



## I. About the WebriQ Webshop

When designing the WebriQ webshop, we took into account a generic business model that meets the requirements of the most varied e-commerce applications.

The detailed customization possibilities give you the latitude to meet your customers' most complex expectations:

- You can save a lot of time if you read this User Guide. If you do, you will be able to start up your e-commerce application in 30 minutes. Naturally, when setting up an e-commerce site you need to have in place a number of arrangements with third parties. You can read more details about how to handle those arrangements in the „Suggestions and possibilities to set up a WebriQ webshop“.
- The ergonomics and user friendliness of the system will help you increase the customer satisfaction therefore increase the interest in your products.
- The continuous updates and upgrades of the system that you will automatically enjoy with your package ensure that you have in hand a future proof system that will always render the most up to date services to you and to your customers.

You have a possibility to go through a suite of settings step-by-step before you launch your webshop. Upon launch, your webshop will be available to your clients with the products you loaded in the set up process. You will have several promotional tools in your hands as you can set special pricing levels based on independently adjustable discount levels by product, product category or user group.

The orders placed by your clients are captured in a system where you can process the pending orders. Therefore you can manage from A to Z your e-commerce activity. The users are notified by system e-mails upon the most relevant activities in the process.

## Features and Benefits:

1. Easy and quick webshop creation process. Step-by-step wizard.
2. Multiple language environment: Currently: English, German, French, Dutch, Spanish and Hungarian.
3. Multiple currency environment
4. Unlimited delivery and payment methods supported: Door-to-door delivery, pick-up point, cash, Paypal, credit/debit card, bank transfer, etc.
5. Dynamically set the delivery charges depending upon order value.
6. Dynamic management of product and inventories (on stock, pre-order, sold-out, etc.)
7. Bulk data management (possibility to upload products, description, images in bulk). One can also import/export entire product lists.
8. Tools for order processing.
9. Possibility to set special pricing levels based on independently adjustable discount levels by product, product category or user group.
10. Manage user groups (VIP customers, Club membership, etc.)



## II. Suggestions and possibilities to set up a WebriQ webshop

Before you set up your shop please give a consideration for the following aspects:

- Do you have a worked out business logic and logistic arrangement that ensure the appropriate payment, delivery and product management?
  - What is/are your geographical area(s) and sales target(s)?  
You may want to check out the sales tax and VAT rules for the targeted area(s).
- In what language do you want to communicate with your customers.
- Do you have yet a startup inventory?
- Will you have available a reasonable inventory level for the future in order to honor the orders?
- Do you have a prepared category and discount schedule?
- Have you prepared the products, product descriptions, images, prices and, in case of multiple languages, the translations for the batch upload?
- Do you have the database structure that allows a batch upload?
- Did you select the currency or currencies?
- Did you decide and arranged for payment methods?
- Do you have agreements in place with banks and credit/debit card companies with ID's and access codes?
- Do you have agreements in place with suppliers and other business partners that are part of your logistic chain to make sure that the goods get delivered and payments are collected?
- Do you have the necessary documents for the guidance of your clients regarding:
  - your privacy policy with respect to the personal data you collect along the shopping process?
  - delivery and payment terms, shipping charges for the different value levels?
  - Your rules of engagement with respect to your obligations, warranties, and claims

The documents needed may vary country by country. Please check what the requirements are in the country/countries where you wish to operate your e-commerce application.

## III. Setting up your webshop step-by step

### 1. Basics

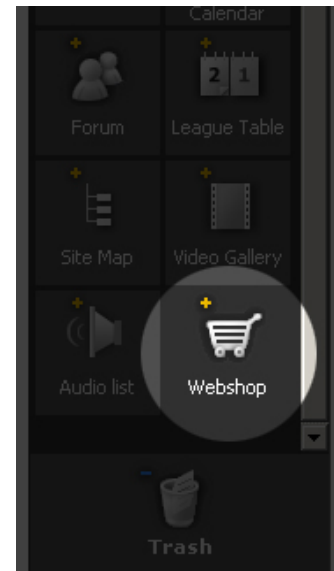
If you own a WebriQ site and wish to set up a webshop, you need to complete the following steps:



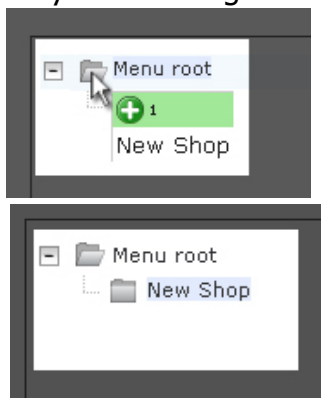
1. Sign in to your site with your login name and password.
2. Click on the 'Menu Editor' button on the upper left corner of your screen:



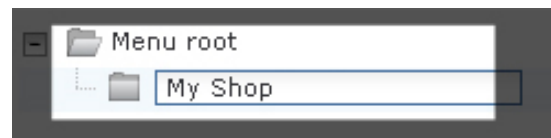
3. On the Menu Editor page, scroll down the scrollbar until you see the button with the shopping cart icon: Webshop.
4. Roll over it the cursor then drag the icon by holding firm the left-click button of your mouse. Drag it in to the Menu root or one of its subfolders and release the left-click.



If the above operation was successful, you will see a panel saying „New Shop“. You can replace this by the name that you wish to give to your webshop.



5. You may also rename your shop later any time by double clicking in to the folder name, changing the name and hitting 'Enter'. The name of the menu will be changed to the new name.



6. Go to the menu of your site and click the name of your webshop.



You will see a warning message: The webshop currently does not operate!

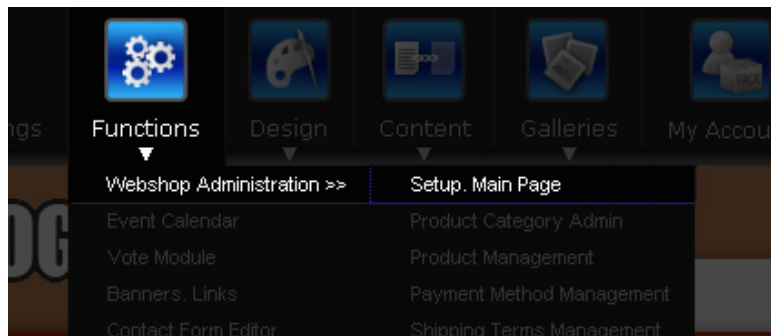
### Webshop warning

The webshop is not activated! Please come back later



That means you need to launch your webshop. In order to do so, you need to go through a suite of settings in 6 steps.

7. Click the 'Functions' button on the upper menu bar, then roll over 'Webshop administration' >> 'Start shop. Main page' sub-menu element.



8. In the content column of your page, you will see the 6 steps listed. You need to go through these 6 steps in order to have all the necessary settings and properties set in the way you want to operate your webshop.

## 2. Setting up your webshop step-by-step

### A, Quick guide for advanced users

You need to complete the following settings:

#### 1. Step 1: Basic Data.

Here you can set your basic data, such as: details of the webshop owner (operator), languages, currencies, delivery time by product types based on product availability, etc.

#### 2. Step 2: VAT / Sales Tax

Here you can set the level of the VAT or sales tax. You can handle different tax levels and you can set the time of coming into effect of the different tax levels.

#### 3. Step 3: Payment Methods

Here you can set what are the different payment methods that your customers can choose of. You can denominate your different payment methods and link them to the language variations you chose in step 1.

#### 4. Step 4: Delivery Methods

You can set here different delivery methods and match them with payment methods and order value levels. You can label the delivery methods, select the parent of the method, add names and descriptions as well as add shipping charges for different order levels.



### **5. Step 5: Product Categories**

Add product categories and their respective labels and relate them to the languages you selected in Step 1.

### **6. Step 6: Products**

Here you can manage all your products, upload them loose or in batch, add labels, categories, pictures, rank them based on different criteria, etc.

### **7. Activate Webshop**

If you proceeded step-by-step and completed all the necessary settings, you will see a green check sign before each step. That means that your shop is ready for activation. Push the 'Activate Webshop' button and your shop is available to your visitors and they can purchase your products!

If you see a red X before of any of your 6 steps, that means that you did not configure your webshop correctly, some important data is missing. In that case, enter that particular step and check if all your data is correctly set. If all your data is correct and you still cannot launch your webshop, you may click the 'Live Help Desk' button and a WebriQ staff will be to your assistance.