LESSON H5_EN. HOW TO CREATE, INTEGRATE, ADMINISTRATE AND USE YOUR eSTORE IN THE eINCUBATOR / eMALL. HOW YOUR CUSTOMERS CAN BUY AND HOW YOU CAN SELL THEM YOUR PRODUCTS.

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After the learning this lesson you will be richer with the following knowledge:
❑ Knowledge of creating, integrating, administrating and using your own estore in the eIncubator / eMall

CONTENT OF THE LESSON
 1. Few words about eIncubator / eMall
 2. How to create your own eStore and integrate it in the eMall
 3. How to administrate your own eStore
 4. How the customers can buy products from an eStore of eIncubator /eMall
 5. How you can manage as administrator your customers' orders.

LEARNING OBJECTIVES:
After learning this lesson you will accomplish the ability:
❑ To create and integrate your own eStore in the eIncubator / eMall
❑ To administrate and use your own eStore

1. Few words about eIncubator / eMall

The eIncubator / eMall is a business place that creates the conditions those companies, businessmen or new enterprisers to remote construct and to have their own, in function and in real exploitation, online store developed inside of it.

The eIncubator / eMall scope is to create a safe environment of all companies or businessmen. In addition, eIncubator / eMall try to ensure the rapid success and development of its companies or businessmen.

In the same time an eIncubator / eMall is requested by the customers, by the reason, they have the possibility to search, compare products and prices from thousands of stores. An eIncubator / eMall is attractive because they can to buy all want they want from only one place.

We invite you to visit our eMall to the address http://www.magazinvirtual.ro/ and maybe you will become its customer or one owner of an eStore. Not to mention it is free of charge. This eMall has many eStores, as shown in fig.1.1.:
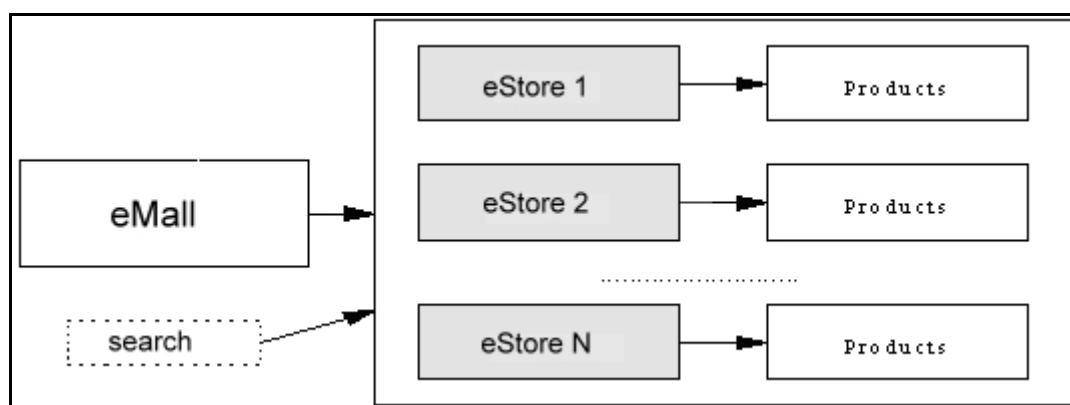

Fig 1.1. Structure of http://www.magazinvirtual.ro/ eIncubator / eMall

The most important 2 features of the eMall, are:

   allow owners of the eStores (administrators) to create product categories and subcategories, add products, translate informations, display products to the customers and follow orders.

   allow customers to buy products using products pages, advanced search and shopping cart.

Our proposal for this lesson into an example, is to show you how :

   o can you become a owner of an eStore and how can you to administrate it.
   o a customers can buy products from your eStore.
   o can you administrate your customers orders.

2. How to create your own eStore and integrate in the eMall

You have learned a little programming, enough to build your own eCommerce web site. However, you can have your own estore with out knowing programming. All you are required is some experience in browsing the Internet. So, choose your preferred browser, and let's start creating your own estore by the next didactical and practical example. Our example estore will be a candles shop named Candles Shop. This estore will be created into the eMall located at the address: www.magazinvirtual.ro. Later, you will be able to create your own eStore having this model. Be aware that in order to be able to sell products, we advice that you are already a legitimate trader by accomplish with the law regulations from your country.

Let's start and create the eStore in the eMall:

   Step 1

Create a logo for your eStore. (see fig .2.1.)

You can design it or you can have already a logo. It must be less then 100kb and its width 100px.

Fig. 2.1. Example of Logo for an eStore

(Note: to have a logo for your e-store it's not mandatory but this will help in front of your customers).

   Step 2

Go to URL http://www.magazinvirtual.ro/ and focus one's attention upon the main page of the eMall (fig. 2.2.).

To create your eStore inside to eMall click on "Join new shop" and the result will be a little large form, but this is all you need to fill to create your eStore. Later, you will only login to administrate your products, orders and customers.

Fig. 2.2. www.magazinvirtual.ro homepage.

   Step 3

Below, is an example showing you about how to fill the registration form with informations about you and your eStore (see fig.2.3. and fig.2.4.)

Create new E-store

So as to accomplish your store, we are asking you to fill the form below. The username and p[...] your categories, products and orders. The completion of the fields with an asterisk (*) is oblig[...]

General settings of the store and information about the manage[...]

Wanted domain name (alias): shopcandles — **1**
* (Example: mycomp)

Nickname administrator: candlelight — **2**
* (6 characters min.)

Admin password: ••••• — **3**

Password (confirmation): ••••• — **4**

Email for orders and contact: webmaster@candles.ro — **5**

Public information about the company

The name of the company: Candles Shop — **6**

Fiscal code: R1225348 — **7**

The registration number in the trade register: J40/25121/1990 — **8**

Bank and bank account: BCR 1212.1212.1212.1212.12. — **9**

The address: Candles Street — **10**

The number: 25 — **11**

ZIP code: 232534 — **12**

Locality: Bucharest — **13**

The county (the sector): sector 3 — **14**

The country: Romania — **15**

Phone number: 23232323 — **16**

Fax number: 34343434 — **17**

The succinct description of the company: Candles Shop - Your home for high quality — **18**
(Ex: Fox Software - online commerce)

The detailed description of the company: Candles Shop is your online store for candles and the Candles Shop motto is that the customer is number one.
Quality made candles available in assorted styles, colors, fragrances and unscented. Offering containers, votives, pillars, novelty, and holiday candles and gift sets. — **19**
(the description of the company activity, promotion text)

Working schedule: Luni-vineri: 8-18 — **20**

Saturday: 8-14 — **21**

Sunday: 8-14 — **22**

(Ex: 9-17)

Thank You: You are always welcome! — **23**
(Ex: Thank you for your order!)

Delivery term: 36 hours — **24**
(Ex: 24 hours; the delivering time of the product)

1. *Name of your estore. Will be used, in the domain name, when you want to access it in browser.*

2. *User name, used as administrator of your estore.*

3. *Your administrator password.*

4. *Your password (again to be verified).*

5. *It's email address where you'll receive notification about a new order and information from eMall administrator.*

6. *The name for estore (Company name) It will appear in the top of your estore homepage.*

7. *Business identification number. Adapt information by your country rules.*

8. *By Law Trade identification number. Adapt information by your country rules.*

9. *Bank name and current account of your Company.*

10. *Street of your business location (Company).*

11. *Street number of your business location.*

12. *Code ZIP of your business location.*

13. *Your city of business location.*

14. *Region / country /state of your business location.*
15. *Country of your business location.*

16. *Your business phone number.*

17. *Your business faxes number.*

18. *A short description (can be a motto) of your company.*

19. *A long description of your company, what you thing is necessary to know your customer about your company*

20. *Monday – Friday program when estore is open.*

21. *Saturday program when estore is open*

22. *Sunday program when estore is open*

23. *A message send to customers when create orders.*

24. *Period for delivery products from ordering time.*

Fig. 2.3. Example how to fill the registration form (part 1/2)

Contact person	
First name	Katerina **·25**
The name:	Johnson **·26**
Cell phone number	+40.700.000.000 **27**

Initial preferences regarding the store	
Initial delivery area:	Romania **·28**
	(Ex: **Bucharest**, in general the range distribution for which are not transport costs)
Selected languages	☐ Romanian **29**
	☐ Netherland
	☑ English
	☐ German
	☐ Italian
	☐ Russian
	☐ Suedish
Select the site starting language	English ▼ **30** (The menu translation)
The estimed number of the displayed products	11 - 50 ▼ **31** (Ex: 5; monthly products displayed)

E-Store Categories **32**

☐ Agriculture	☐ Home Appliances
☐ Apparel & Fashion	☐ Home Supplies
☐ Automobile & Cars Parts	☐ Industrial Supplies
☐ Chemicals	☐ Kids & Teens
☐ Computer Hardware	☐ Minerals, Metals & Materials
☐ Computer Software	☐ Office Supplies
☐ Construction & Real Estate	☐ Packaging & Paper
☐ Electronics & Electrical	☐ Printing & Publishing
☐ Energy Power	☐ Security & Protection
☐ Environment	☐ Sports, Leisure & Tourism
☐ Excess Inventory	☐ Telecommunications
☐ Food & Beverages	☐ Textiles & Leather
☑ Gifts & Crafts	☐ Toys & Tools
☐ Health & Beauty	☐ Transportation

(The estimated categories of your products)

Information about layout

Select the general appearance

○ Up-to-date model   ○ Model 2   ● Model 3 **33**

The logo of the store or of the company	ttings\mihaela\Desktop\3164.jpg [Browse...] **34**
	(Will appear on the main page of the store; max. dimension 100 kb, a copy of it with the width about 100 pixeli will be use for registering domain in the portal)
HTML code or text of the main page	`<table border=0 width="100%">` `<tr valign="top">` `<td>` `<I>Here is example of your <B>html</B> custom code.</I>` `</td>` `</tr>` `</table>` **35**
	(If you wish your starting page to be personalized; HTML code must be between the tags `<TABLE> ... </TABLE>`)

Confirmation

☑ · I agree with the usage of the datas for creating the store, for orders and contact. **36**

Comments

Supplementary comments: I love this place! **37**

[Join] **38**

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25. *First name of the contact person (it can be your first name)*

26. *Second name of the contact person (it can be your second name)*

27. *Your mobile phone (will be not displayed to the users)*

28. *The most closed to you area, where you are expecting customer and you can delivery products or services (this is not very important, you can add/change later)*

29. *Choose languages of your estore. Estore menu will appear in chosen language; you can translate all product information in chosen language at products adding /editing time.*

30. *Your estore will start with chosen language.*

31. *Estimate displayed products in estore.*

32. *Choose the category of your products.*

33. *Choose a template of how your estore want to be.*

34. *Local address of your logo.*

35. *Here you can write in HTML code, between <table></table> tags, if you want to personalize your home page. Leave empty if you are beginner on html. It's not required.*

36. *Check on if you are agreeing with the terms & condition of the eMall*

37. *Leave empty except if you need to say something to the eMall administrator. These comments will not appear on your e-store.*

38. *Press Join button.*

Congratulation! Your eStore has been created in the eMall and is up now.

Fig. 2.4. Example how to fill the registration form (part2/2)

3. How to administrate your own eStore

After you created your eStore you should access it directly to the address: http://www.magazinvirtual.ro/magazine/estore_shopcandles/ (fig 3.1.)

Fig.3.1. Home page of the eStore "Candles Shop"

Now, you can login as administrator of your estore click Login (fig.3.1.). Fill the form with your username and password and click Login. Click "Administration" from the left frame, in top of it (fig 3.2.).

Fig.3.2. Screenshot showing where you click for Administration page

Next window will be the administration home page. From the left frame (fig. 3.3) you will be able to manage your eStore. Administration menu (fig.3.3.) will be in the left frame of the page as long as you will administrate your eStore.

Congratulations! At this time, you can start to administrate you eStore.

There are a lot of features and operations you can do as eStore administrator.

If you click links from administration menu (fig 3.3.) you can to:

Add / Modify

1. Categories: add, delete, edit and modify the categories and subcategories add products under categories and subcategories.

2. Products: [Add Product]: add, delete, edit and modify, translate the products

3. Colors: add, delete and modify colors for your product

4. Brands: add, delete and modify brands for your product

Settings

5. General Info: edit, modify and delete information about your company and eStore

6. Currency Converter: modify currency

7. VAT: add, delete and modify VAT percentage

8. User discount: add and delete the users' discount. Discount to all products giving to one, two or more your customers, as you wish and when you wish.

9. Delivery areas: add, delete, modify and calculate the costs for delivery function of area

10. Orders Status: add and delete order status

Translation

11. [Languages]: choose and add a language to translate you product

12. Categories: you can to translate into any language you want your categories

13. Products: you can to translate into any language you want your products

14. Colors: you can to translate into any language you want the colors

15. Delivery areas:

Customers and orders

16.Add, delete, edit customer settings, reset and change customer's password, email them, and give privilege.

17. From here you can see the customer orders (cash on delivery and credit card) details.

Utilities

18. You can to make a backup (export of data) from your eStore, in your personal computer

19. If you have any data in your personal computer and you want to have also in your eStore you can to import them.

Fig.3.3. Administration Menu

3.1. Add categories, subcategories and products

We start in administrating an eStore by adding some categories, subcategories and products. So, we want to add following:

- Categories: Ice Candles, Zodiac Candles, and Versicolour Candles
- Subcategories: Monocolor and Novelties Candles both of them under the category: Versicolour Candles
- Products: Autumnal Candle under category Ice Candles and Flower Candle under subcategory Novelties Candles

So let's start:

    □   Add categories

Categories: Ice Candles, Zodiac Candles, and Versicolour Candles.

1.) To start adding Ice Candles category click Categories on left frame (fig.3.3.). After that go in the right frame and click on: "[+C] Add Category" (fig.3.4.)

Fig.3.4. Add categories

In this new page you must fill the fields, see fig.3.5.:

(1) Parent represent the place where will be only the names of the categories and subcategories. Because of this, when you want to add a product under one of them, it must be selected. In this way you can see under which of them, respective product will be added. So, Top is selected. Category will be added under parent Top.

(2) Here you will introduce the name of the category. In this example: Ice Candles

(3) 1(special level)

(4) Here you must make a description of respective category. In this example the description for category Ice Candles
(5) After you fill all the fields click on button "Add Category"

Fig.3.5. Screenshot showing how to add a category

Fig.3.6. Screenshot showing that the category Ice Candles has been added.

2.) To add the second category Zodiac Candles click again "[+C] Add Category" (fig.3.6.). In the next window you must fill the fields, which are similar first category Ice Candles. After you fill all the fields click on button "Add Category". Your second category Zodiac Candles has been added (fig.3.7.)

Fig.3.7. Screenshot showing that the category Zodiac Candles has been added, too.

3.) Similar with these two categories, you should add the third category (fig .3.7.) named Versicolour Candles. After that you should see that category Versicolour Candles has been added (fig.3.8.)

Fig.3.8. Screenshot showing that the category Versicolour Candles has been added.

In above fig.3.8.you see that till now; we have three categories in our estore Candles Shop. All of them have the same parent "Top".

What are [+C] [+P] and [X] from the fig.3.8.?
- [+C] is a link to a page in which you can to add subcategories in the category from the same row
- [+P] is a link to page in which you can add products
- [X] delete respective row

- Add subcategories

Subcategories: Monocolor and Novelties Candles both of them under the category: Versicolour Candles

1.) To start adding the subcategory Monocolor under the category Versicolour Candles click [+C] from the same row (fig.3.9.):

Fig.3.9. Screenshot showing click [C] to add a subcategory under category Versicolour Candles.

In this new page you must fill the fields, see fig.3.10.
(1) Versicolour Candles is selected. (Is a category under which will be added the subcategory)
(2) Monocolor Candles (the name of subcategory)
(3) 2 (special level)
(4) Here you can describe the subcategory Monocolor Candles
(5) After you fill all the fields click on "Add Subcategory"

Fig.3.10 Screenshot showing how to describe and add a subcategory

Fig.3.11 The subcategory Monocolor Candles has been added under category (parent) Versicolour Candles

2.) Similar with how has been added the subcategory Monocolor Candles can be adding next subcategory Novelties Candles. In the same row and on the left of the category Versicolour Candles click on [+C] (see fig.3.11.). In the next window you must fill the fields, which are similar with first subcategory Monocolor Candles. (To check if you add under category Versicolour Candles see that it is selected). After that, you should see that the subcategory Novelties Candles has been added under category Versicolour Candles (fig.3.12)

Fig.3.12 The subcategory Novelties Candles has been added under category (parent) Versicolour Candles

    Add products.

Products: Autumnal Candle under category Ice Candles and Flower Candle under subcategory Novelties Candles.

1.) First, we should add product Autumnal Candle under category Ice Candles. (This category has not subcategory, because we want so.). We have to ways:

- First is to click on [+P] in the same row with Ice Candles (fig.3.13). In the new page you can add your product under Ice Candles (fig.3.14)

Fig 3.13 Click [P] to add the product Autumnal Candle under category Ice Candles

- Second is to go in the left frame (fig.3.3) to the menu and click "[Add Product]". It will be open the same page as above, finale one, but then in this one you must select the category or subcategory (fig.3.14)

1) select the category or subcategory in which you want to add your product.
2) is a code of your product.
3) is a name of your product
4) if your product has a brand select it.
5) the sales price.
6) VAT in percent
7) discount percent, if you want to give a discount for a certain quantities. It will be calculated for all customers at the time of purchase but only for respective quantity.
8) the number of products from where you start to give discount
9) weight of your product
10) Special Level
11) color of the product. For one color you can select one. For many colors you can select all of them, keeping SHIFT pressed.
12) short description, characteristics of the product
13) large description, characteristics of the product
14) if you have a picture of the product in in your computer, open it to upload in estore
15) select the categories of your product to be found in the eMall by search
16) Click "Add Product" button.

(Note: if you check of, Special Product, that product it will appear in home page)

Fig.3.14. Screenshot showing how to fill the fields for add a product

Now, your product Autumnal Candle has been added under the Ice Candles category.

2.) Let's add the second products Flower Candle under subcategory Novelties Candles.
In the same way as above, click [Add Product] (fig.3.3) and in the new window you must select Novelties Candles and then fill all the fields.

But we stop to fill the fields, because this time let' s say, we want to have:
- A brand, for candle.
- Another color which is not by default in Colors.
- Another percent for VAT, which is not by default in VAT.

- To have a brand, you must add it. For this, go in the left frame (fig.3.3.) and click "Brands" link. In the right frame (fig.3.15.) click "[B] Add Brand".

Fig.3.15. Click "[B] Add Brand" to add a brand for the product

Now, (fig.3.16) you can add "Luckky" brand. You can describe or not the brand in the "Description field". The "Description" field is not a required one. After fields were filled, click on "Add Brand" button and you have now a brand Luckky .

Fig.3.16. Add the brand for a product

- In the same way we proceed with Colors. Our Flower Candle has many colors. By default we have the colors from fig.3.17. We want to have, let's say color "motley". For this, go in the left frame (fig.3.3.) and click "Colors" link. In the new opened frame (fig.3.18.) click "[C] Add Color". Then fill the fields (fig.3.19). The "Description" field is not mandatory. Finally click "Add color" button. Your color has been added. *(Note: clicking [X] you can delete any color (fig.3.18).)*

Fig.3.17.Colors by default

Fig.3.18 Add, import and delete colors

Fig.3.19. Add the color for the product

- It's time to add a new percent for VAT, let's say percent 15. By default we have the percent 19. To add a new percent 15, click on VAT (fig.3.3) and in the right frame click on "[+I] Add VAT" percentage. In the new window (fig 3.20.) you can add the new percent, 15 and in the "Description" field only if you want to describe it.

Fig.3.20. Add VAT for products

We can see now in fig.3.20. by adding products Flower Candle under subcategory Novelties Candles, the result of our work: (1) Brand: we have Luckky brand; (2) Colors: we have motley color (3); VAT: we have 15%. After that fill all fields and for adding Flower Candle, click "Add Product" button.

Fig.3.21. Screenshot showing new brand, new VAT and a new colors.

3.2. Delete categories, subcategories and products

To start delete categories and subcategories you must go in the left frame (fig.3.3) and click on "Categories".
To delete a category and / or subcategory click on [X] and will be deleted. However, attention, if you delete a category in which you have products, these products will not be deleted but they will be allocated to a superior category.

For example, if we want to delete category Ice Candles (fig.3.22.) we click on [X].

Fig. 3.22. Screenshot showing how to delete a category

Let's see what is happened: the answer is in fig.3.23.

Fig.3.23. Screenshot showing what is happened after the category Ice Candles having products has been deleted.

The Autumnal Candle, which was the product under Ice Candles category, has moved under Top, because its category was deleted.
So, if you want to delete products go to "Products" (fig.3.3.) click on it to open the right frame from where you can to delete products clicking [X] (fig. 3.24)

Fig.3.24. Screenshot from where you can delete the product.

3.3. Edit or modify categories, subcategories and products.

1.) To start edit or modify categories or subcategories you must go in the left frame (fig.3.3) and click Categories.

To edit or modify Zodiac Candles category click Zodiac Candles which is a link bringing you to the page where you can to editing (modify) this category (fig.3.25.).

Fig.3.25. Click on category (subcategory) you want to edit or modify

After modification you must click "Save Changes".

2.) To start edit and modify categories or subcategories you must go in the left frame (fig.3.3) and click Categories (1)

To edit or modify Flower Candle product click Flower Candle (fig.3.26.) which is a link bringing you to a page where you will find all the details about your candle (fig.3.27.). From this page (fig.3.27.) clicking "Edit" a new page will be open from where you should modify this product. After modification you must click "Save Changes".

Fig. 3.26. Click the product you want to edit or modify

Fig.3.27. Click "Edit" to edit or modify the product

3.4. Other features of an eStore

For other features, see fig.3.3.

- *General Info* (5)

Clicking "General Info", you will be able to change the informations about your Candles Shop. After you changed the information (in the right frame of the window) you must click "Save Changes" button.

- *Currency Converter* (6)

Clicking "Currency Converter", you will be able to change the currency. In the right frame of the window (fig.3.28) click the currency. After you changed the currency you must click "Save Changes" button.

Fig.3.28. Changing the currency

- *User Discounts* (8)

If you click "User Discounts" (fig3.3.) you will be able to add, delete or modify the user's discount.
To add a user discount, in the right frame of the window (fig.3.29), click "[+D] Add User Discount". In the next screen (fig.3.30) you should add the discount, give a name for it (suggestive one) and edit few words for describe it (suggestive one). Then click "Add Discount". You can add many discounts.

Fig.3.29. Screenshot add user discounts

Fig.3.30 Adding discount and information about it

How can you manage these added discounts for your customers?

Let's say, you want to give, from time to time, a discount, to the truthful customers (fig.3.30). For this you must click "Users" (fig.3.3), where you have the list of all your customers. Then, click the username whose you want to give the discount. Now in his settings scroll down "User Discount" till the discount you want to give him (considering that you have many discounts on your list) and save, click "Save Changes".

From now on, respective customer will have this discount, to all your products from eStore, as long as you want.

- *Delivery Areas* (9)

To add delivery areas, click "Delivery Areas" (fig.3.3). Then fill the fields (fig.3.31) and click "Save Changes" button. Then click "BACK". In the next screen (fig.3.32.), click "[Delivery Costs]", and in the following screen (fig.3.33.) click "Add Delivery Cost".

Fig.3. 31 Add Delivery Area

Fig.3. 32 Screenshot showing from where start to add delivery costs

Fig.3.33 Add Delivery Costs

Fig. 3.34 Add Delivery Costs

Then in (fig.3.34.) you should fill the field Max Quantity (kg) with maximum of quantity 10000kg and the amount for transportation 1$. We choose Type "Unitary" because we want to calculate the delivery costs per 1 kg. If you should choose, Type "Fixed" means the delivery costs will be fixed, without regarding to the quantity.

So, if a customer will buy 30kg of product (fig.3.35) then the delivery cost will be 30$ (fig.3.36).

Fig 3.35. The ordering quantity is 5 candles each having 6 kg

Fig.3.36. Delivery costs

- *Orders States* (10)

Fig.3.37

Click on "Orders Status" (fig.3.3.) and a new window will be open (fig.3.30.) in which with the simple click on "[+S] Add Order State" you will be able to note about your received orders (ex: if were paid or not, delivered or not, different notices)

- *Languages* (11)

In this section *"Translation"* (fig.3.3.) before starting the translation of your categories, products, colors and delivery area you must to choose the language in which you want to translate. For this, click "[Language]".

Fig.3.38.

If you choose to translate in Romanian language, you must click "Choose" on the same row with "ro"(fig.3.38.). In a similar way you can choose any other language.

After your language has been chosen, you need to click "Categories", "Products", "Colors" and "Delivery Areas" one by one to translate.

In addition, you can add a new language by clicking on "[L] Add Language" (fig.3.38.).

Up to now, this is all with your Candles Shop administration. Click: Logout.

4. How the customers can buy products from an eStore of eIncubator /eMall

In the eIncubator / eMall there are a lot of eStores. For each eStore, the customer must have a separated username, password and shopping cart.

Why do a customer need separated shopping cart? Because there are many firms selling products by different rules as prices, discounts, taxes, delivery and each have different processing orders ways.
Why does a customer need to register as user of eStore? Because the eStore owner needs to know: where to deliver product for him, some information about him to get his money for product. In addition, when he creates an order, there must be a way for he to follows order status, so he need to login to see what is happening with your orders.

- Let's make an example to see how a customer can buy products from your "Candles Shop" eStore.

The customer will access URL http://www.magazinvirtual.ro/. After that he will arrive in the home page of the eIncubator /eMall. Down in the left frame in the "Search into E-stores" box, he will write, the searching product "candle" (fig.4.1.).

Fig.4.1. Search box   Fig.4.2. The result of the search about product "candle"

The search result will be, see fig.4.2.

1.) If he clicks on <u>Flower Candle</u> (from Product name) a new window will be open, containing product Flower Candle, from your eStore. Now, if he wants to buy "Flower Candle" clicking "Purchase Now" from the left frame, he will be send to "Login" page. In addition, here, because he has not yet a user and a password, he must click "Persons Signup" to fill the registration form and click "Signup" button. After that he can go to Login in your eStore and buys what he wants.

2.) If he clicks on <u>shopcandles</u> (from E-Store name), a new window with Home Page of eStore "Candles Shop" will be open. If he wants to buy a candle he must click "Persons Signup" (fig.4.3.) and fill the same with above registration form.

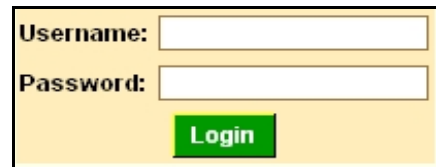Fig.4.3. "Persons Signup" to register as a customer   Fig.4.4. "Login" box

After registration, he will be invited to login (fig.4.4). He fills the fields and click "Login" button. Now he is logged in your eStore "Candles Shop". He can continue with shopping, clicking "Shopping" from the left frame. Will be open Shopping Catalog (fig.4.5.) and he will see all categories.

Let's say he will choose Ice Candles category. Click on it and in the next window he will find product (fig.4.6).
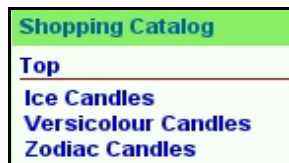

Fig.4.5. Shopping catalog from the eStore "Candles Shop"

Fig.4.6. Details of the product

He can see all information about product Autumnal Candle. All what he has to do is to fill (by scrolling) the "Color" – with maroon, and the "Quantity" – 5 candles. Than, click "Add to cart".

In the same window, in the left frame, he can see his "Cart" (fig.4.7.), which has 5 Items, calculation price including products price and delivery costs) and a Total price. If he wants to abandon the order he can click on "Cart" and in the new screen click on "Empty the Cart".
If he is satisfied of his order, he can go on and launch it, by clicking "Purchase Now". A new window will be open with a form named "Billing Information". The fields of this form are already filled. This form is filled automatically with all informations took from registration form. Comments / Special instructions is the only field which must be fill out. Here he ca writes some special requirements regarding his order, like: "I want that my order to be delivered till tomorrow afternoon".
After all the fields are filled out, he must click on "Next Step". The "Checkout" page will show up.
Now he must be aware, because this is a final moment when he can change one's mind. If he clicks on "Checkout" , it is similar as if he has signed a Legal Contract.

Fig.4.7.Customer "Cart"

Fig. 4.8. Purchase Successful

5. How can you as administrator to manage your customers' orders.

As an administrator you need to check often your order list, so you will be able to keep high standard on the quick response on the customers orders. Let's see now the orders list from your administration area.

For this go to http://www.magazinvirtual.ro/magazine/estore_shopcandles/ and first of all you must Login with administrator's username and password. Then click "Administration" from the left frame.

Your orders and customers lists are available by two ways: by email (each time a new order was sent, you will receive an email) or by admin eStore pages named "Users" and "Orders" (fig.5.1.). Processing orders depends on the payment methods and on the specific delivery instructions. So, what you need to do is to delivery your product(s) to the shipping address of your user(s) depending on your policy regarding payment. You can wait for the payment and then deliver the products, or vice versa. It's all you to decide on that.

Now let's go and see if you have any new customer. Click "Users" to see customers list (fig.3.3.)

Fig.5.2. Customers of the eStore "Candles Shop"

Hurrah, hurray, yes you have a new customer! (Note: in this list appears also, the administrator)

Let's see the details of the order. For this click on Orders - Cash On Delivery (fig.5.1.)

Fig.5.3. Screenshot showing some details about the customer and order amount.

Yes, you have an order, and for details you must click on "Details".

You can give privilege to a customer. Privilege means that the respective customer can administrate your eStore as you do.
To give the privilege (let's say for example to sheldony) click sheldony (fig.5.2.) , fill out the "Privilege" field with admin and then click "Save Changes" button.

This is all. Now, you have to Logout.

Key Point Summary Conclusions and Recommendations
We recommend you to access http://www.magazinvirtual.ro/ and in the top menu click "Demonstration", and Login with **username: demo** and **password: demo.** From here you can see how an eStore works.

Study Guide
ESSENTIAL QUESTIONS FOR THE VERIFICATION OF THE ACCOMPLISHED KNOWLEDGE
1. From where can you access the eIncubator / eMall?
2. If your eStore is named "xxxxxx", from where can you access it?
3. After you create an eStore and login as an administrator, from where can you access your administration homepage?
4. From where can you start to add categories. ?

5. From where can you start to add products ?.

BIBLIOGRAPHY. REFERENCES.

[1.] Help link from the top menu from the homepage of the eIncubator / eMall

SUPPLEMENTARY IMPORTANT BIBLIOGRAPHY. REFERENCES.

[SUP.1]http://www.magazinvirtual.ro/

SUPPLEMENTARY INDICATIONS ABOUT THE CONTENT OF THE LESSON

An eStore has many possibilities. Try to use all of them. They will help you very much in your work.

ANSWERS   TO THE QUESTIONS

1. From http://www.magazinvirtual.ro/
2. From http://www.magazinvirtual.ro/magazine/estore_xxxxxx/
3. From the homepage of the eStore, in the left frame in top of it click "Administration" link.
4. From Administration menu click "Categories"
5. From the Administration menu click on [Product]

WORDS TO THE LEARNER: *Knowledge is power*