Yo!Kart Multi-Vendor Marketplace

Version 8 Features List

yo!kart
MULTI VENDOR SYSTEM

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Multi-Vendor Marketplace

⊣ Features List ⊢

Introduction

Yo!Kart is the perfect ecommerce solution to create an marketplace in today's online world where multiple vendors can sell their products through one common platform. It guarantees a multivendor website that's secure, scalable and brings all the important features promised by top marketplaces of the world. It also includes Reports & Analytics to get valuable insights which will help the admin to track useful aspects like sales, traffic, registrations, conversions, etc. and formulate better future business strategies. New features are also implemented as per the requirement of Multilingual & Multi-currency option.

Yo!Kart driven marketplaces belong to the future for cutting edge features and UX focused interface. Advantages promised by our advanced multivendor store builder are actually endless. Read on and discover the most important features and aspects of Yo!Kart
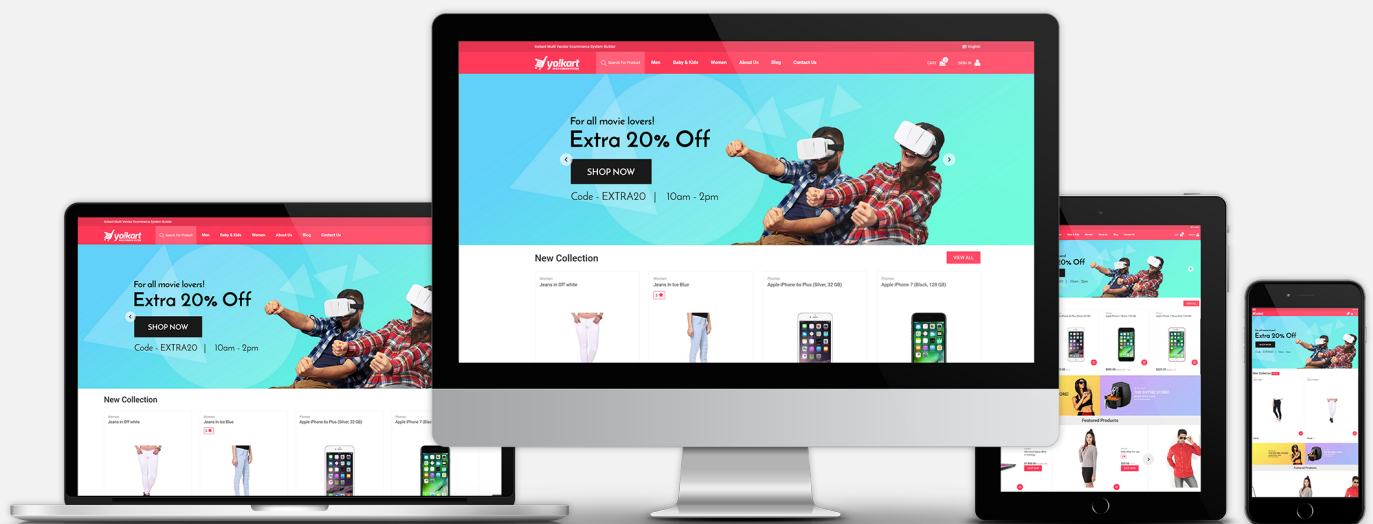
⊣ Frontend Key Features ⊢

- New Intuitive design for better UI & UX

- Includes Multilingual & Multi-currency system which gives the best user experience. It allows the visitors to view the website in their own preferred way.

- Marketplace, allows you to sell products from 1000s of vendors with easy to use interface for Suppliers, Buyers and Backend Team

- Catalog system where admin can create the catalog and sellers can pick the items which they want to sell on the portal

- Provides a market place where customers can buy new, used & refurbished products.

- Cash on Delivery option available for users.

- Unlimited* number of site Users and Products Listing

  Note: Our scripts do not limit the number of users or products but beyond 100,000 Users and 100,000 Products – You will need a more powerful server/hosting service and may be some optimization into the scripts and Database also as the database size and concurrent users count increase. Ideally we recommend that you should have the hosting budget of 100 USD per month if the average daily visitors count is up to 1000 Visitors. This budget should increase at least in the same proportion when your user base/average daily visitors count is increasing.

- Free registration/membership for users (Sellers/Buyers/Advertisers/Affiliates).

  Note: a) If required we can program it to be paid feature. Additional Cost: USD 500.
  b) Admin may choose to enable subscription Module to make vendor registration paid as per his choice

- Member Sign-up, Login & Forgot Password

- Sign-in/Login with Facebook & Google+

- Allow Separate Sign Up / Login for Vendors and Buyers.

  Note: As per default settings, every registered user is a 'Buyer and Seller' thus can access the buyer and seller dashboard from single login. If required, admin settings allow you to activate separate Signup and Login for Buyers/Sellers.

- Subscription module for Sellers to list the products on the website (Manageable from the backend – Admin can ON/OFF the subscription as per the requirement)

- Promotions & Advertisements of Products/Shops/Banners

- Ability to List Digital Products for sellers

- Ability to List Products with YouTube URL Videos.

- Payment Gateway Integration

PayPal Standard	PayFort
Authorize.net	Stripe
Amazon	Razorpay
Citrus	2Checkout
Paytm	PayU India
PayU (Biz)	CCAvenue

Omise	Khipu

Transfer to Bank
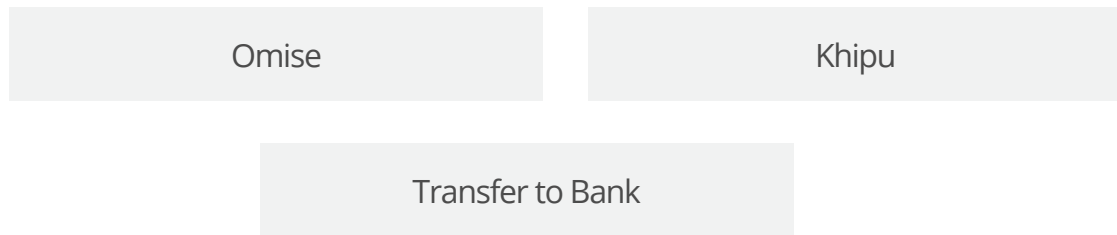
- Printable Orders

- Post Reviews, Ratings & Comments for Products listing.

  Note: Default status manageable from admin area: Approval Pending or Approved. Only approved reviews/ratings/comments can be displayed to the public.
  Note: Seller's Rating is calcu lated based on the average of the ratings received for his sold products. *There is no separate facility for buyers to post a review/rating for sellers. (If required this can be programmed for USD 500)

- Internal Messaging System (between Buyers and Vendors)

- Feedback System (Buyer can submit feedback on their purchased products)

- Referral Module (On/Off by Admin)

  - Users can share unique URL & earn reward points through referral module system.

  - Admin can manage the reward points for referrers as well as referrals on registration and first purchase.

- Notifications for logged in buyers/customers.

  Example: Product price/stock updates for products added to watch list or favorites and availability status updates.

- Social Media Sharing via Facebook, Twitter and Email to Friend

- Subscribe and unsubscribe to e-mail newsletters

  Note: Mass Mailing will be powered by Mail Chimp as selected by Admin.

- Email Notification & Alert - Mandrill and Mail Chimp Integration for sending out emails.

- Spam mail filter/Captcha in the Contact Form

- FAQs listing & website Testimonials

- Fully Responsive Design for PCs, Tablets and Smart Phones with SEO Friendly URLs.

- Homepage Slides (Manageable from Backend and can be added from Advertisers)

- Banners (Manageable from Backend and can be added from Advertisers)

- Collections for Shops, Products & Categories can be shown on Homepage (Manageable from the backend. Admin can set the layout preference and list shops, products & categories)

- Promoted Products and Shops can be listed on the homepage. (Manageable from the backend. Admin can set the layout preference and list shops, products & categories).

- Product Add-ons for products.

- Wholesale for the products can be added by sellers.

- Advertiser Program (Pay Per Click – Management to promote the advertisements on homepage sliders and banners)

- Promotion of Shops and products by Sellers.

- Affiliate Program

- Blog

Product Module

Brands & Categories listings	Products listing
Multiple Product Variations/Attributes	Product Options
Product Description, Images & Video	Products Stock/Inventory
Product Discount price	Product Shipping

Product details

Product Images slider	Product Details	Shipping & Policies	Product Specifications
Product Options	Recommended Products	Reviews of product	Ask a question to seller

Search Features

- Keyword Search with Auto-suggest system.

- Product Search with Category Filter

- Filtering by Brand, Category, Sub-category, Price and Product Attributes Search.

- Product Filter with Instant listing

- Exclude Out Of Stock

- Browse/Filter product listing by Category, Brand, Price etc.

Shopping Cart Features

- Shopping Cart can be integrated with SSL certificates

- Payment options
    - By Wallet
    - By Credit Card/Debit Card etc (Depending upon the payment gateway activated/integrated)
    - Cash On Delivery
    - Transfer to Bank

- Tax Management – Admin can set the tax rate for different type of products.

- Customizable Shipping & Delivery charges (Admin/Seller can manage Shipping & Delivery Charges for different countries/Shipping companies while listing a product)

- Option to manage Wish list Items

- Billing & Shipping Addresses Management

- Orders History & Order Confirmation

- Order Invoice & Notification Emails

- Discount coupons (Manageable from the backend)

⊢ Buyer Module ⊢

- Buyers can search products with category filter to easily view what they want.

- Buyers can shop on the system under different categories.

- New Arrivals and Featured Products (manageable by portal admin team).

- Option to save product as a favorite. It will be displayed in favorite products list.

- Option to save shop as a Favorite. It will be displayed in favorite shops list.

- Buyer can create multiple wish lists and can add their favorite products to any of the wish lists.

- Buyers can do Private Messaging with sellers by using integrated message module system.

- Buyer can save search criteria for products.

- Auto-zoom of a selected product image on the product details page

- Option to Write Reviews for the Purchased Products.

- Smart Recommendations(Global and User specific).

- Easy checkout for the products added to Shopping cart.

- Ability to use Discount coupons on Checkout page. Added coupons will be displayed on the shopping cart.

- Ability to add Products and Shops into their Favorite list.

- Social Media Sharing options

- Option to Save multiple Delivery and Billing Addresses with facility to mark any address as Default Delivery or Billing Address

- Ability to Track Orders & Purchase History

- Print Orders

- Ability to re-order the product(s) from the previous orders

- Update Profile & Account Settings

- In dashboard, buyer can view following info:

  - Latest Orders

  - Total Credits

  - Total Orders

  - Unread Messages

  - Latest messages

  - Orders

My Orders	Cancellation Requests	Order Return Requests

  - Addresses

    - My Addresses

  - Rewards

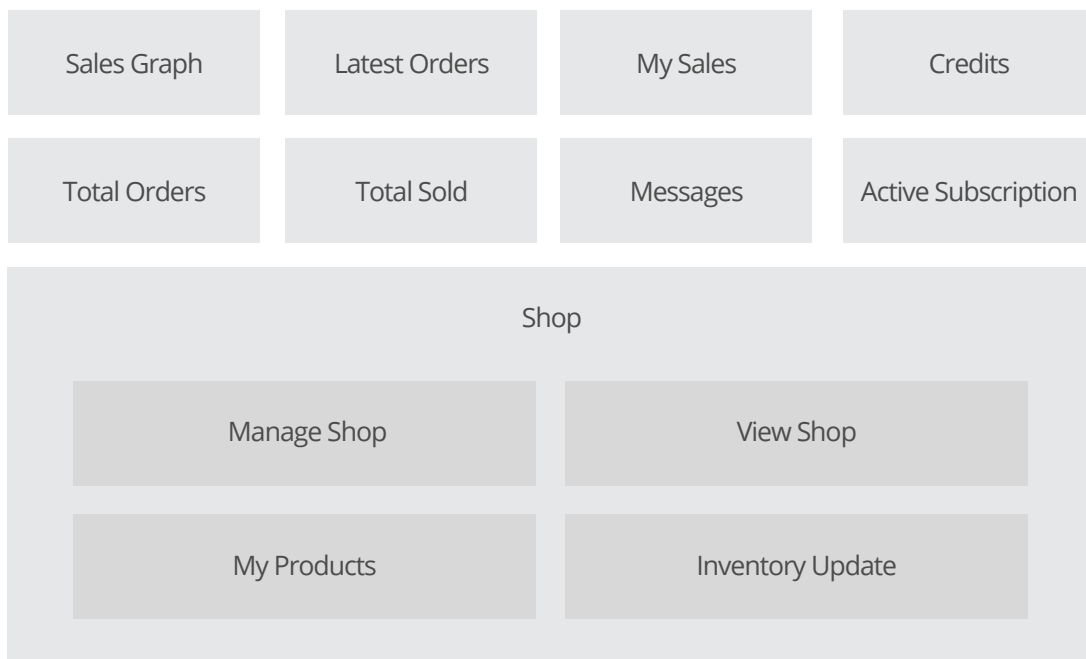 | Reward Points | Share & Earn | My Offers |
    |---|---|---|

- Automated Email notifications for products in wish list

- Automated Email notifications for products in the cart
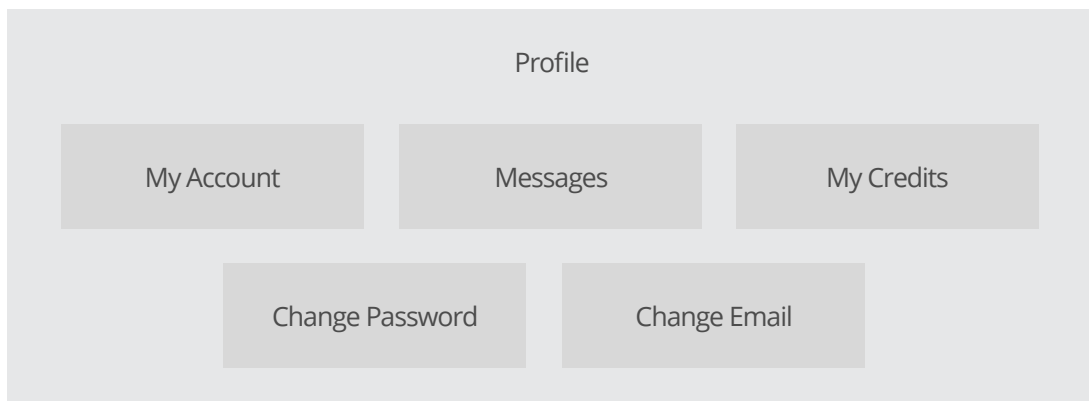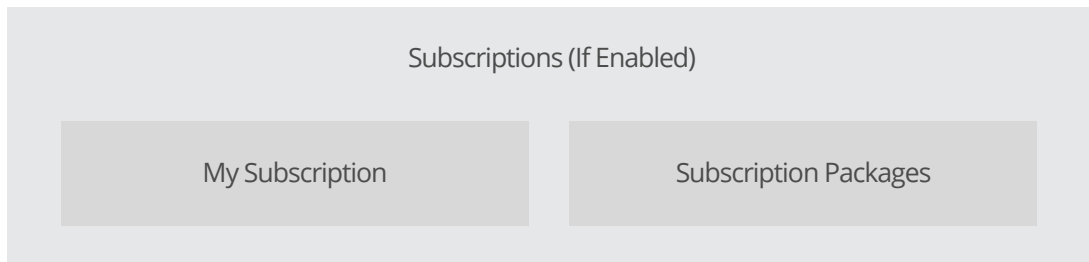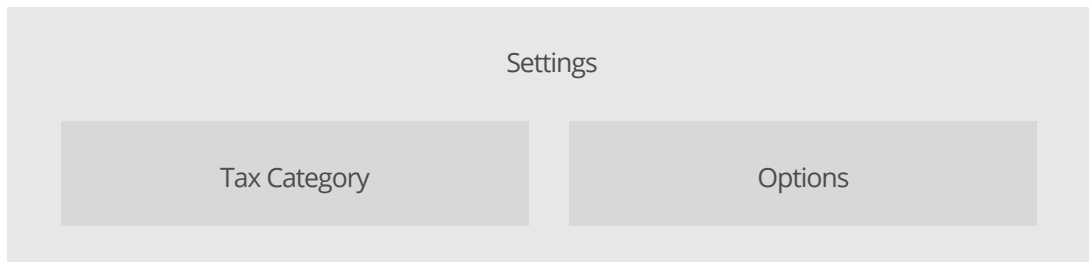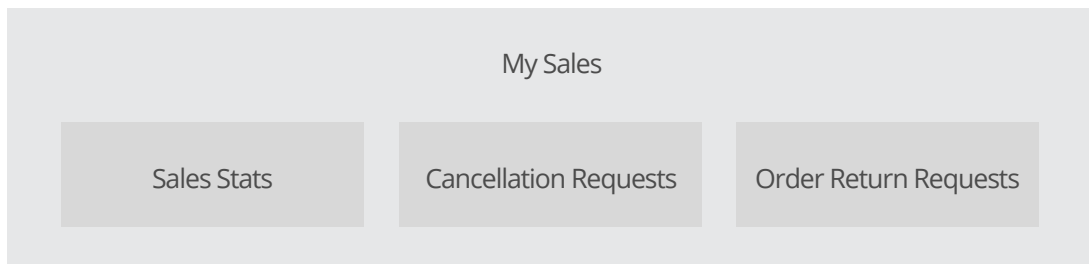
- Profile
    - My Account
    - Messages
    - My Credits
    - Wishlist/Favorites
    - Change Password
    - Change Email
- Wallet (Buyer can pay through wallet if credits are available)
- Request for cancellation & Refund for the orders placed
- Ability to edit personal information

⊢ Seller Module ⊢

- Allow sellers to sign up/login separately from Buyers

- Allow sellers to create their own store with a personalized logo/banner.

- Allow sellers to select the layout of their own shop. Shop can be customized as per the provisions provided.

- Manage Products including product info, stock, Pictures & Video, delivery timelines.

- Provision to list Physical/Digital Products from the dashboard.

- Ability to pick the products to sell which are added in the system catalog by admin.

- Ability to add custom catalog (If enabled by Admin) on the website.

- Provision to submit request to add new products in the catalog (If custom catalog is disabled by admin).

- On/Off status (Seller or Product (if added by seller) will be listed in front end only if the status is ON).

- Manage Product Shipping Charge

- Manage Product specifications and options

- Manage product Meta tags, Meta keywords and Meta description for SEO purpose.

- Selling History.

- Ability to promote Shop, Own Products and Banners.

- Ability to view all Orders placed by Buyers.

- Ability to manage Orders Status.

- Ability to manage return requests.

- Seller Payout Payment Details.

- In dashboard, sellers can view following info:

Sales Graph	Latest Orders	My Sales	Credits
Total Orders	Total Sold	Messages	Active Subscription

Shop	
Manage Shop	View Shop
My Products	Inventory Update

My Sales

Sales Stats   Cancellation Requests   Order Return Requests

Settings

Tax Category   Options

Subscriptions (If Enabled)

My Subscription   Subscription Packages

Profile

My Account   Messages   My Credits

Change Password   Change Email

Reports		
Product Performance	Products Inventory	Products Inventory Stock Status

- Credit summary.

- Ability to request Admin for fund withdrawal (Credits available in seller account).

- Ability to View Sales Reports and Export them in CSV file. These reports are:

  - Sales Report
  - Products Performance Report including Top Performing Products, Bad Performing Products, Most Wishlist Added Products
  - Product Inventory Report
  - Product Inventory Stock Status Report

Customer Support System

- FAQs

- Phone Support (Admin can add its phone number on the portal).

- Live Chat Supp ort – Live Chat will be powered by 3rd party application to be acquired by client. Via admin settings you can place the widget code.

Backend/Admin Key Features

- Manage Admin/Backend Team Groups and Team Members. Groups can be assigned permissions to access different modules. Team Members are attached to at least one group.

  Super admin user has full control over all modules.

- On Dashboard, we have following info available:

  - **New Users:** Total number of users with users of current per month

  - **Order Sales:** Total sales of site with sales of current month

  - **New Shops:** Total number of shops created on the site with shops of current month

  - **Sales Earnings:** Commission earned by admin with current month earnings

  - **Statistics: T**otal statistics regarding sales, sales earnings, signups, products published, affiliate signups etc.

  - **Lifetime Sales Statistics:** Total sales, Total sales earnings, Avg order size.

  - **Visitor Statistics:** Total visitor stats of website by weekly, monthly.

  - **Traffic Sources:** Total traffic source can be viewed and categorized by today, weekly, monthly and yearly. Visitors from Social media.

  - **Top Products:** Admin can view top products as per their selling quantity.

  - **Top Referrers:** Admin can view top referrers on the system.

  - **Top Countries:** Admin can view top countries on the system.

  - **Top Search Terms:** Admin can view top search terms on the system.

  - **Conversion Statistics:** Percentage conversion can be viewed for Added to cart, reached checkout, purchased and cancelled.

  - **Orders:** Total number of orders.

  - **Signups:** Total number of signups.

- **Products:** Total number of products available in the system.
- **Recent Orders:** Admin can view recent orders placed by buyers.
- **Withdrawal Requests:** Admin can view withdrawal requests on dashboard.
- **Affiliate Withdrawal Requests:** Admin can view affiliate withdrawal requests

- Manage Catalog (Admin can create the catalog for the system and sellers)

- Manage Shops

- Manage Filter Groups and Filter Options

- Manage Product Brands & Categories

- Manage Product options and option groups

- Manage Product Tags

- Manage Brand Requests (Requests to add the brand by Sellers)

- Manage Products Stock/Inventory (if not managed by vendors)

- Manage Featured Products (Admin can mark a product as featured while adding/Editing a product and these products are listed in Featured products page)

- Manage Users (Buyers/Sellers/Affiliates/Advertisers) and their Profile & Account activities

- Manage Seller approval requests

- Manage Shipping company users (To whom the shipping of products will be assigned by admin if admin need to ship the products)

- Ability to approve/cancel the product/shop reviews

- Manage Affiliates

- Manage Seller's Products listing

- Manage Admin Users

- Manage Color Theme of the website

- View Notifications (important notifications related to user activities)

- Manage Referral Module/Reward Points

- View Notifications (important notifications related to user activities)

- Manage Referral Module/Reward Points

- Ability to view & manage Orders placed by Buyers. There are following options

  under manage orders:

  - Customer Orders

  - Vendor Orders

  - Return Requests

  - Withdrawal requests

- Review and Ratings Moderation

- Internal Message Moderation (Admin can search/view/hide/delete internal

  messages between sellers and buyers. Admin need not approve messages before

  transferring to users)

- Manage Newsletters listing.

  Comment: Mass Mailing / Newsletters listings are handled / manageable via
  MailChimp

- login area

- Manage Shipping Companies and Duration Labels

- Manage Shipping API (Shipstation API to calculate the live rates for shipping)

- Manage Sales Tax (Tax can be added for different tax categories like Electronic Goods, Clothing, etc.)

- Manage Discounts, Reward and Birthday Rewards.

- Manage Countries, Zones & States

- Reports

  - **Sales Reports:** Date wise sales report Vendor Orders
  - **Users Report:** User wise sales report
  - **Products:** Product wise sales info
  - **Shops:** Store wise sales report
  - **Tax info:** Shop wise tax report
  - **Commission:** Site Commissions & Revenues Statistics/Reports Exportable all Statistics/Reports to excel
  - **Affiliates:** User wise affiliate report

- **Email templates:** Admin can customize the following email templates available in the system:
  - Sign up/Registration
  - Email Configuration on Registration
  - Forgot password
  - Contact us
  - Customer Order email
  - Vendor Order email
  - Vendor Order status change - Notifications

- Withdrawal Request
- Product Review Notification
- Send message
- Email verification
- Newsletter Subscription verification email
- Invitation Email
- Report a shop
- Admin order email
- Admin order for customer – Notification (And many more)

- Manage Weightage of Smart Recommendations and view Product Browsing History.

- Manage Threshold products (Admin can take action on threshold products and can mark email to sellers to update the inventory)

- Manage theme of the website (Frontend color theme can be customized as per the requirement)

- Manage PPC

  - View Advertisers
  - View/Manage Promotions (Shop/Products and Banners)

- Manage Blog

- Manage Messages

- Manage URL Rewriting

Reviews & Ratings and Comments Features

- Reviews & Ratings for Products

- Product Comments and Share on Social Media

- By default all reviews/ratings go to admin/backend team for approval. However admin/backend team can setup the default status to be: New Pending, Approved or

Content Management System

- Ability to manage(add/edit/delete)Content on the site pages

- Ability to manage Menus and Links of the pages by using Navigation

- Management.

- Ability to manage images on the pages

- Ability to manage content block

- Ability to manage FAQs Categories & FAQs Listing

- Option to create SEO ready pages by the CMS including the Meta tags, Title

- Tags and SEO Friendly URL.

- Slides Management (Slides for Homepage) Banner Management

- Manage list of shipping companies Manage shipping duration Labels

- Labels Management (Manage Headings/Labels Displayed in front end & Backend)

Site Configuration/Settings

- General Settings

    - **General:** Site owner email, Site address, Site telephone, logo etc.

    - **Local:** Admin Common Settings, Time zone, Currency etc.

    - **SEO:** Site tracker code and Twitter username.

    - **Option:** Admin can set all the settings of the website under this tab.

    - **Live Chat:** Admin can enable/disable the live chat service and add the live chat code.

    - **Third party API** Key's, id (Facebook and Google)

    - **Email:** Admin can set the basic email settings with SMTP email settings.

    - **Sharing:** Share & Earn Settings

    - **Referral:** Referral module can be enabled/disabled and settings can be

    - **Media:** Media settings like admin logo, email logo, etc. can be managed.

    - **Email:** Update SMTP settings for site

    - **Server:** Enable/Disable maintenance mode

- Products & their Attributes Settings

- Country and state Management

- Shipping Countries Management

- Ship-station API (Shipping Price calculation)

- Server Info

- Settings

    - 'Report Abuse' reasons

    - 'Item Return' reasonst

Monetization Options

- Portal Commission

  - Category + Seller + Product Combination

  - Seller + Product Combination

  - Category + Product Combination

  - Product Level

  - Category + Seller Combination

  - Seller Level

  - Category Level

  - Site Leve

- Portal commission is manageable at Site/Category/Seller/Product Level.There are 4 levels of commission settings, the lower level setting overridesthe upper level

  For example: Product Level Commission over-rides the Vendor/Category/Site level setting (if setup into the system), similarly Vendor Level setting over-ridesa the Category/Site Level setting (if setup into the system), Category level setting over-rides the Site level setting

- Subscription Package Fee (Vendors)

  - Vendors will pay fees for the subscribed package to list their products on the website.

  - Vendors will be able to view multiple subscriptions packages/sub packages

  - Admin will be able to manage the subscription packages/Sub packages from the backend of the website

- **P**ay **P**er **C**lick (PPC) – User (Advertiser) can choose to get his or her banner advertisements displayed on website homepage based on his or her chosen location. Sellers can also promote their own shop, products and banners on the website.

⊢ Conclusion ⊢

For entrepreneurs who plan on building the next eBay, Etsy or Amazon, Yo!Kart is the perfect multivendor solution. Its powerful features, flexible technology and cost effectiveness makes it the best product available in the market to launch your marketplace at small investment.

Start your multi-vendor ecommerce
with Yo!Kart