

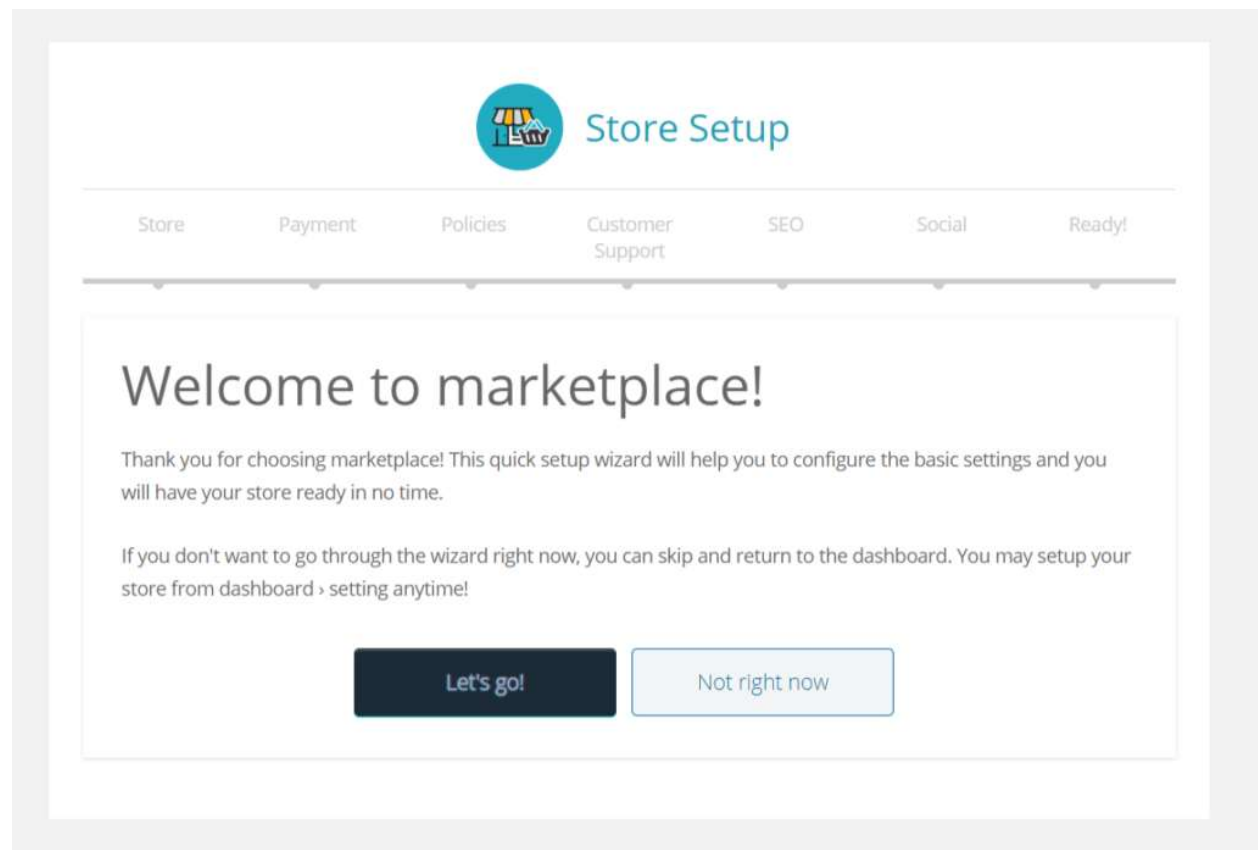
1. Overview

In this article we shall discuss how does vendor setup their store to start selling their product.

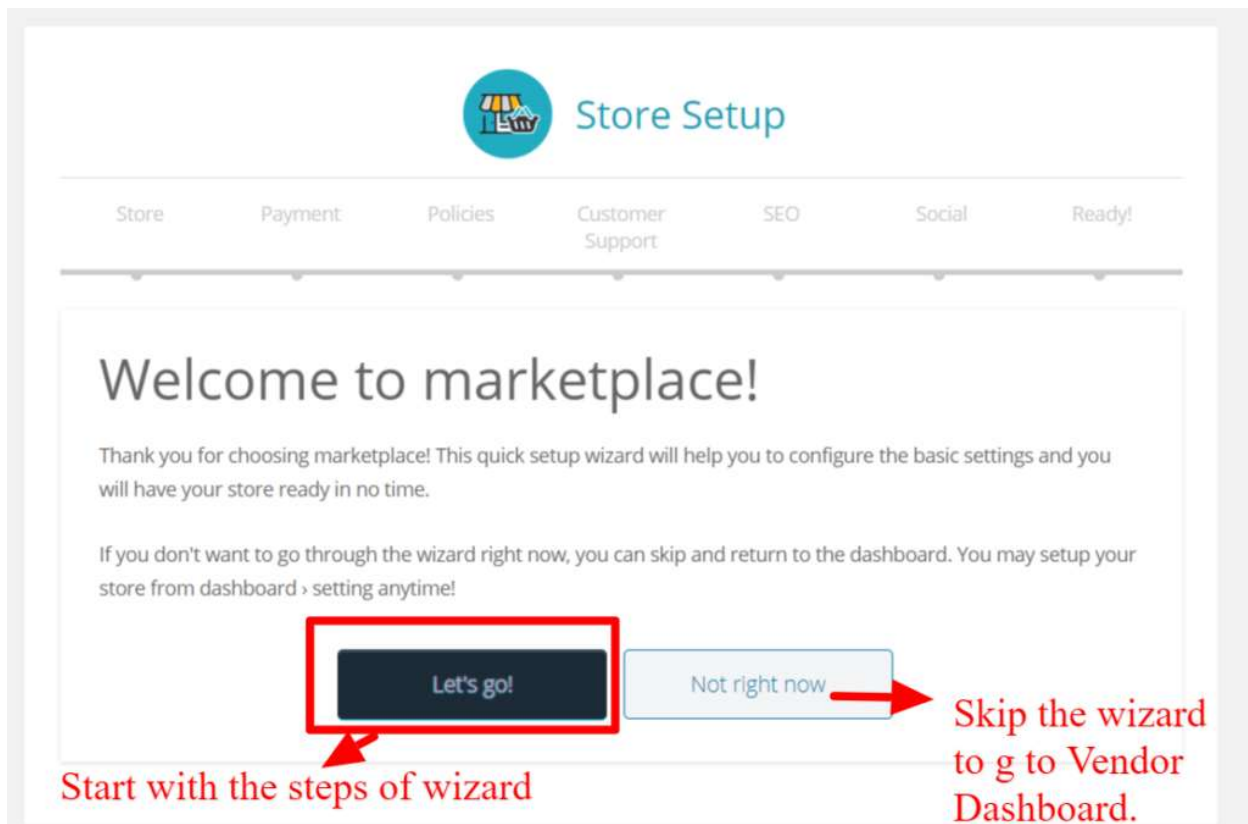
With our marketplace, your vendor will get a store setup wizard where the vendors will be prompted to enter important data related to their store. We will discuss these steps in this documentation to help the vendors set up their store quickly and start their business!

2. Setup Wizard

Whenever a vendor completes his/her registration they will be redirected to a **Store- setup Wizard** which will allow the vendor to enter essential data to kick-start their store, here's a screen-capture of the wizard for better understanding.



Vendors can skip the wizard setup and directly enter the vendor Dashboard, or they can provide the details here in stepwise manner to pre-populate necessary details of the store.



The entire process of the wizard should take **4-5 minutes** and let's discuss the steps vividly for better understanding.

2.1. Step 1- Store

In an initial step, the vendor must fill out the store details, such as store logo, banner address of the store, location and store description. Note that few fields will be pre-filled (such as store email, name etc. which are present as registration field), you can fill up the remaining fields as shown below:



Store Setup

Store

Payment

Products

Customer

Shipping

SEO

Social

Ready?

Store setup

Store Logo



Banner



Upload a banner for your store. Banner size is (1600x550) pixels.

Shop Name

Store Email

Store Phone

Store Address 1

Store Address 2

Store City/Town

Store Postcode/Zip

Store Country *

Store State/Country *

Find Location

Store Location



Shop Description

Paragraph

Continue

Skip this step



2.2. Step 2- Payment

This is perhaps the most important step of all where the vendor will set up their payment account, the options here is dependent on the available payment methods supported by the admin, by default the following payment gateway for vendor(s) as shown in the following screenshot from WCFM admin dashboard: PayPal, Bank Transfer, Cash Pay or Stripe.

Whichever payment gateway is selected from the above settings, they will be reflected in this step and the vendor(s) can configure their payment account from here, PayPal, Cash Pay and Bank Transfer are available for the customers to pay to vendors.

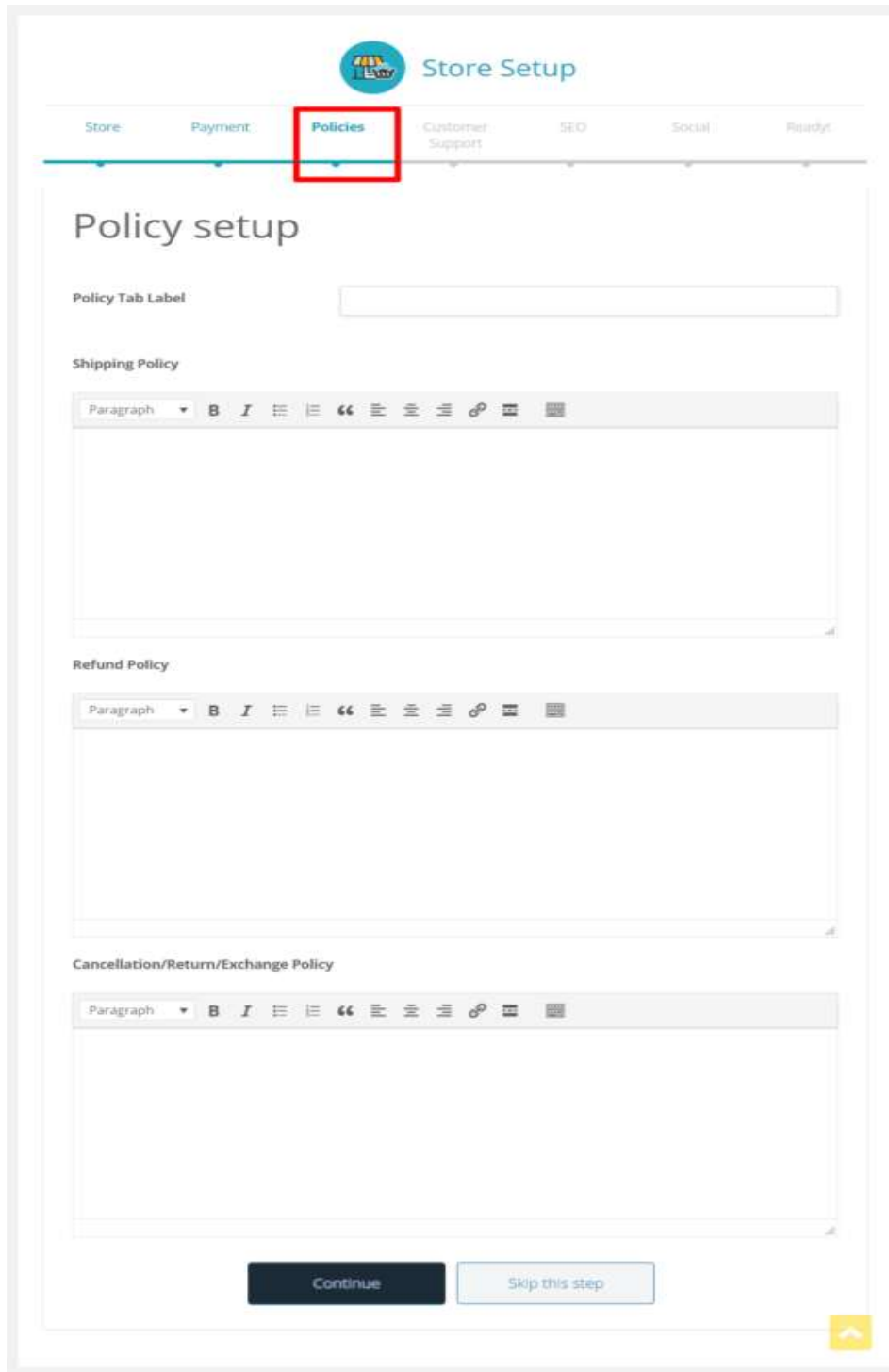
The screenshot displays the 'Store Setup' interface with the 'Payment' tab selected. The 'Payment setup' section includes a dropdown menu for 'Preferred Payment Method' with options: Bank Transfer, PayPal, Skrill, and Bank Transfer (highlighted). Below this are input fields for 'Account Name' (placeholder: Your bank account name), 'Account Number' (placeholder: Your bank account number), and 'Bank Name' (placeholder: Name of bank).

For every payment method, the vendors will have to fill out the relevant details and move to the next step of policies.

2.3. Step 3- Policies

In this step the vendor can enter their store policies like refund policy, shipping policy and cancellation policy. Additionally, you can set the label for policy tab from here.

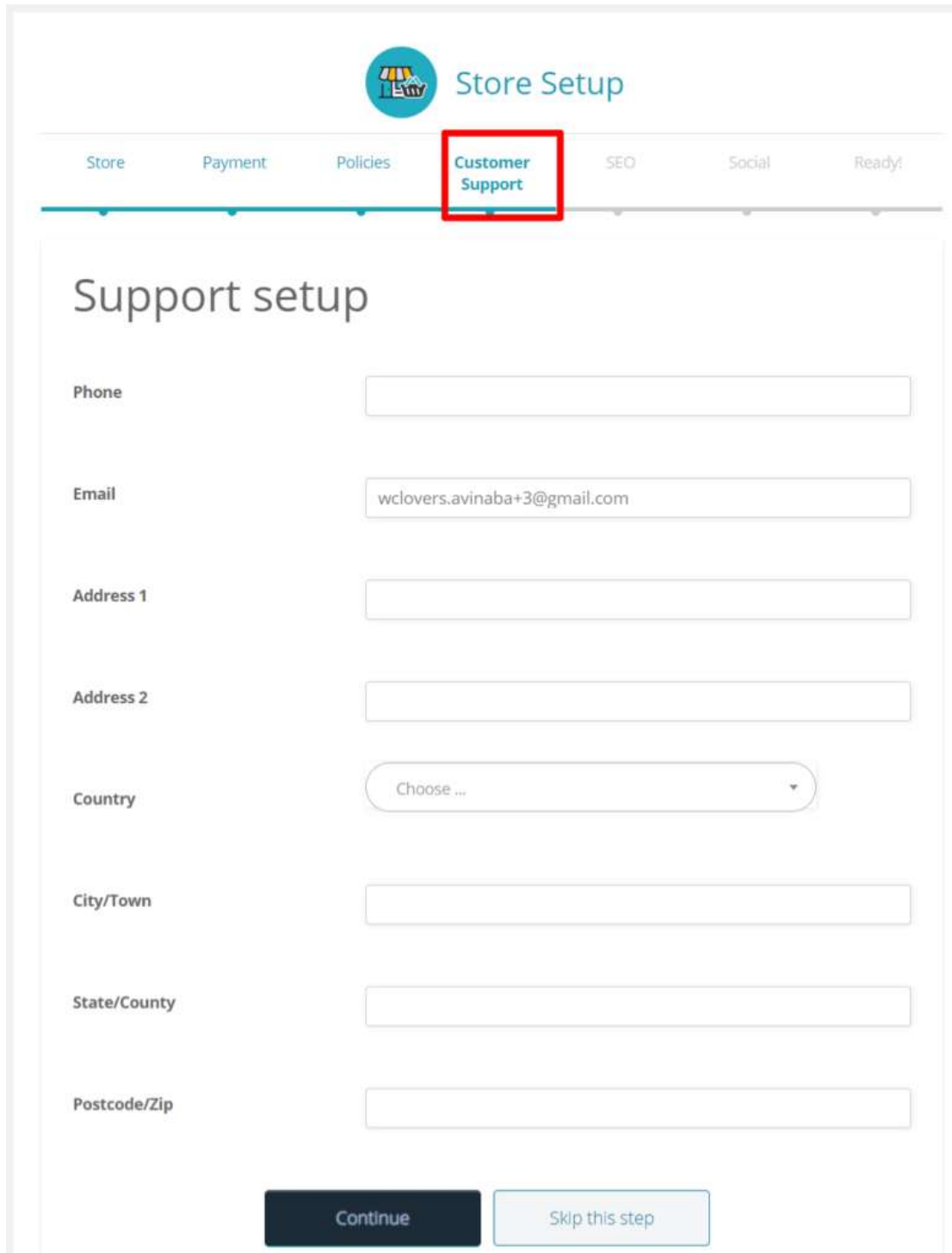
Here's a screenshot for better understanding:



The screenshot displays the 'Store Setup' interface with the 'Policies' tab highlighted by a red rectangle in the top navigation bar. The main content area is titled 'Policy setup' and includes a 'Policy Tab Label' input field. Below this, there are three sections for defining store policies: 'Shipping Policy', 'Refund Policy', and 'Cancellation/Return/Exchange Policy'. Each section features a rich text editor with a toolbar containing options for paragraph, bold, italic, bulleted list, numbered list, quote, indent, outdent, link, unlink, and table. At the bottom of the form, there are two buttons: 'Continue' and 'Skip this step'. A yellow upward arrow icon is located in the bottom right corner.

2.4. Step 4- Customer support

As a next step the vendor can configure or enter their details of customer support, they will be able to enter the phone number, email address and physical address of contact support. Here's again a glimpse of the same.



The screenshot displays the 'Store Setup' interface. At the top, there is a navigation bar with a logo and the title 'Store Setup'. Below this, a horizontal menu contains several tabs: 'Store', 'Payment', 'Policies', 'Customer Support', 'SEO', 'Social', and 'Ready!'. The 'Customer Support' tab is highlighted with a red rectangular border. The main content area is titled 'Support setup' and contains several input fields for configuring customer support details. These fields are labeled 'Phone', 'Email', 'Address 1', 'Address 2', 'Country', 'City/Town', 'State/County', and 'Postcode/Zip'. The 'Email' field is pre-filled with the text 'wclovers.avinaba+3@gmail.com'. The 'Country' field is a dropdown menu with the text 'Choose ...' and a downward arrow. At the bottom of the form, there are two buttons: a dark blue 'Continue' button and a light blue 'Skip this step' button.

Store Setup

Store Payment Policies **Customer Support** SEO Social Ready!

Support setup

Phone

Email

Address 1

Address 2

Country

City/Town

State/County

Postcode/Zip

2.5. Step 5- SEO of vendor store

Vendors get the feasibility to set their store's social and SEO related settings from here as well. They can enter the following points as listed below:

SEO Title, Meta Description, Meta Keywords, Facebook Title, Facebook Description, Facebook Image, Twitter Title, Twitter Description, Twitter Image

Here's again a screenshot of the same:

Store Setup

Store Payment Policies Customer Support **SEO** Social Ready!

Store SEO setup

SEO Title

Meta Description

Meta Keywords

Facebook Setup

Facebook Title

Facebook Description

Facebook Image

Twitter Setup

Twitter Title

Twitter Description

Twitter Image

[Continue](#) [Skip this step](#)

2.6. Step 6- Social Setup

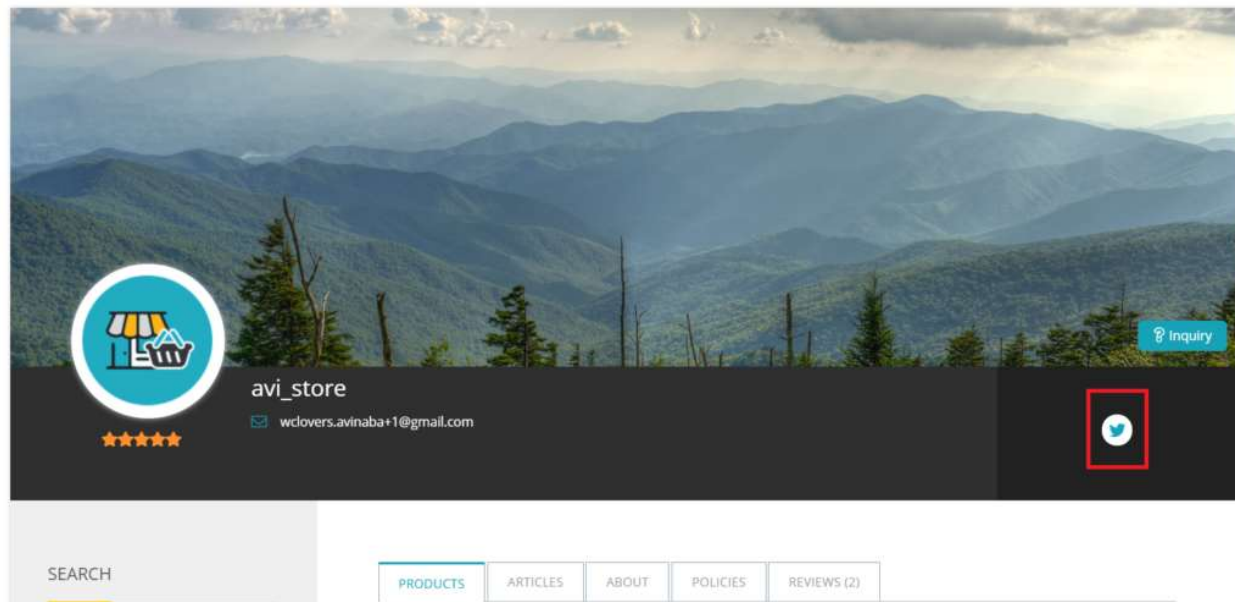
You can also place the links of your social channels in your store for more engagement, portraying social links in your store boosts your sales as it gives you more exposure. Here's a screenshot of the page with an example of twitter account being set:

The screenshot shows a 'Store Setup' interface with a progress bar at the top. The 'Social' tab is active. The main heading is 'Store Social setup'. Below it, there are input fields for various social media platforms. The 'Twitter' field is highlighted with a red rectangle and contains the text 'https://twitter.com/wcfmmp'. The other fields are empty. At the bottom, there are two buttons: 'Continue' and 'Skip this step'.

Social Media Platform	Link
Twitter	https://twitter.com/wcfmmp
Facebook	
Instagram	
Youtube	
LinkedIn	
Google Plus	
Snapchat	
Pinterest	

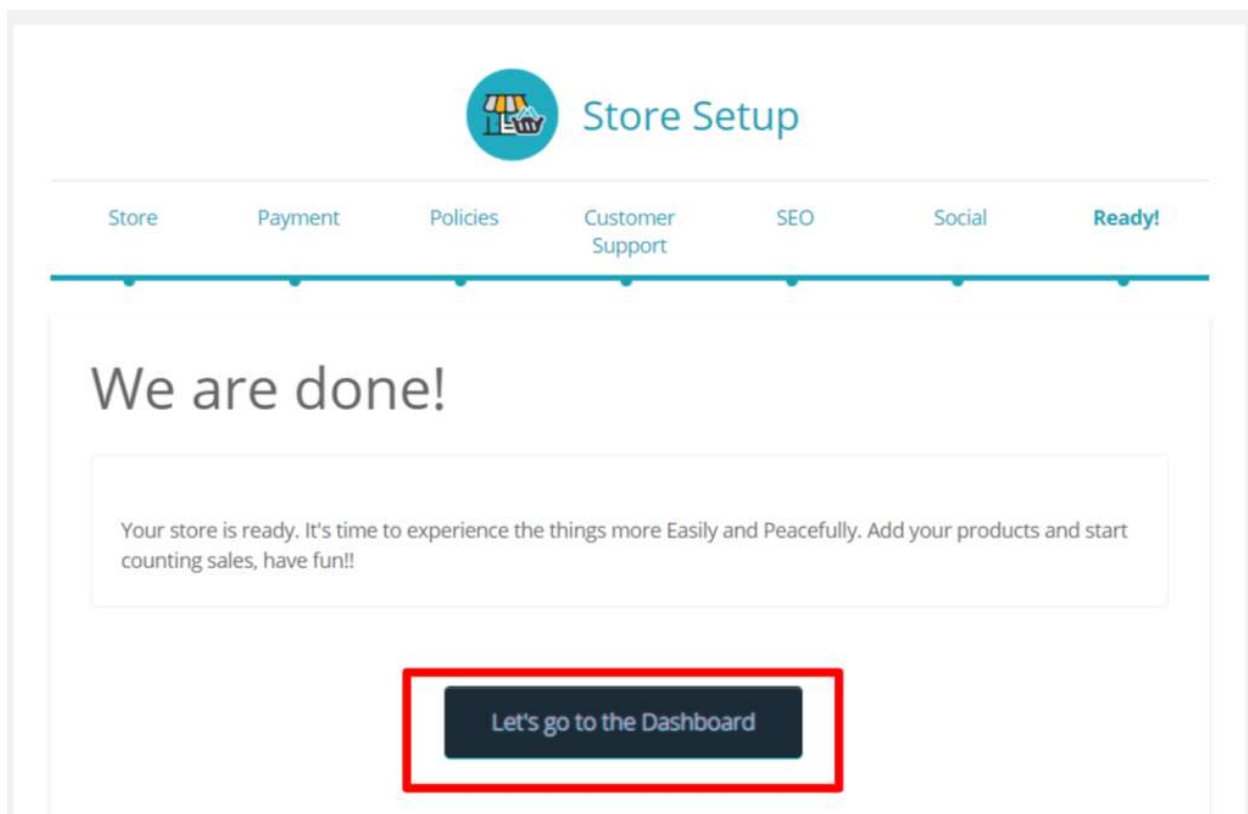
[Continue](#) [Skip this step](#)

Here's where one can see the social media links in vendor store page as shown below with twitter link as an example.

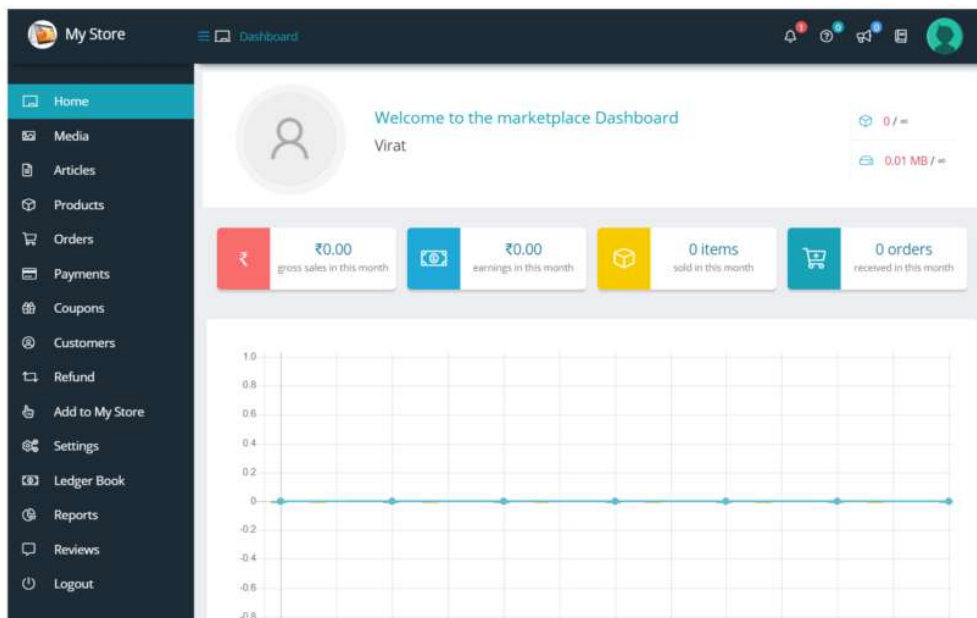


2.7. Step 7-Finishing Step

Once the above steps are completed you are all done with the setup and will receive a screen like the following:



Once you click on “Let’s go to Dashboard” the vendors will be redirected to their respective Dashboard from where they can fill in the remaining or left-over details and here’s how it looks like.



3. Vendor Dashboard Settings

In addition to the wizard provided above, if and in case the vendor(s) skips any steps they can enter the data from Settings panel in WCFM vendor dashboard here: **Goto Vendor Dashboard -> Settings** as shown below.

You will find similar options provided on the Dashboard as well and can fill in the required details for setting up the store. Please find the sections highlighted in red to check the fields provided and configure your store accordingly to start selling!