CAZE - Stimulating creativity in the digitalization era!

2021-1-ES02-KA220-YOU-000028880

IO3 - E-commerce toolkit for youth

Getting Started Guide

Co-funded by the European Union

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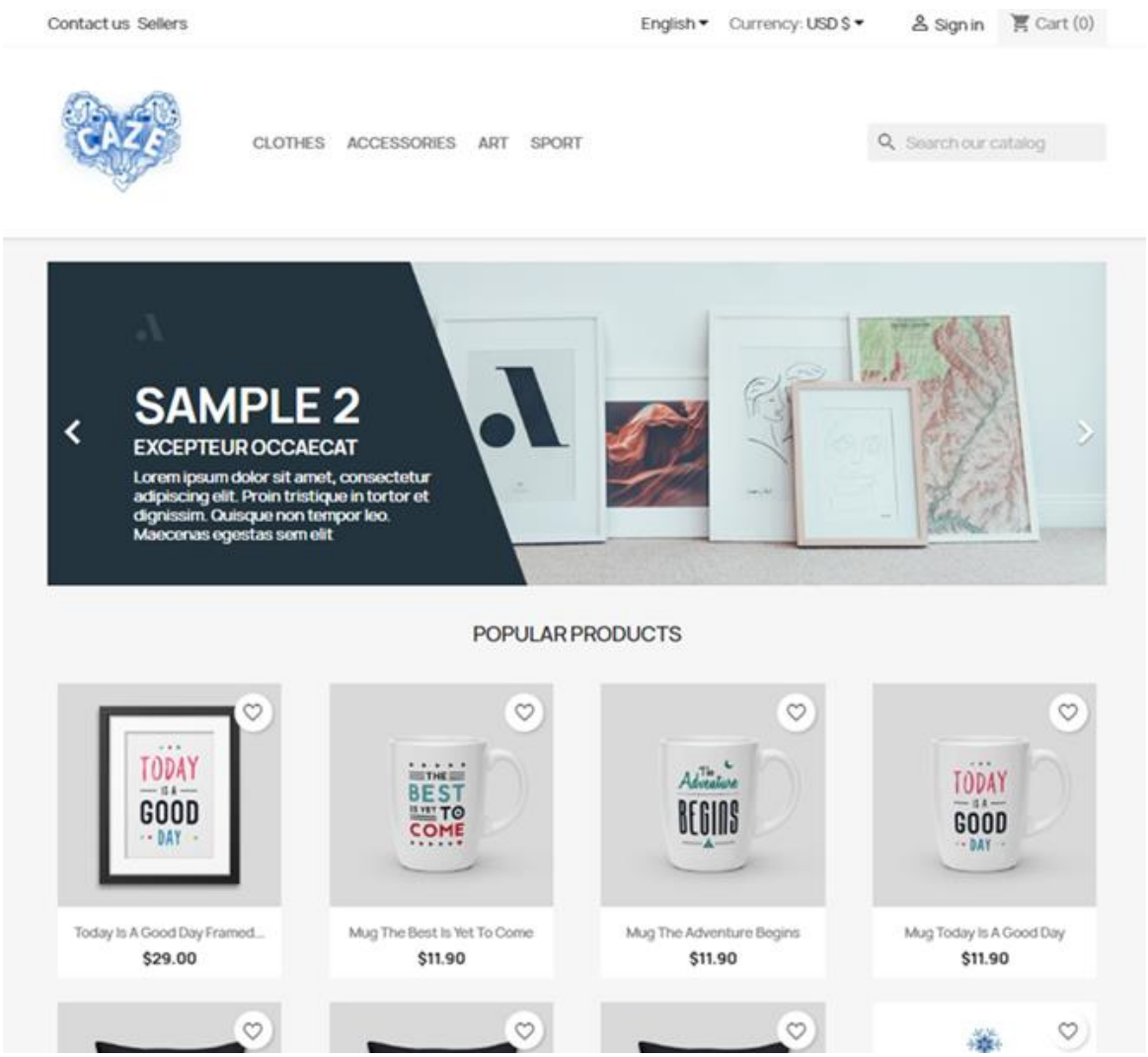
Introduction

The CAZE e-commerce platform is based on the PrestaShop solution.

PrestaShop is a free and open-source platform designed to create and manage e-commerce websites. More precisely, Prestashop is a CMS (Content Management System.

PrestaShop works thanks to a modular system, so once the basic shop is created, it is possible to set up additional functions: for example, new payment methods, graphic improvements, product promotion systems and user monitoring. This module system makes it quite intuitive, versatile and simple to use.

The CAZE e-commerce platform consists of a frontend accessible to everyone and a backend accessible to sellers only.



Frontend accessible to the public
https://caze.eurosyvec.eu

The Frontend

The frontend consists of a homepage and different pages grouped in the menus present at the top and at the bottom in each of the pages,

The homepage first presents a slider of articles, sellers or flagship products, then the most popular products, after any promotions and finally the proposal to subscribe to the newsletter.

Menus

The first menu at the top gives the “Contact us", the list of sellers, the choice of language, the choice of currency, the login and the cart.

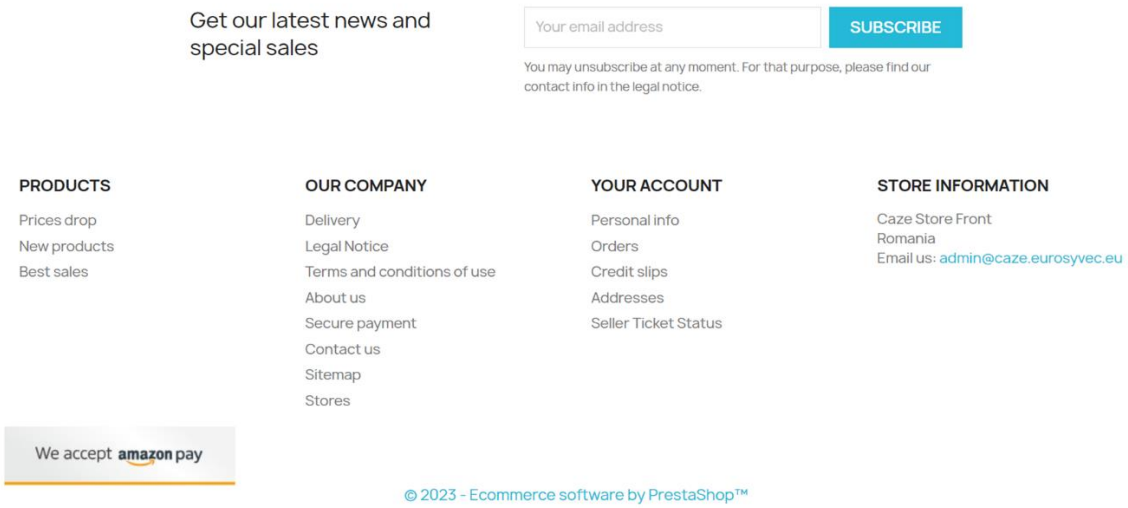
The second menu at the top gives the different categories of products offered as well as the possibility to search in the platform.

The bottom of all pages

In the footer of all pages of the site, we first find the possibility for the public to subscribe to a Newsletter in order to keep up to date with the offers of the platform.

Then there are a series of types of quick links and the contact details of the platform managers. The links include:

- links to different types of products,
- links to access all the important information on the platform,
- links to the visitor/buyer account.



The Backend

To access the backend, you must register and create a seller account on the platform. Creating an account requires subscription to a plan. The only plan currently put is free

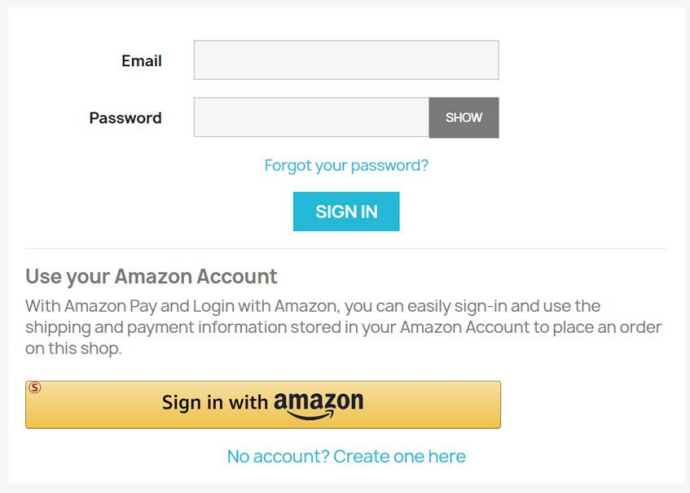
and does not require payment but it is mandatory to choose and wait for the validation of the account and the plan by a platform administrator.

The login page

To connect to the platform and access your dashboard as a seller, click on "Seller" which appears in the first menu at the top of the public site page.

Then you will have the login box. If you already have a seller account, please enter your login and password. If not, click on “No account, Create one here" at the bottom of this box.

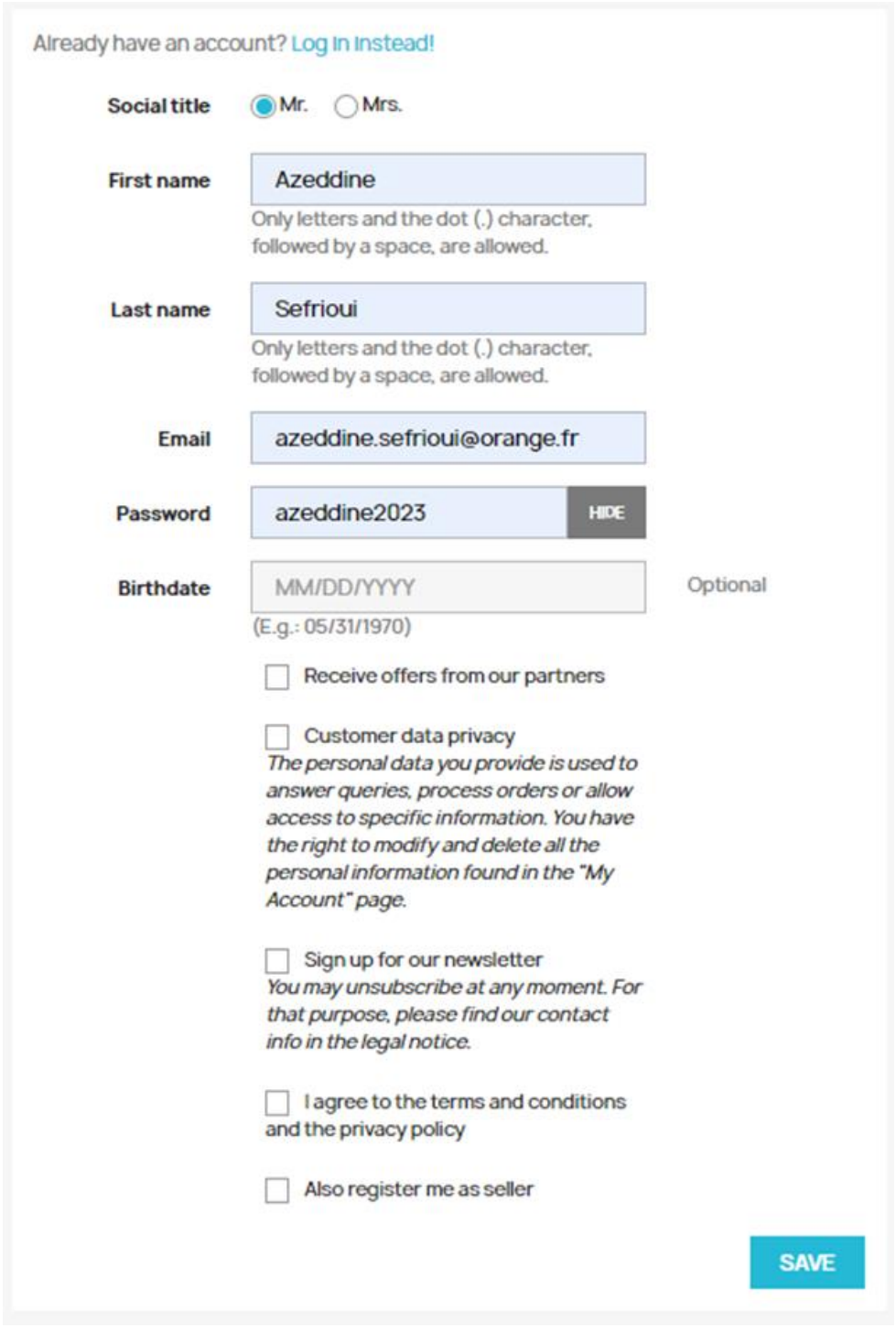
Note that you can sign in with your Amazon account if you already have one.



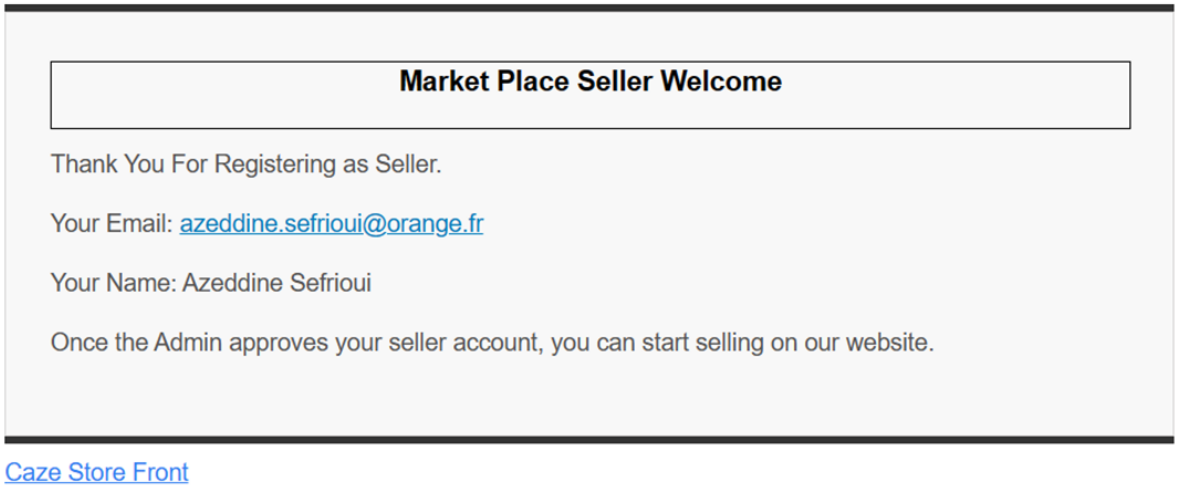
Create a seller account

If you do not have a seller account, you can easily create one by filling out the form that appears once clicked previously on "Create one here"

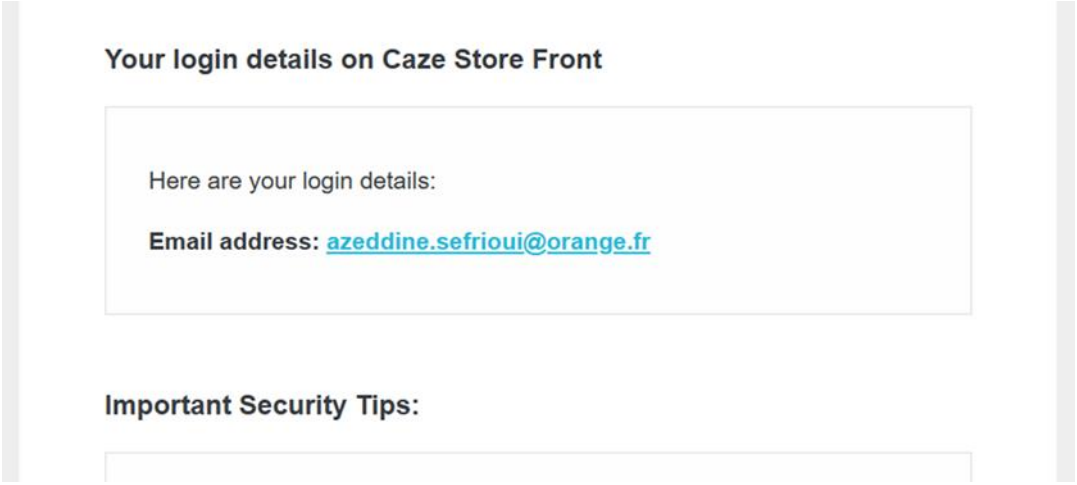
Just fill in all the fields requested and check the appropriate and mandatory options.



Once your submission done, you will receive the two following emails:



Email 1

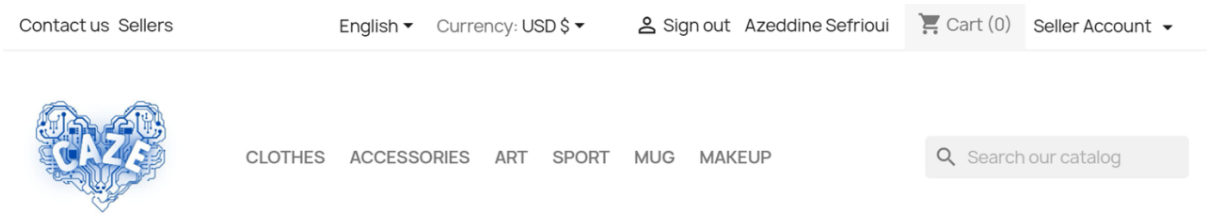


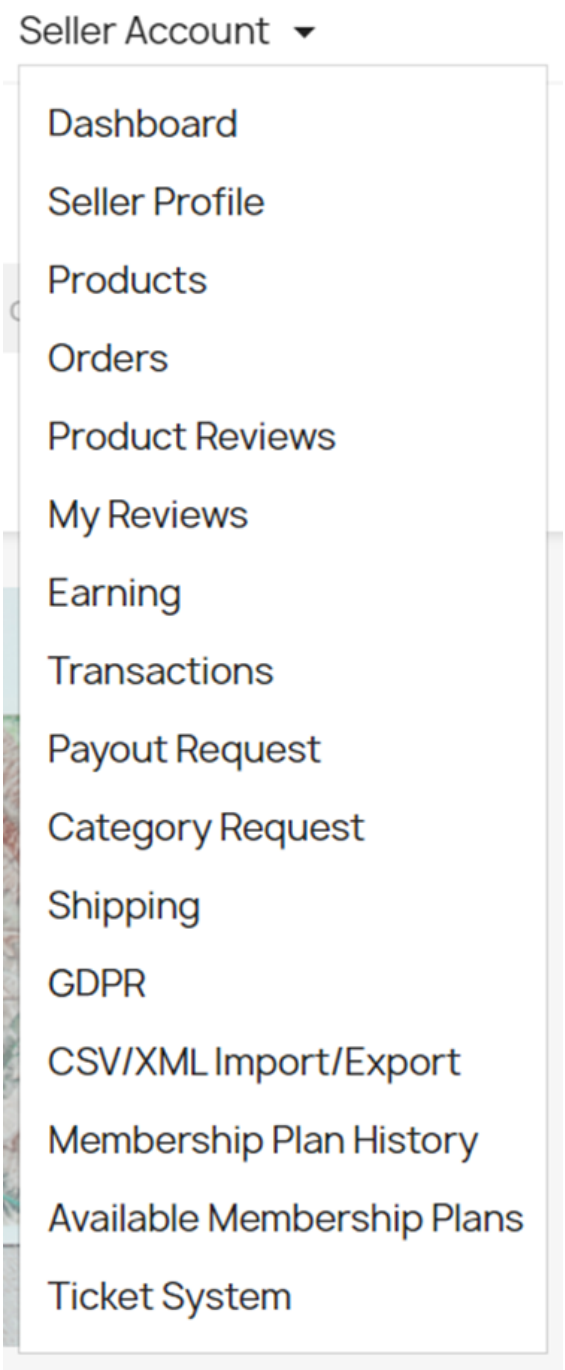
Email 2

The Seller Menu

Once logged in, the "Seller account" drop-down menu appears instead of the "Login" link.

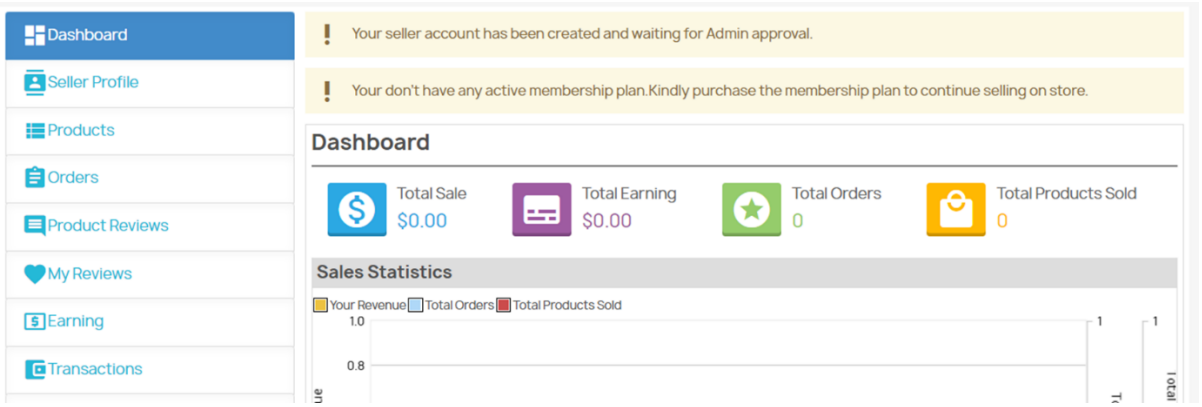
This menu will display the options available for a seller, see the following screens.



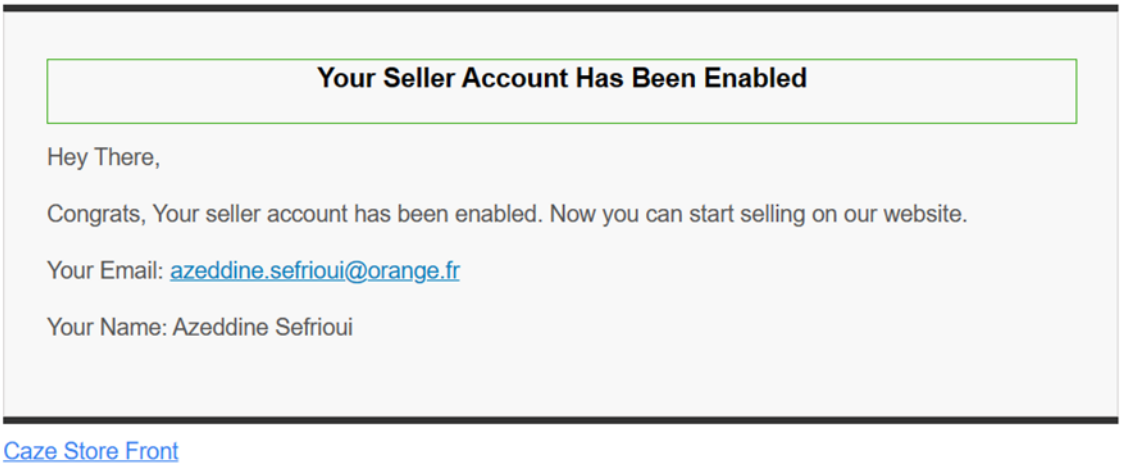


The Seller Dashboard

The first time, you will have messages informing you that your account must be validated by an administrator of the platform, please wait until it is done!



Once the admin validate your account, you will receive the following two emails:



Your Seller Account Has Been Enabled

Hey There,

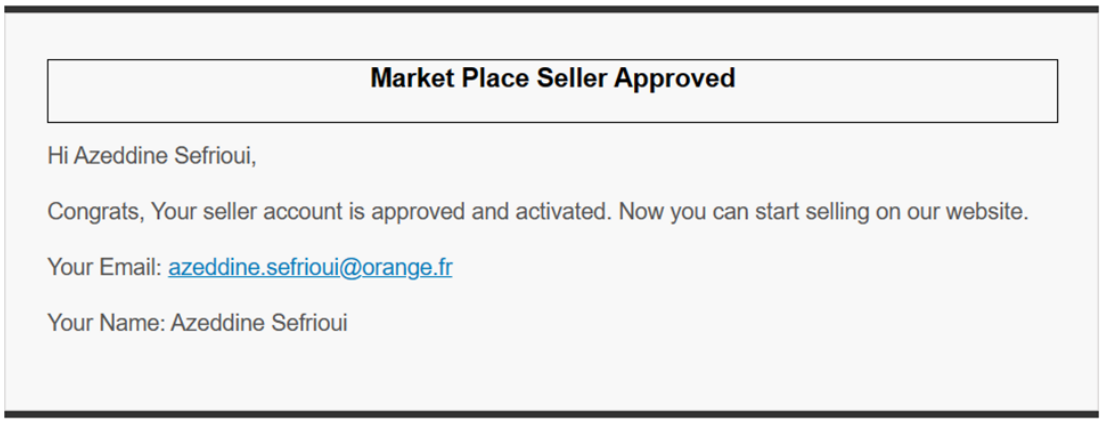
Congrats, Your seller account has been enabled. Now you can start selling on our website.

Your Email: azeddine.sefrioui@orange.fr

Your Name: Azeddine Sefrioui

Caze Store Front

Email 1



Market Place Seller Approved

Hi Azeddine Sefrioui,

Congrats, Your seller account is approved and activated. Now you can start selling on our website.

Your Email: azeddine.sefrioui@orange.fr

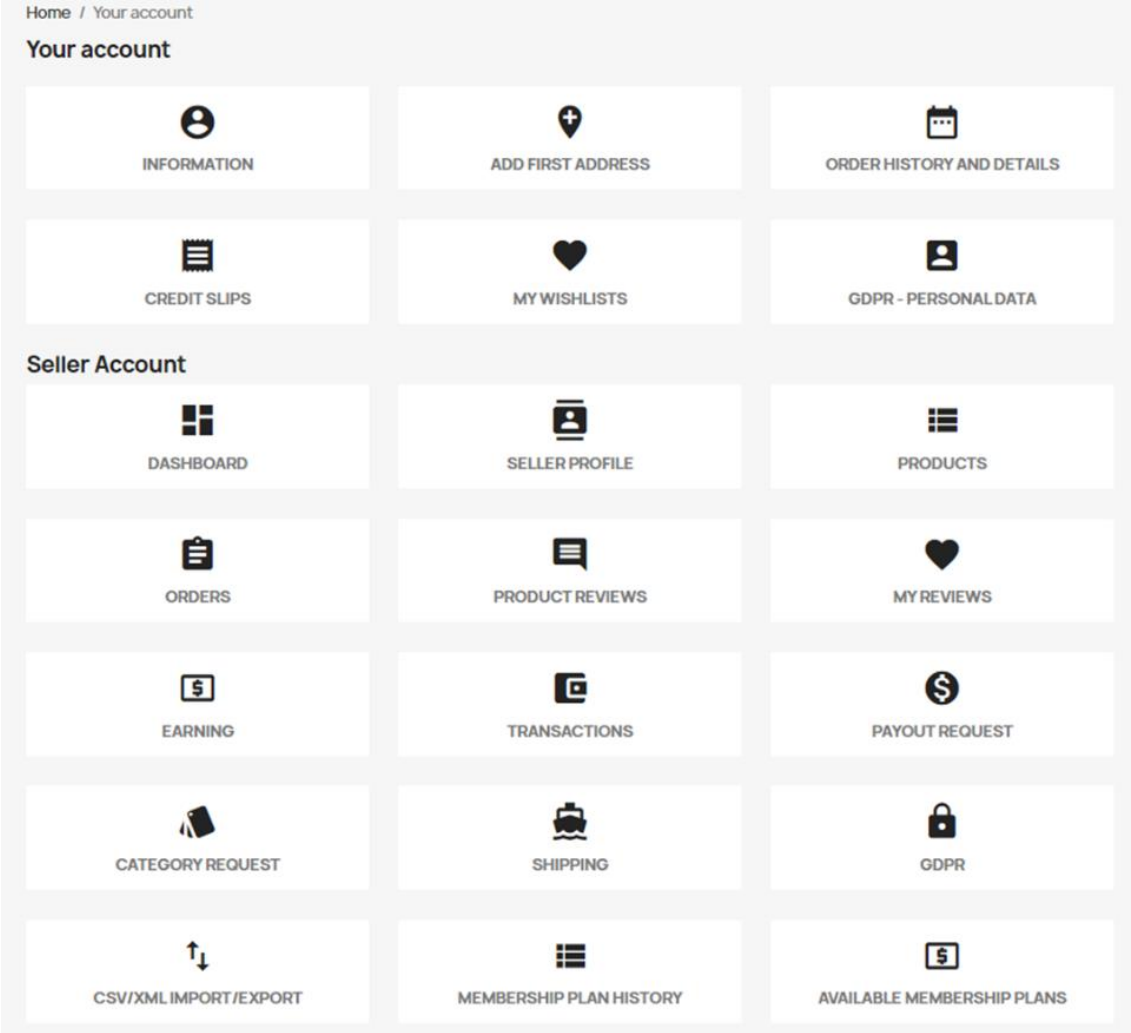
Your Name: Azeddine Sefrioui

Caze Store Front

Email 2

The Account page

The page of your account shows you by different boxes the functionalities to which you are entitled.

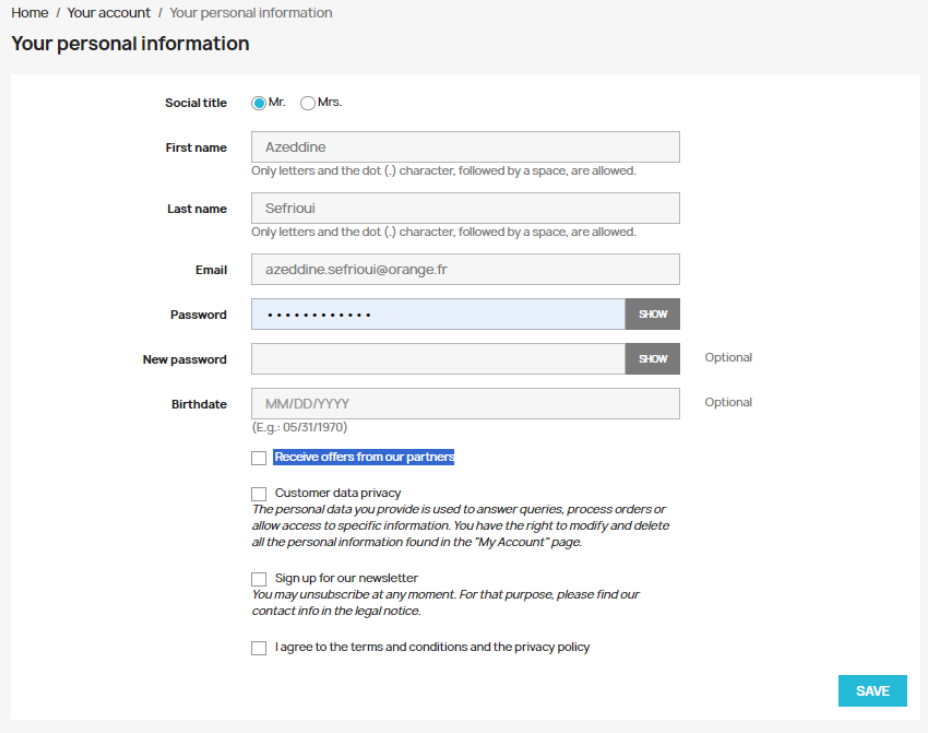


The seller's account page groups in boxes the menu items but also other elements.

Account elements

The account boxes are:

Information: Basic account information including password with the ability to update this data.



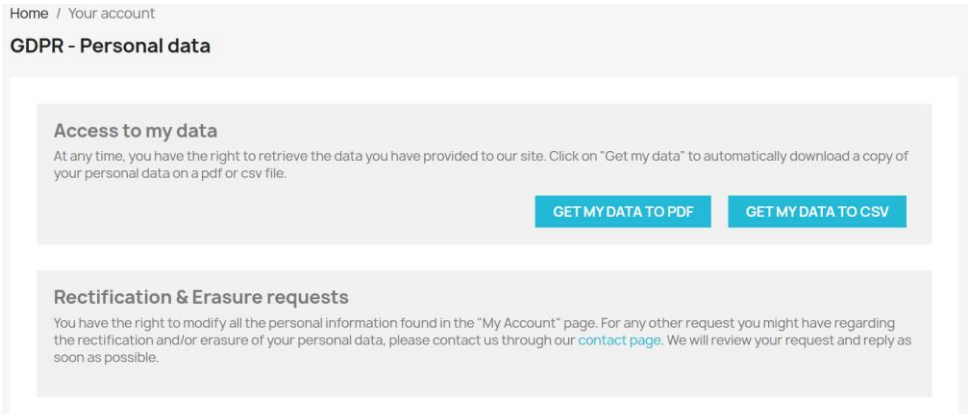
Add address: You can add as many addresses.

Order history: Only the free plan will be displayed.

Credit slips: Credit slips you have received after canceled orders if any.

My wishlists: These wishlists are lists of products that the sellers are interested in or want to keep track of. This feature is often used to help sellers organize and prioritize their product preferences.

GDPR – Personal data: At any time, seller have the right to retrieve the data he have provided to the CAZE Platform and automatically download a copy of this personal data on a pdf or csv file. Also he have the right to modify all the personal information found in the "My Account" page. For any other request he might have regarding the rectification and/or erasure of its personal data, he can contact the platform admin through the contact page.

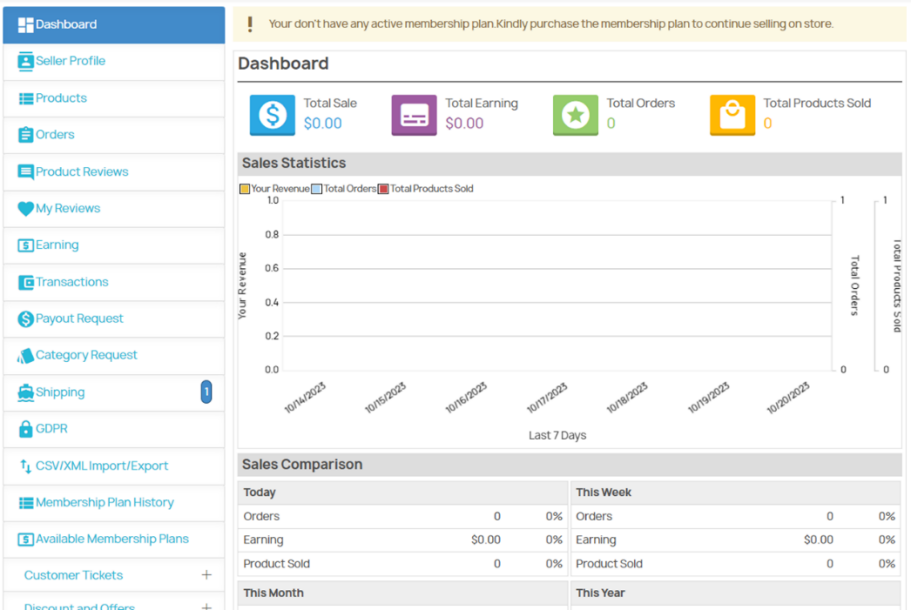


Menu elements

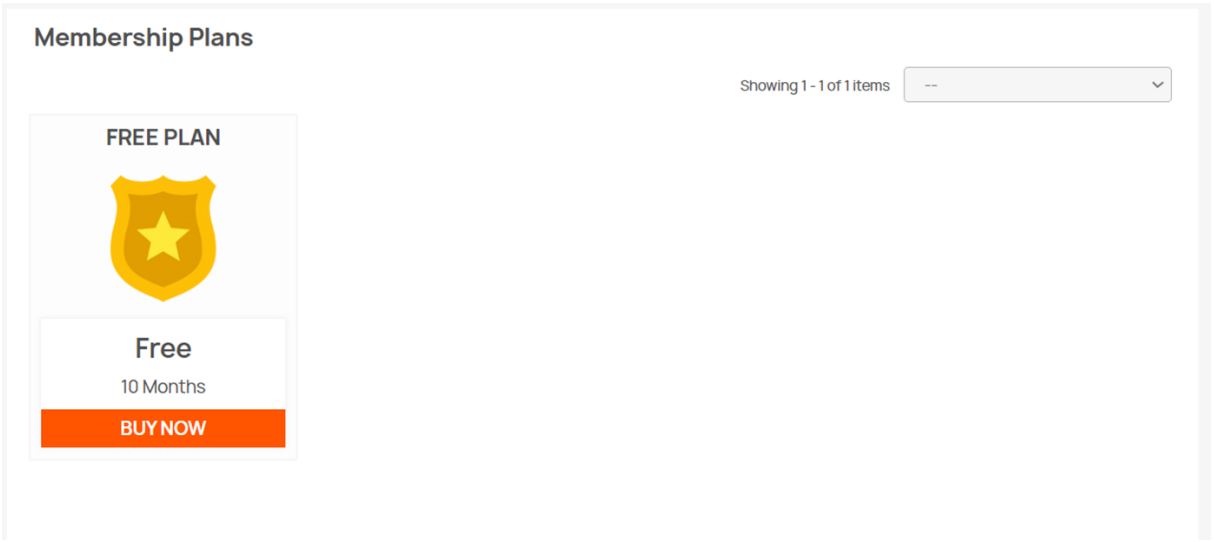
See the chapter about menu items below in this guide.

Before you can enter your products and use the service

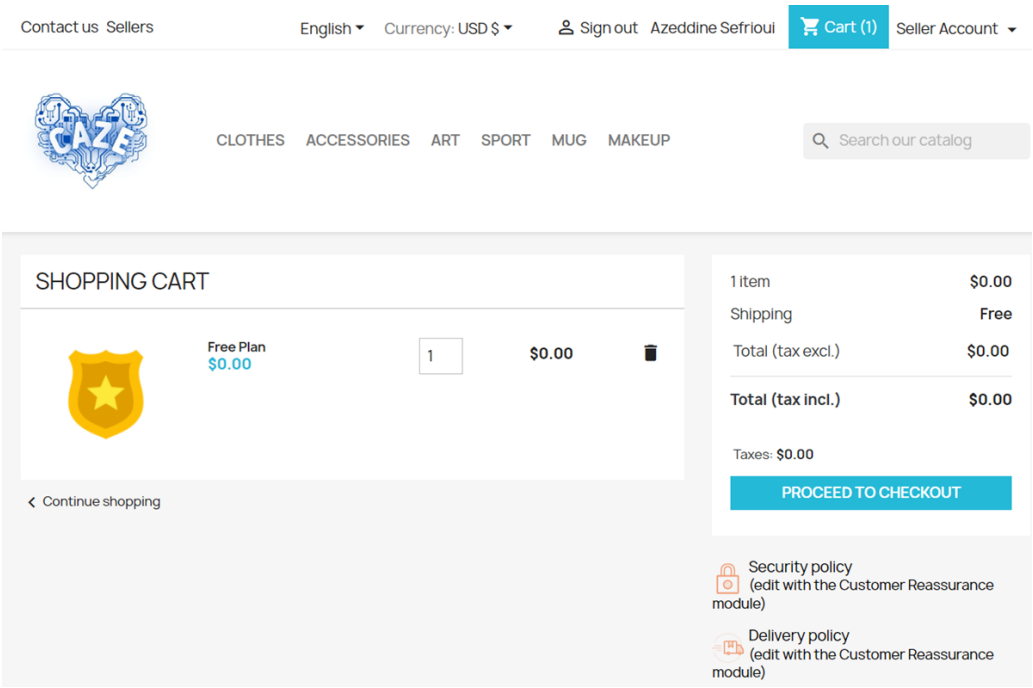
Before you can start entering your products, you need to subscribe to a membership plan. To do this, go to the left menu and choose: “Available Membership Plans".



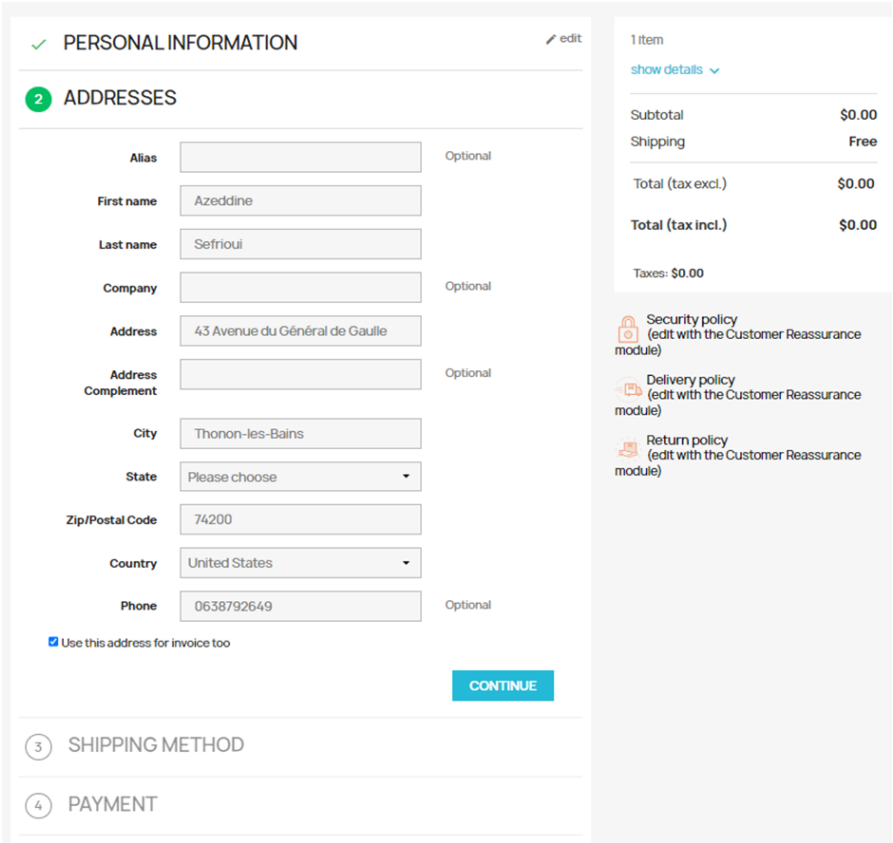
The platform admin has created a free membership plan for you, choose it. By clicking on "Buy Now", the plan is added to your Shopping Cart.

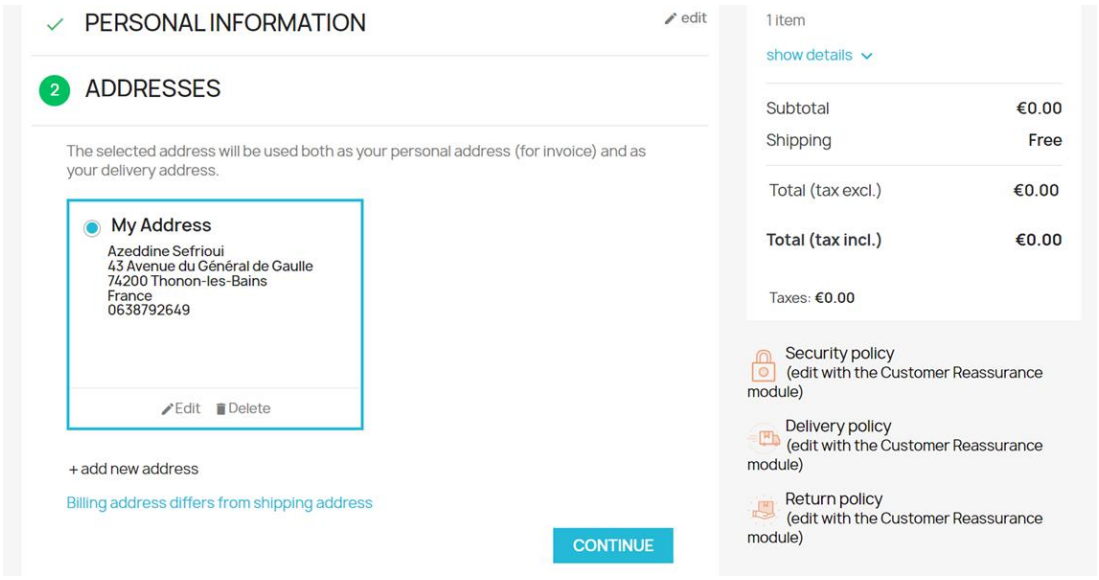


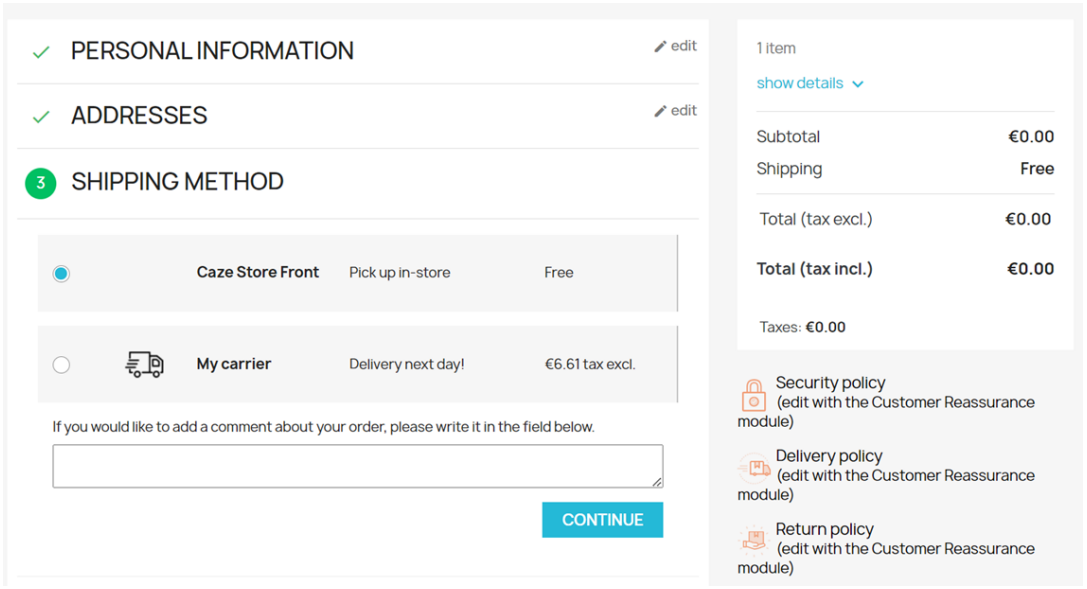
After clicking on Cart on the top menu, you can proceed to checkout.

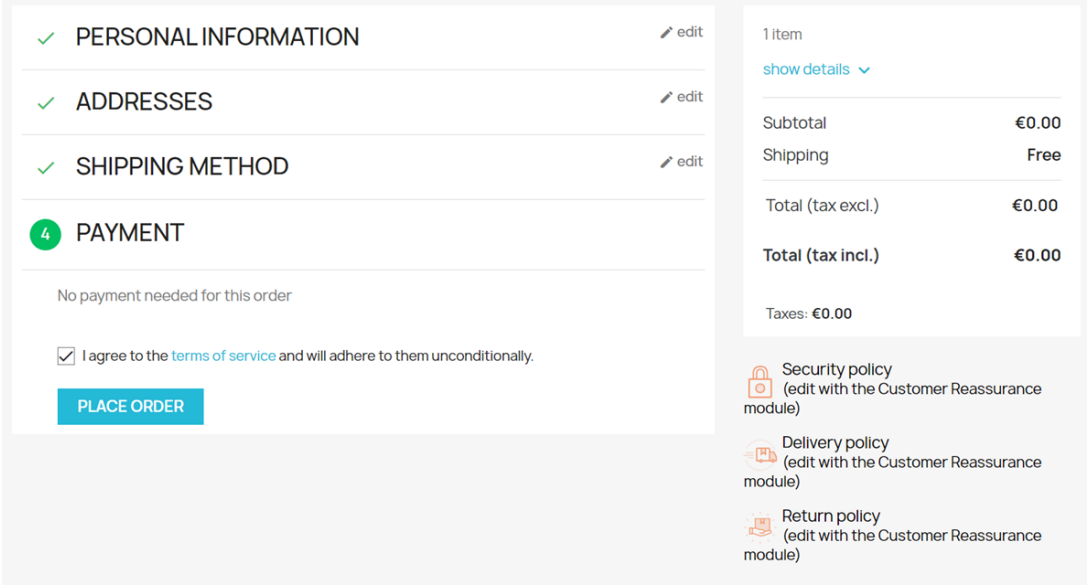


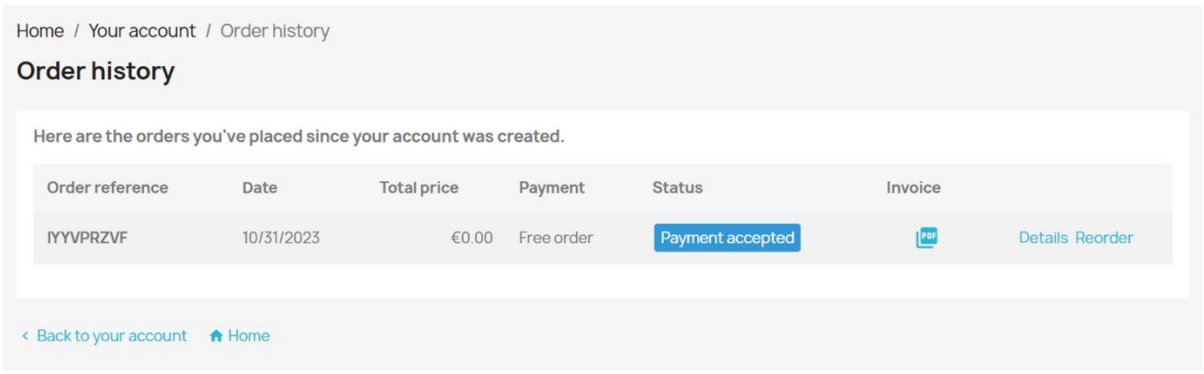
Then proceed to fill in the mandatory fields in the proposed form.



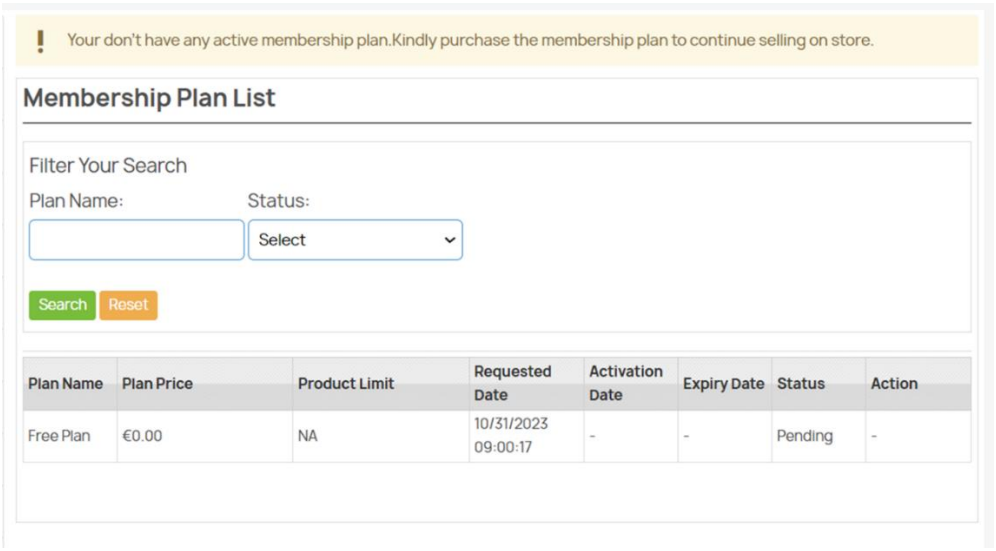

PERSONAL INFORMATION
edit
2 ADDRESSES
The selected address will be used both as your personal address (for invoice) and as your delivery address.
My Address
Azeddine Sefrioui
43 Avenue du Général de Gaulle
74200 Thonon-les-Bains
France
0638792649
Edit
Delete
+ add new address
Billing address differs from shipping address
CONTINUE
1 item
show details
Subtotal €0.00
Shipping Free
Total (tax excl.) €0.00
Total (tax incl.) €0.00
Taxes: €0.00
Security policy (edit with the Customer Reassurance module)
Delivery policy (edit with the Customer Reassurance module)
Return policy (edit with the Customer Reassurance module)


PERSONAL INFORMATION
edit
ADDRESSES
edit
3 SHIPPING METHOD
Caze Store Front
Pick up in-store
Free
My carrier
Delivery next day!
€6.61 tax excl.
If you would like to add a comment about your order, please write it in the field below.
CONTINUE
1 item
show details
Subtotal €0.00
Shipping Free
Total (tax excl.) €0.00
Total (tax incl.) €0.00
Taxes: €0.00
Security policy (edit with the Customer Reassurance module)
Delivery policy (edit with the Customer Reassurance module)
Return policy (edit with the Customer Reassurance module)

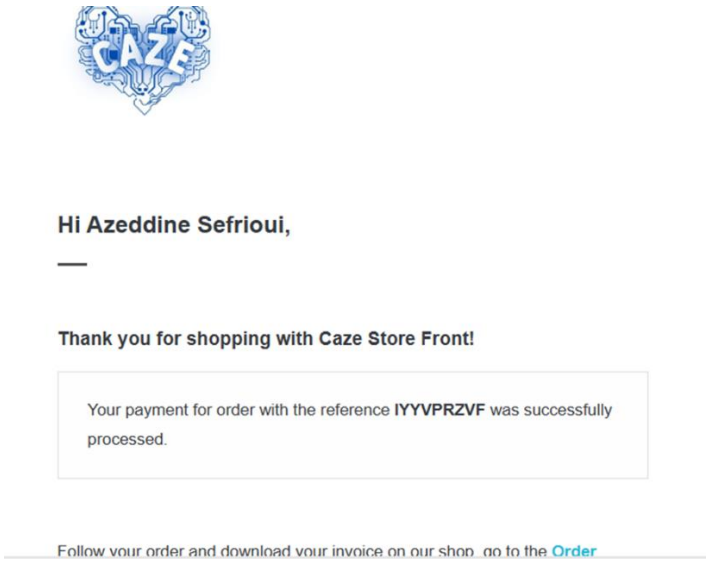

PERSONAL INFORMATION
edit
ADDRESSES
edit
SHIPPING METHOD
edit
4 PAYMENT
No payment needed for this order
I agree to the terms of service and will adhere to them unconditionally.
PLACE ORDER
1 item
show details
Subtotal €0.00
Shipping Free
Total (tax excl.) €0.00
Total (tax incl.) €0.00
Taxes: €0.00
Security policy (edit with the Customer Reassurance module)
Delivery policy (edit with the Customer Reassurance module)
Return policy (edit with the Customer Reassurance module)



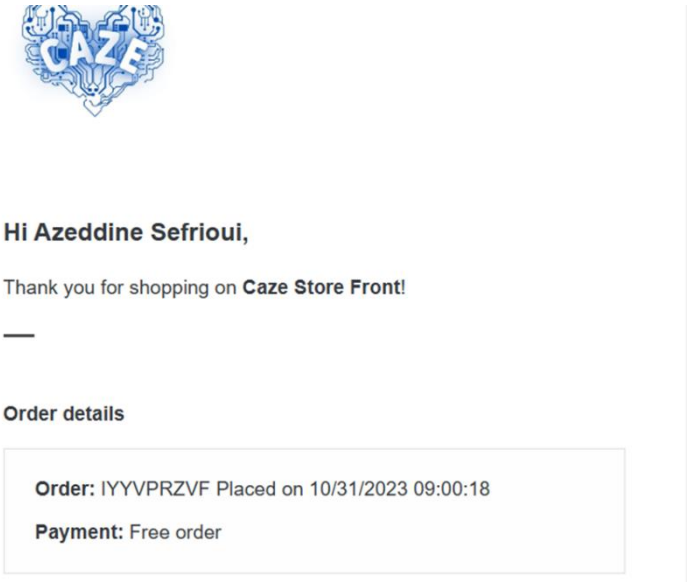
You must wait until your plan is validated and activated. Because if you go to your Dashboard you will find the message saying to wait for a plan to be active.



Plan with pending status



First email received



Hi Azeddine Sefrioui,

Thank you for shopping on **Caze Store Front!**

—

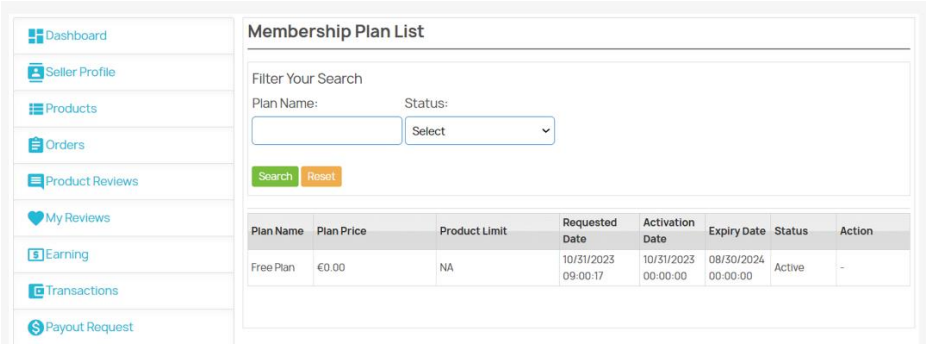
Order details

Order: IYYVPRZVF Placed on 10/31/2023 09:00:18

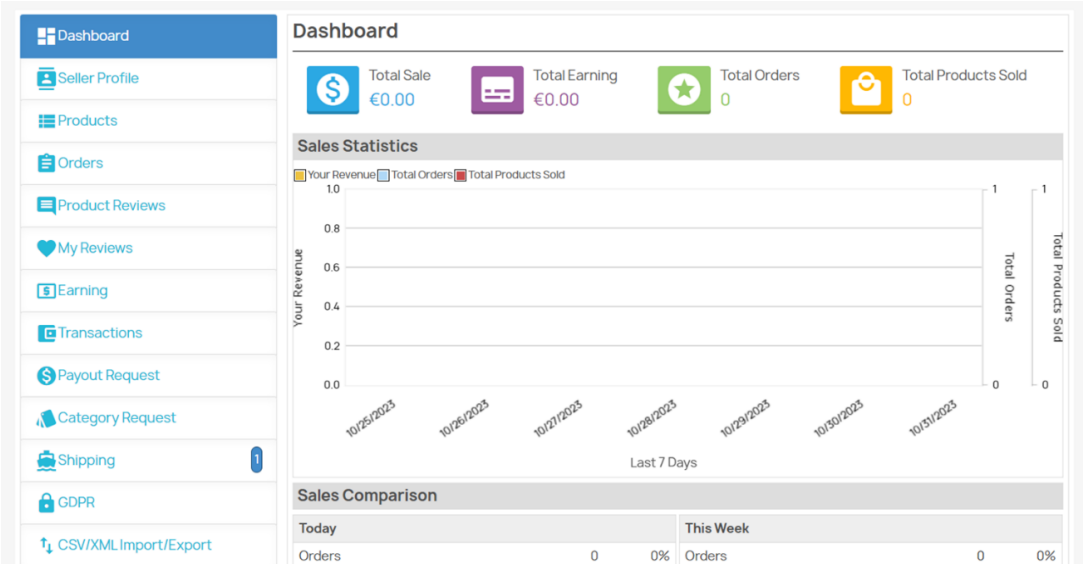
Payment: Free order

Second email received

Once your plan is validated and activated by the admin, you can start by finding a dashboard activated and without an alert message.



Plan with active status

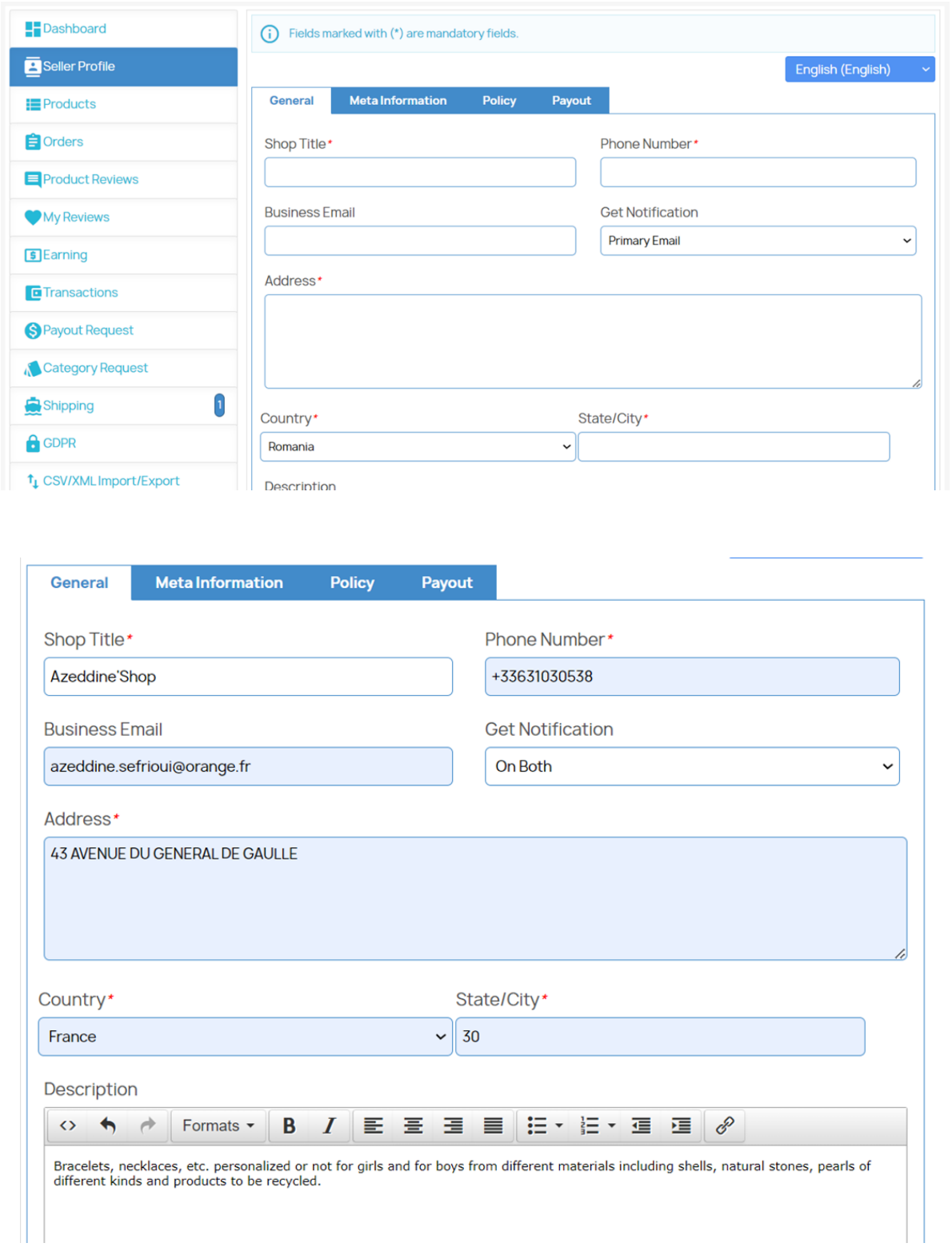


Dashboard active

Now you can get started! But you need first to fill your profile with important data.

Fill in the profile of the seller

Your seller profile is important, you must fill in the maximum number of fields.



General Tab: basic information about the seller

Profile Url Alias

azeddine-shop

The profile link will look like this:

https://caze.eurosyvec.eu/index.php?

render_type=sellerview&id_seller=6&fc=module&module=kbmarketplace&controller=sellerfront&id_lang=1

Facebook Link

Google Plus Link

Twitter Link

Logo

Logo size should be (150 X 150).

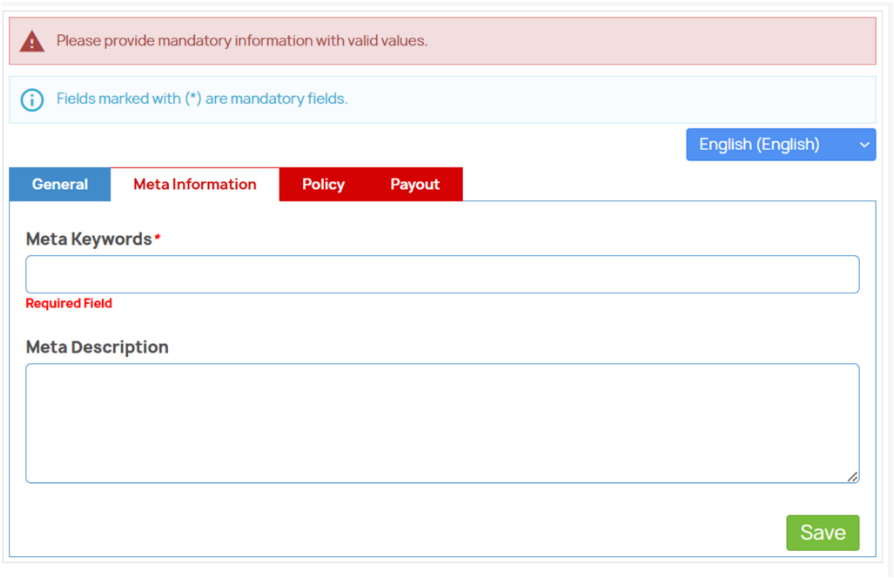
Browse Remove

Shop Banner

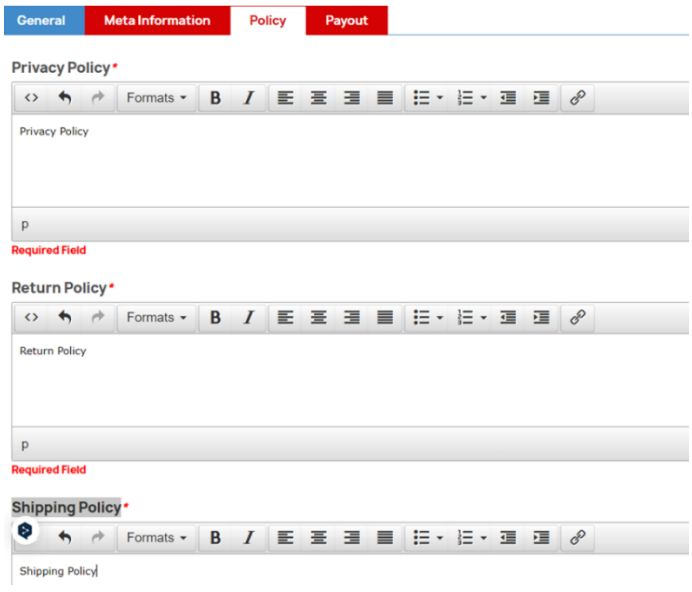
Browse Remove

Banner size should be (900 X 250).

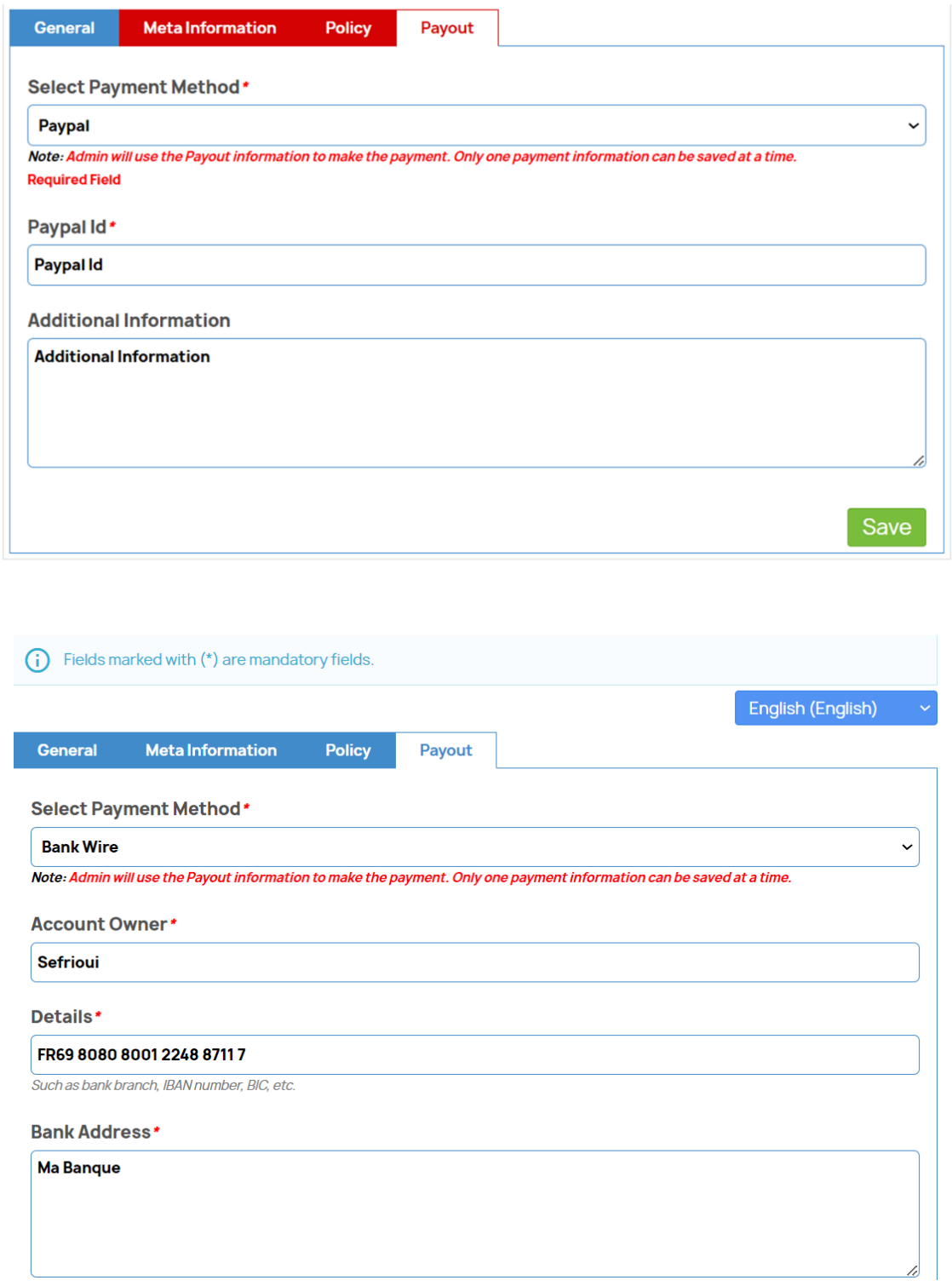
Save



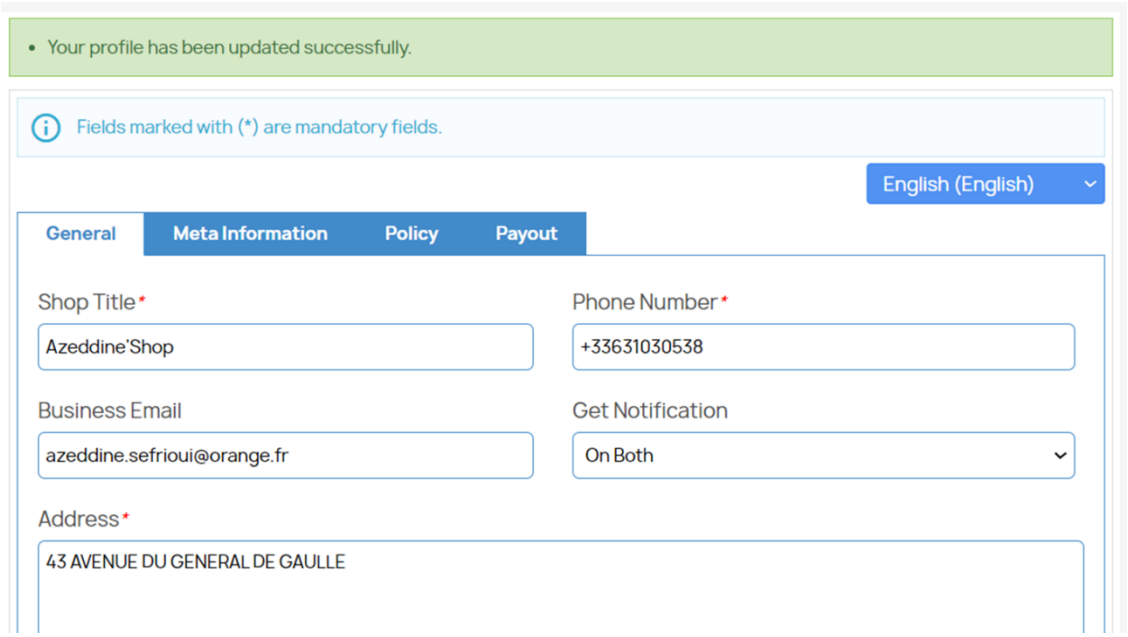
Meta information Tab: keywords and description



Policy Tab: Privacy policy, Return policy and Shipping policy



Payout Tab: Choice of payment method and the needed information of the seller



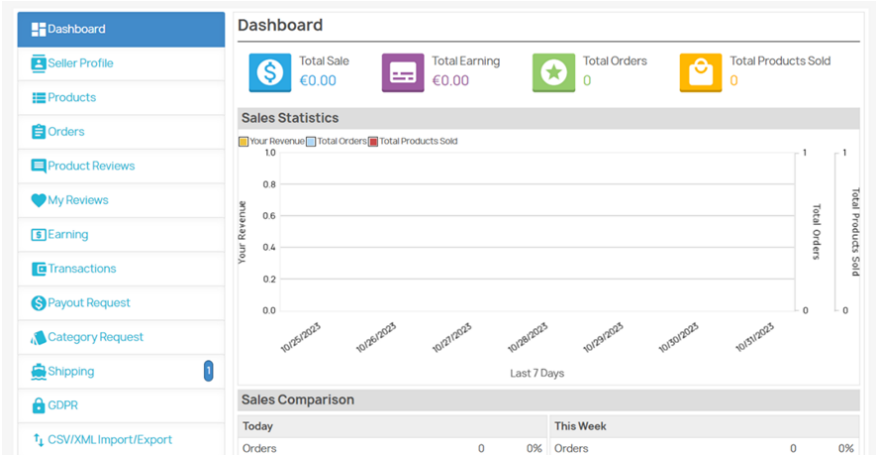
Validation of the account information

Overview of the seller backend menu elements

The seller dashboard on PrestaShop, also called the back-office dashboard, is the admin interface where sellers can manage their online store, track sales, add products, manage customers, customize their shop, and much more.

Here is a description of the main sections and features of the seller dashboard on CAZE e-commerce platform:

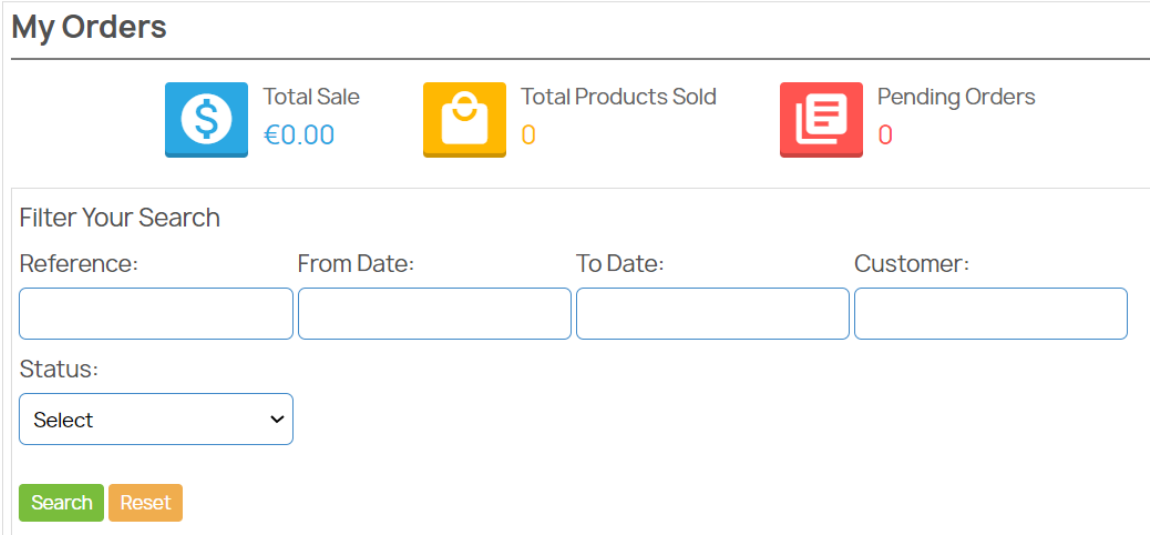
- **Dashboard**: The dashboard homepage displays a summary of your store's key data, such as recent sales, traffic statistics, current orders, new customers, and other relevant information.



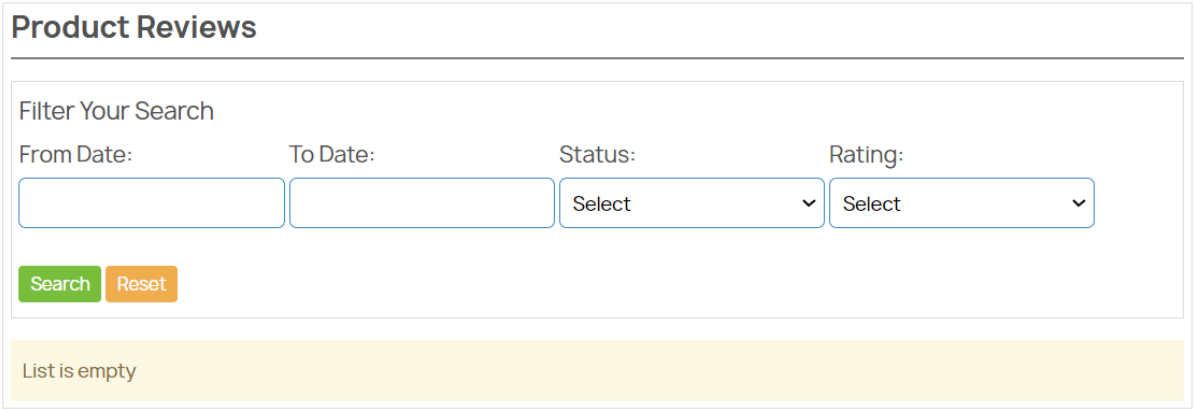
- **Seller profile**: This section allows you to update general information about the seller as well as meta information, privacy policy and payment information (payment method, banking information, etc.)

- **Products** : This section allows sellers to manage the products of their shop. You can add new products, manage categories, attributes, features, suppliers, and manage inventory quantities.

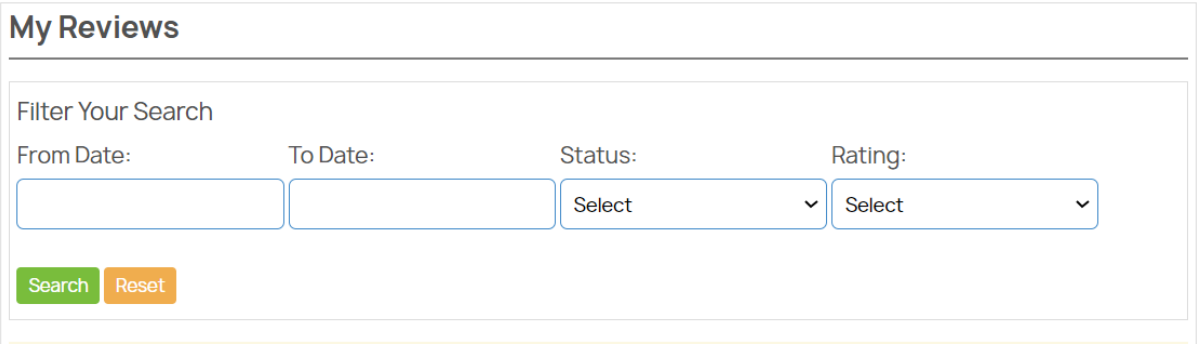
- **Orders**: The "Orders" section allows you to view, manage and process orders placed by customers. You can view order details, print invoices, ship products, manage returns, etc.



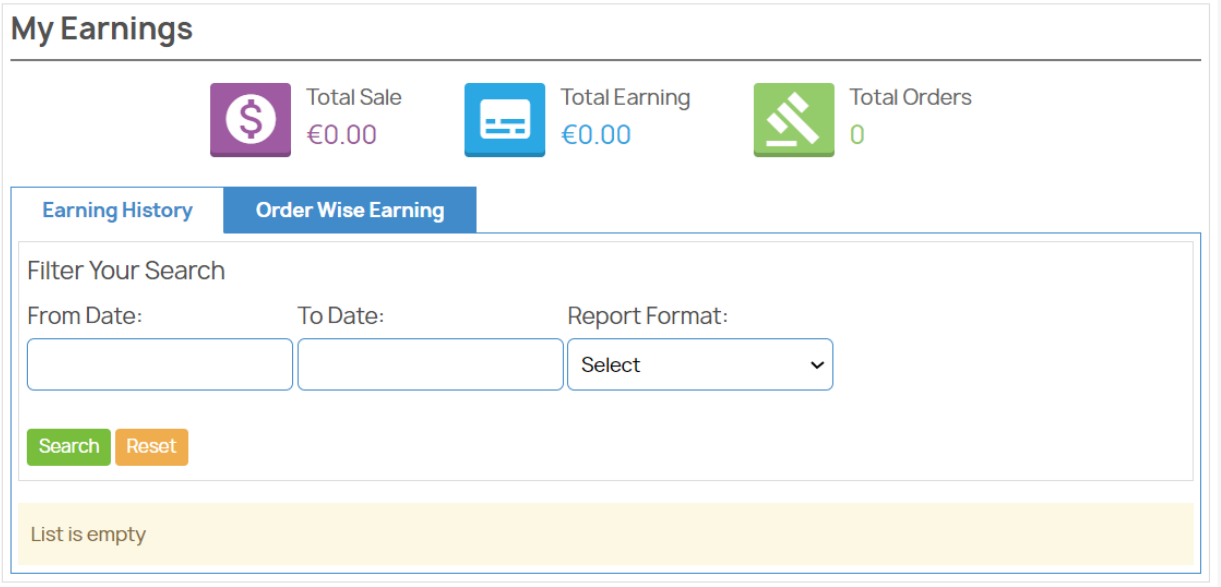
- **Product Reviews**: This section allows to see the reviews received for the different products offered for sale by all sellers.



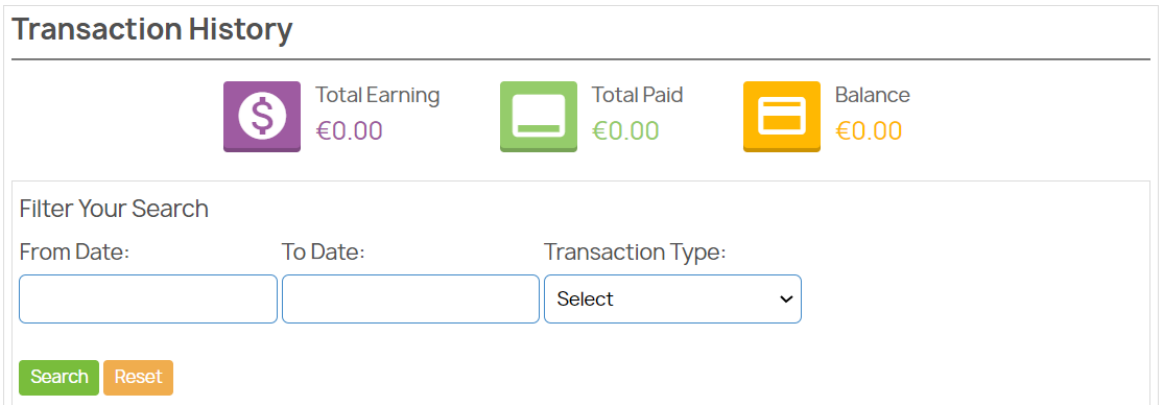
- **My Reviews**: This section allows to see and manage the reviews received for the different products offered for sale by the seller.



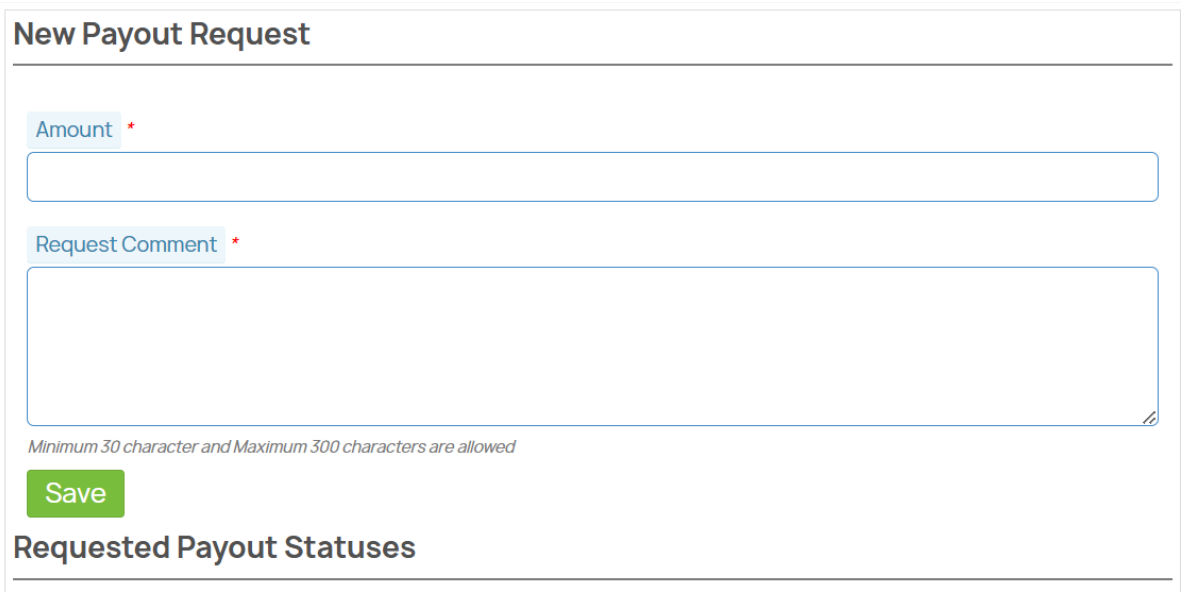
- **My Earnings**: This section allows you to see the history of the gains made by the seller as well as the Order Wise Earning



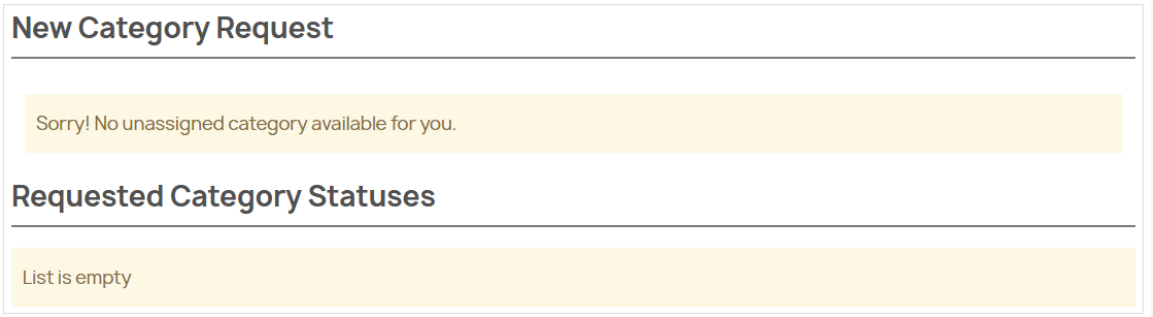
- **Transactions**: This section allows you to see the history of the Transactions.



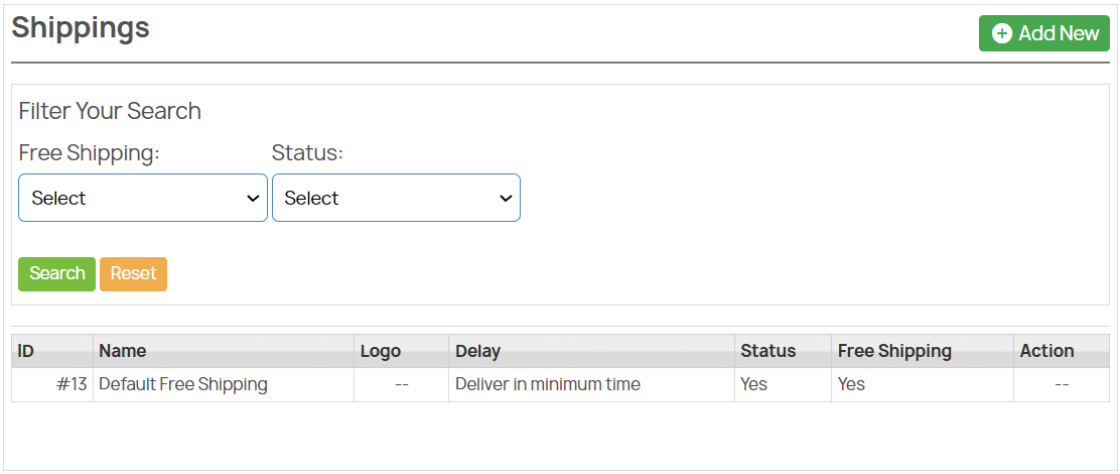
- **Payout Request**: Sellers can initiate a payout request when they wish to receive their earnings. They specify the amount they want to withdraw.



- **Category Request**: section to create category request and manage its statuses.

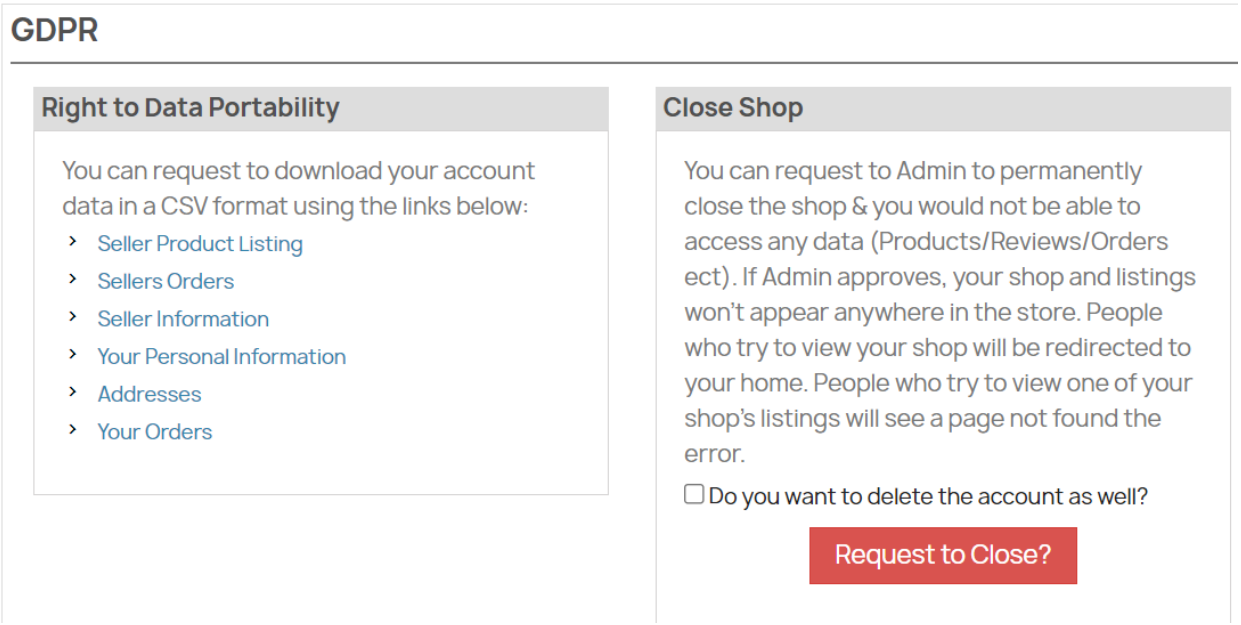


- **Shippings**: This section allows you to create and manage the shipping methods to be made available to customers.

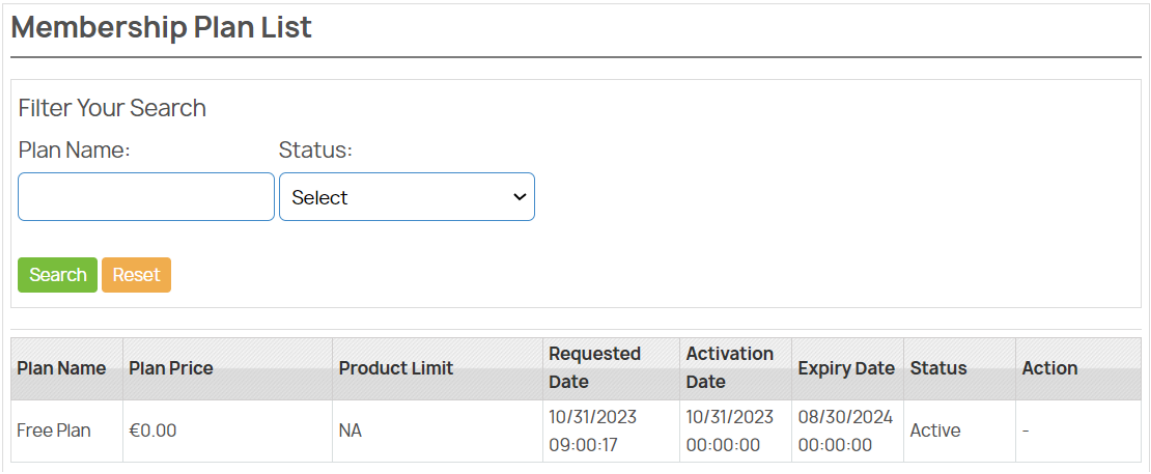


- **GDPR**: The General Data Protection Regulation (GDPR) is a European regulation that aims to strengthen the protection of the privacy of individuals with regard to the collection and processing of personal data. In PrestaShop, the GDPR has been implemented to help online store owners comply with these rules. The following are covered: Customer consent, Data access and

portability, Right to be forgotten, Data breach notifications, Privacy policies, Data retention, Data security, Shared responsibility.



- **Membership Plan History**: this section displays the history of Membership Plans.



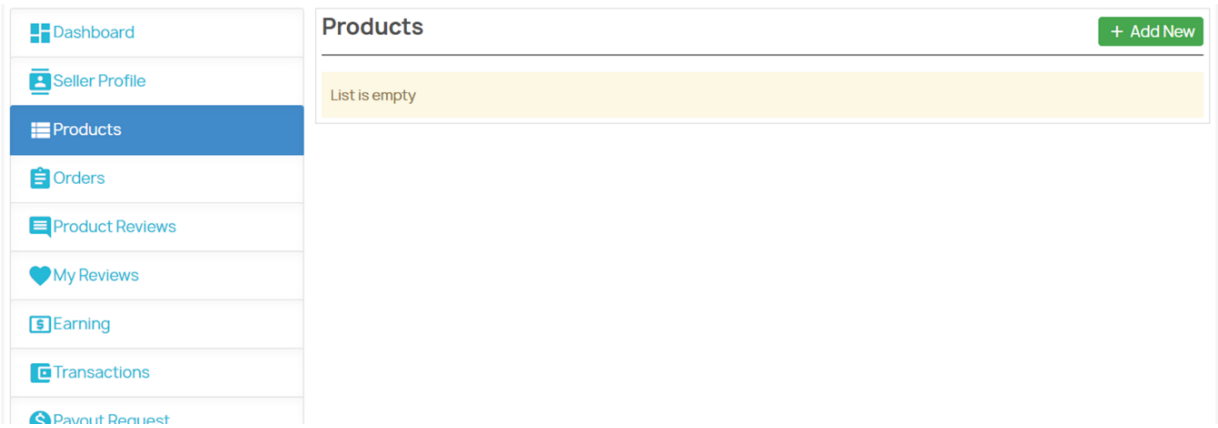
- **Available Membership Plans**: allows to view the available plans but for the moment the only free plan that exists is already assigned and activated, so this section does not display anything.

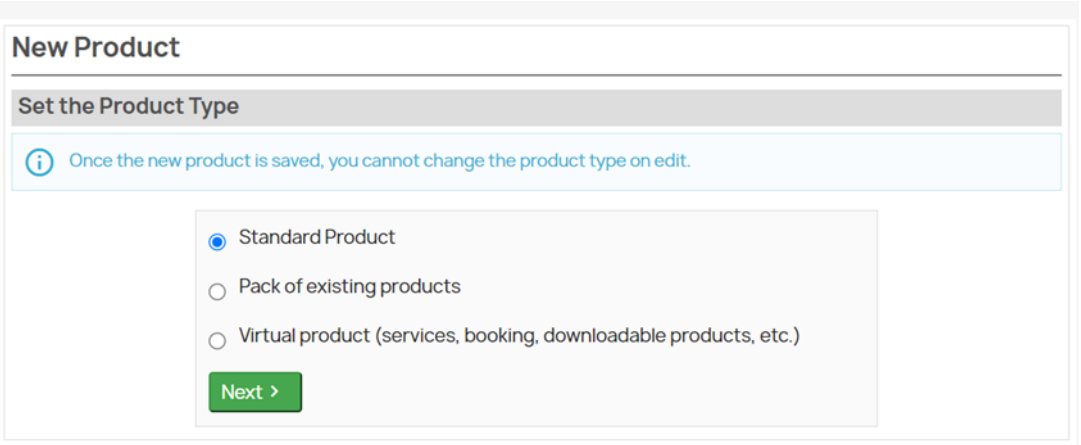
- **Customer Tickets**: this refer to the customer support or helpdesk system that allows customers to submit inquiries, questions, or issues to the store owner or customer support team. The system provides a way for customers to seek assistance, request information, or report problems with their orders or the website.

- **Discount and Offers**: you can create discounts and offers to attract customers, boost sales, and promote products or categories. PrestaShop provides a range of tools and features to help you set up various discount and offer scenarios.

Create a new product

Creating products in PrestaShop involves several steps to add products to your online store.





Add a product

In the dashboard, go to the "Products" tab, you can either modify an existing product or create a new product by clicking on the "Add a product" button.

Complete the product details

Complete product information, such as name, part number, category, stock quantity, price, tax, description, etc.

You can also add product images by clicking "Add Images". Download the images from your computer and associate them with the product.

Configure the product attributes

If your product has variations, such as different sizes, colors, or other options, you can configure them using the "Attributes and Features" tab. This will allow you to define the different combinations available for this product.

Manage delivery options

Under the "Shipping" tab, you can set the information related to the shipment of the product, such as weight, shipping costs, dimensions, etc.

Set up prices

Under the "Price" tab, you can set the product price, discounts, promotions, specific prices by customer group, etc.

Add additional information

Under the "Information" tab, you can provide additional details about the product, such as supplier references, EAN codes, associated costs, etc.

Manage visibility and availability

In the "Quantity" tab, you can set stock availability, stock management, minimum purchase quantity, etc.

Under the "Visibility" tab, you can decide whether the product is active, being modified, or offline.

Save the product

Once you have filled in all the information, be sure to click the "Save" or "Save and Stay" button to save your changes.

Preview and check the product

Before making the product visible on your site, it is recommended to preview and check the details to make sure everything is correct.

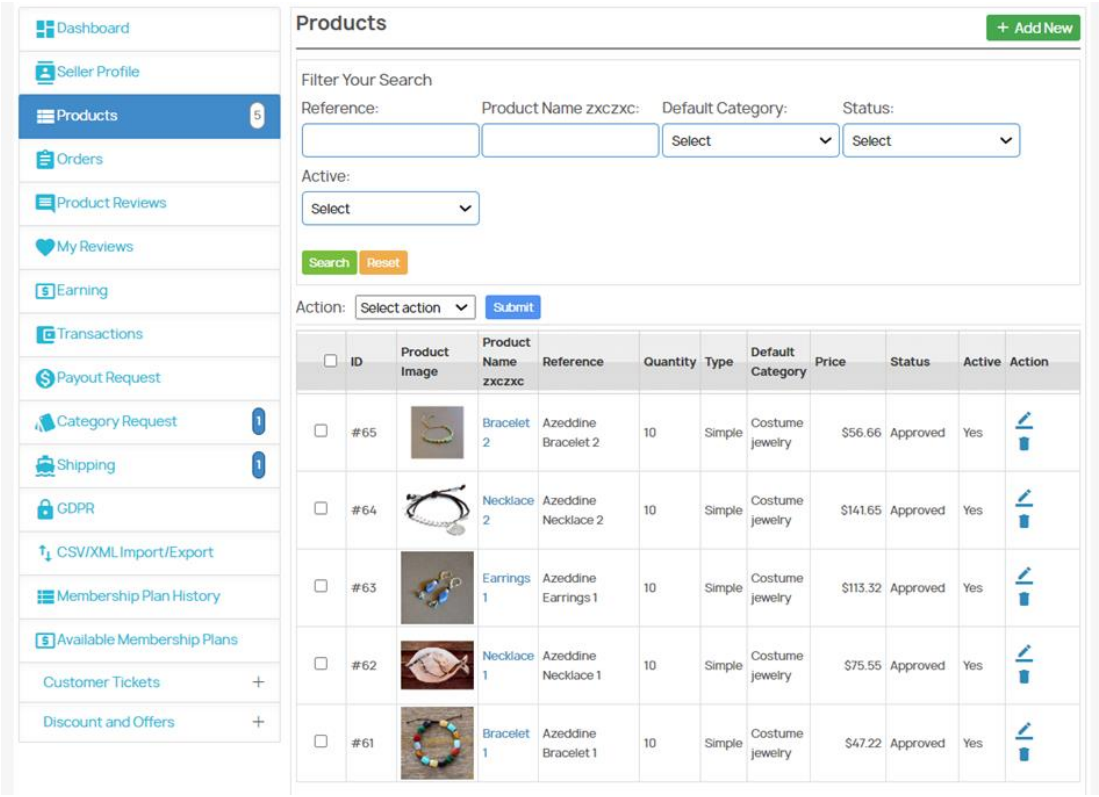
Publish the product

When you are satisfied with the product information, activate it using the "Activate Product" option.

Make sure to further customize the settings based on your specific needs, such as order management, promotion, and SEO to optimize the visibility of your products online.

Validation of your product by the platform admin

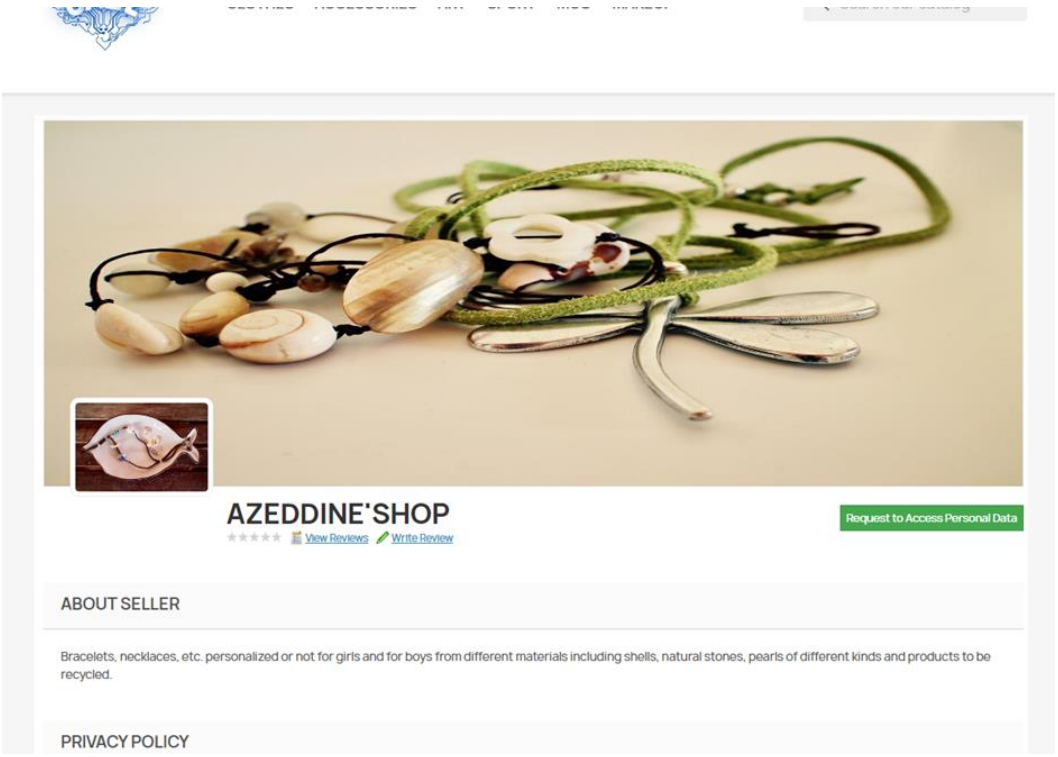
Once the admin of the platform has validated and activated your product additions, you will receive notifications by email and you can see the list of your validated and activated products in your dashboard as follows:

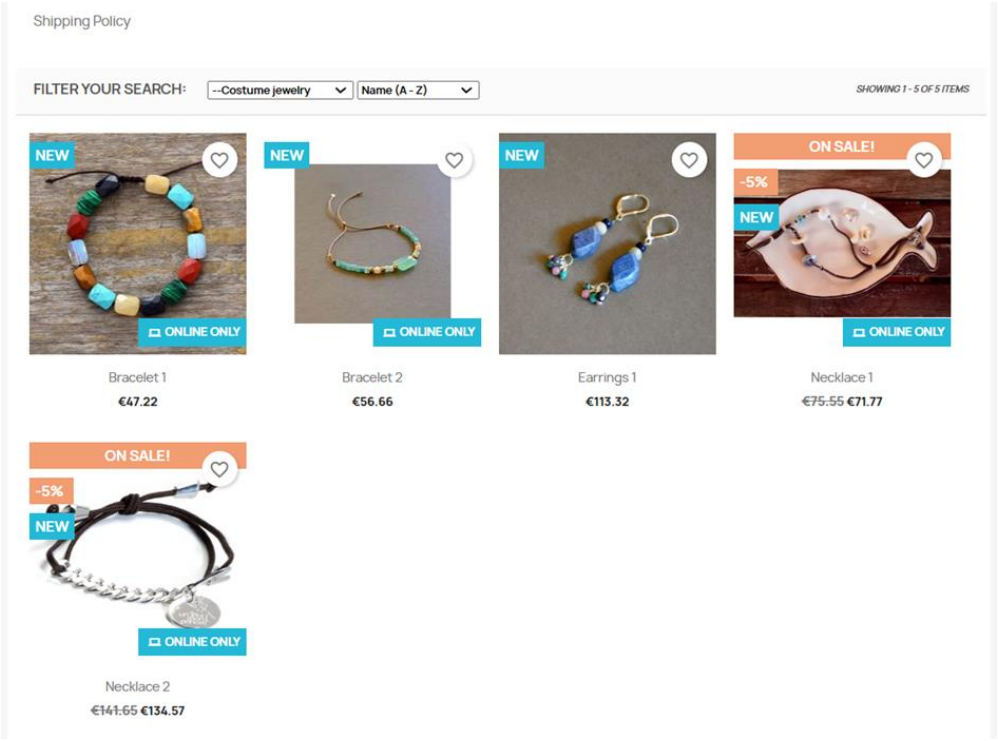


Now your products are visible on your online store

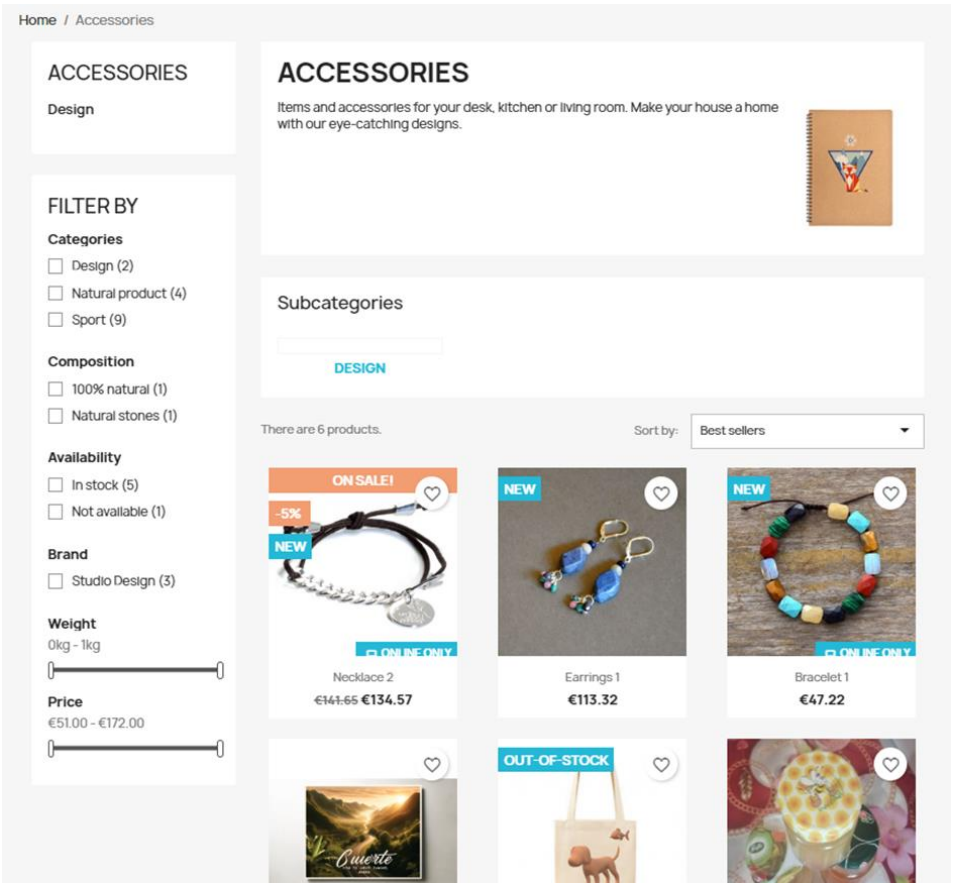
Your PrestaShop product is now created, validated, activated and visible on your online store.

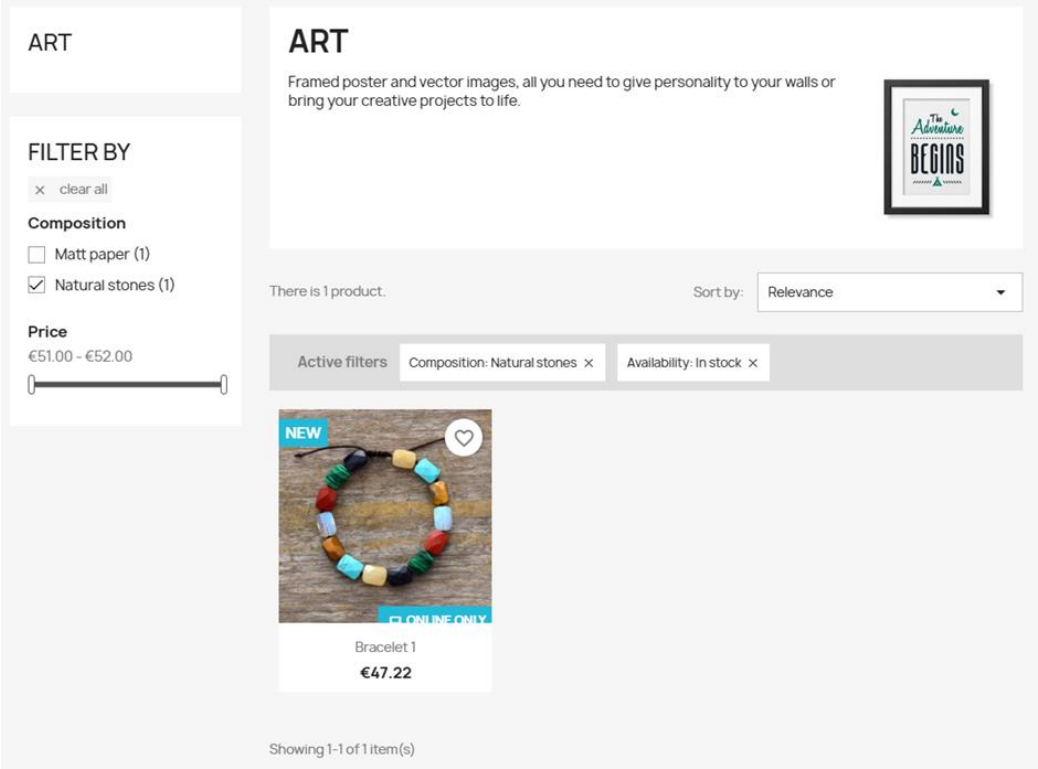
They are first visible in your sales space on the public e-commerce platform:





And if they have been categorized into platform categories, they will also be visible under these headings as follows:





Different ways to receive payments

Different ways to receive payments from buyers to the platform admin

PrestaShop provides various options for sellers to receive payments from buyers. Here are some ways to receive payments from buyers:

PayPal: PayPal is a popular payment gateway that allows customers to make online transactions using their PayPal account or credit/debit card. PrestaShop offers an official module for integrating PayPal payment methods into your website.

Stripe: Stripe is another popular payment gateway that allows customers to make online transactions using their debit/credit card. there are several third-party modules available for integrating stripe payment methods into your PrestaShop store.

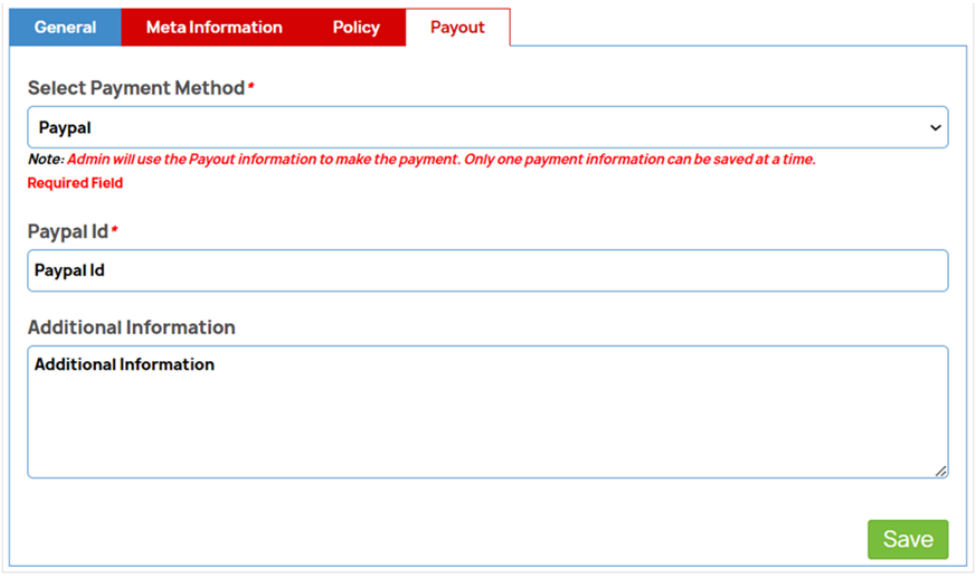
Cash on delivery (cod): if you prefer to accept payments in person or after the delivery of products, you can enable the cod option in PrestaShop. This payment method allows customers to pay cash to the delivery agent at the time of delivery.

Bank transfer: with bank transfer, customers can transfer money directly from their bank account to the merchant's bank account. PrestaShop provides a built-in bank transfer.

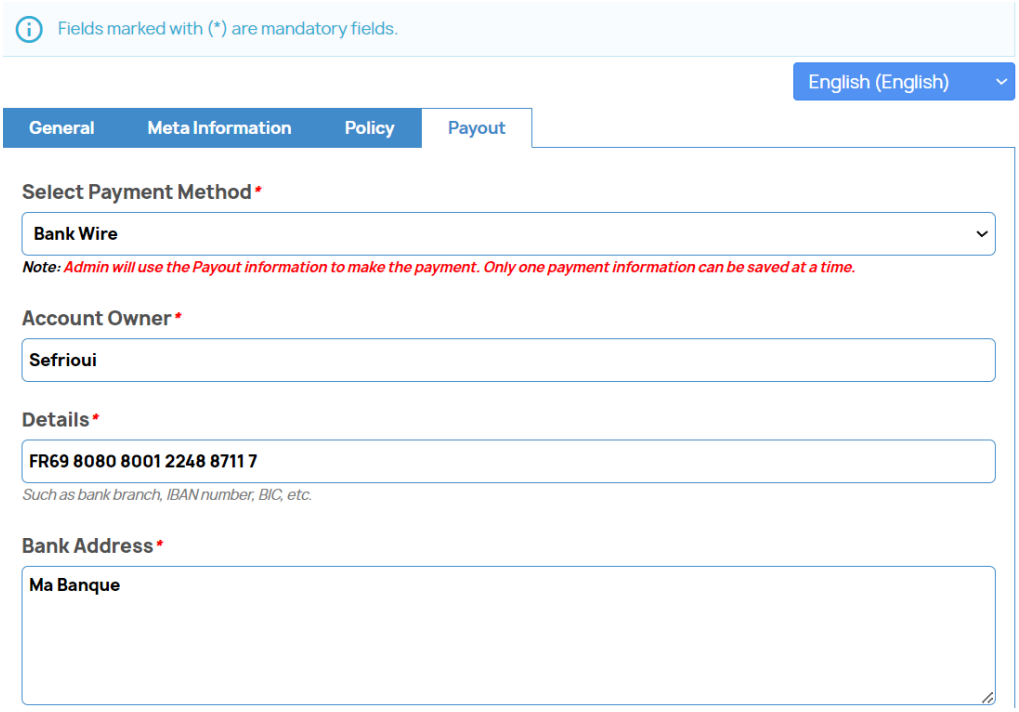
Different ways to receive payments from the platform admin to the sellers

The seller must enter in his account the tab "Payment" his choice to receive payments from the administration of the CAZE e-commerce platform. There are two choices:

To his PayPal account



To his bank account



More help to use PrestaShop

The CAZE e-commerce video demo

https://www.youtube.com/watch?v=Hwu0T2m1NNs

The official documentation

https://doc.prestashop.com/

PrestaShop Tutorials Series on Youtube

https://www.youtube.com/watch?v=thKBmjZQkss&list=PLLnpHn493BHERJqFeEozNFDKPzxp6AGQB&index=1