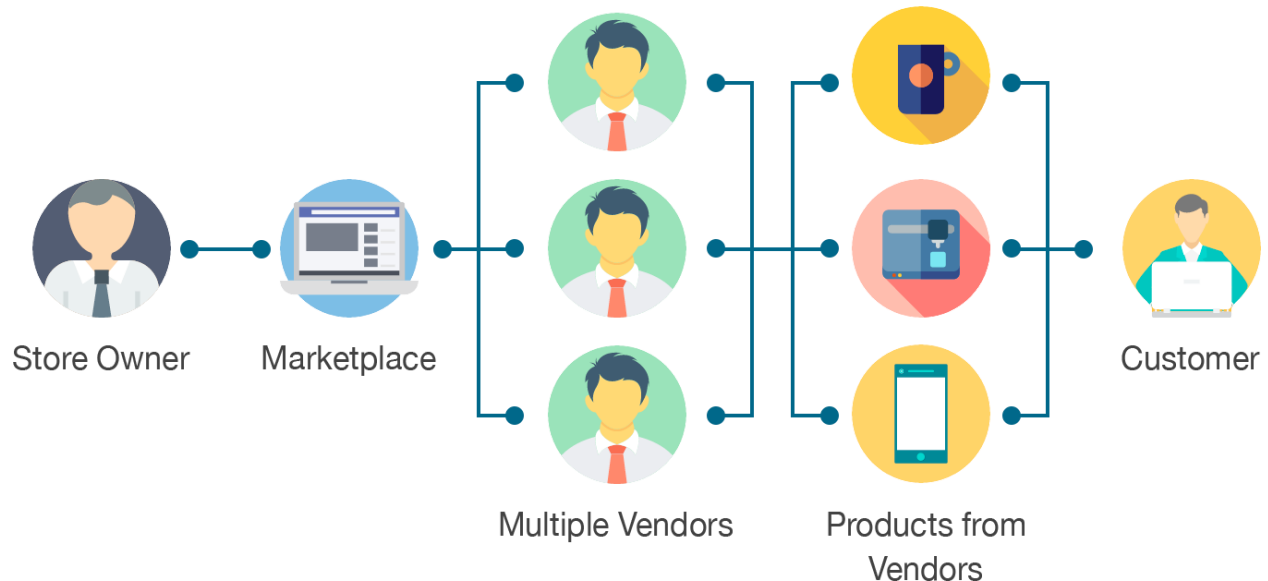


## ECOMMERCE WEBSITE multivendor marketplace

### How it works



### CUSTOMER EXPERIENCE

- *Customers can not only see all the products, categories listed on your store but they also get an exclusive list of vendors listed on your site, so that they know whom to choose from ( This is termed as the **Vendor List** ).*
- *Customers can also search for a vendor by their nearest location or by product categories or even alphabetically ( technically, it is called **Vendor Search** or **Vendor Filter** ).*
- *If the customer has a particular vendor in mind, they can view all the products belonging to the vendor on one single page ( termed as: **Vendor Shop page** ).*
- *For customers ease of shopping experience, if a single product is sold by multiple vendors, customers can **compare the rates** each vendor has to offer.*

- *Customers can also buy products from different vendors in a single order.*
- *A customer can directly question the vendor about a product before proceeding with the purchase ( termed as: **Product Questions and Answers section** ).*
- *If a customer finds a problem with a particular vendor or so they can **report an abuse** against the vendor.*

### **WHAT'S IN STORE FOR THE VENDORS?**

- *An entirely separate frontend dashboard, where they can manage their products, coupons, orders, commissions, customer questions and much more ( technically termed as: **The Vendor Dashboard** ).*
- *Vendors get their dedicated store ( or vendor's shop ) and their equivalent store settings which they can manage themselves.*
- *Vendors get a weekly and monthly sales report in the vendor dashboard itself.*
- *For overseas marketplaces, vendors can also see their sales report based on locations, which country has ordered more of their products ( termed as: **Visitors Map** ).*
- *They can also set their shop location using Google maps, they can also add their external shop URL, link their social profiles, which will be visible to the customers. In short, vendors can manage their profile completely from their dashboard.*

#### **✓ In terms of Product Management:**

- *Vendors can add or upload products from their dashboard itself which includes adding virtual and downloadable products, setting tax or shipping classes, managing product tags, adding product attributes, manage the inventory of each product and much more.*

- *Vendors can also sell products previously listed by other vendors as theirs i.e. a product will have more than one vendor attached to it (this is called the much in demand Single Product Multiple Vendors ).*
- *Vendors can also add their products GTIN, ISBN or UAN number.*
- *A categorical tree or Browse Tree Guides (BTG) for products just like Amazon is also included for ease of product management.*

✓ **Coupon Management:**

- *Vendors can create, edit, delete fixed/percentage coupons ( applicable only for their products ) similar to WooCommerce.*

✓ **Shipping and Tax Management:**

- *Vendors can enable or disable a shipping zone, as is necessary.*
- *Add shipping methods and configure shipping rates.*
- *WC Marketplace also lets vendors configure table rate shipping, flat rate, local pickup and free shipping.*

✓ **For Order Management:**

- *Vendors can see and manage all their orders from the vendor dashboard itself.*
- *They can export their orders into a CSV, change the order status and add an order note for reference.*

- *Vendors can also mark an order as shipped and issue refunds for customers.*

✓ **Coming to, Vendor's Commissions:**

- *Vendors can select their preferred mode of payment – supported payment methods are: PayPal, Stripe and Direct Bank Transfer.*
- *Vendors receive their commissions at equal periods of time according to the payment schedule set by the admin although vendor does have an option to withdraw all or some of his pending dues at any point of time ( technically, it is termed as Request Withdrawal Commission ).*
- *Vendors also have an access to their very own ledger book where they can see all of their transaction history and it's*

## **WHAT WOULD THE ADMIN'S EXPERIENCE BE WITH MARKETPLACE?**

- *Automatic setup wizard for a perfect online store setup.*
- *Admin can easily customise the vendor's registration form with innumerable built in form elements.*
- *Adding, managing or rejecting a vendor's application are under admin's supervision.*
- *Set announcements and upload knowledgebases for vendors.*
- *Admin configures and controls the single product multiple vendors flow.*

- *The admin also decides on the template applicable for the vendor's shop from a list of various predefined templates.*
- *An admin can generate sales report for each vendor ( termed as: Vendor wise sales report ).*
- *An exclusive to-do list for the admin is included for easier operation and management of the store.*
- *Admin can accept payments from customers using payment gateway.*

### **Transaction fee for [Payment Gateway](#)**

**2% per transaction** Indian Credit Cards, Indian Debit Cards, Net Banking from 58 Banks, UPI, Wallets including Freecharge, Mobikwik etc.

**3% per transaction** Diners and Amex Cards, International Cards, EMI.

### **✓ Incase of Product Management:**

- *Admin manages the product types that a vendor can upload from their dashboard.*
- *Automatic or manual approval from the admin is necessary after a product is submitted by the vendor.*

✓ **Coupon Management:**

- **Similar to product management, automatic or manual approval from the admin is necessary after the coupon has been submitted by the vendor.**
- **When an admin creates a coupon, the coupon will be available across the entire website irrespective of vendors.**

✓ **In terms of admin's control over vendor's capability:**

- **An admin can block or even suspend a vendor.**
- **Hide or display vendor's contact details and choose a colour template for the vendors dashboard apart from vendor's product management capabilities discussed above.**

✓ **Shipping and Tax Management:**

- **Adding and configuring shipping zones are all under admin's workload.**
- **Configuring tax classes and tax rates are also one of admin's primary roles.**

✓ **Configuring vendor's commissions:**

- **Admin can choose from a variety of commission types: Commission per product, Commission per vendor and Commission per category.**
- **Admin can configure the allowable payment methods for a vendor to receive payments, the commission payment schedule, withdrawal locking period ( time period after which the vendor can request for a withdrawal of commission ), set disbursement**

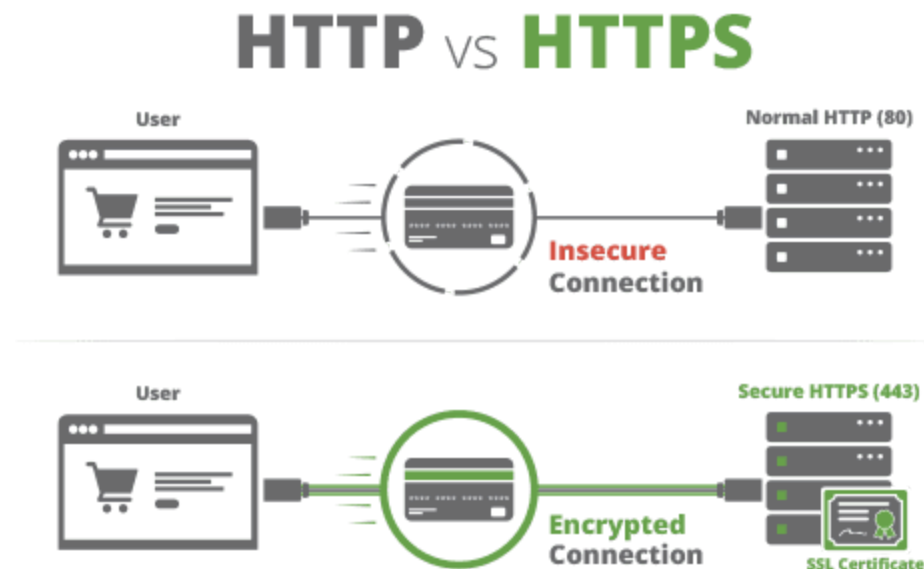
*threshold ( the minimum monetary amount of pending commission required over which the vendor will be allowed to request for a withdrawal ) and payment gateway charge (on setting this, the set amount will be deducted from the vendor's pending dues ).*

- *provides a commission page separately. Here, the admin can manage commissions entirely and change it's status.*

## Security – Firewall & Malware Scan

### SSL Certificates

SSL Certificates are small data files that digitally bind a cryptographic key to an organization's details. When installed on a web server, it activates the padlock and the https protocol and allows secure connections from a web server to a browser.



## **FIREWALL**

- Web Application Firewall identifies and blocks malicious traffic. Built and maintained by a large team focused 100% security.
- Protects your site at the endpoint, enabling deep integration with WordPress. Unlike cloud alternatives does not break encryption, cannot be bypassed and cannot leak data.
- Integrated malware scanner blocks requests that include malicious code or content.
- Protection from brute force attacks by limiting login attempts.

## **SECURITY SCANNER**

- Malware scanner checks core files, themes and plugins for malware, bad URLs, backdoors, SEO spam, malicious redirects and code injections.
- Checks your site for known security vulnerabilities and alerts you to any issues. Also alerts you to potential security issues when a plugin has been closed or abandoned.
- Checks your content safety by scanning file contents, posts and comments for dangerous URLs and suspicious content.

## **LOGIN SECURITY**

- Two-factor authentication (2FA), one of the most secure forms of remote system authentication available via any TOTP-based authenticator app or service.
- Login Page CAPTCHA stops bots from logging in.
- Disable or add 2FA to XML-RPC.



- Block logins for administrators using known compromised passwords.

## **SECURITY TOOLS**

- With Live Traffic, monitor visits and hack attempts not shown in other analytics packages in real time; including origin, their IP address, the time of day and time spent on your site.
- Block attackers by IP or build advanced rules based on IP Range, Hostname, User Agent and Referrer.
- Country blocking available with Wordfence Premium.

### **Implement Google Analytics**

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic,

### **Implement Google Search Console**

Google Search Console is a web service by Google which allows webmasters to check indexing status and optimize visibility of their websites.