

7. Creating Your Catalogue

7.1 Categories/ Products

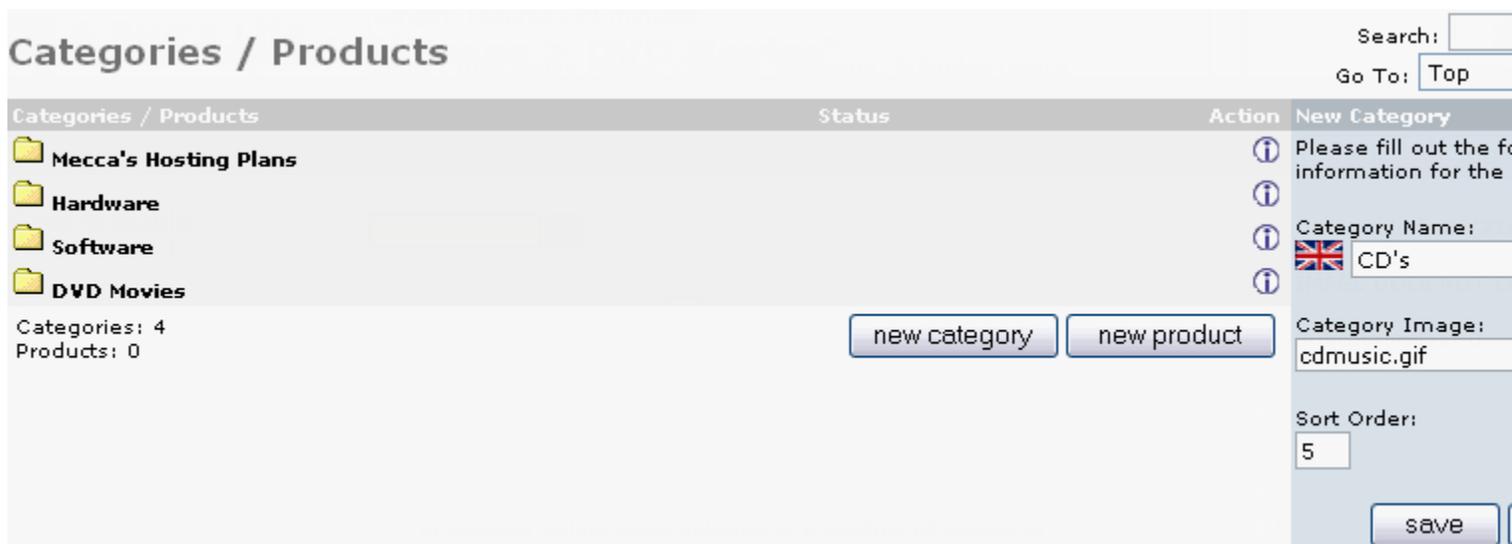
It is without a doubt, a beneficial factor in providing an eCommerce store that is user friendly and straight forward to consumers. A good navigation is essential, therefore the less clicks the better. Therefore it's best to have your catalogue organized into different categories.

Categories define how all the products on your site are organized. You should choose a hierarchical structure for your store that will make sense to your customers therefore making it easy to locate your items.



The screenshot shows the 'Categories / Products' management interface. It features a table with columns for 'Categories / Products', 'Status', and 'Action'. The table lists four categories: 'Mecca's Hosting Plans', 'Hardware', 'Software', and 'DVD Movies'. Below the table, it indicates 'Categories: 4' and 'Products: 0'. There are two buttons: 'new category' and 'new product'.

- To create a category, simply click on “new category”.
- Fill in the required information and click “save”.



The screenshot shows the 'Categories / Products' management interface with the 'New Category' form open. The form includes a search bar, a 'Go To: Top' button, and a 'New Category' section. The 'Category Name' field contains 'CD's' with a UK flag icon. The 'Category Image' field contains 'cdmusic.gif'. The 'Sort Order' field contains '5'. There is a 'save' button at the bottom right.

- Within categories, you can create subcategories, simply double click on the category and click on new category.

Manufacturers

- Before creating product profiles, if you would like to indicate the manufacturers of your products, you must create manufacturer names. To do so, click under **Manufacturers**.

Manufacturers

Manufacturers	Action	Fox
Canon		<input type="button" value="edit"/>
Fox		
GT Interactive		Date Added: 06/19/
Hewlett Packard		
Logitech		
Matrox		
Mecca Internet Solutions		Products: 5
Microsoft		
Sierra		
Warner		

Displaying 1 to 10 (of 10 manufacturers) Page 1 of 1

- To create new Manufacturers, simply click "insert".

New Manufacturer

Please fill out the following information for the new manufacturer

Manufacturers Name:

Manufacturers Image:

Manufacturers URL:


- Fill in the new information and click "save".

Creating Product Profiles

- Once you've organized your catalog into categories and/or subcategories and created Manufacturers' names, you can create product profiles.
- Select the category your product belongs to by double clicking it. (ex. DVD Movies)

Categories / Products

Categories / Products	Status	Action
Mecca's Hosting Plans		
Hardware		
Software		
DVD Movies		
Categories: 4 Products: 0	<input type="button" value="new category"/>	<input type="button" value="new product"/>

- If there are subcategories, select the one your product belongs in. (ex. Cartoons)

Categories / Products

Categories / Products	Status	Action
Action		
Cartoons		
Comedy		
Drama		
Science Fiction		
Thriller		
Categories: 6 Products: 0	<input type="button" value="back"/>	<input type="button" value="new category"/> <input type="button" value="new product"/>

- If there are further categories, click until you've reached the end.

Categories / Products

Categories / Products	Status	Action
Beauty and the Beast		
Categories: 0 Products: 1	<input type="button" value="back"/>	<input type="button" value="new category"/> <input type="button" value="new product"/>

- Click on "new product" and you will be brought to the following page:

Product Status:	Simply means if you have it in stock now or not.
Date Available:	If the product is not released yet, indicate the date of when it will be. If it is released already, leave it empty.
Product Manufacturer:	The manufacturer of the product.
Product Name:	The name of the product.
Product Description:	Describe the product.
Product Quantity:	The amount of product you have in stock.
Product Model:	The model of the product.
Product Image:	It's best to have an image of the product so customers know what it looks like.

- Product URL:** Best to provide a link of the product so customers could find more information regarding the product.
- Product Price:** The price at which you are selling the product.
- Tax Class:** The tax class for all products being sold is "All Taxable Goods".
- Product Weight:** Indicate the weight of the product in its correct units.

Make sure that the information you provide is comprehensive. Provide pictures and brief descriptions to help customers understand what is being presented.

New Product in "Cartoons > DVD Movies"

Products Status:	<input checked="" type="radio"/> In Stock <input type="radio"/> Out of Stock
Date Available: (YYYY-MM-DD)	<input type="text" value=""/> 
Products Manufacturer:	<input type="text" value="Pixar"/>
Products Name:	 <input type="text" value="A Bug's Life"/>
Products Description:	 <div style="border: 1px solid #ccc; padding: 5px;"><p>Regional Code: 2 (Japan, Europe, Middle East, South Africa).
 Languages: English, Deutsch.
 Subtitles: English, Deutsch, Spanish.
 Audio: Dolby Digital 5.1 / Dobby Surround Stereo.
 Picture Format: 16:9 Wide-Screen.
 Length: (approx) 91 minutes.
 Other: Interactive Menus, Chapter Selection, Subtitles (more languages).</p></div>
Products Quantity:	<input type="text" value="15"/>
Products Model:	<input type="text" value="DVD-ABUG"/>
Products Image:	<input type="text" value=""/> <input type="button" value="Browse..."/> dvd/a_bugs_life.gif
Products URL: (without http://)	 <input type="text" value="http://www.pixar.com/"/>
Products Price:	<input type="text" value="35.9900"/>
Tax Class:	<input type="text" value="All Taxable Goods"/> 
Products Weight:	<input type="text" value="7.00"/>

- Fill in your product profile and click “preview” when done.

A Bug's Life

Regional Code: 2 (Japan, Europe, Middle East, South Africa).

Languages: English, Deutsch.

Subtitles: English, Deutsch, Spanish.

Audio: Dolby Digital 5.1 / Dobby Surround Stereo.

Picture Format: 16:9 Wide-Screen.

Length: (approx) 91 minutes.

Other: Interactive Menus, Chapter Selection, Subtitles (more languages).

For more information, please visit this products [webpage](#).

This product was added to our catalog on Friday 11 July, 2003.

- If everything looks fine, click “insert” and it’s done!

Categories / Products

Search:

Go To: Cart

Categories / Products	Status	Action	A Bug's Life
 A Bug's Life	● ●	<input type="button" value="back"/> <input type="button" value="new category"/> <input type="button" value="new product"/>	<input type="button" value="edit"/> <input type="button" value="delete"/> <input type="button" value="copy"/>
Categories: 0 Products: 1			Date Added: 07/11, Last Modified: 07/2  dvd/a_bugs_life.gif Price: \$35.99CAD Quantity: 15 Average Rating: 0.0

7.2 Product Attributes

If you are selling a product that comes in different sizes, different colours, different versions, etc. you must indicate it under Product Attributes.

For example, you own an online store that sells electronic devices such as CD players. You are selling the newest model of a Sony Discman that comes in silver, metallic blue and black. Creating a product attribute allows your customers (when buying the Sony Discman) to choose from a pull-down box the colour of Discman they wish to buy before adding it to their shopping cart.

If a certain colour, size, version, etc. costs different (more/less) than the original value, you must indicate it here as well.

Creating Product Attributes

Product Options

- Under product options is where you input the name of the product that comes in different varieties (in this case, Sony Discman D-E360), click **insert**.

Product Options		Option ID
1		
ID	Option Name	Action
1	Color	<input type="button" value="edit"/> <input type="button" value="delete"/>
2	Size	<input type="button" value="edit"/> <input type="button" value="delete"/>
3	Model	<input type="button" value="edit"/> <input type="button" value="delete"/>
4	Memory	<input type="button" value="edit"/> <input type="button" value="delete"/>
5	Version	<input type="button" value="edit"/> <input type="button" value="delete"/>
6	Windows2000 Edition	<input type="button" value="edit"/> <input type="button" value="delete"/>
7	en: <input type="text" value="Sony Discman D-E360"/>	<input type="button" value="insert"/>

Option Values

- This is where you indicate the different versions, colours, size, etc.
- In the pull down box, find your product. (In our case, the Sony Discman D-E360)
- In the second box, type in the description (in our case, silver)
- Finally click **insert**.
- Continue to do the above steps until you're done indicating the different versions.

Option Values

1 | 2 | >>

ID	Option Name	Option Value	Action	
1	Memory	4 mb	<input type="button" value="edit"/>	<input type="button" value="delete"/>
2	Memory	8 mb	<input type="button" value="edit"/>	<input type="button" value="delete"/>
3	Memory	16 mb	<input type="button" value="edit"/>	<input type="button" value="delete"/>
4	Memory	32 mb	<input type="button" value="edit"/>	<input type="button" value="delete"/>
5	Model	Value	<input type="button" value="edit"/>	<input type="button" value="delete"/>
6	Model	Premium	<input type="button" value="edit"/>	<input type="button" value="delete"/>
7	Model	Deluxe	<input type="button" value="edit"/>	<input type="button" value="delete"/>
8	Model	PS/2	<input type="button" value="edit"/>	<input type="button" value="delete"/>
9	Model	USB	<input type="button" value="edit"/>	<input type="button" value="delete"/>
10	Version	Download: Windows - English	<input type="button" value="edit"/>	<input type="button" value="delete"/>
16	<input type="text" value="Sony Discman D-E360"/>	en: <input type="text" value="Silver"/>	<input type="button" value="insert"/>	

Product Attributes

- If you are selling the different versions at different prices, this is where you indicate it.
- Let's say the Sony Discman D-E360 is \$149.99, but you want to sell the metallic blue one \$5 more, then in the value price field, type in 5.00 and click insert. If however the metallic blue Discman is 5.00 cheaper, under prefix, type (-) instead.
- If the remaining versions are sold at \$149.99, then in the "value price" field, type in 0.000.

Products Attributes

1 | 2 | >>

ID	Product Name	Option Name	Option Value	Value Price	Prefix	
2	Matrox G200 MMS	Memory	8 mb	50.0000	+	EC
5	Matrox G200 MMS	Model	Premium	100.0000	+	EC
3	Matrox G200 MMS	Memory	16 mb	70.0000	+	EC
1	Matrox G200 MMS	Memory	4 mb	0.0000	+	EC
4	Matrox G200 MMS	Model	Value	0.0000	+	EC
8	Matrox G400 32MB	Model	Premium	0.0000	+	EC
6	Matrox G400 32MB	Memory	16 mb	10.0000	-	EC
9	Matrox G400 32MB	Model	Deluxe	120.0000	+	EC
7	Matrox G400 32MB	Memory	32 mb	0.0000	+	EC
10	Microsoft IntelliMouse Explorer	Model	PS/2	0.0000	+	EC

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Downloadable products: Filename: Expiry days: Maximum download count:

Products Attributes

1 | 2 | >>

ID	Product Name	Option Name	Option Value	Value Price	Prefix	
2	Matrox G200 MMS	Memory	8 mb	50.0000	+	EC
5	Matrox G200 MMS	Model	Premium	100.0000	+	EC
3	Matrox G200 MMS	Memory	16 mb	70.0000	+	EC
1	Matrox G200 MMS	Memory	4 mb	0.0000	+	EC
4	Matrox G200 MMS	Model	Value	0.0000	+	EC
8	Matrox G400 32MB	Model	Premium	0.0000	+	EC
6	Matrox G400 32MB	Memory	16 mb	10.0000	-	EC
9	Matrox G400 32MB	Model	Deluxe	120.0000	+	EC
7	Matrox G400 32MB	Memory	32 mb	0.0000	+	EC
10	Microsoft IntelliMouse Explorer	Model	PS/2	0.0000	+	EC

34	Sony Discman	Sony Discman D-E360	Silver	0.00	+
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Downloadable products: Filename: Expiry days: Maximum download count:

7.4 Reviews

- Under Reviews, you are able to view what customers/visitors have rated/commented on the product.
- If you wish to edit the reviews, you may do so, simply click on the review you wish to edit and click on the "edit" icon.

Reviews

Products	Rating	Date Added	Action	There's Something About Mary
There's Something About Mary	★★★★★	06/19/2003		<input type="button" value="edit"/> <input type="button" value="delete"/>

Displaying 1 to 1 (of 1 product reviews) Page 1 of 1

Date Added: 06/19/2003
Last Modified:



Author: John doe
Rating: ★★★★★
Read: 6
Size: 60 bytes
Average Rating: 100.00%

7.5 Specials

If you're offering a discount on selected items, **Specials** is where you need to go.

Specials

Products	Products Price	Status	Action	Blade Runner - Director's Cut
Blade Runner - Director's Cut	\$35.99CAD \$30.00CAD	● ●		<input type="button" value="edit"/>
Courage Under Fire	\$38.99CAD \$29.99CAD	● ●		Date Added: 06/19
Microsoft IntelliMouse Pro	\$49.99CAD \$39.99CAD	● ●		Last Modified:
Sony Discman	\$149.99CAD \$104.99CAD	● ●		
The Matrix	\$39.99CAD \$30.00CAD	● ●		Original Price: \$35.99 New Price: \$30.00 Percentage: 17%

Displaying 1 to 5 (of 5 products on special)

Page 1 of 1

Expires At:
Status Change:

- Click on **new product**, and you will be brought to the following page:

Specials

Product:

Special Price:

Expiry Date:

Specials Notes:

- You can enter a percentage to deduct in the Specials Price field, for example: **20%**
- If you enter a new price, the decimal separator must be a '.' (decimal-point), example: **49.99**
- Leave the expiry date empty for no expiration

- Select the product you wish to be discounted, fill in the special price and click insert.

7.6 Featured Products

- A list of featured products your store is show casing

Products	Status
Displaying 0 to 0 (of 0 featured products)	

7.7 Products Expected

- A list of upcoming products your store will be selling.
- Depending on what you've indicated in the "**Date Available**" of your product, a products expected list will generate by itself.

Products Expected

Products	Date Expected	Action	Disciples: Sacred L
Disciples: Sacred Lands	08/13/2003		ec
Displaying 1 to 1 (of 1 products expected)		Page 1 of 1	Date Expected: 08/