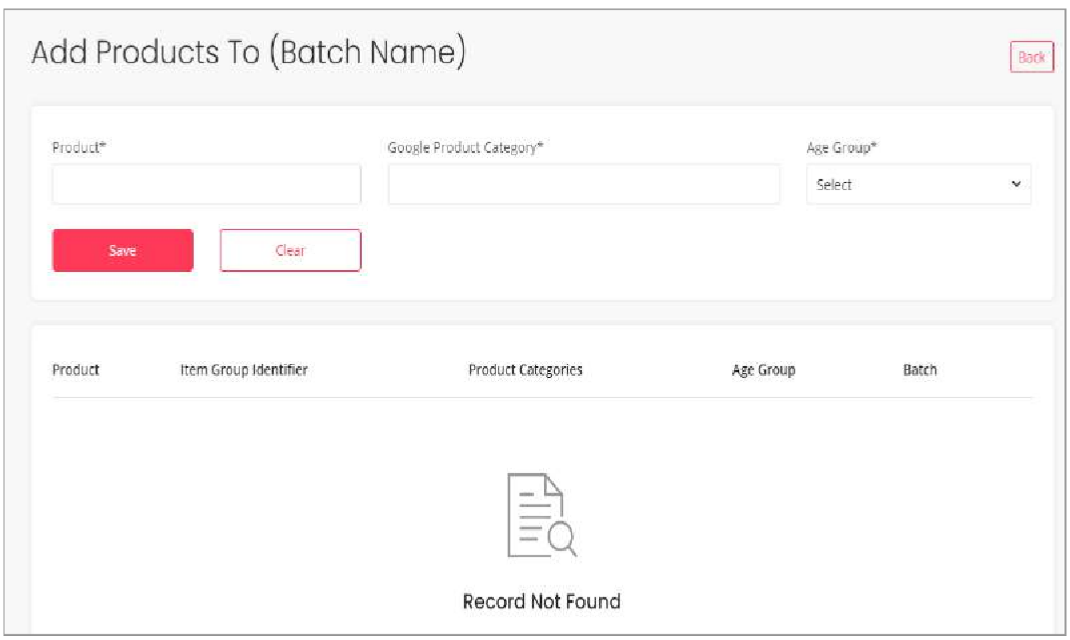


Fig. 9.5.20: Add Products To (Batch Name)

Clicking on **'Save'** will add the product to the respective batch. This list provides:

➔ **Check-box:** Seller can choose multiple products added in the list and unlink them by clicking on the **'Unlink'** button that will appear on the top-right corner of the list once selecting the check-box.

➔ **Edit** **:** Seller can edit the details of respective linked products by clicking on this icon.

➔ **Delete** **:** Seller can delete the product from this list by clicking on this icon.

- **Edit** **:** Clicking on this icon, sellers can make changes in details of respective batches.

- **Delete** **:** Clicking on this icon, sellers can delete the respective batch from this page.

10. SEO

Certain measures are taken to make an e-commerce website and its products visible in Search Engine Results Pages (SERPs) and this is generally called SEO (Search Engine Optimization). Sellers can set the language specific SEO details such as Meta title, Meta keyword, Meta description and other Meta tags for the product.

10.1 Meta Tags

The metadata that describes the information available on a product page to the search engines is known as Meta-tag. It is important to add a meta-title and meta-description that will be visible on the SERPs. The rankings of products can be improved through these meta-tags.

The seller can add meta-tags to any of their products in this 'Meta-Tags' module. This page shows a list of products displayed on the left side and a message displaying 'Select A Product to Add/Edit Meta Tags Data' on the right (shown in figure 10.1.1).

Fig. 10.1.1: Select A Product to Add Meta Tags

The seller can also search for the product in the search bar provided at the top of this page. When the seller clicks on the product for which they want to assign the meta-tag, a form will appear on the right side.

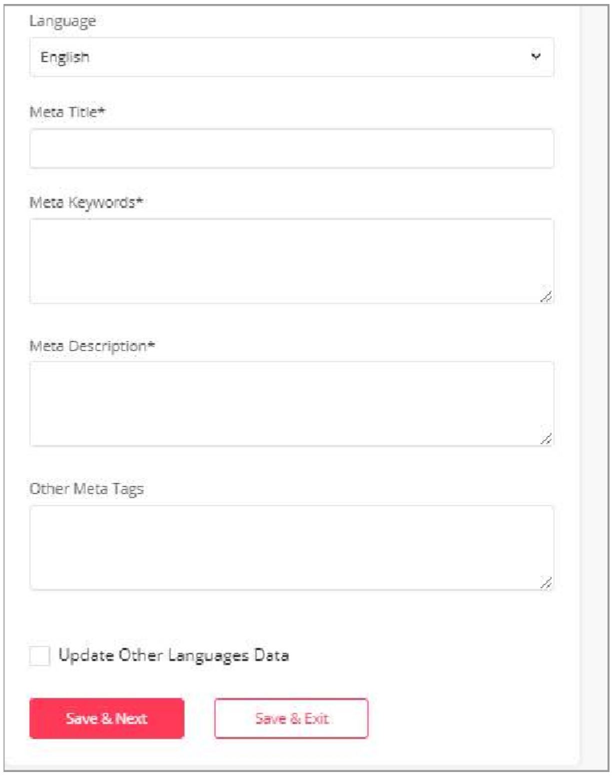


Fig. 10.1.2: Add Meta Tags Form

As shown in figure 10.1.2, the seller must:

- **Language:** Select the preferred language from the drop-down list.
- **Meta-Title*:** This input-field is already filled with the name of the product but the seller can make changes to the title.
- **Meta-Keywords*:** Enter the meta-keywords in this input box.
- **Meta Description*:** Enter a brief description about the product.
- **Other Meta Tags:** Enter any other meta tags in this input field.
- **Update Other Languages Data Check-box:** Select this check-box if they want their data to be converted into other languages by the system.

Once the seller has filled in the details, they can click on the ‘Save and Next’ button if they want to re-enter the input-fields in other languages. Sellers must click on the ‘Save & Exit’ button to save the meta-tag.

To edit the meta-tag previously assigned to any product, the seller must click on the product from the list which will re-open the form. Seller must make the necessary changes and then click on the ‘Save & Exit’ button.

10.2 URL Rewriting

Each product is assigned with URLs that help in improving their SEO ranking. In other words, it is the direct link address to the product. The seller can change and assign a new URL to any product through this module. The ‘URL Rewriting’ page provides a list of all the products along with their original and custom URLs. The seller can search for a particular product by entering keywords in the search-bar provided at the top of this page. The original URL of any product cannot be changed by the seller. However, the seller can make changes in the custom URL. The seller can directly edit/update the URLs of respective products from the ‘Custom URL’ column.

Fig. 10.2.1: URL Rewriting

11. Subscription

This section is only visible on the dashboard if the Admin of the portal has enabled subscription packages. The subscriptions are provided by the admin for the sellers allowing them to sell a certain number of products over a certain time-period.

11.1 My Subscriptions

Sellers can see all the past and present subscribed subscription packages on this page. Search filters are present for the seller to locate a particular subscription order. The list displays the Order ID, type of Subscription Package, Status (Active/In-Active), Amount paid and Subscription Validity time-period. To view the details of any particular subscription plan, the seller must click on eye-icon provided on the extreme right of each plan mentioned in the list. This will redirect the seller to the 'View Subscription Order' page. This page will show additional details such as Product upload, Inventory upload and Images limits provided in the respective subscription plan.

Sellers can also turn the **'Auto-renew Subscription'** on & off through the toggle button located on the top right corner. When turned on, this will automatically renew the seller's subscription plan with the website. Subscription packages auto-renew only if the seller has enough credits in their e-wallet. If there aren't sufficient credits in the wallet then the subscription plan will not be renewed and the seller shop and products will be hidden from the website post expiry of the subscription package.

11.2 Subscription Packages

All the subscription plans offered by the Admin to their seller are shown in this module. Although the seller has previously chosen a plan, they can change it from this module. All the terms provided in each plan have been explained previously. When the seller chooses a new plan and clicks on the ‘Change Plan’ they will be redirected to the payment page. The further steps of billing and payment are similar to those followed during the first time **(refer ‘BuyPlan’).**

11.3 Subscription Offers

Any kinds of offers or discounts provided by the admin for the seller will be displayed under this module. Sellers can use these discount coupons when proceeding for ‘Billing and Payment’. If no offers are currently available, this page will display a message ‘No Record Found’.

12. Reports

To evaluate and analyze the overall sales rate and performance of sellers on the portal, the reports module is provided.

12.1 Sales Report

The incline and decline in sales rate over a certain period of time can be determined by a sales report. As shown in figure 12.1.1, the seller must mention the time period for which they want to access the report in the ‘Date From’ and ‘Date To’ input boxes. The ‘Date From’ and ‘Date To’ filters can also be used together to specify a time period. When the seller clicks on the "Search" button, the report will be displayed in the list provided below with columns of number of orders, number of quantity refunded, inventory value, order net amount, tax charged, shipping charges, refunded amount and sales earning.

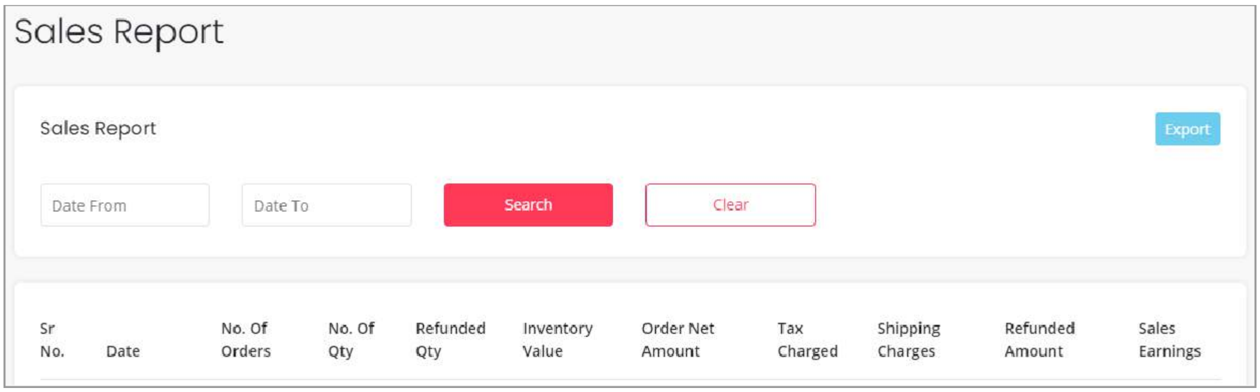


Fig. 12.1.1: Sales Report Page

Upon clicking on a particular date mentioned under the 'Date' column, the seller will be navigated to the detailed sales report page showing all the sales made on that particular date. By clicking on the 'export' button, sellers can download the sales report in CSV format.

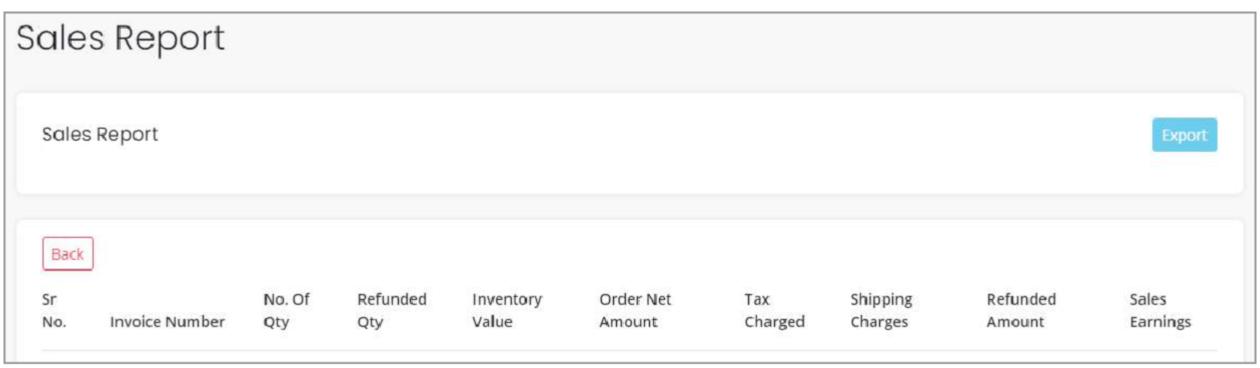


Fig. 12.1.2: Sales Report Page (For Particular Date)

12.2 Products Performance Report

Sellers can view performance reports of the products they are selling in their shop. This page includes three tabs providing three different kinds of product performance reports. They are:

i. **Top performing products:** As shown in figure 12.2.1, this tab displays the most sold products from the Seller's shop. The list displayed shows the Product name, Wishlist User Counts and the Sold Quantity.

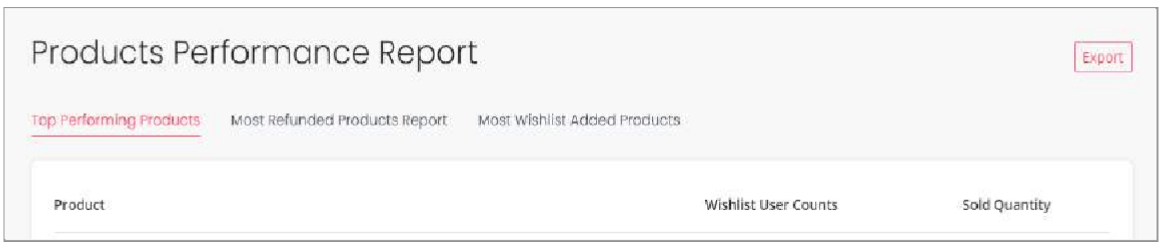


Fig. 12.2.1: Top Performing Products Report

ii. **Most Refunded Products Report:** As shown in figure 12.2.2, this tab displays those products from the Seller's shop that are refunded the most number of times. The list displayed in this tab shows Product name, Wishlist User Counts and the Refund Quantity.

Fig. 12.2.2: Products Performance Report

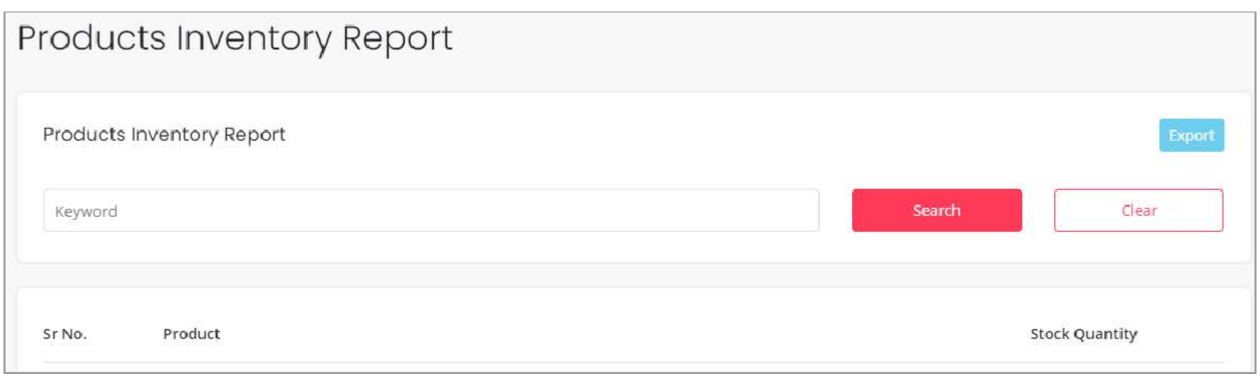
iii. **Most Wishlist Added Products:** As shown in figure 12.2.3, this tab displays the products that have been added to the wishlist maximum number of times by the different buyers. The list displayed shows the Product name and User counts.

Fig. 12.2.1: Products Performance Report

Seller has an option to export the reports in CSV format.

12.3 Products Inventory

In this module, the seller can generate a report for the stock quantity available for the products added by them in their shop (figure 12.3.1). Sellers can export this report in CSV format. Sellers can search for their product in the search bar provided at the top of this page.



12.4 Products Inventory Stock Status

Sellers can generate a report through which they can analyze the stock quantity available, the stock that is on order, the unit price of the products, inventory value and the total price of the product quantity left in stock from this report. Sellers can export this report in CSV format by clicking on the “Export” button provided on the top-right corner.

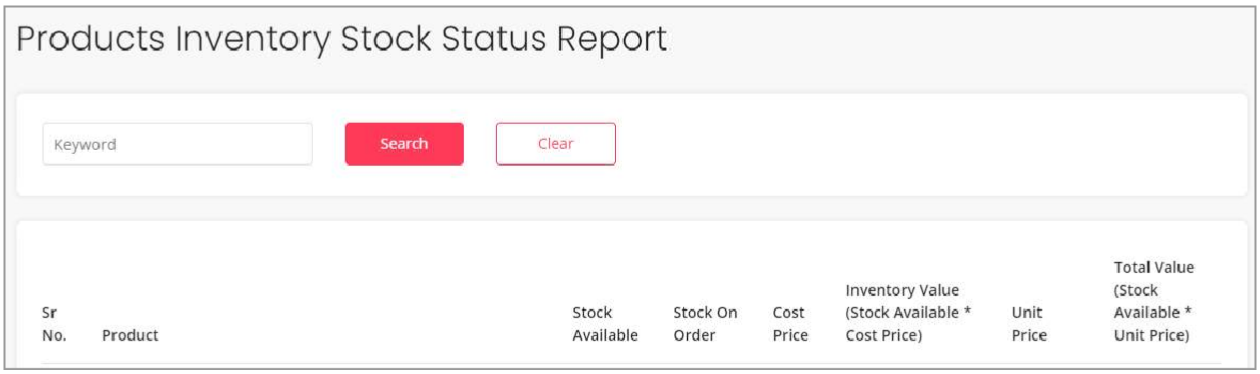


Fig. 12.4.1: Products Inventory Stock Status Report

13. Profile

The seller can manage their account/profile details through this module. The seller can also save their bank account details in this module.

13.1 My Account

It includes three different tabs. In the first tab which is ‘My Account’ the seller can add or edit their basic details. The seller cannot make all the changes repeatedly. Fields such as Username, Email ID, phone number and date of birth cannot be changed once entered. As shown in figure 13.1.1, the seller can add and modify following fields:

- **Profile Photo:** The seller can upload/change their profile picture by clicking on the 'Upload' button provided below the user icon.
- **Full Name*:** The seller can enter/modify their full name.
- **Country*:** The seller must enter the city in which they are located.
- **State*:** The seller must enter the state in which they are located.
- **City:** The seller can mention the name of the city in which they are located.
- **Organization:** The seller can mention the name of their organization.
- **Brief Profile:** The seller can mention brief comments regarding their profile.
- **What Kind Products Services Advertise:** The seller can enter brief comments related to the kinds of product services they provide to their customers.

The seller must then click on the "Save Changes" button provided below to save the made changes.

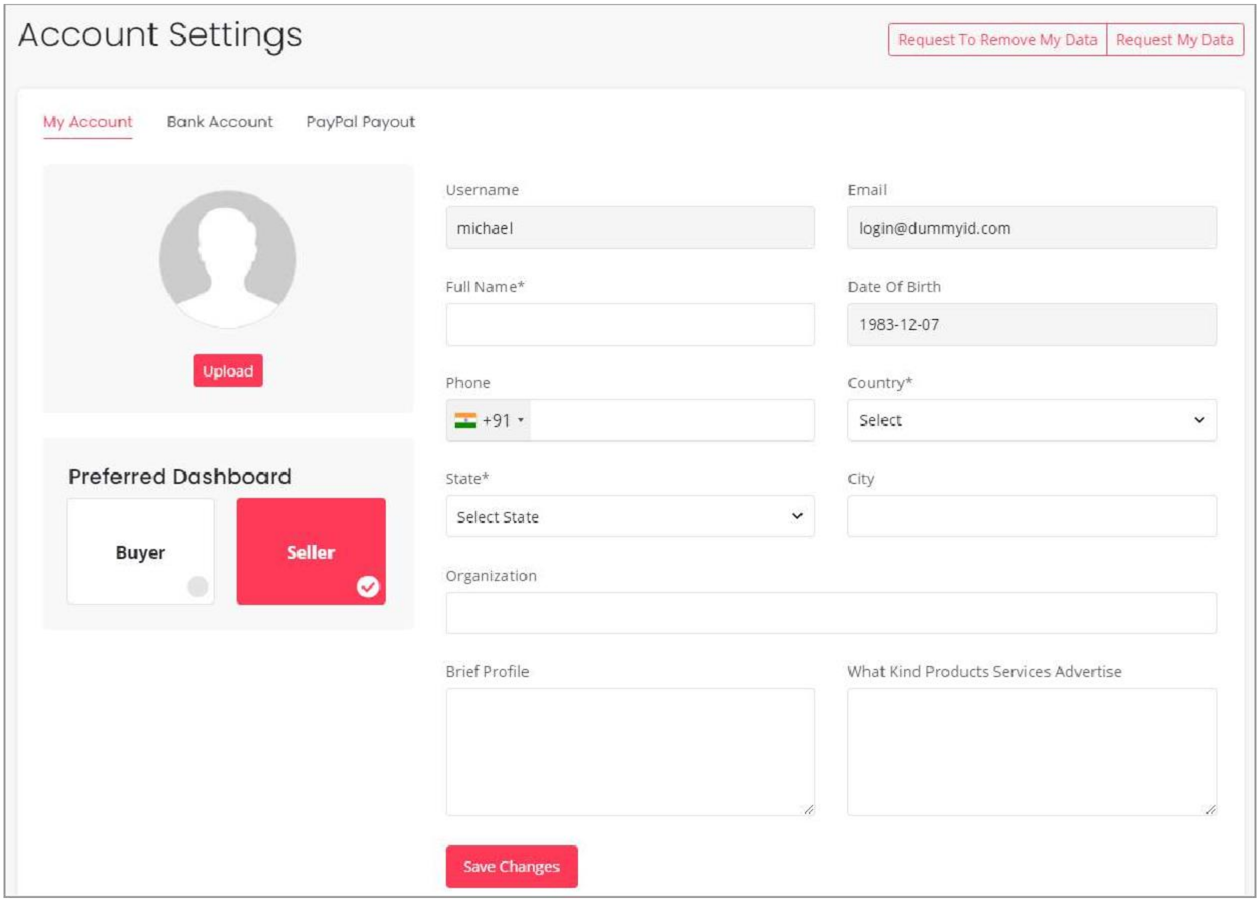


Fig. 13.1.1: My Account tab

If any seller has been registered as both 'Seller' and 'Buyer' they can manage which account dashboard is to be preferably displayed when logging into their accounts, from the **'Preferred Dashboard'** section.

As per the guidelines of **GDPR (General Data Protection Regulation),** every user has the right to protect their data by collecting, storing, altering, erasing or restricting it. Following these guidelines, two buttons are provided for this seller on the top-right corner of **'My Accounts'** page. They are:

- **Request to Remove My Data:** The seller can raise a request to the adminto remove their personal data. When the seller clicks on this button, a **'Truncate Request'** pop-message will appear as shown in figure 13.1.2. The seller can click on 'Yes' to proceed and 'Cancel to go back.

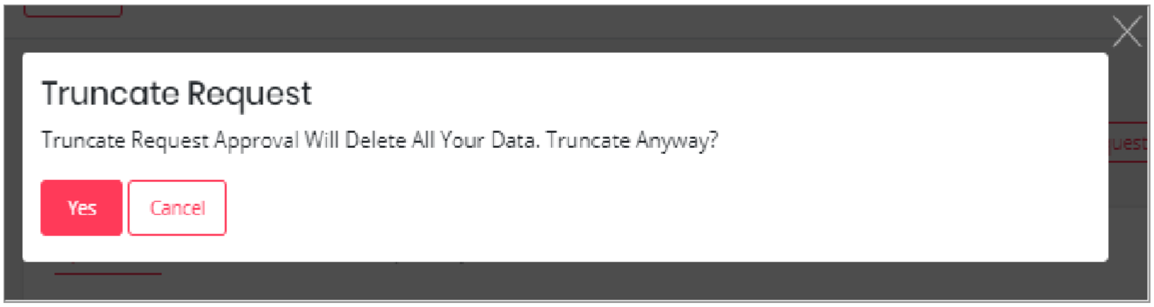


Fig. 13.1.2: Truncate Request

- **Request My Data:** The seller can raise a request to the admin to share their account information. When the seller clicks on this button, a pop-up **'Request Data'** form will appear. The seller must enter the reason for making such a request under the **'Purpose of Request Data'** text-box. To understand the policies of GDPR, the seller can click on the hyperlink provided with the message 'Click Here to Read the Policies of GDPR'. The seller must click on the **'Send Request'** button to submit the request.

The second tab is the 'Bank Account' details tab~~. In this tab, the seller c~~an enter all their bank account details as shown in figure 13.1.3. These bank account details will be accessed by the Admin in order to make any transactions to their sellers when they place **'Withdrawal Requests'**. The seller must enter:

- **Bank Name*:** The name of the bank in which the seller has their account must be mentioned.
- **Account Holder Name*:** The full name of the account holder must be mentioned in thisfield.
- **Account Number*:** The seller must enter their bank account number.
- **IFSC Swift Code*:** The seller must enter the unique IFSC swift code of their bank.
- **Bank Address:** The seller can mention the complete address of the branch of the bank.

The seller must then click on “Save Changes” to save all the details.

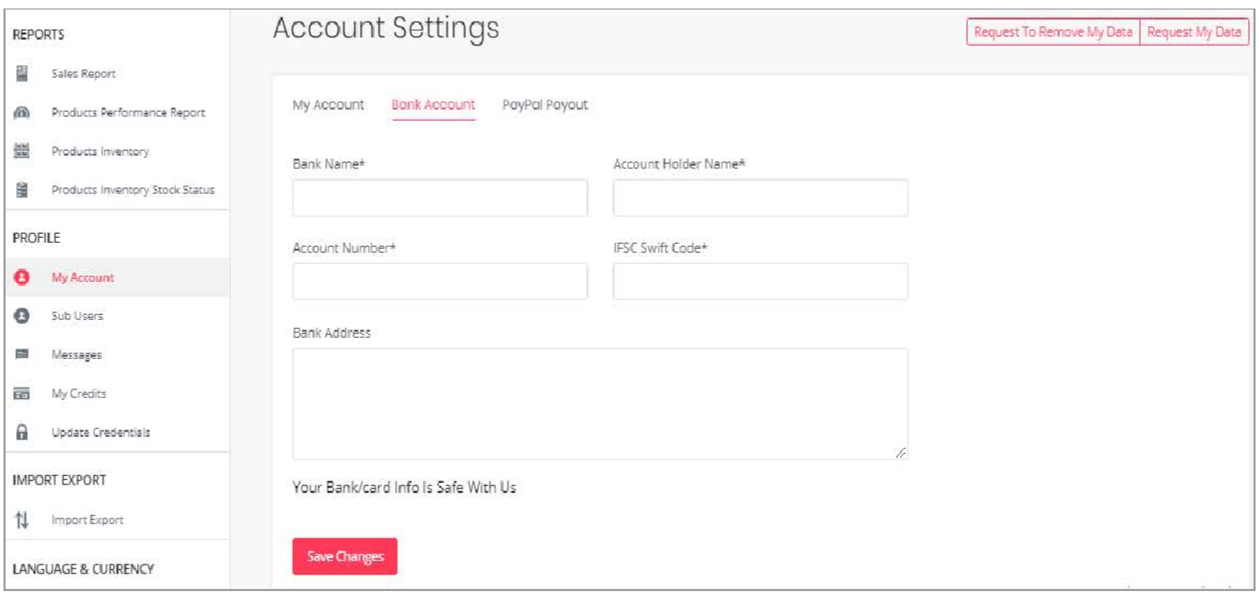


Fig. 13.1.3: Bank Account tab

The third is 'PayPal Payout' details tab (Figure 13.1.4). This tab is highly useful to the Admin since it makes it easy to transfer money to sellers when they place **Withdrawal Requests**. It provides the advantage of making virtual transactions directly from within the portal. The process to be followed is also simpler. The seller must enter the details of their PayPal account by providing:

- **Email Id:** The seller must enter their valid email id.
- **Paypal Id:** The seller must enter their Paypal Id in this input field.

The seller must click on the "Save Changes" button to save the details.

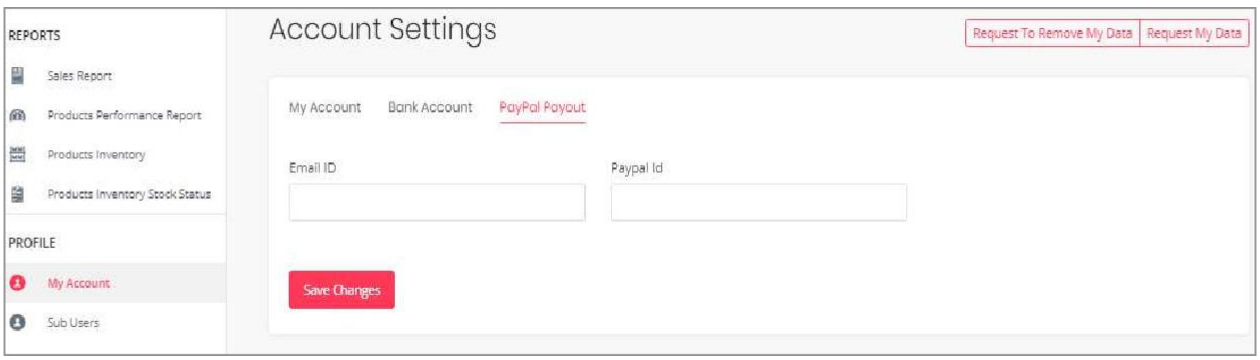


Fig. 13.1.4: PayPal Payout

13.2 Sub users

A seller has the option of adding their sub-users. These sub-users are directly controlled by the seller. The access of sub-users to the seller's portal can be managed by the seller itself. As shown in figure 13.2.1, a search bar is provided on the top of this page using which sellers can search a particular sub-user from the list.

To create a sub-user, the seller must click on the “Add User” button provided on the top-right corner of this page.

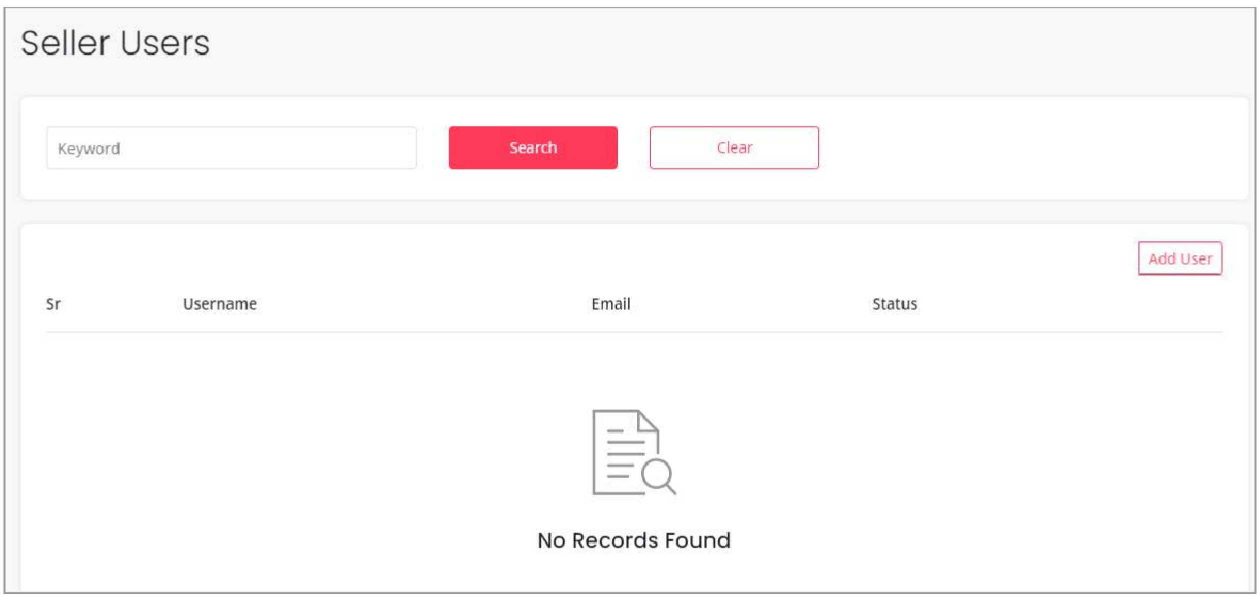


Fig. 13.2.1: Seller Users Page

The seller will be redirected to ‘New Sub User’ form as shown in figure 13.2.2, in which the seller must enter:

- **Full Name*:** Full name of the sub-user.
- **Username*:** A unique username for the sub-user.

- **User Email*:** The valid email id of the sub-user must be mentioned in this input box.
- **Phone*:** The contact number of the sub-user must be entered.
- **Password*:** The seller must create a password for the sub-user's id.
- **Confirm Password*:** The seller must re-enter the password.
- **Country*:** The country in which the sub-user is located must be entered.
- **State*:** The state in which the sub-user is located must be entered.
- **City:** The city from which the sub-user belongs can be mentioned.
- **Status:** The seller can activate or deactivate the sub-user by choosing 'Active' or 'In-active' option, respectively.

The seller must click on the "Save Changes" button to create the new id for the sub-user.

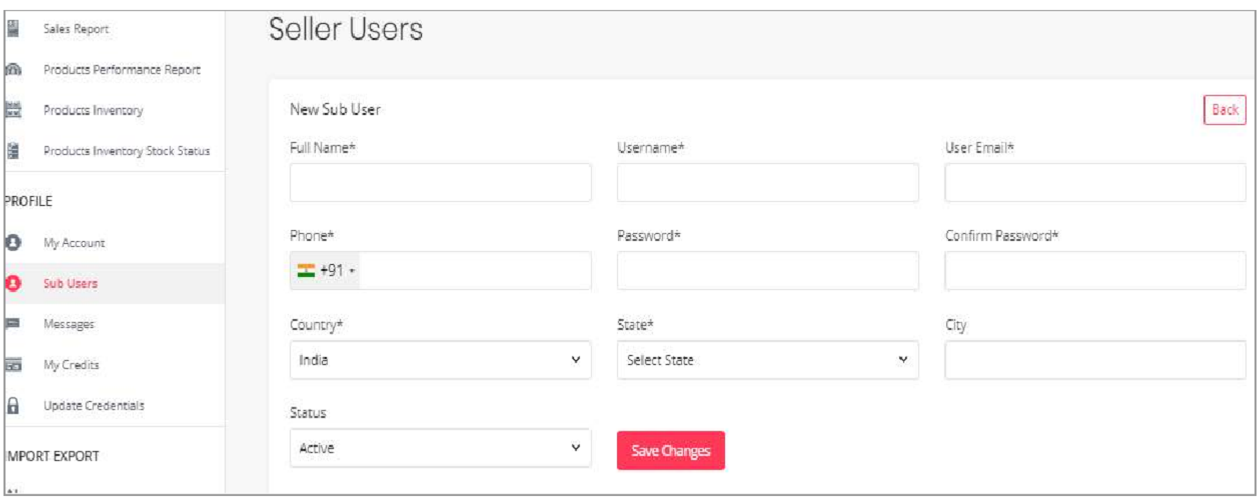


Fig. 13.2.2: Add New Seller Users Form

The newly added sub-user will start appearing in the list provided on the 'Seller Users' page. Few short-cut buttons are provided besides each sub-user which are:

- **Check-box:** A check-box is provided to the left of each sub-user's row to select multiple users and perform collective actions. When selecting the check-boxes, two action buttons will be displayed just beside the **'Add User'** button on the top-right corner of this list: **Activate and Deactivate.** Clicking on 'Activate' activates the status of the respective sub-user's id. Clicking on 'Deactivate' will deactivate the respective sub-user's id.

- **Status :** This toggle button also helps sellers activate or deactivate the sub-user. When the toggle is grey, it denotes the sub-user id is deactivated. When the toggle is green, it denotes the sub-user id is activated.

- **Change Password :** Clicking on this icon will redirect the seller to **'Change Password'** form as shown in figure 13.2.3. The seller needs to fill in 'New Password' and 'Confirm New Password' boxes and then click on update.

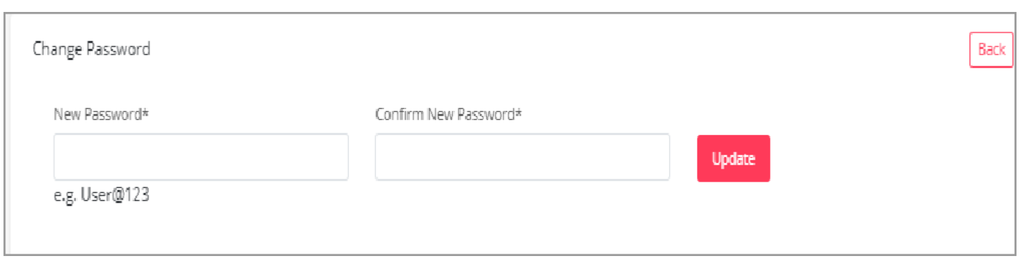


Fig. 13.2.3: Change Password for Sub-User Form

- **Edit** **:** The seller can make changes in the previously saved basic details of the sub-user. Clicking on the 'Save Changes' button will save the new changes.
- **Permissions:** Clicking on this icon will redirect the seller to **'Manage Permissions for <u>(Sub-User's Name)</u>'** form. On the top of this page, a drop-down box is provided with heading **"Select Permission For All Modules*".** Clicking on this drop-down will provide three choices of access permissions:

a. **None:** Selecting this option will restrict the sub-user from having any kind of access to all the modules from the seller's shop.

b. **Read Only:** Selecting this option will provide access to only read all the modules of the seller's shop.

c. **Read and Write:** Selecting this option will provide the sub-user with an access to read and write/add/make changes in all the modules of the seller's shop.

The seller can select any of the access permissions and then click on the **"Apply to All'** button. The selected action will be applied to all the modules.

However, if the seller wants to provide different permission accesses for different modules, this page also provides a list of all the modules available in the seller's shop. Each module has a separate drop-down bar provided to its right. The drop-down has the same three access permissions: **None**, **Read Only and Read & Write**. The seller can choose as per their requirement.

13.3 Messages

The customers might have several queries regarding the products due to which they might try to contact their sellers. Any messages being sent by the customers are shown to the seller under the 'My Messages' page shown in figure 13.3.1. The message threads are created for every different customer. The seller can read as well as reply to these messages. To search for messages, the seller can type the keywords in the search bar provided at the top of thispage.

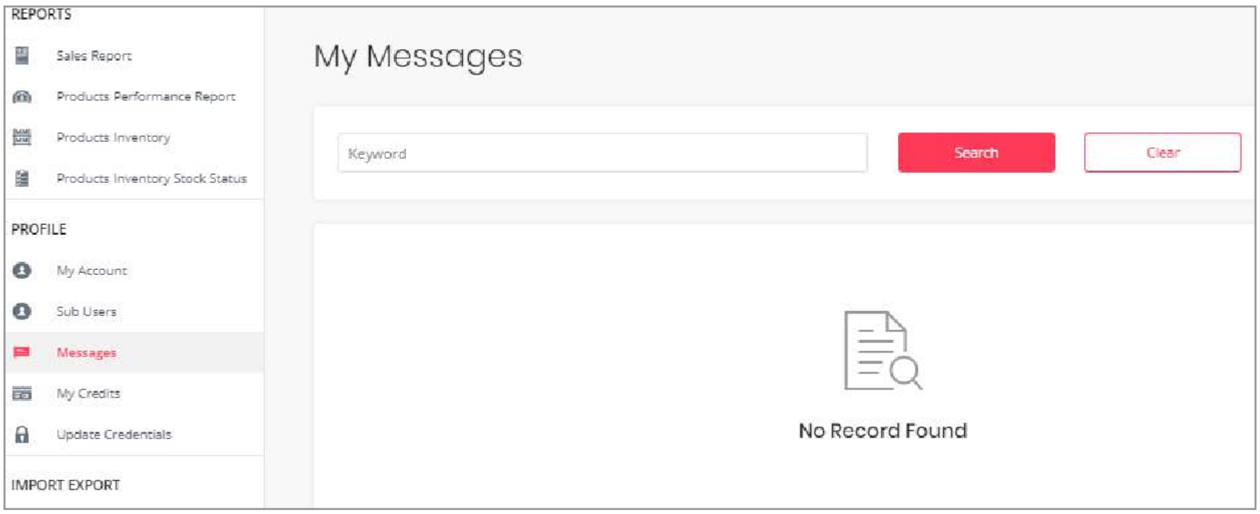


Fig. 13.3.1: My Messages Page

13.4 My Credits

The seller can see the complete details of their previous transactions in the ‘My Credits’ module. Additionally, this page also displays the total Credit, Debit and Balance available in the seller's virtual wallet. The complete transaction history of the seller is displayed in the **‘Transaction History’** list provided below ‘Search Transactions’ section.

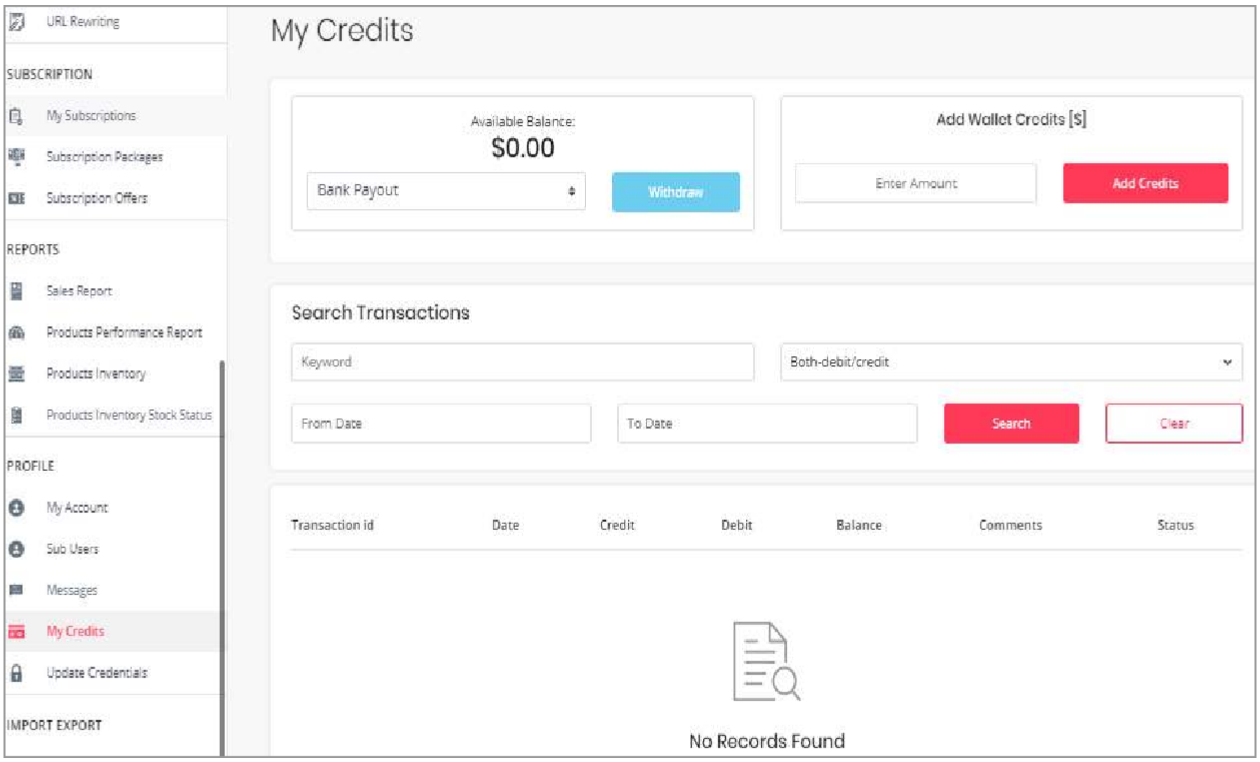


Fig. 13.4.1: My Credits Page

NB: This page also displays Wallet Balance, Pending Promotions and Pending Withdrawals Requests sections which are not displayed in figure since no transactions have been made yet.

The top sections of this page display:

a. **Wallet Balance:** The total balance available in the seller's virtual wallet is displayed under this section. This is a sum total of all the pending credits and debits.

b. **Pending Promotions Charges:** A seller is charged for running any promotions as an Advertiser. So, the amount yet to be paid by the seller for promotions is displayed under thissection.

c. **Pending Withdrawal Requests:** A seller can send a withdrawal request to their Admin on approval of which the seller will receive the money in their bank/PayPal accounts. The amount yet to be received by the seller from previously sent withdrawal requests to the admin is displayed under this section.

d. **Available Balance:** This section displays the balance actually available in the seller's account. This amount excludes any pending credits and debits.

The seller can make a withdrawal request to the admin. A drop-down bar is provided in this section which includes two options:

- **Bank Payout:** By selecting this option the seller can send a withdrawal request to their admin to transfer money from e-wallet to their bank account. By clicking the **“Request Withdrawal**” button the ‘Request Withdrawal’ form will open as shown in figure 13.4.2.

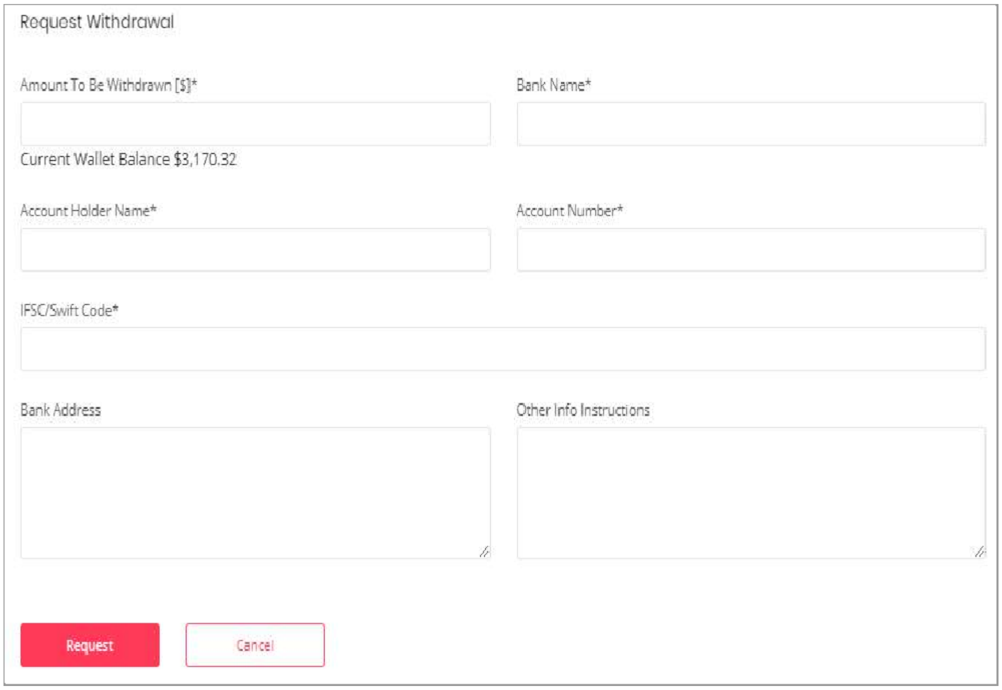


Fig. 13.4.2: Request Withdrawal' Form

The seller will then have to fill in their own bank details if they have not previously added bank details under the **"My Account"** section. Sellers need to share bank account details with the admin as approved withdrawal requests/funds are transferred outside of the system through the Admin's bank. After adding the necessary details, the seller must click on the **'Request'** button to place the request. The withdrawal request will be forwarded to admin and the amount requested for withdrawal will be displayed in '**Pending Withdrawal Requests'** section.

- **PayPal Payout:** The seller will receive their money in their PayPal account by selecting this option. Clicking on the **'Withdrawal'** button will open the 'PayPal Payout Form' as shown in figure 13.4.3.

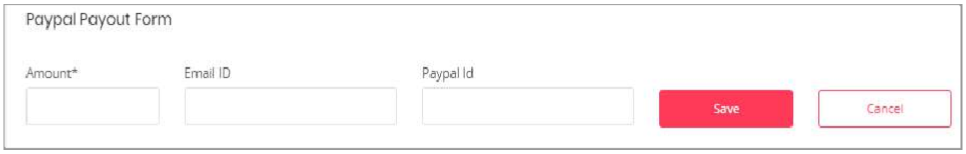


Fig. 13.4.3: Paypal Payout Form

The seller must fill the required details (if not already filled in **'Paypal Payout'** tab under 'My Account' module) and enter the amount to be withdrawn under **'Amount*'** input field. Clicking on the **'Save'** button will forward the withdrawal request to the admin and the amount requested for withdrawal will be displayed in the **'Pending Withdrawal Requests'** section.

e. **Add Wallet Credits:** Sellers can also add virtual credits to their virtual bank account by entering the amount and clicking the **'Add Credits'** button. This will navigate the seller to the **'Billing and Payment'** pages. The seller needs to select the payment gateway as per their choice and complete their transaction.

NB: Virtual credits are the same value of actual money and vice versa.

f. **Search Transactions:** Seller can also search for any transaction by using following search filters:

- **Keyword:** Enter keywords for particular transactions.
- **Both-Debit/Credit:** Select if the transactions to be searched as 'Credit', 'Debit' or 'Both'.
- **From Date:** Select a date to search for transactions made after the mentioned date.
- **To Date:** Select a date to search for transactions made until the mentioned date.

NB: The 'Date From' and 'Date To' filters can also be used together to specify a time period.

g. **Transactions History List:** All kinds of transactions made over the time period will be displayed in this list. The list will display any kinds of credits or debits made on a certain date along with the total balance. The 'Status' column displays **'Transaction Completed'** if the transaction made was successful. Any additional comments relevant to any transaction are displayed under the **'Comments'** column.

13.5 Update Credentials

The seller enters their credentials when creating their shop at the beginning. From this module, the seller can change their credentials. This module includes three sections:

i. **Update Email:** The seller can update their new email address. Seller must enter:

- **New Email*:** Their new email address.
- **Confirm New Email*:** Their new email address to confirm it.
- **Current Password*:** The current password for verification.

NB: Once the seller enters a new email id they will receive a **'Verification Link'** on it. The new email address will only be updated if the seller verifies their email address by clicking on that link.

The seller must click on the 'Save' button to save the changes.

ii. **Update Password:** The seller can update their password by entering:

- **Current Password*:** The seller must enter their currently active password.
- **New Password*:** The seller must enter their new password.
- **Confirm New Password*:** The seller must re-enter their new password.

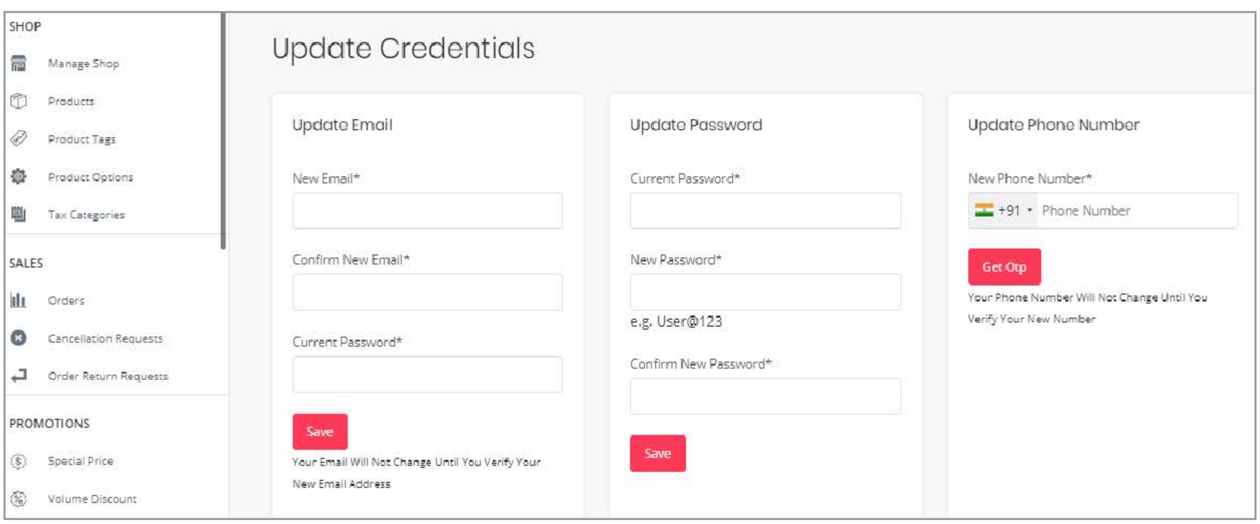
The seller must click on the 'Save' button to save the changes.

iii. **Update Phone Number:** The seller can update their phone number by entering:

- **New Phone Number*:** The seller must enter their new phone number.

NB: If this section is not being displayed, it means that it has been restricted from admin-end.

The seller must click on the **'Get OTP'** button to proceed further. The OTP will be forwarded to the seller on their previously registered contact number. After entering the OTP the phoe number will be updated successfully.



14. Import/Export

15. Language & Currency

From this section, the seller can change the language and currency. When the seller clicks on **'Language'**, the options of languages appear in the list. Sellers can select the language of their choice clicking on which will translate the complete portal's content into the respective language. When the seller clicks on **'Currency'**, the options of currencies available appear in the list. Sellers can select the currency of their choice and the prices mentioned in the complete portal will be displayed according to that respective currency.

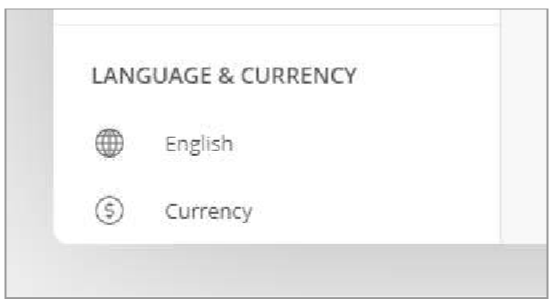


Fig. 15.1: Language & Currency

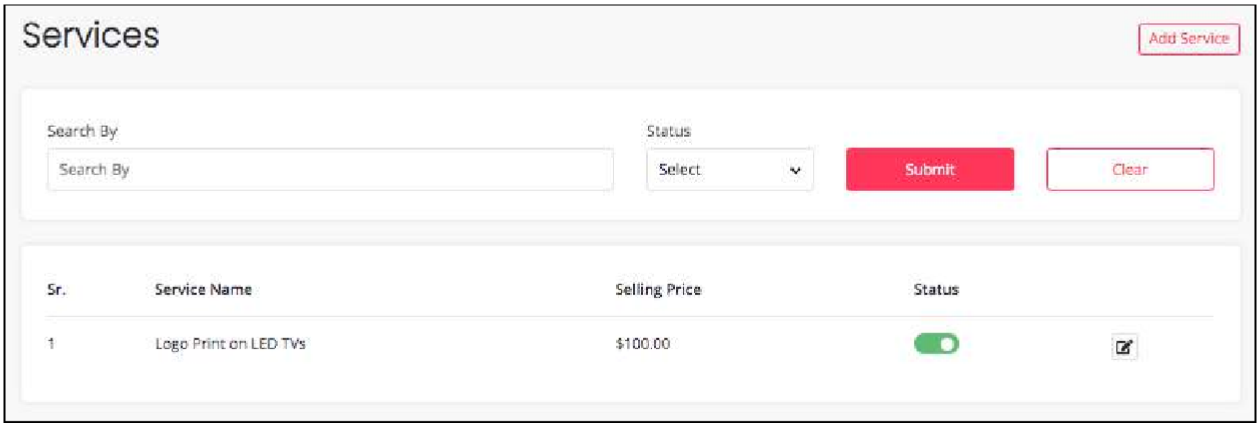
NB: These sections are only visible to the seller if they are enabled from Admin's end. This means that, admin has the authority to restrict the seller from making changes in language and currency used in their portal.

16. Services

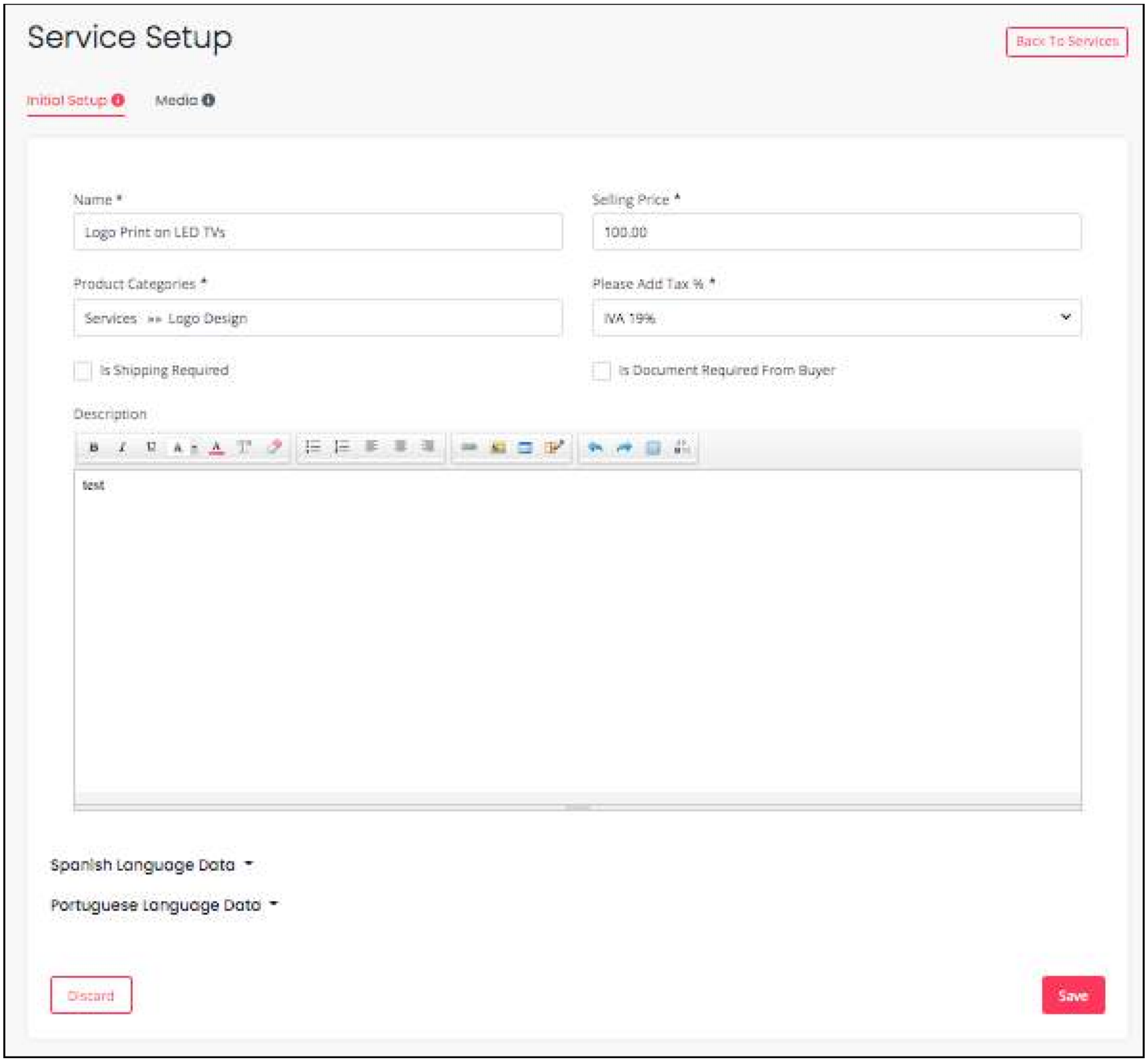
This section covers two sub sections:

- Services
- Attach Services

Services: From this section, the Seller can add new Services as a Service Provider.



There is a button named: Add Service, on click will display a form with following elements:



Initial Setup

Name: It lists the Service Name

Selling Price: It list the Price of a Service.

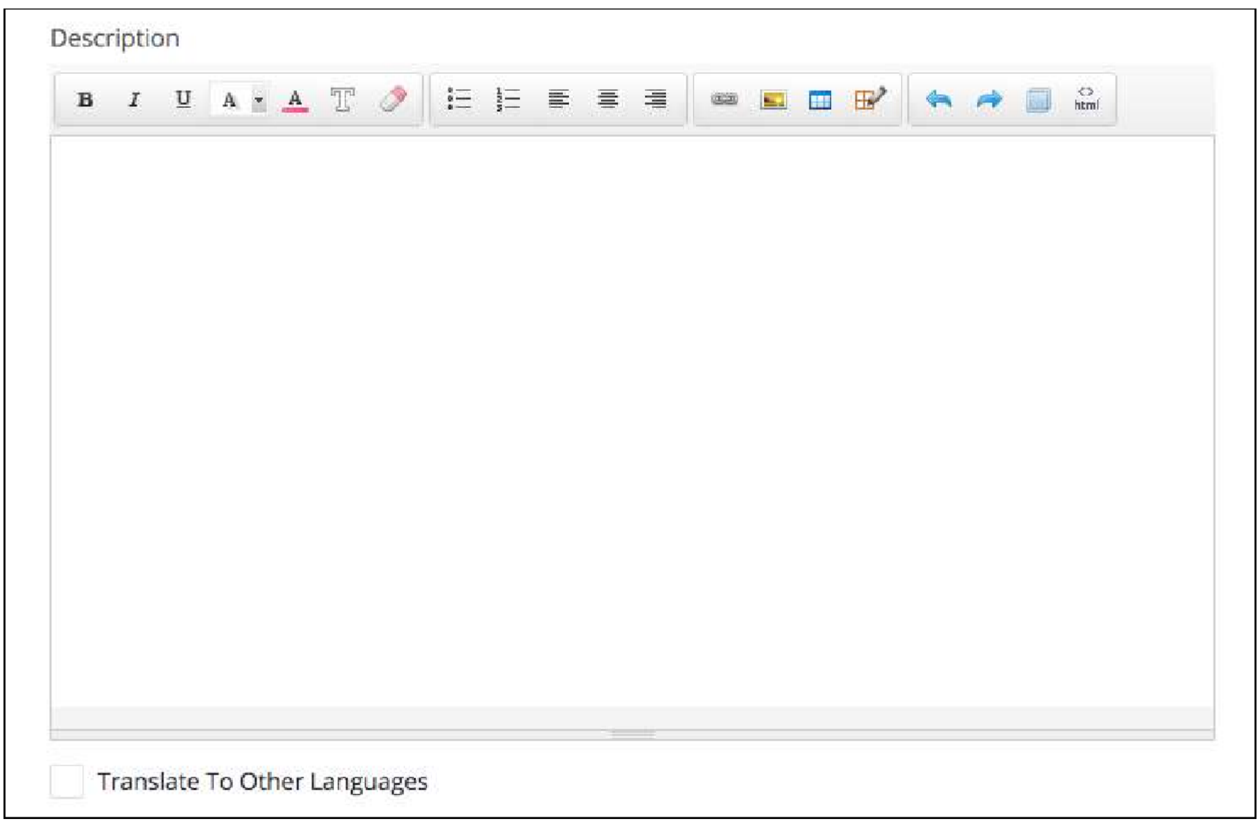
Product Categories: It lists Service Category and its subcategories configured in theplatform.

Please Add Tax %: It lists out Sales Tax Categories configured by Admin as a one time TaxCategories.

Checkbox Options: Is Shipping Required and Is Document Required From Buyer: These checkbox options list out Selections related to Shipping and Document Upload (File Control) option in RFQ Form.

Description: It lists out Service details in the Editor Area.

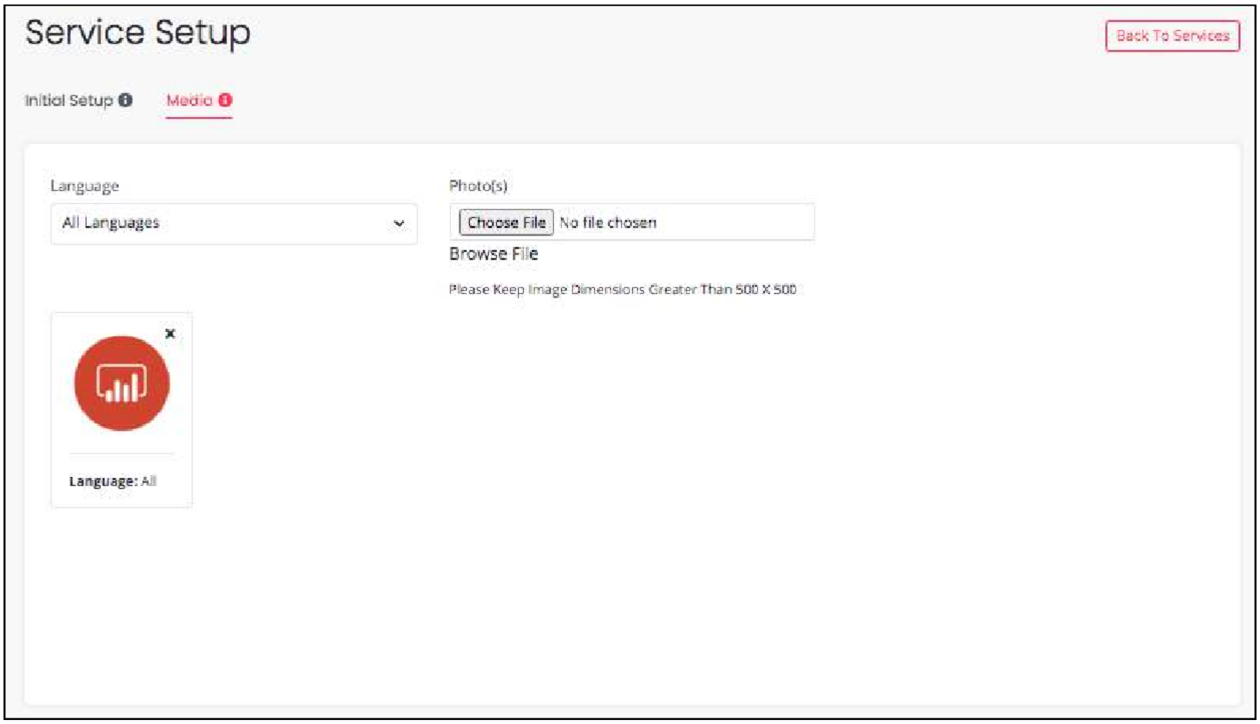
Data can be added in Multilingual language versions as configured in the platform. There is a checkbox option: Translate To Other Languages when clicked will translate the data in other language versions automatically.



Finally, Seller can click on the Save button or Discard button. When a Save button is clicked, data is saved and it redirects the Seller to Media tab.

Media Setup

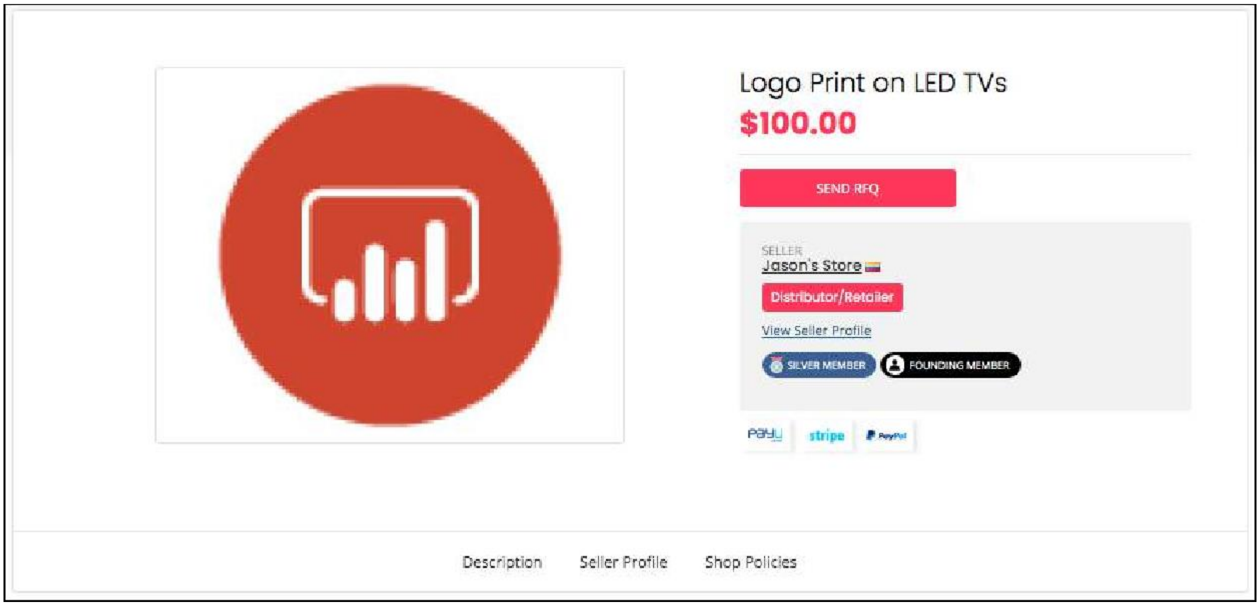
The Seller can upload Service Image from this section.



When **All Languages Option** is selected in the Language dropdown, and a recommended dimension image is uploaded then this Service Image will be displayed in all language versions. A thumbnail image preview of the uploaded image is visible to the Seller with a delete cross icon to remove the image.

Note: No multiple images are allowed for the Service.
The Back To Services button is available for the Seller to navigate back to the Service Listing screen.

At the front end under Services Category in top navigation under All Categories, this Service is displayed as per Parent Service or Child Service Categories configured.

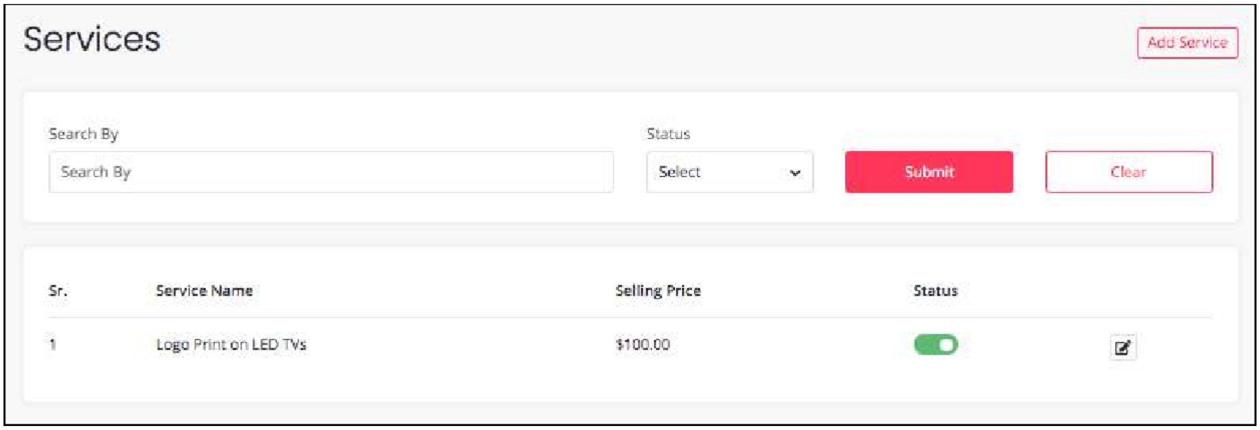


Search Feature: This feature allows the Seller to perform a Search with a Service Name and Status (Active/Inactive) and then click on the Submit button to get the relevant results. Clear Button resets the Search filters.

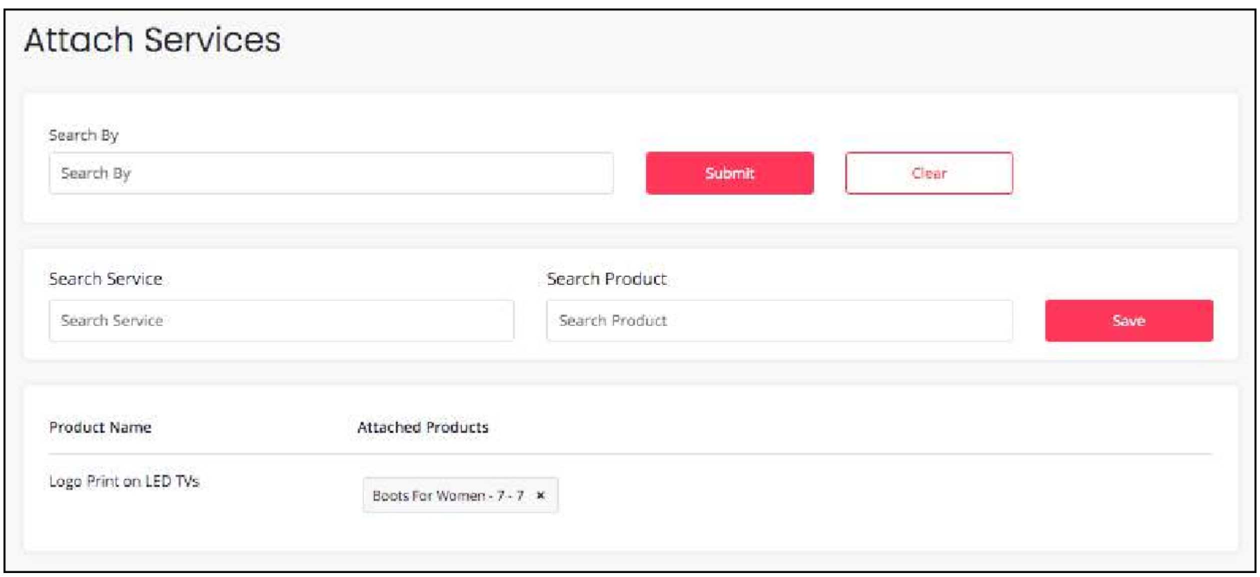
On the Service listing screen, each Service has two options:

Status: Toggle switch which can be slide horizontally to make that Service Active or Inactive quickly. Green color displays an active Service and Grey color denotes an Inactive Service.

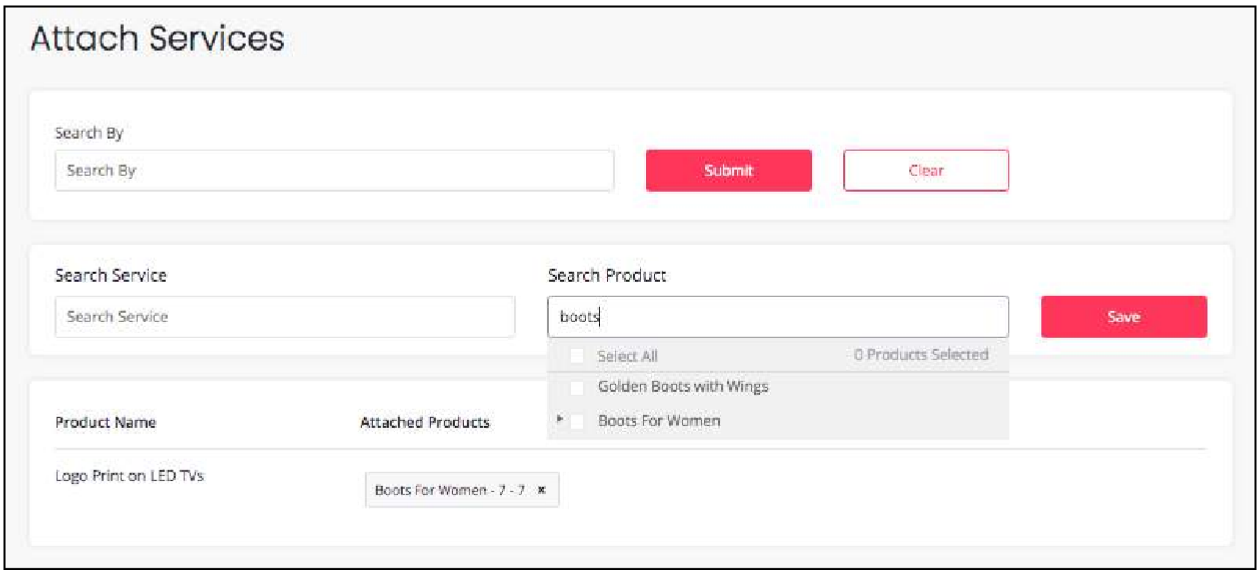
Edit Icon: This icon when clicked will display a particular Service in Edit mode where Seller can edit the already existing Service.



Attach Services: From this section, the Seller can attach new Services with Existing products.



The Seller can search a particular service which is offered in the field: Search Service. It will auto suggest the existing Service. Similarly, by typing first initials of an existing product in the Search Product field, products are auto suggested for the Seller to select. Finally, the Save button is clicked and a Service is associated with a particular product.



At the Front end, on the product detail page, the Service option is displayed.