Umbilical Software

User Manual



Web Store & Shopping Cart System for Mail Order Manager

Sheldon Charron · Enter360 Media

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Introduction 1

Thank you for choosing our Umbilical eCommerce solution. We believe you made an excellent choice and we are confident that our product will add a new dimension to your business.

This User Manual will provide the administrator with information on how to set up and maintain the ***Umbilical*** eCommerce system more accurately and efficiently. This manual provides and illustrates all the administration functions of the system, and step-by-step instructions for each of the functions. For more detailed information on how the system works, please refer to the Technical Manual.

1.1 Overview of the system

The ***Umbilical*** eCommerce system is a powerful system for managing the online portion of your business based on **ASP.net** technology. It efficiently integrates product, customer and content management features in a well thought out and intuitive online system; it also maintains the exact look and feel of your existing Web site while making it quick and easy for your customers to make purchases online and even track the status of their shipment.

The ***Umbilical*** eCommerce system is based on MS. SQL Server 2000; it is unique due to its ability to effectively communicate with the M.O.M. database system. It also has the capability to share all the orders and customer information from M.O.M. system.

Web Features:

- Independent Administration pages to customize and control all the web functions
- Reliable order handling (shopping carts) system.
- Reliable and flexible shipping handling system.
- Flexible hot deal system.
- Unique banner control system.
- Unique customer photo gallery and “hero” banner control system.
- Unique cross sell system.
- Unique price matching system.
- Powerful individual trade-in web system.
- Unique MOM integration system.

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Technical Features:

- Based on ASP.net Ver 1.1 web technology
- Based on MS. SQL Server 2000 database system
- Module design system easy install or uninstall each unique function
- Support Microsoft .net Framework 1.0 or later

MOM integration Features:

- More reliable, convenient and flexible than SiteLink system.
- Independent MOM integration module
- Interactively communicates with MOM database
- Batch export of product info, order info, customer info, shipping info and tax info to MOM.
- Batch import of product info, order info, customer info, shipping info and tax info from MOM.
- Inherit hot deal products from MOM
- Web applications, Windows applications and Web service applications are three different modes of integrating with MOM under varied conditions.

1.2 Comments about the Manual

The administrator of the ***Umbilical*** eCommerce is required to have some basic Computer and Internet knowledge.

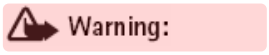
This document is subject to change without notice. The latest electronic version of this user manual can be downloaded from Enter360 Media Group's official website:

http://www.enter360.com/user_manuals/webstore.pdf

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1.3 Conventions

In order to help you use the User Manual efficiently, we have the following conventions that will be used in the text.

Regular	General descriptions of certain function
Bold	System buttons and menus
Italic	Operations
Bold and Italic	Special concepts or words that require special attention
	Important information about a current step
	A useful suggestion or idea related with a current step
	Important information that must be addressed to the administrator before continuing on with any further steps
	System buttons or working area involved in a current step
Step One:	Step detail

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Installation 2

2.1 Introduction

The ***Umbilical*** eCommerce system can be easily deployed to any website hosted on a web server that meets the requirements listed in the following section. Most web hosting companies that provide Windows-based hosting plans will be able to support our system. If you are unsure of whether your web hosting company will be able to support our software, please send them a copy of this page so that they can review the system requirements for you.

2.2 System Requirements

Basic Web Server Requirement

Review the following requirements to ensure that your web server is equipped with the necessary software and components. In order to deploy The ***Umbilical*** eCommerce system, you'll need the following:

- Microsoft Windows 2000 Server (SP 4 recommended), Windows Small Business Server 2003 and Microsoft Windows Server 2003 (SP 1 recommended)
- Internet Information Services (IIS) version 5.0 or later
- Internet Explorer 5.5 or later
- Microsoft XML Parser 4.0 or greater
- Minimum 512MB RAM
- Microsoft .net Framework 1.0 or later
- 100MB Hard Disk Space or more
- SMTP Service
- Microsoft SQL Server 2000 or later is required for SQL Server database support (for stores with SQL Server databases*)
- Fixed IP address for stores which install SSL (Secure Socket Layer) Certificate

Note: Unfortunately, ***Umbilical*** is not currently compatible with UNIX/Linux, even when running under ASP emulation software, such as SUN's Java System Active Server Pages 4.0 (previously Chilisoft). ***Umbilical*** is designed and tested on window server and IIS only.

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Client Side (Admin Panel)

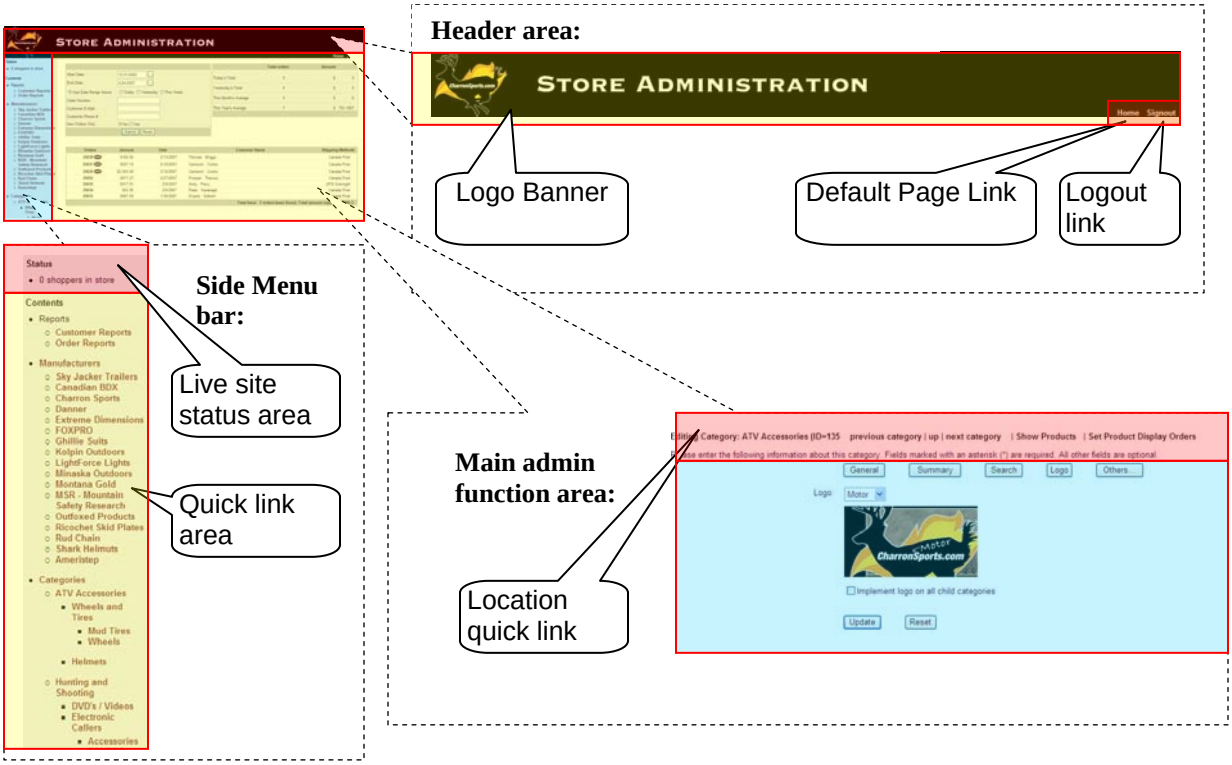
For the best user experience using the administration console through which you will manage your store, we recommend that you use Microsoft® Internet Explorer 5.5 or a later version on a Windows computer.

- Operating System: Windows 98, ME, NT, 2000 or XP
- Web Browser: Internet Explorer v5.5 or later
- JavaScript: Must be enabled

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Getting Started 3

3.1 Understanding the general component of admin panel.



(*Figure 3.1.1)*

Header Area: Contains preliminary information of current site such as the logo, the title, and the default page link.

Logo Banner: logo image, file's location at *"/admin/images/NAV/admin_banner.gif".*
Default Page Link: go to default admin page: order page.
Logout Link: Secure logout and back to admin login page.

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Side Menu Bar: Lists quick links for each admin function.

Live Site Status Area: display real time status of live site.

Quick Link Area: quick links for each admin function are categorized as follows,

- ***Reports*** --- Generates various reports, including Customer reports and Order reports.
- ***Manufacturers*** --- Lists all current active manufacturers. When you click **"Manufacturers"** tag it takes you to manufacturers list page, then by clicking specific manufacturer's name link it takes you to the related manufacturer modify page.
- ***Categories*** --- Lists all current active categories. When you click **"categories"** tag it takes you to categories list page, then by clicking specific category's name link it takes you to the related category modify page.
- ***Products*** --- Create and edit products and related prices.
- ***Misc*** --- Miscellaneous tools include modifying each content page, mass email sending, logo file uploading and credit card setting.
- ***Taxes*** --- Set up taxes for different locations.
- ***Shipping*** --- Set up various shipping methods and costs.
- ***Users*** --- Manage customer information and set up admin permission.

Main Admin Function Area: Display the details of each admin page.

Location quick link: locate current working position, and quickly change to other functionality by clicking on one of the links listed.

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3.2 Initializing the web site.

Warning: The following process requires super user authorization. Only users with a good understanding of ***Umbilical*** eCommerce system should try to edit initialization information.

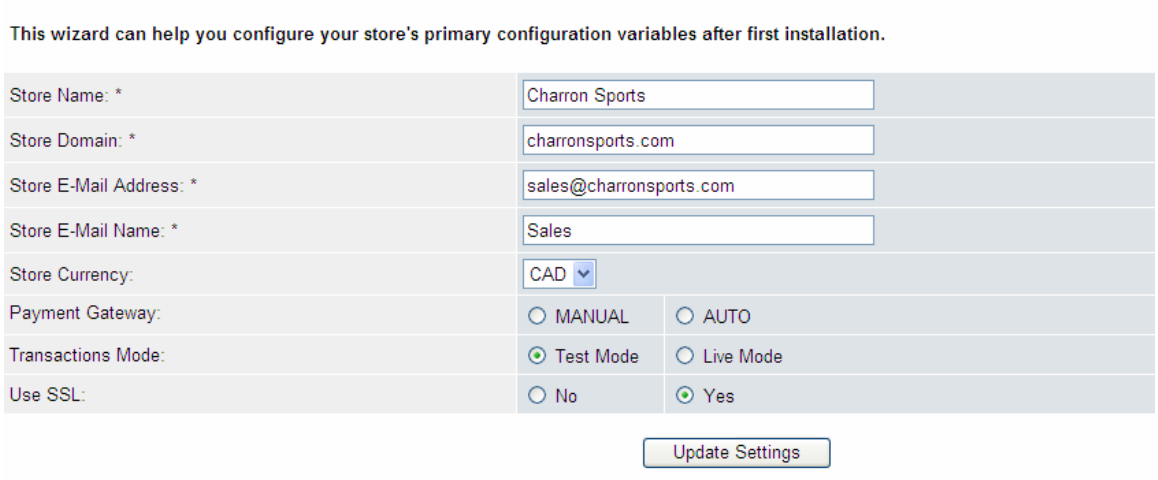
Step One: *Attach* "**admin/wizard.aspx**" to your URL at your browser's address bar as shown on *figure 3.2.1*.



(*Figure 3.2.1)*

Step Two: Configure your store's configuration variables after the first installation.

Note: If you can not get in the following page, please make sure you have super user authorization and that you correctly input the address as the example shown on the first step.



(*Figure 3.2.2)*

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Properties Dictionary:

Store Name:	Name of your web store, will show on each page as prefix for the title. Max length 100 characters.
Store Domain:	Domain name, used to locate system path.
Store Email Address:	Email account for sending email to customers.
Store Email Name:	Email account name.
Store Currency:	Select the currency between CAD and USD
Payment Gateway:	Select **AUTO** if your web store integrates with payment system
Transactions Mode:	Select between **Test Mode** and **Live Mode**
Use SSL:	Select whether to use Secure Sockets Layer to access web site.

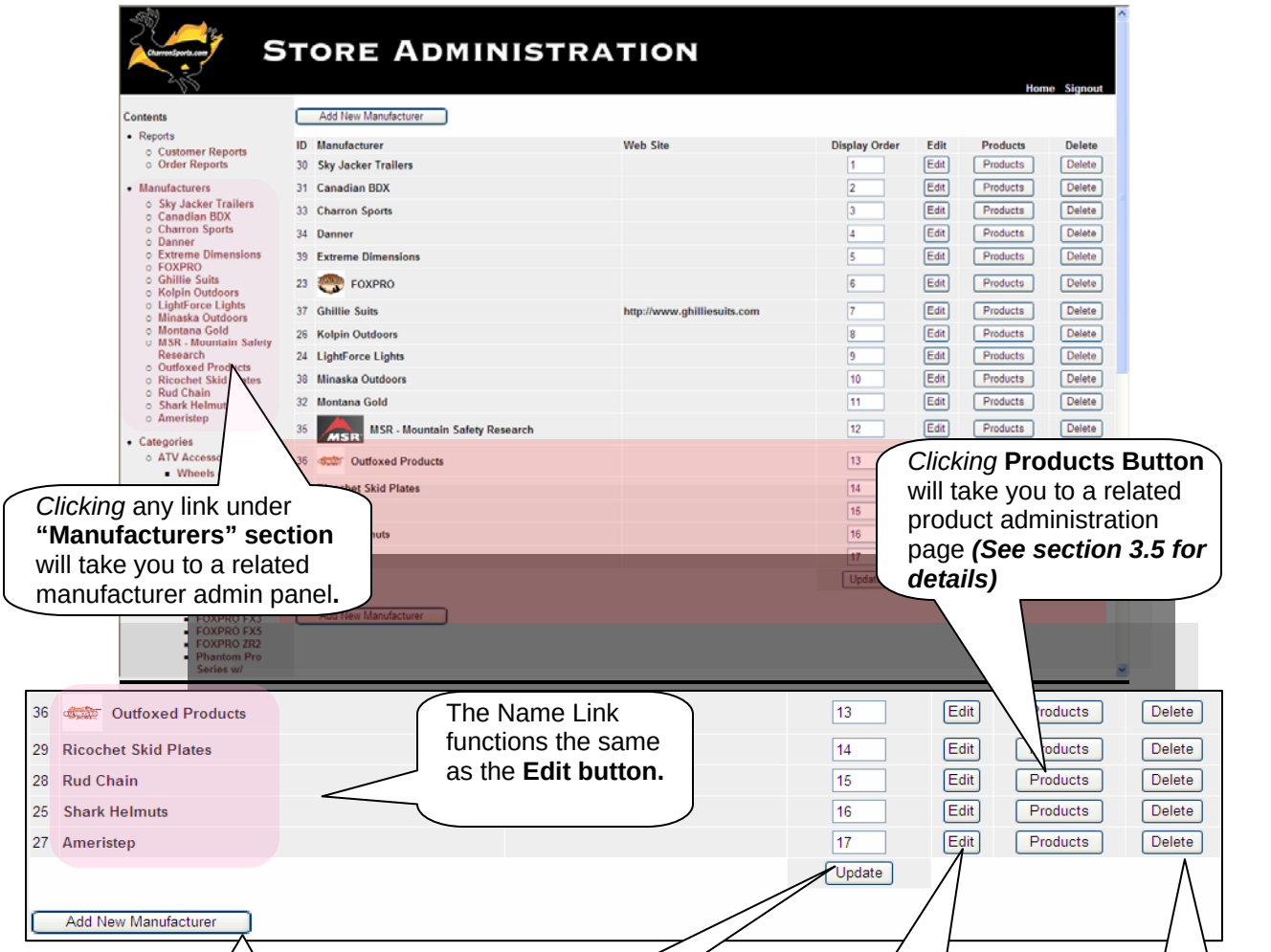
(*Table 3.2.1)*

Step Three: *Click "***Update Settings**" Button to submit the primary configuration variables.

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3.3 How to set up product manufacturers.

Manufacturers' administration page

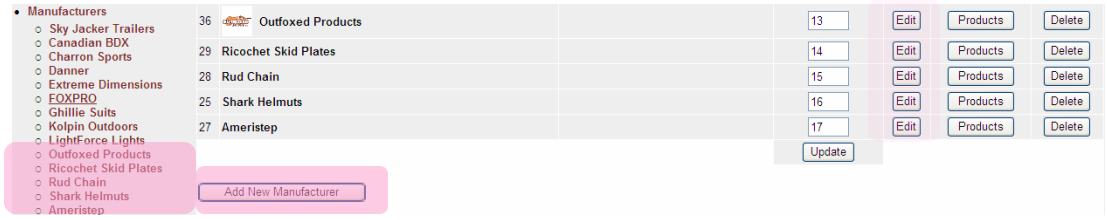


(*Figure 3.3.1)*

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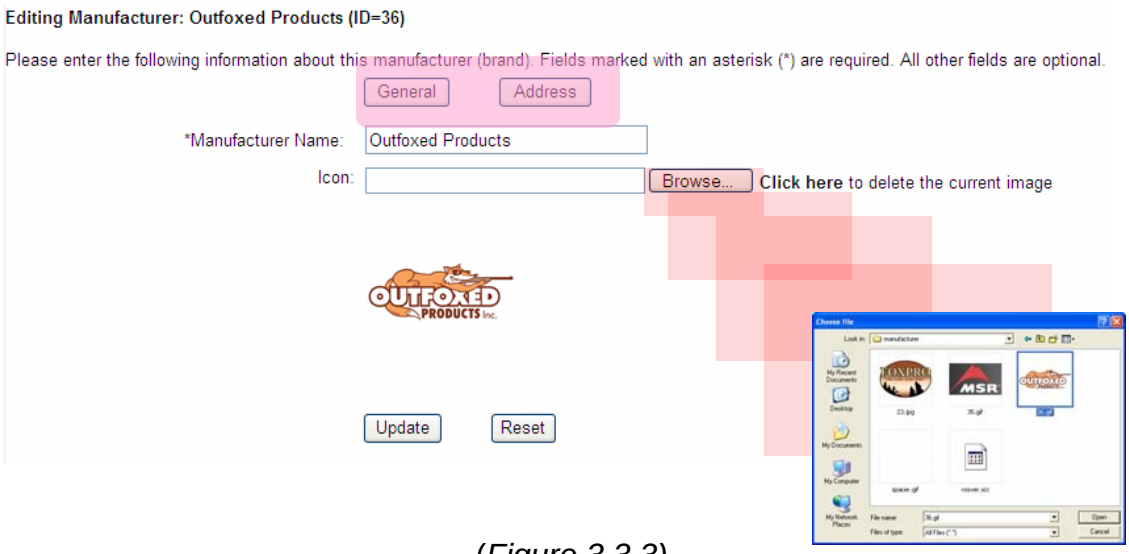
3.3.1 Adding new & editing product manufacturers.

Step One: To get into the modification page of product manufacturers from manufacturers' administration page *click* "**Add New Manufacturer"** or "**Edit"** buttons or *select* quick link from "**Side menu panel**".



(*Figure 3.3.2)*

Step Two: Select properties group panel located near the top of the page (highlighted in red on *figure 3.3.3*) and enter the proper general information for the current manufacturer.



(*Figure 3.3.3)*

Note: The General info group is displayed as a default panel. The required properties are marked with asterisks (*).

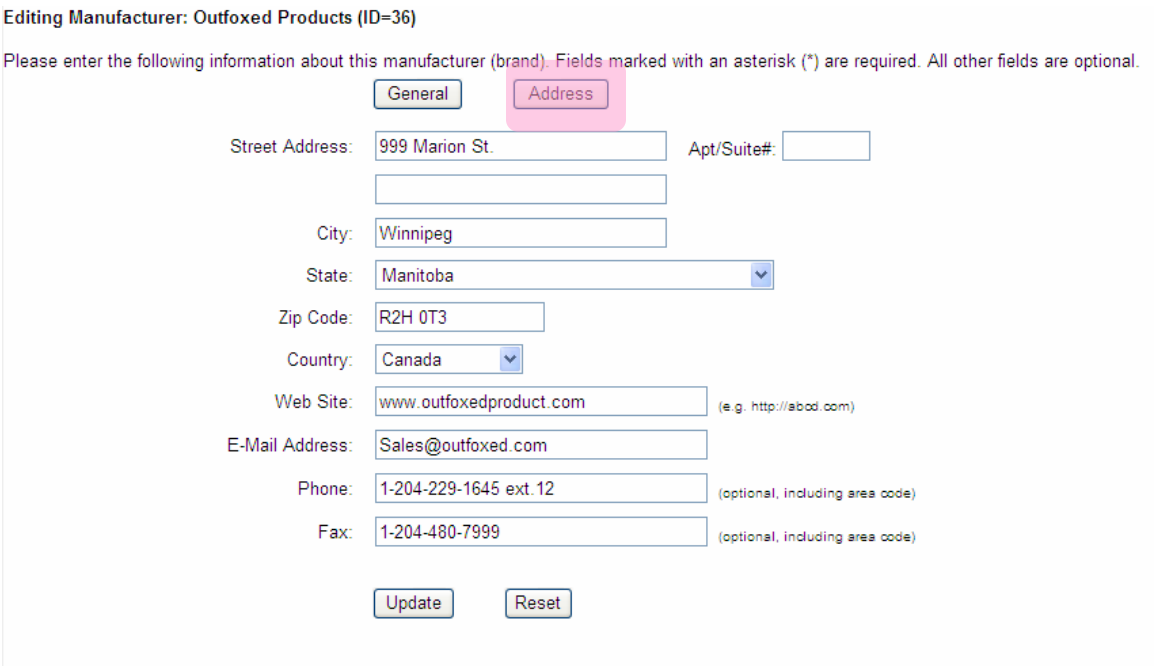
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Properties Dictionary:

General:	
Manufacturer Name:	The Name identifies the current manufacturer, allowing entering character number and space with the maximum length of 100 characters. *e.g. Outfoxed Products*
Icon:	Thumbnail icon of the current manufacturer. (115 pixels : 115 pixels)

(*Table 3.3.1)*

Step Three: *Click on the* "**Address"** button to get into the address info panel and insert the required information for the current manufacturer.



(*Figure 3.3.4)*

Properties Dictionary:

Address:	
Street Address:	The street address of the manufacturer's location. Maximum length of 100 characters.
Apt/Suite#:	The apartment or suite number of the manufacturer.

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City:	The city of the manufacturer.
State:	The state or province of the manufacturer's location.
Zip Code:	The zip code or postal code of the manufacturer's location.
Country:	The country of the manufacturer's location.
Web Site:	The main web site of the manufacturer.
E-mail Address:	The contact email address of the manufacturer.
Phone:	The contact phone number of the manufacturer.
Fax:	The contact fax number of the manufacturer.

(*Table 3.3.2)*

Step Four: Check all required inputs carefully and then *click* "**Add New**" or "**Update**" button to submit the upload information of the current manufacturer.

3.3.2 Updating product manufacturers display order.

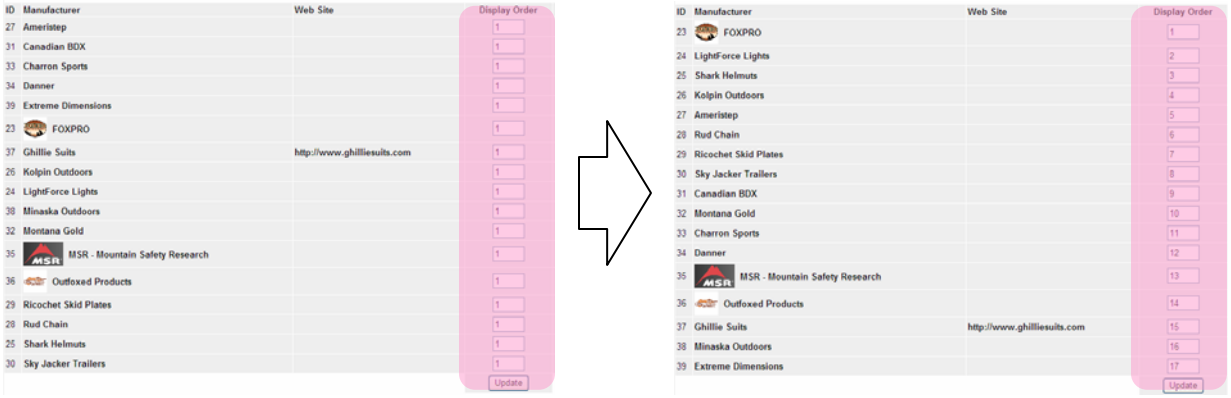
Step One: Change the display priority for related manufacturers by inputting the display order number as an integer.



(*Figure 3.3.5)*

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Step Two: *Click* "**Update**" button to submit the changes and refresh the admin page.



(*Figure 3.3.6)*

Properties Dictionary:

Category Display Order	Display order number as a 4-bit integer. E.g. 3

(*Table 3.3.3)*

3.3.3 Deleting selected product manufacturers.

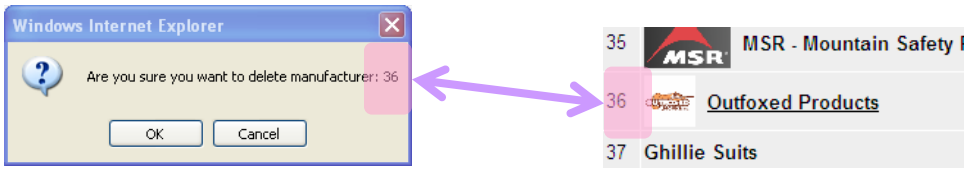
Step One: *Click on the* "**Delete**" button to eliminate the selected manufacturer.



(*Figure 3.3.7)*

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Step Two: Double check whether the manufacturer ID is the selected manufacturer's ID; if yes *click on the* "**OK**" button to eliminate the selected manufacturer, otherwise *click on the* "**Cancel**" button to return to the manufacturer administration page.



(*Figure 3.3.8)*

3.3.4 Editing manufacturer's related products.

Step One: *Click on the* "**Products**" button to go to the related products administration page.
(For more details check section ***3.5 How to set up products & product variants****)*

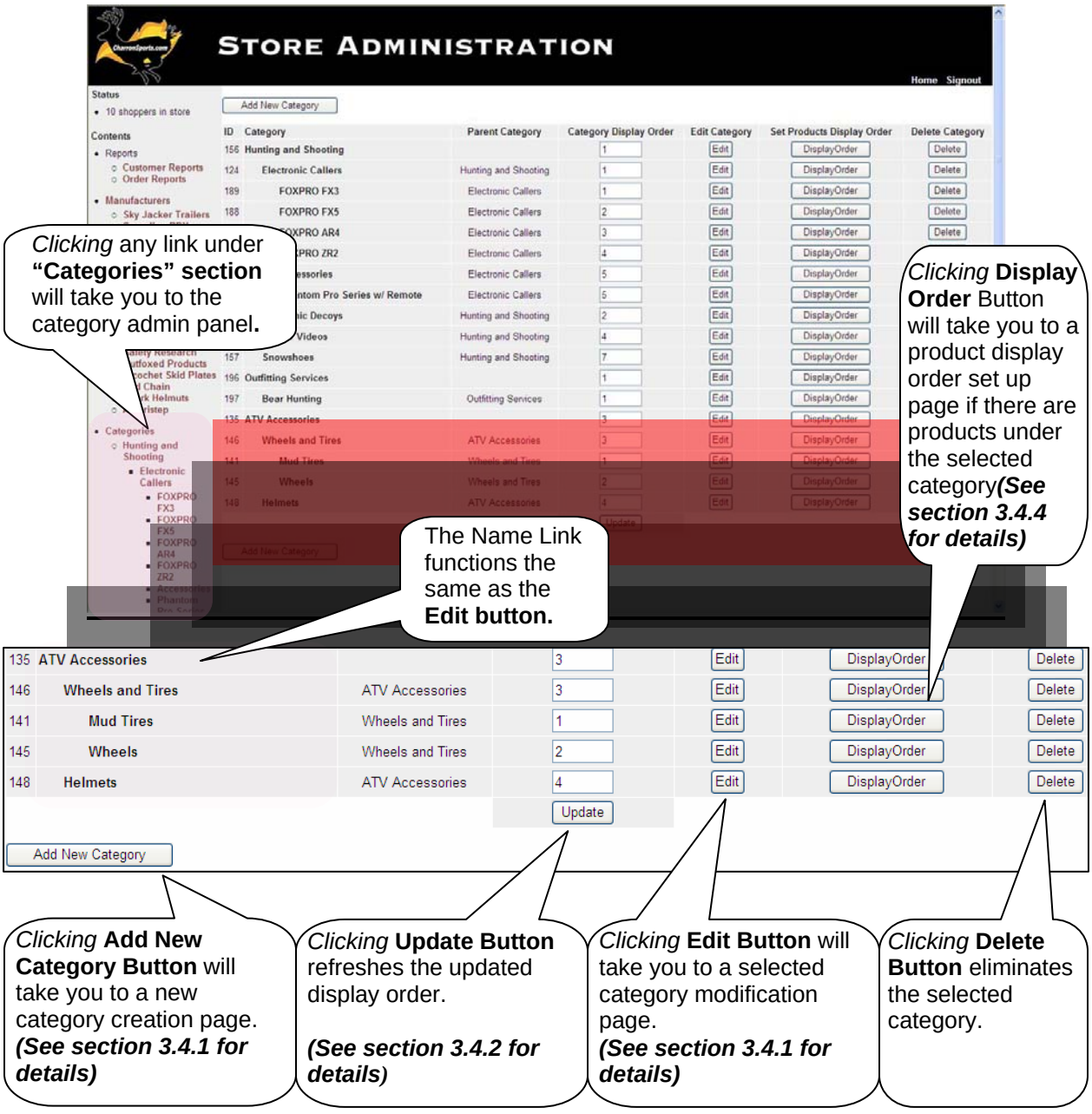


(*Figure 3.3.9)*

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3.4 How to set up product categories.

Categories administration page



(*Figure 3.4.1)*

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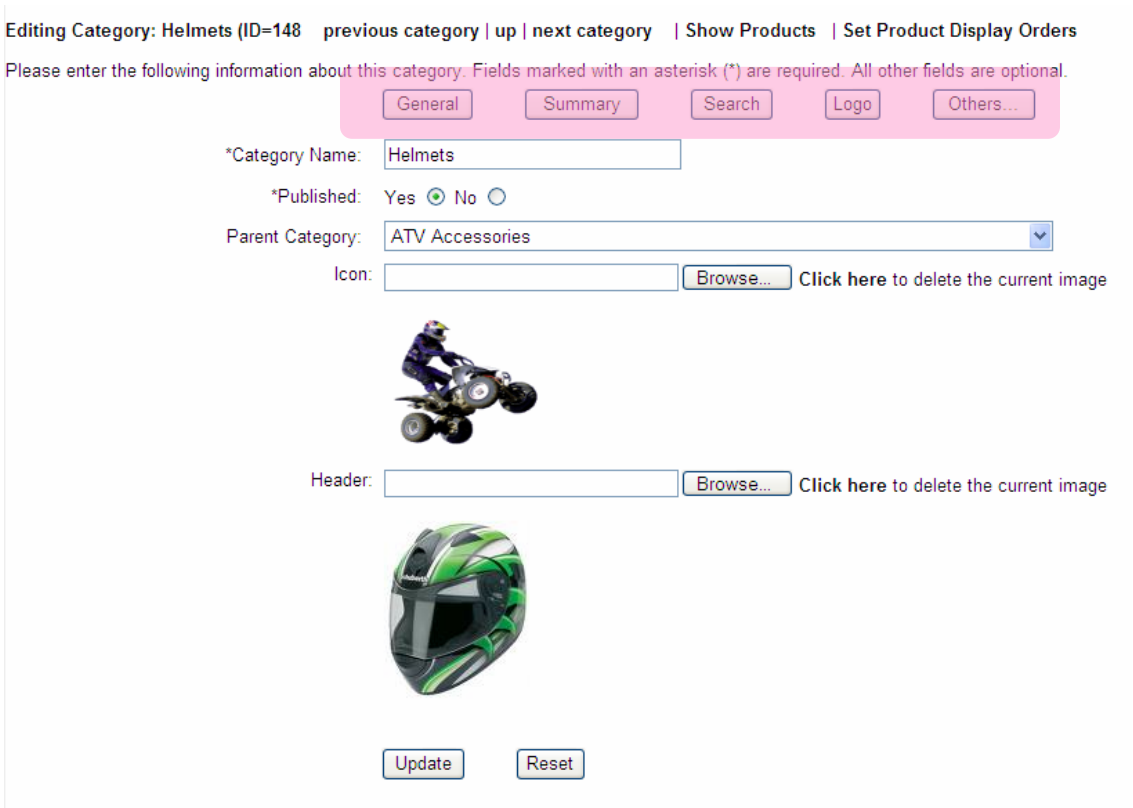
3.4.1 Adding new & editing product categories.

Step One: To get into product category modification page from the category administration page *click* "**Add New Category"** or "**Edit"** button or *select* quick link from "**Side menu panel**".



(*Figure 3.4.2)*

Step Two: Select properties group panel located near the top of the page (highlighted in red on *figure 3.4.3*) and enter the proper general information for the current category.



(*Figure 3.4.3)*

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Note: The General info group is displayed as a default panel. The required properties are marked with asterisks (*).

Properties Dictionary:

General:	
Category Name:	The Name identifies the current category, maximum length of 100 characters. *e.g. Helmets*
Published:	If checked “no”, the category info will be saved into the database but not show on the live site and related drop down list.
Parent Category:	Dropdown list to set up category levels and relationships.
Icon:	Thumbnail icon of the current category, will display under the parent category list on live site. (115 pixels : 115 pixels)
Header:	Header Image of the current category, will display on top of the category description. (If the description of the current category is empty the header image will automatically hide. Maximum width of 550 pixels)

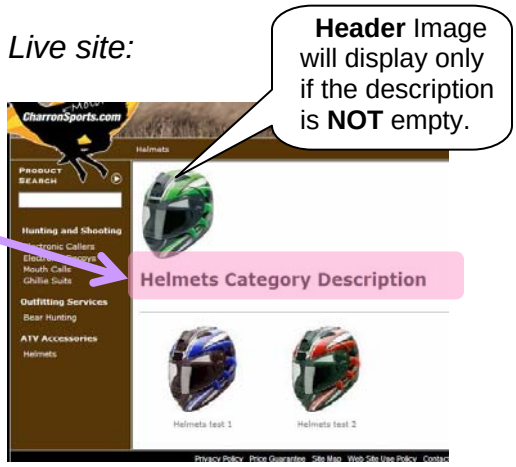
(*Table 3.4.1)*

Step Three: *Click* on the “**Summary”** button to enter the summary info panel and enter the product description for the current category.

Admin panel:



Live site:



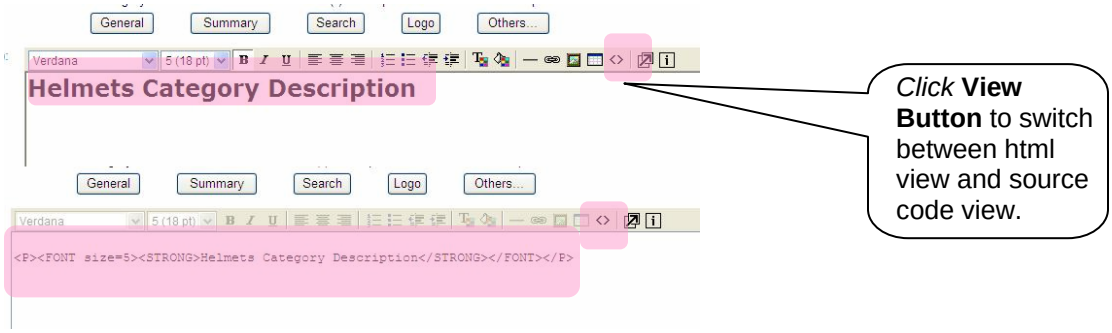
(*Figure 3.4.4)*

Tip!

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*You can choose between html view and source code view to edit the description by clicking "**View**" button.*

Note: If you need to empty a description you have to get into the source code view to erase entire description field, otherwise the system will potentially insert space holder into description field under HTML view.



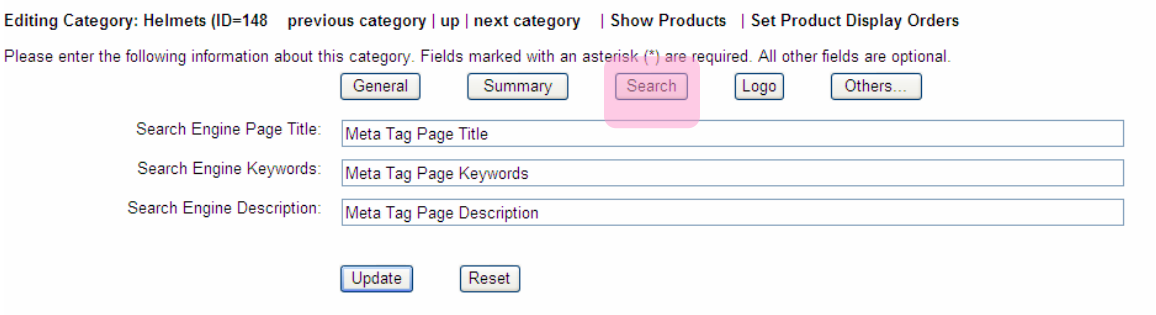
(*Figure 3.4.5)*

Properties Dictionary:

Summary:	
Description:	The detail description of the current category, will display on top of category list page (as shown on *figure 3.4.4)* and manufacturer list page, allowing the rich text and html input format. (If the description is empty, the entire category description section will be automatically hidden on live site, including the header image and description detail.) *e.g. <H1>Helmets Category Description</H1>*

(*Table 3.4.2)*

***Step Four:** Click on the* "**Search**" button to enter the search info panel and enter the "*Page Title, Keywords, Description*" for the current category.



(*Figure 3.4.6)*

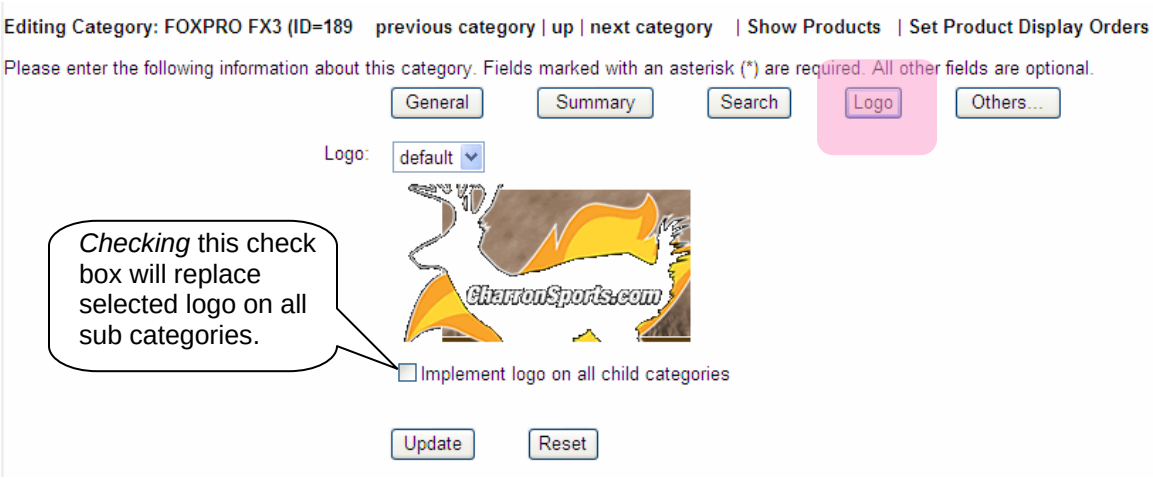
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Properties Dictionary:

Search:	
Search Engine Page Title:	The meta tag page title of search engine bots. (maximum length of 100 characters, if empty they will display as category names) *e.g. Tactical marketing for the hunting, shooting & outdoor sports industries.*
Search Engine Keywords:	The meta tag page keywords of search engine bots. (maximum length of 1000 characters, if empty they will display as category names) *e.g. hunting, shooting, outdoor, ATV, helmets, motorcycle parts, motorcycle accessories.*
Search Engine Description:	The meta tag page description of search engine bots. (maximum length of 255 characters, if empty they will display as category names) *e.g. We are your Off-Road Specialists for Motorcycle and ATV Parts, Accessories and Apparels.*

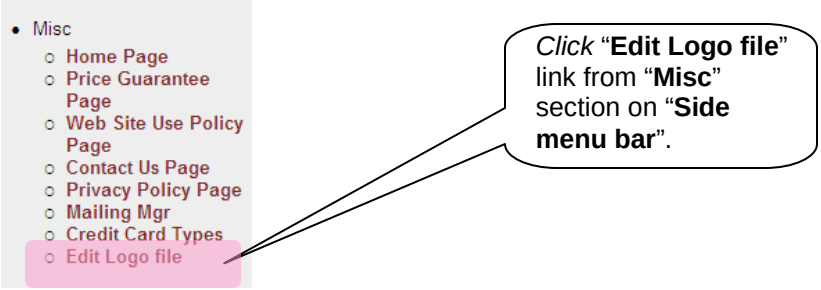
(*Table 3.4.3)*

Step Five: *Click on the* "**Logo**" button to enter the logo info panel and then select the logo for the current category.



(*Figure 3.4.7)*

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(*Figure 3.4.8)*

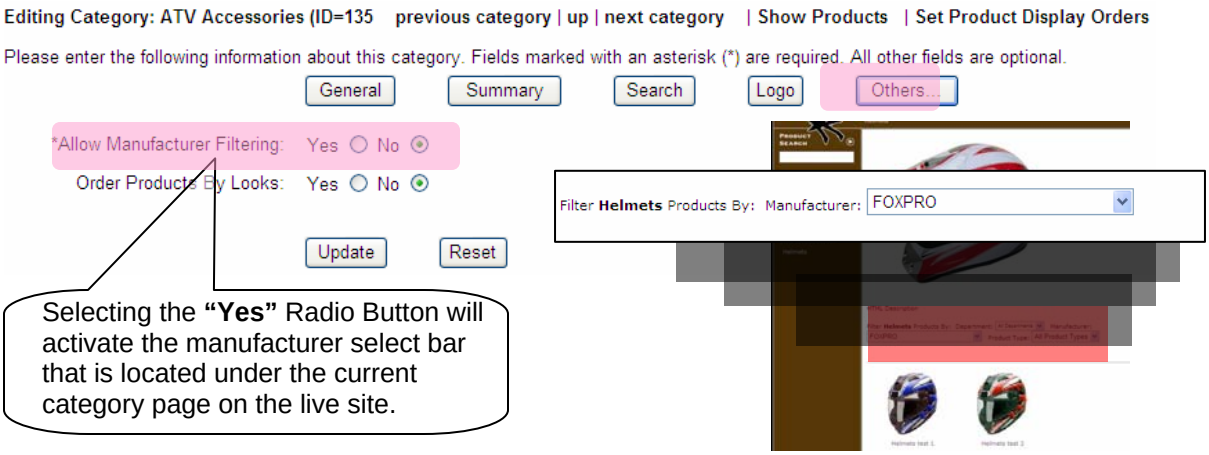
Note: The default logo image is "image/nav/logo.gif" image file, if you need to load more image files please *click* "**Edit Logo file**" link from "**Side menu bar**".
(See section 3.9.8 for details)

Properties Dictionary:

Search:	
Logo:	Dropdown list for selecting customized logo of the current category. The logo list needs to be preloaded on "**edit logo file page**".
Implement logo on all child categories:	Checkbox option for triggering function that replaces selected logo on all sub categories.

(*Table 3.4.4)*

Step Six: *Click on the* "**Others**" button to enter the miscellaneous info panel and enter the related information for the current category.



(*Figure 3.4.9)*

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Properties Dictionary:

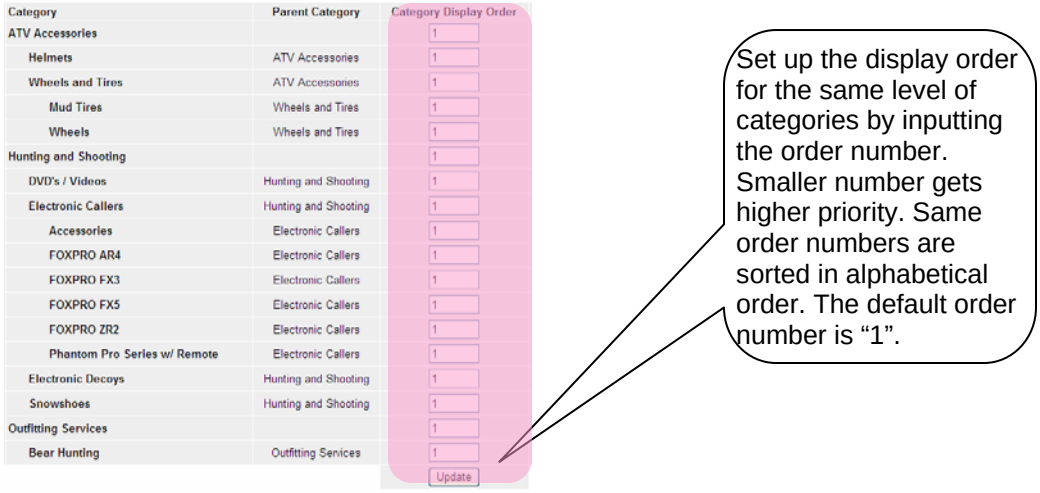
Others:	
Allow Manufacturer Filtering	Selecting the **"Yes"** Radio Button will activate the manufacturer select bar that is located under the current category page on the live site.
Order Products By Looks	Selecting the **"Yes"** Radio Button will set up the product display order under the current category by the frequency of customer views.

(*Table 3.4.5)*

Step Seven: Check all required inputs carefully and *click* "**Add New**" or "**Update**" button located near the bottom of the page to submit the uploading information of the current category.

3.4.2 Updating Category display order.

Step One: Change the display priority for related categories by inputting the display order number as an integer.

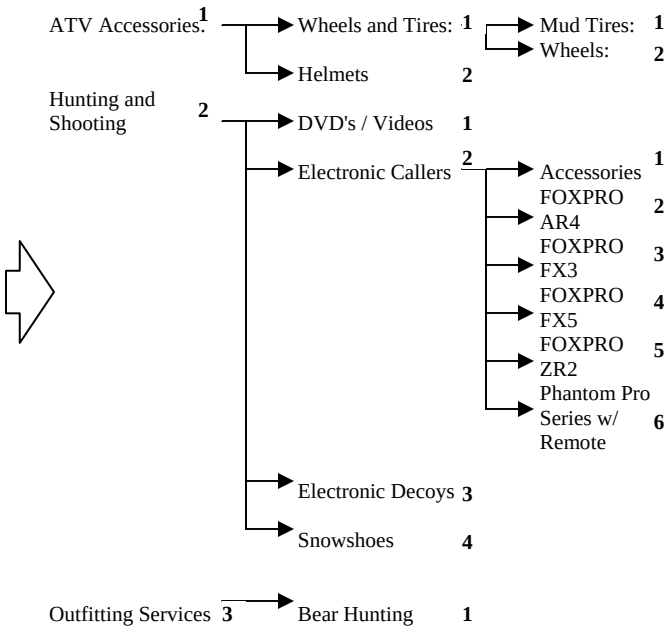


(*Figure 3.4.10)*

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Example:

Category	Parent Category	Category Display Order
ATV Accessories		1
Wheels and Tires	ATV Accessories	1
Mud Tires	Wheels and Tires	1
Wheels	Wheels and Tires	2
Helmets	ATV Accessories	2
Hunting and Shooting		2
DVD's / Videos	Hunting and Shooting	1
Electronic Callers	Hunting and Shooting	2
Accessories	Electronic Callers	1
FOXPRO AR4	Electronic Callers	2
FOXPRO FX3	Electronic Callers	3
FOXPRO FX5	Electronic Callers	4
FOXPRO ZR2	Electronic Callers	5
Phantom Pro Serles w/ Remote	Electronic Callers	6
Electronic Decoys	Hunting and Shooting	3
Snowshoes	Hunting and Shooting	4
Outfitting Services		3
Bear Hunting	Outfitting Services	1
		Update



(*Figure 3.4.11)*

Step Two: *Click on the* "**Update**" button to submit the changes and refresh the admin page.

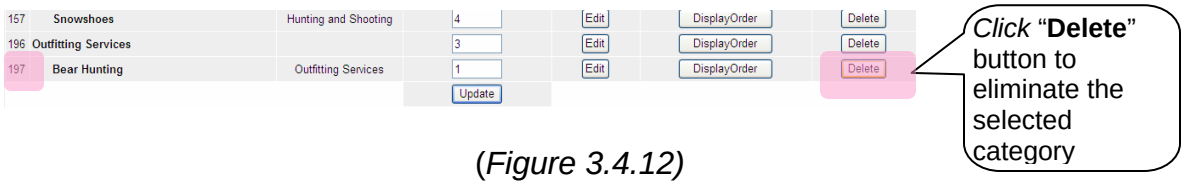
Properties Dictionary:

Category Display Order	Display order number in a 4-bit integer. E.g. 3

(*Table 3.4.6)*

3.4.3 Deleting selected categories.

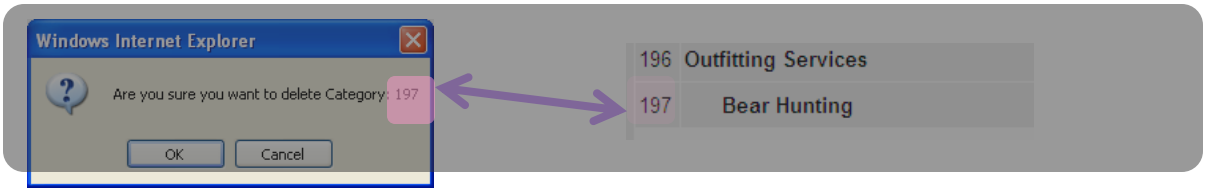
Step One: *Click on the* "**Delete**" button to eliminate the selected category.



(*Figure 3.4.12)*

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Step Two: Double check whether the category ID is the selected category's ID; if yes, *click on the* "**OK**" button to eliminate the selected category, otherwise, *click* on the "**Cancel**" button to return to the category administration page.



(*Figure 3.4.13)*

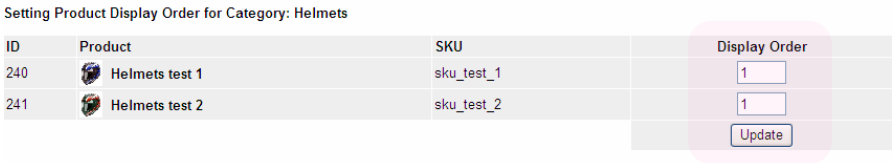
3.4.4 Setting up product display order.

Step One: *Click on the* **"Display Order"** button to go to the set up page of product display order if there are products under the selected category.



(*Figure 3.4.14)*

Step Two: Change the display priority of related manufacturers by inputting display order number as an integer.



(*Figure 3.4.15)*

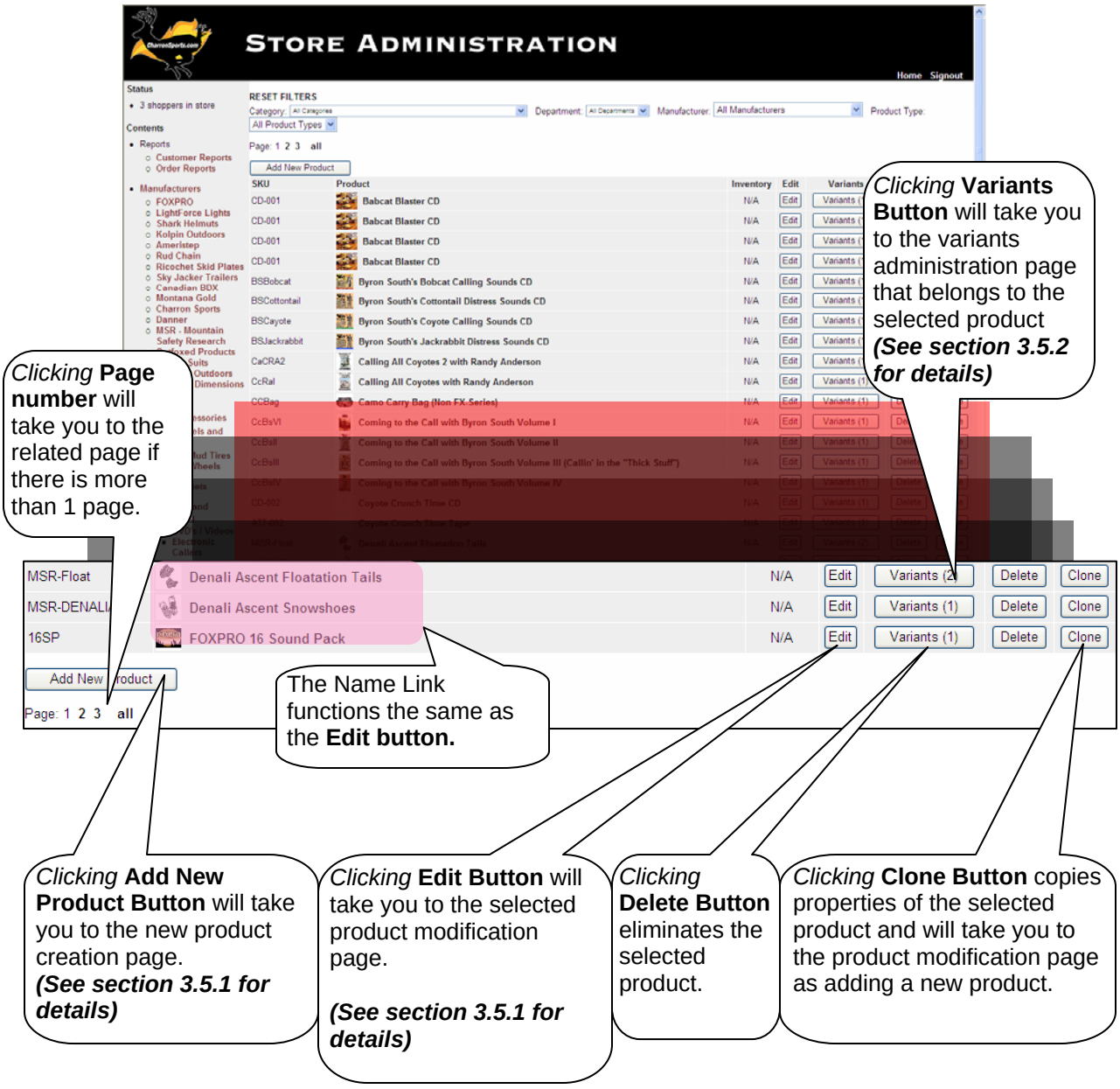
Note: Numbers of lesser value get higher priority, the same order numbers are sorted in alphabetical order. The default order number is "1".

Step Three: *Click* on the "**Update**" button to submit the changes and to refresh the admin page.

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3.5 How to set up products & product variants.

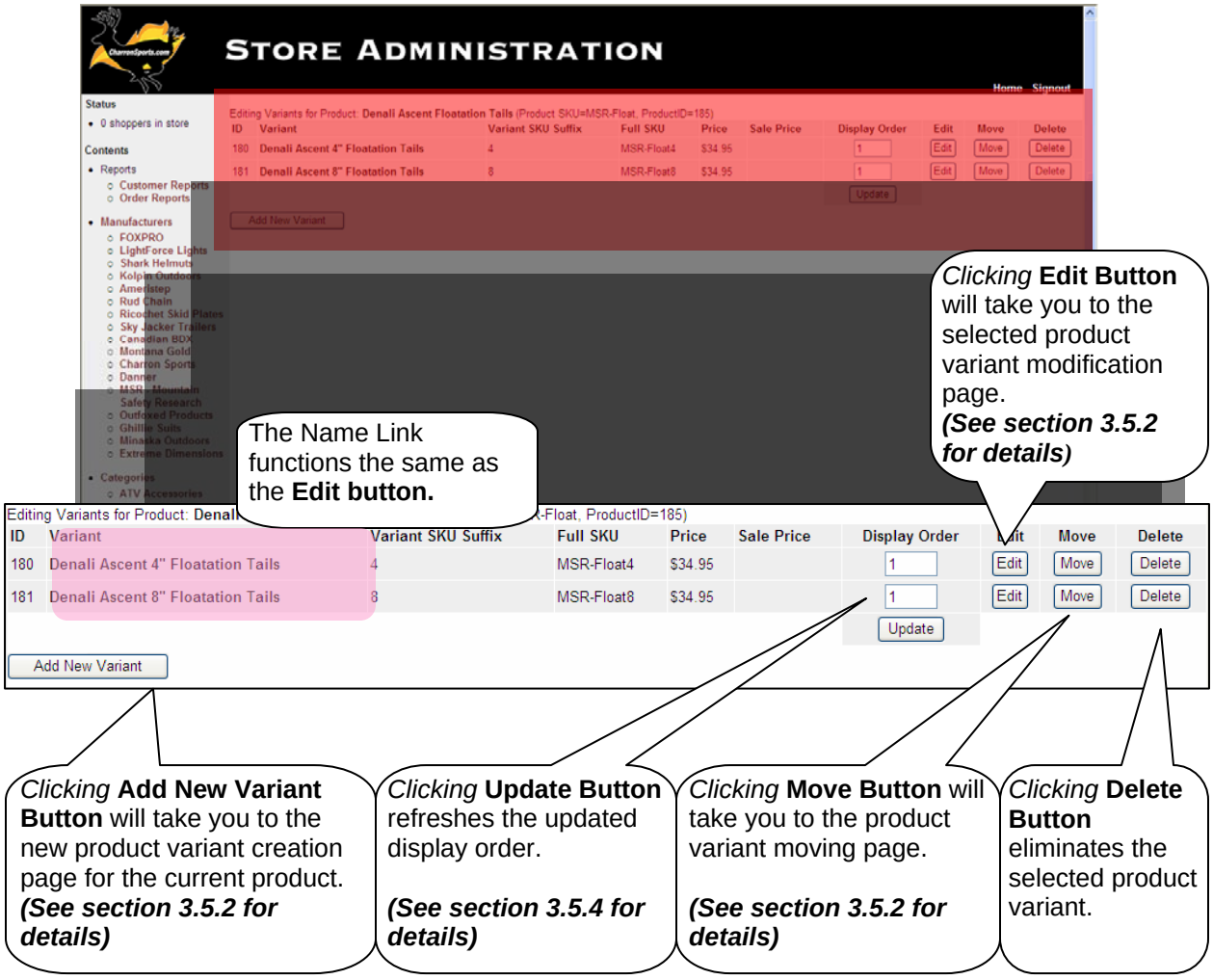
Products administration page



(*Figure 3.5.1)*

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Variants administration page

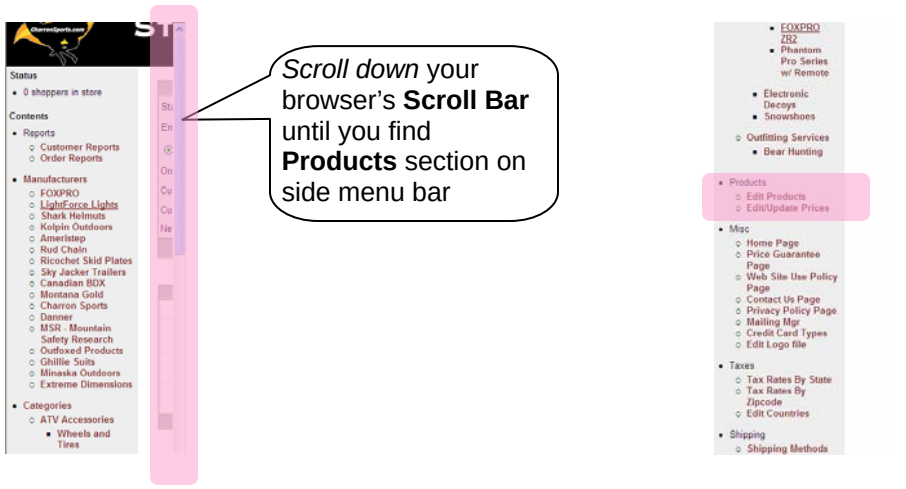


(*Figure 3.5.2)*

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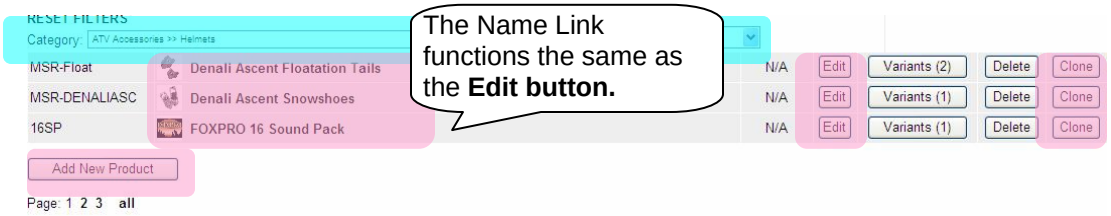
3.5.1 Adding, editing & cloning product.

Step One: *Find* **"Products"** section on "**Side Menu Bar"** and *click* "**Edit Products"** link to go to products administration page.



(*Figure 3.5.3)*

Step Two: To get into product modification page from product administration page *click on the* "**Add New Product"**, "**Edit"** or "**Clone"** button.



(*Figure 3.5.4)*

Note: *Click on the* "**Clone"** Button to copy the selected product properties. Then go to the product modification page to add a new product. Include all product properties, images and variants that belong to the selected product.

Tip! *If the product list is more than one page, you can sort the list by different filter combinations on top of the list page to find your target product efficiently. (Figure 3.5.4 highlighted in blue)*

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Step Three: Select properties group panel located near the top of page (highlighted in red on *figure 3.5.5*) and enter the proper general information of the current product.



(*Figure 3.5.5)*

Note: The General info group is displayed as a default panel. The required properties are marked with asterisks (*).

Tip! *If you need to create a new product in a rush, you can just simply fill in all the information in basic section or* **clone** *a similar product from the product list. The category default value is same as the manufacturer filter you selected on product administration panel page.*

Properties Dictionary:

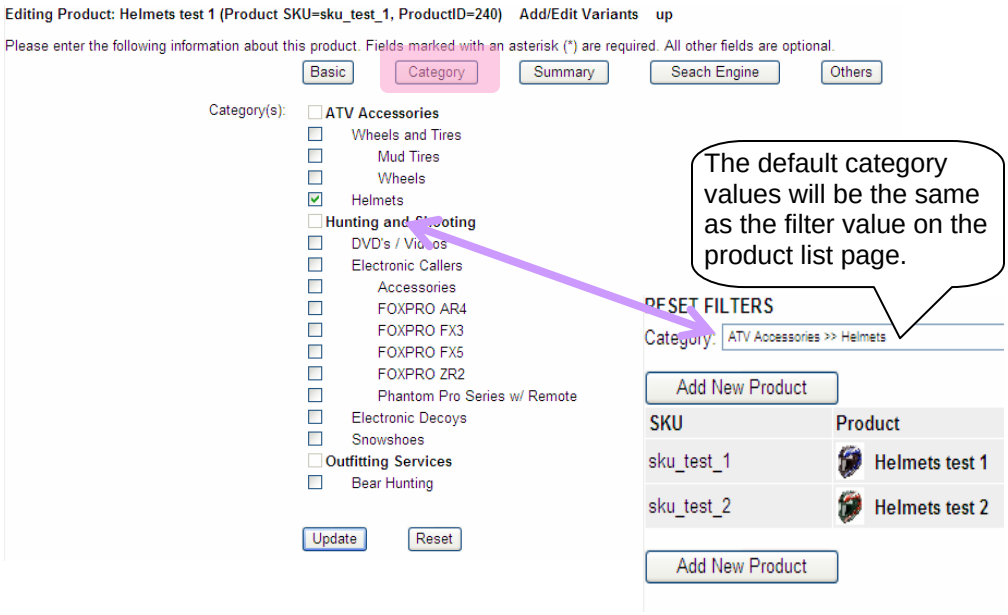
General:	
Product Name:	The Name identifies the current product, maximum length of 100 characters. *e.g. Schuberth S1 Helmet*
Published:	Check yes if ready to put the current product on live site.
Manufacturer:	Dropdown list for setting up products manufacturer.
SKU:	Stock Keeping Unit, an identifier that identifies the current product with the maximum length of 50 characters. *e.g. HLMT-001*

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Price:	Initial price of the current product. *Currency format as X.XX without leading $ sign.* *e.g. 89.99*
Sale Price:	Price of promotion, set up $0 if not on promotion. *Currency format as X.XX without leading $ sign.* *e.g. 89.99*
Icon:	Thumbnail icon for the current product. (115 pixels : 115 pixels)
Medium Pic:	Medium size image of the current product. (250 pixels : 250 pixels)
Large Pic:	Large size image of the current product. (500 pixels : 500 pixels)
Color Swatch Pic:	Color Swatch medium size image of the current product. (250 pixels : 250 pixels)

(*Table 3.5.1)*

Step Four: *Check* the categories that the current product belongs to.



(*Figure 3.5.6)*

Note: The top level category is the product section level; it's been disabled to set up any product.

Tip! *You set up one particular product under several categories and it's not necessarily been the same level category.*

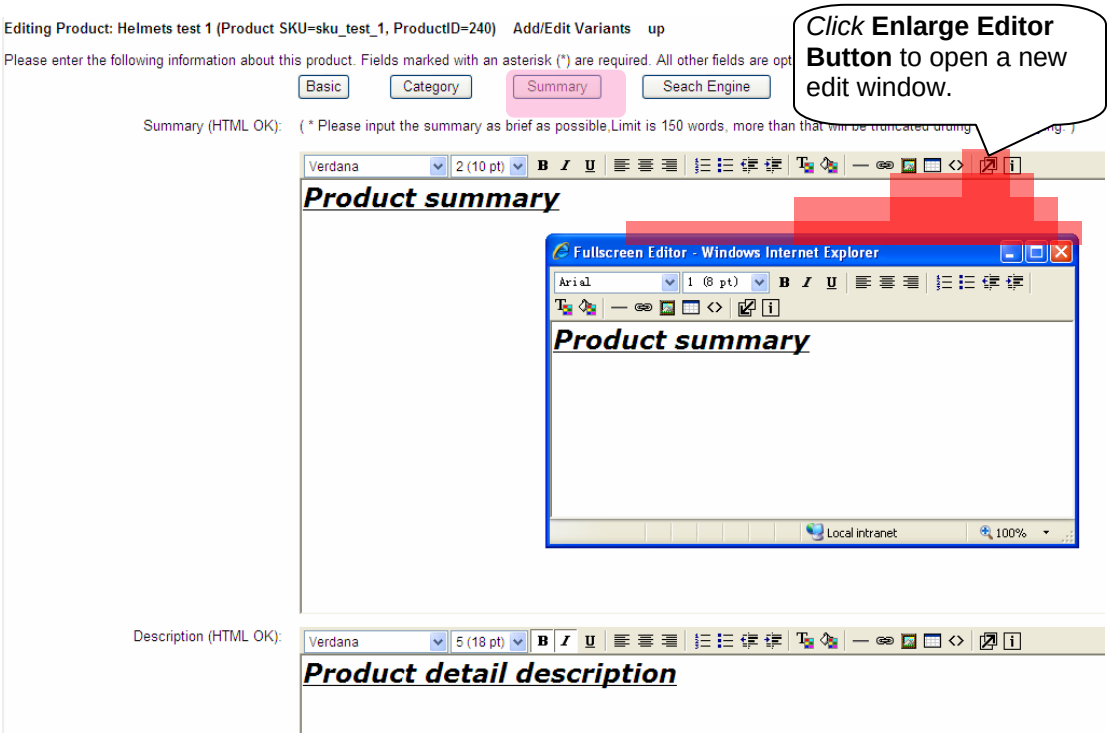
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Properties Dictionary:

Category:	
Category(s):	The category(s) that the product belongs to. It can be multiple selected. *The default value will be the same as the category filter value on the product list page.(see figure 3.5.6)*

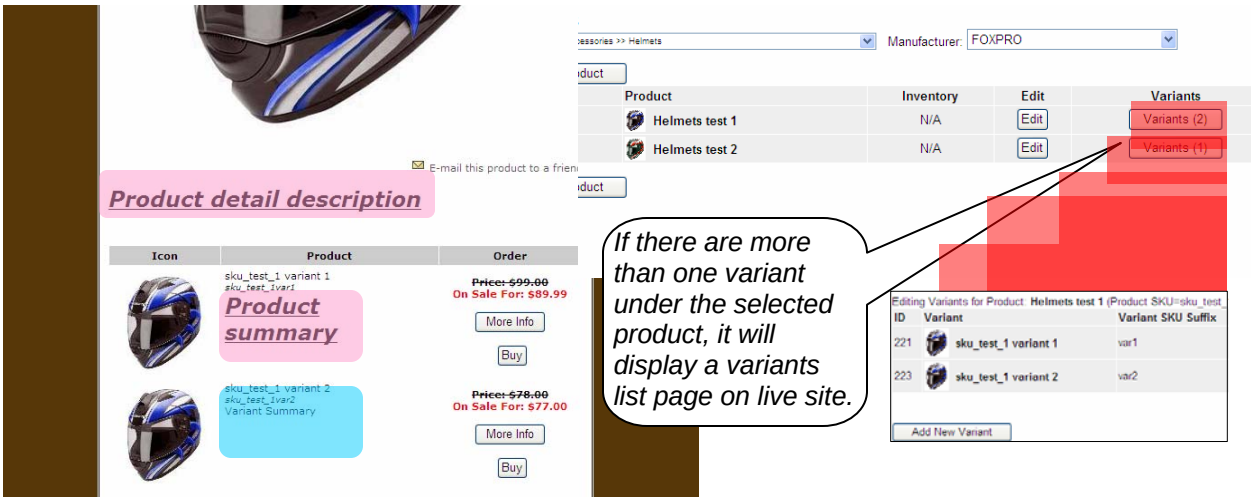
(*Table 3.5.2)*

Step Five: *Click* "**Summary"** button to go into summary panel and set up the product summary and product description.

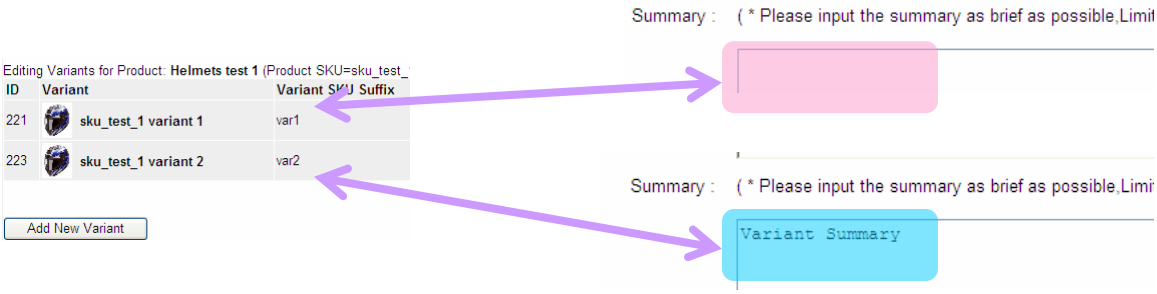


(*Figure 3.5.7)*

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(*Figure 3.5.8*)



(*Figure 3.5.9*)

Note: The product summary will display only if the variant summary is empty; otherwise it will display the variant summary as the more specific information that has the higher priority than the product summary.

As shown in *Figure 3.5.8* and *Figure 3.5.9*, if a variant summary is not empty, it will be shown as the product description; otherwise, only the product summary will be displayed (Highlighted in blue).

Note: The product summary and variant summary will be truncated if it is more than 150 characters when displayed on live site. Please write any information more than 150 characters into the detail description field.

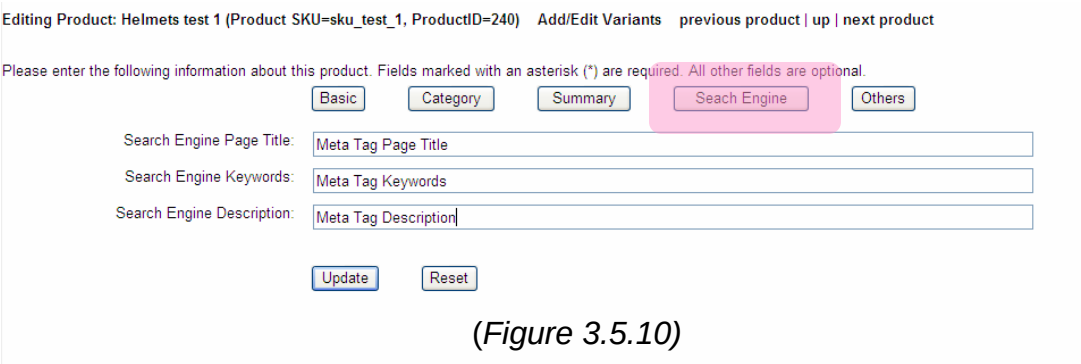
Copyright © 2007 Enter360 Media Group Inc. All rights reserved.

Properties Dictionary:

Summary:	
Summary:	The summary of the current product, will display on the "**Product**" field under the SKU on product page. (if the summary is more than 150 characters it will be automatically transacted when displayed)
Description:	The detail description for the current product will display on the top of the product page, allowing rich text and html input format.

(*Table 3.5.3)*

Step Six: *Click on the* "**Search Engine**" button to enter the search info panel then enter the "*Page Title, Keywords, Description*" of the current product.



(*Figure 3.5.10)*

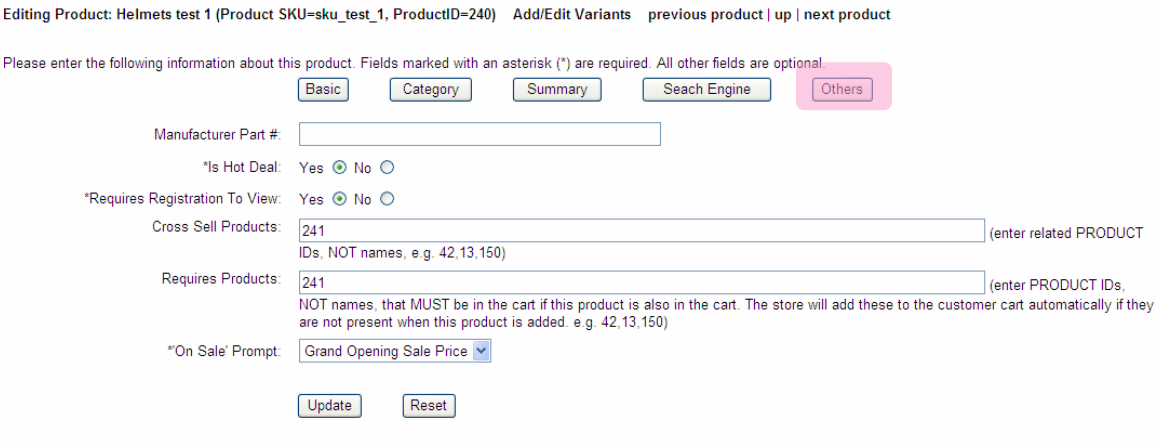
Properties Dictionary:

Search:	
Search Engine Page Title:	The meta tag page title of search engine bots. (maximum length of 100 characters, if empty it will display as product name) *e.g. Tactical marketing for the hunting, shooting & outdoor sports industries.*
Search Engine Keywords:	The meta tag page keywords of search engine bots. (maximum length of 1000 characters, if empty it will display as product name) *e.g. hunting, shooting, outdoor, ATV, helmets, motorcycle parts, motorcycle accessories.*
Search Engine Description::	The meta tag page description of search engine bots. (maximum length of 255 characters, if empty it will display as product name) *e.g. We are your Off-Road Specialists for Motorcycle and ATV Parts, Accessories and Apparel.*

(*Table 3.5.4)*

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Step Seven: *Click on the* "**Others**" button to enter the miscellaneous info panel and enter the related information for the current product.



(*Figure 3.5.11)*

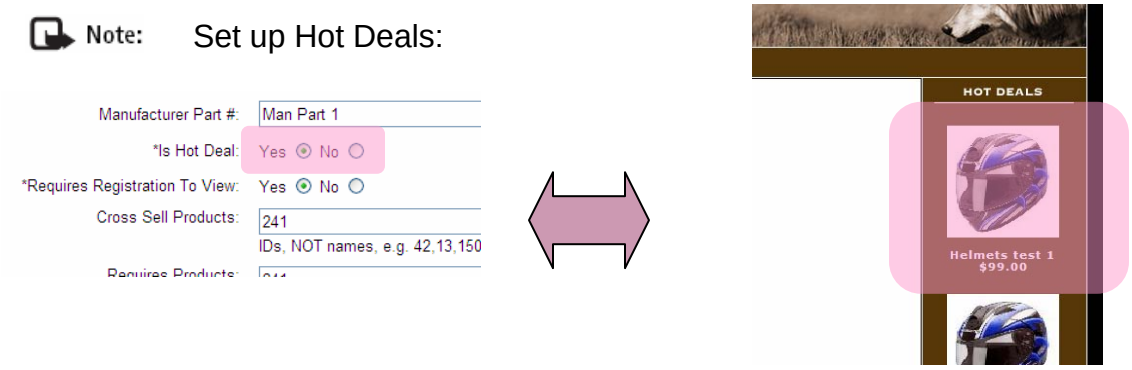
Properties Dictionary:

Others:	
Manufacturer Part #:	Manufacturer part number. Maximum length of 50 character.
Is Hot Deal:	Checking "**Yes**" will display products on hot deal bar. *(see figure 3.5.12for details)*
Requires Registration To View:	Check "**Yes**" it only displays for registered customers. *(see figure 3.5.13 for details)*
Cross Sell Products:	Enter cross sell product IDs to show related products on the current product page. e.g. 42,13,150,240 *(see figure 3.5.14 for details)*
Requires Products:	Enter required product IDs to force the required products to be added to cart when a customer is willing to purchase the current product. e.g. 42,13,150,240 *(see figure 3.5.15 for details)*
On Sale Prompt:	Dropdown list for selecting on sale prompt, which will display on the top of sale price in red font. *(see figure 3.5.16 for details)*

(*Table 3.5.5)*

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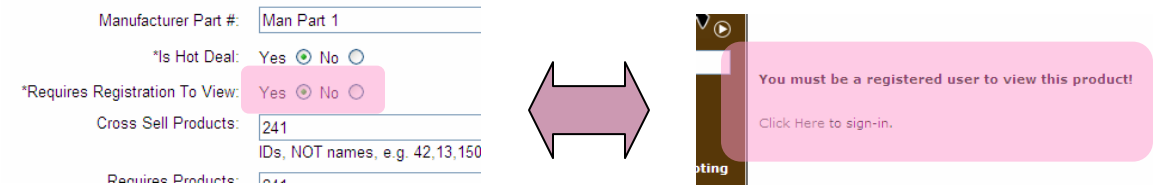
Note: Set up Hot Deals:



Administration Panel *Live Site*

(*Figure 3.5.12*)

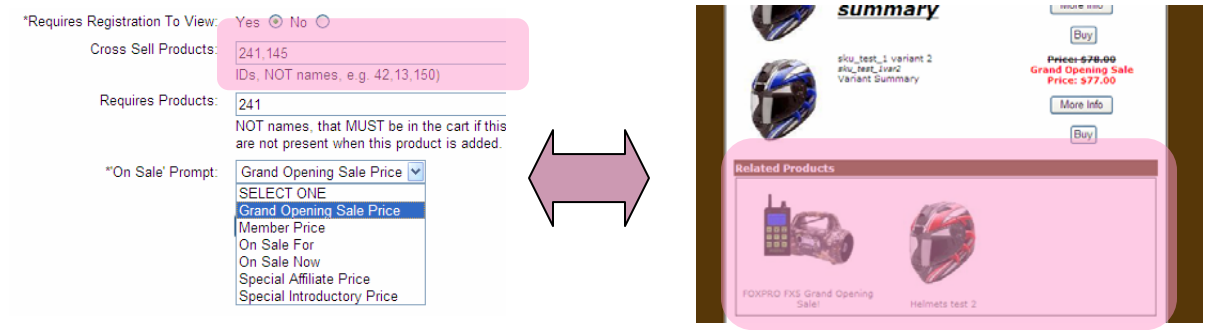
Note: Set up View restrictions for anonymous customers:



Administration Panel *Live Site*

(*Figure 3.5.13*)

Note: Set up Cross Sell Products:



Administration Panel *Live Site*

(*Figure 3.5.14*)

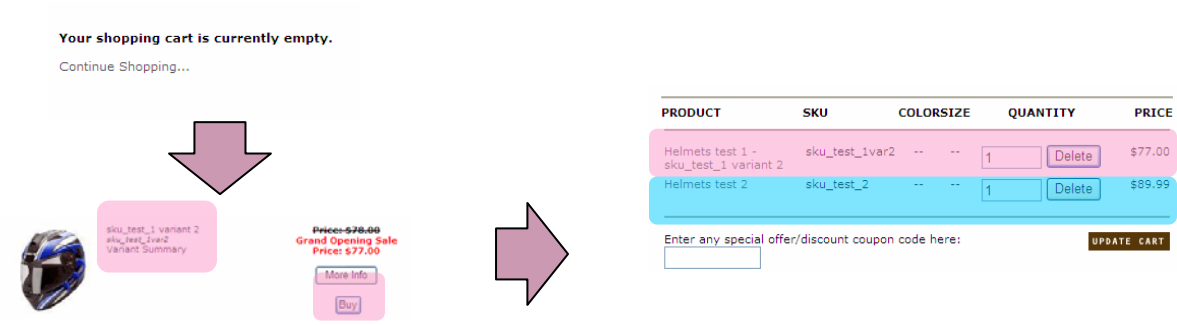
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Note: Set up Required Products:



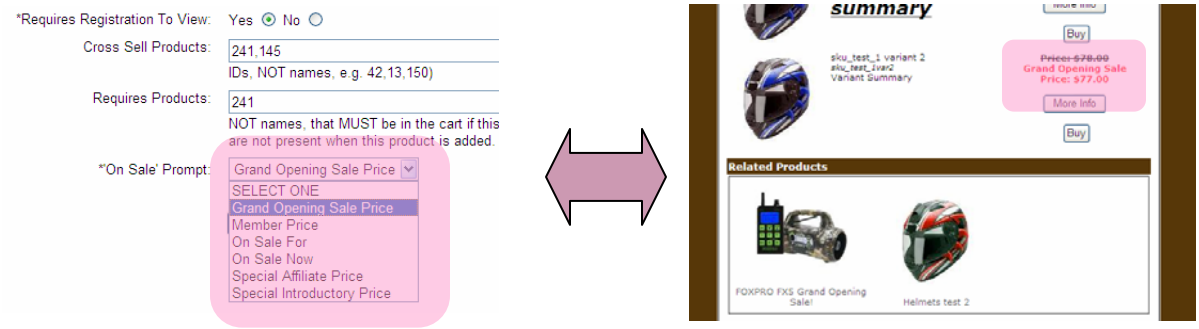
Administration Panel

Live Site



(*Figure 3.5.15)*

Note: Set up On Sale Prompt:

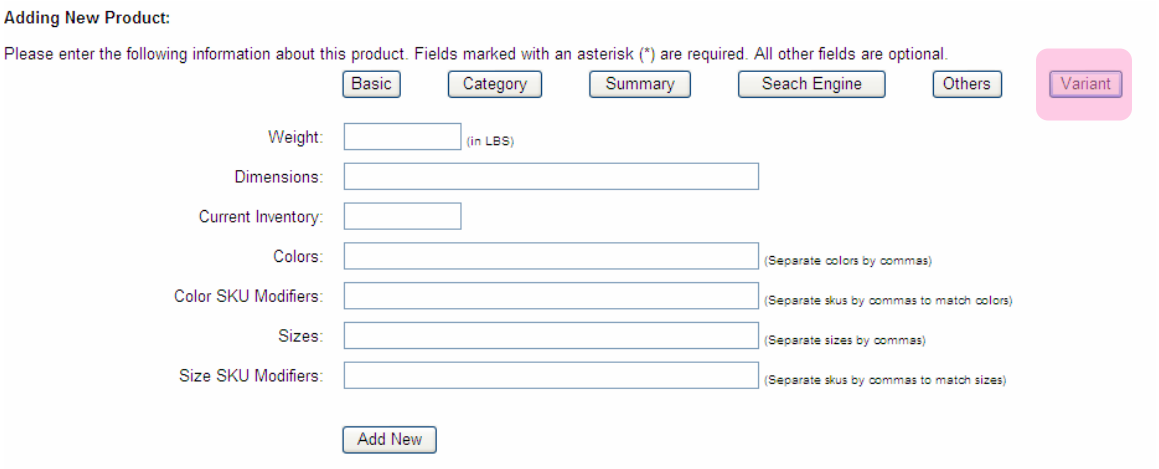


Administration Panel *Live Site*

(*Figure 3.5.16)*

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Step Eight* *(only appears when creating new products)**:***
Click on the "**Variant**" button if it appears on the top menu bar, so you can enter the set up panel of the initial product variant and enter the related information of the current product's variant.



(*Figure 3.5.17)*

Properties Dictionary:

Variant:	
Weight:	The weight of the product's variant. *e.g. 2.5*
Dimensions:	The Height, Width and Depth of the product's variant. *Height x Width x Depth, in inches, e.g. 4.5 x 7.8 x 2*
Current Inventory:	The current inventory of the product's variant. *e.g. 2500*
Colors:	The color selection of the current product's variant. *Separate color by "," e.g. Red, White, Black* *(see figure 3.5.25 for detail)*
Color SKU Modifiers	The color SKU suffix of the current product's variant. *Separate by "," e.g. _Red, _White, _Black* *(see figure 3.5.25 for detail)*
Sizes:	The size selection of the current product's variant. *Separate color by "," e.g. Small, Medium, Large* *(see figure 3.5.26 for detail)*
Size SKU Modifiers	The size SKU suffix of the current product's variant. *Separate color by ","e.g. _Small,_ Medium, _Large* *(see figure 3.5.26 for detail)*

(*Table 3.5.6)*

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Step Nine: Check all required inputs carefully and *Click* "**Add New**" or "**Update**" button on the bottom of the page to submit the uploading information of the current product.

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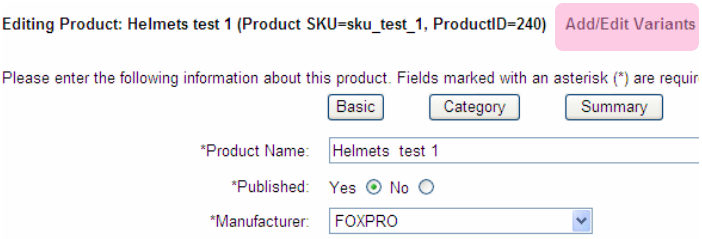
3.5.2 Adding & editing Product's Variant.

Note: The product's variant is a weak entity that depends on the product, the more specific detailed description of this product, such as price, color, size, specific description and so on. After you add in a new product our system will automatically generate a default variant for your product, you can edit it or add another new variant if necessary.

Step One: *Click on the* **"Variants ()"** Button on Product administration panel or *click on the* **"Add/Edit Variants"** Link located near the top of The Product modify page to go to product's variants administration page.



Product Administration Panel



Product Modify Page

(*Figure 3.5.18)*

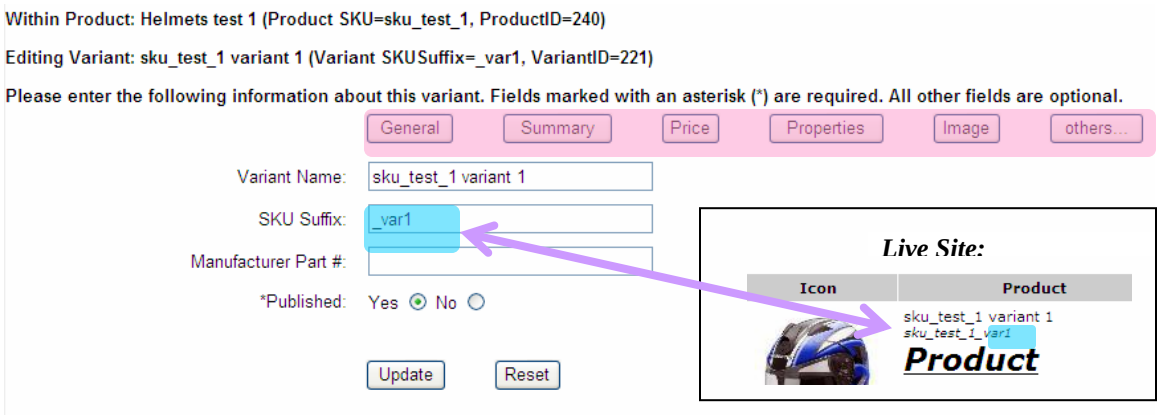
Step Two: *Click on the* "**Add New Variant"** or "**Edit"** button to get into the modification page of product's variant.



(*Figure 3.5.19)*

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Step Three: Select properties group panel located near the top of page (highlighted in red on *figure 3.5.20*) and enter the proper general information of the current product's variant.



(*Figure 3.5.20)*

Properties Dictionary:

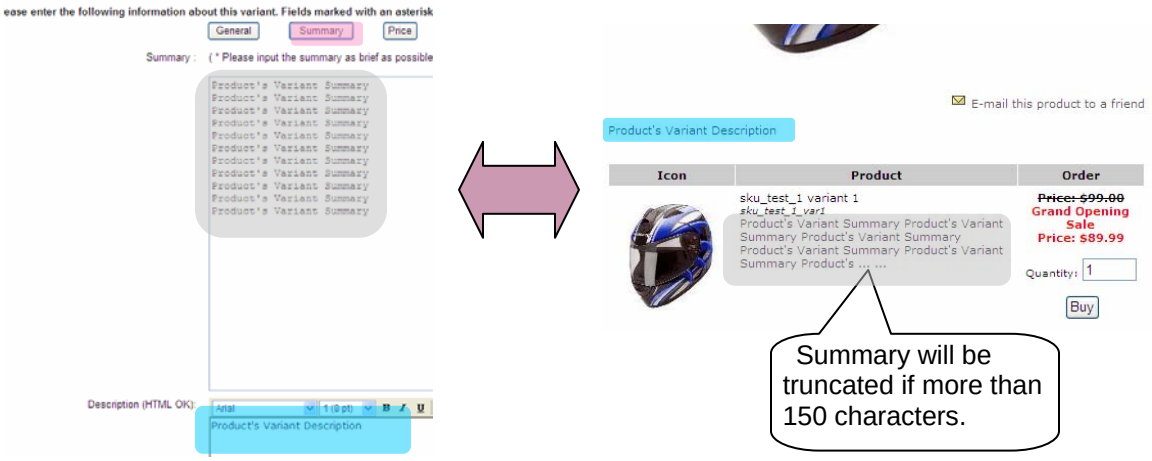
General:	
Variant Name:	The Name identifies the current Product's variant, allowing to enter character number and space with the maximum length of 100 characters. *e.g. FX5 w/ Free Camo Carry Bag*
SKU Suffix:	The suffix will be attached at the end of the product SKU. *e.g. _Promo*
Manufacturer Part #:	Manufacturer part number if it is different with its product's. Maximum length of 50 characters.
Published:	Check yes if ready to put the current product on live site.

(*Table 3.5.7)*

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Step Four: *Click on the* "**Summary"** button to enter the summary info panel and enter the product's variant summary and description.

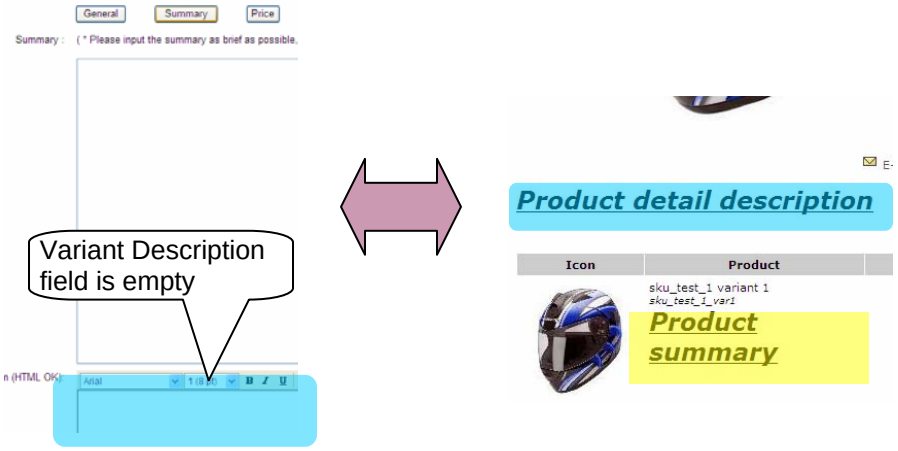
Administration panel: *Live site:*



(*Figure 3.5.21)*

Note: If the variant's summary or description field is empty our system will automatically fetch summary or description of its product.

Administration panel: *Live site:*



(*Figure 3.5.22)*

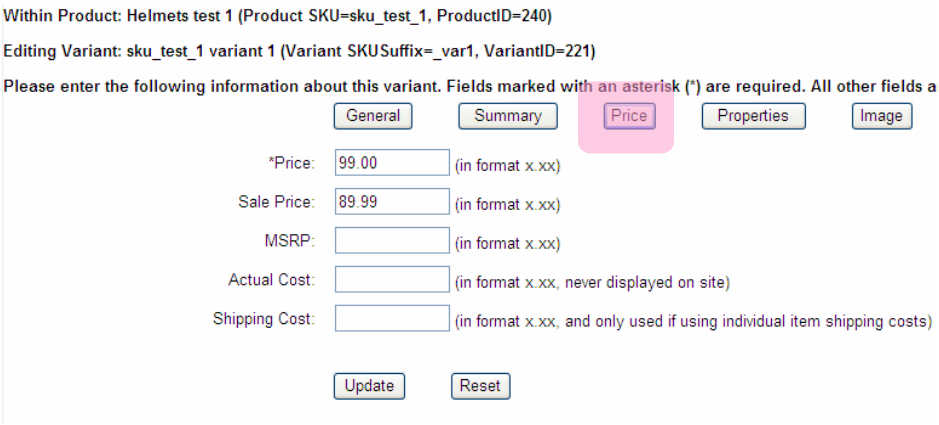
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Properties Dictionary:

Summary:	
Summary:	The summary of the current product variant, will display on the "**Product**" field under the SKU on variant detail page or product page. (if more than 150 characters it will be automatically transacted when displayed)
Description:	The detailed description of the current variant will display on top of product's variant detail page, allowing rich text and html input format.

(*Table 3.5.8)*

Step Four: *Click on the* "**Price"** button to enter the Price info panel and set up related price and shipping costs.



(*Figure 3.5.23)*

Properties Dictionary:

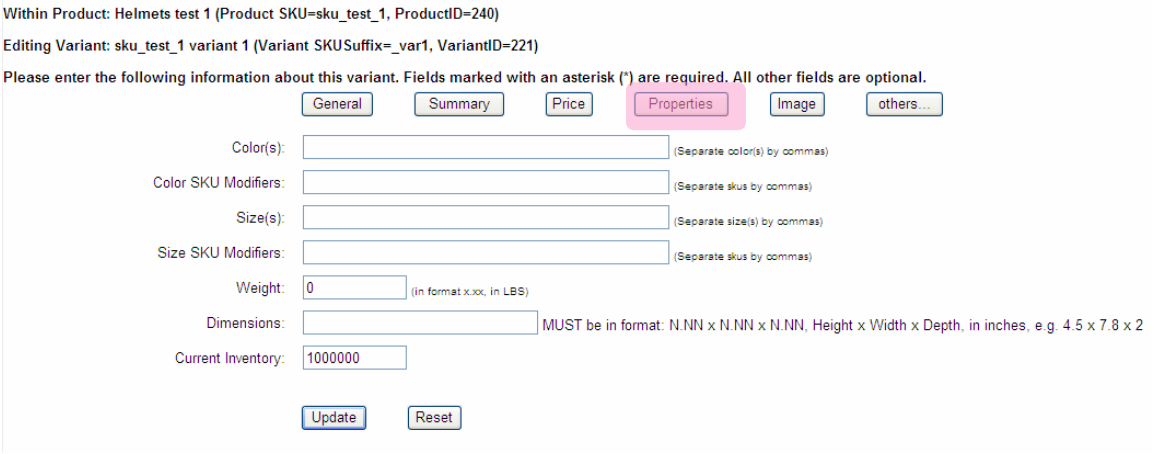
Search:	
Price:	Price of the current product's variant *Currency format as X.XX without leading $ sign. e.g. 89.99*
Sale Price:	On sale price of the current product's variant *Currency format as X.XX without leading $ sign. e.g. 89.99*

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MSRP:	Manufacturer suggest retail price of the current product's variant *Currency format as X.XX without leading $ sign. e.g. 89.99*
Actual Cost:	Actual cost of the current product's variant *Currency format as X.XX without leading $ sign. e.g. 89.99*
Shipping Cost:	Shipping cost of the current product's variant *Currency format as X.XX without leading $ sign. e.g. 89.99*

(*Table 3.5.9)*

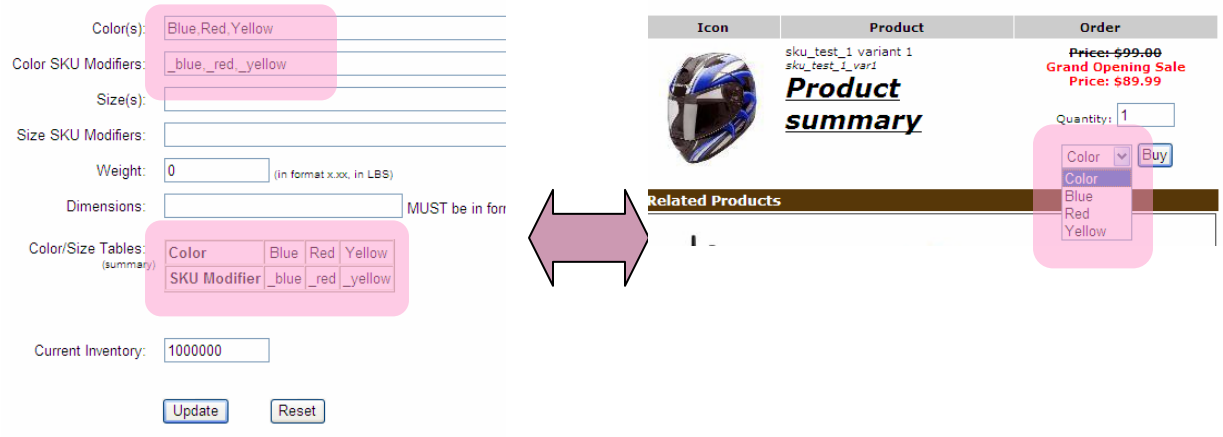
Step Five: *Click on the* "**Properties"** button to enter the product's variant properties panel and set up related information such as color, size, weight, dimensions and inventory.



(*Figure 3.5.24)*

Note: If you need to set up **Color** selection for a particular product variant, input the color choice in "**Color(s)**" field and "**Color SKU Modifiers**" field, separate colors by "**,**"; then our system will automatically generate a color summary table as shown in ***figure 3.5.25***, which will give the customer a color selection dropdown list in the live site.

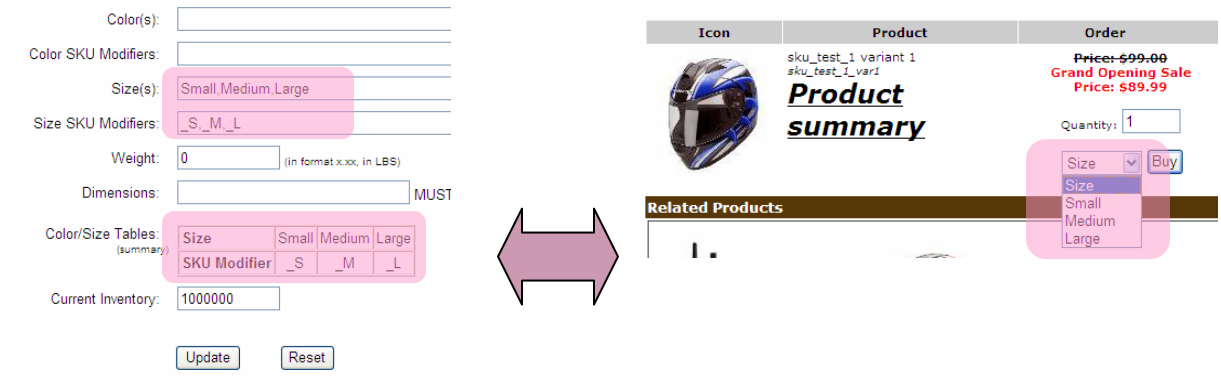
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Administration Panel *Live Site*

(*Figure 3.5.25)*

Note: If you need to set up **Size** selection for the particular product variant, input the size choice in "**Size(s)**" field and "**Size SKU Modifiers**" field, separate sizes by "**,**"; then our system will automatically generate a size summary table as shown in ***figure 3.5.26***, which will give the customer a color selection dropdown list in the live site.



Administration Panel *Live Site*

(*Figure 3.5.26)*

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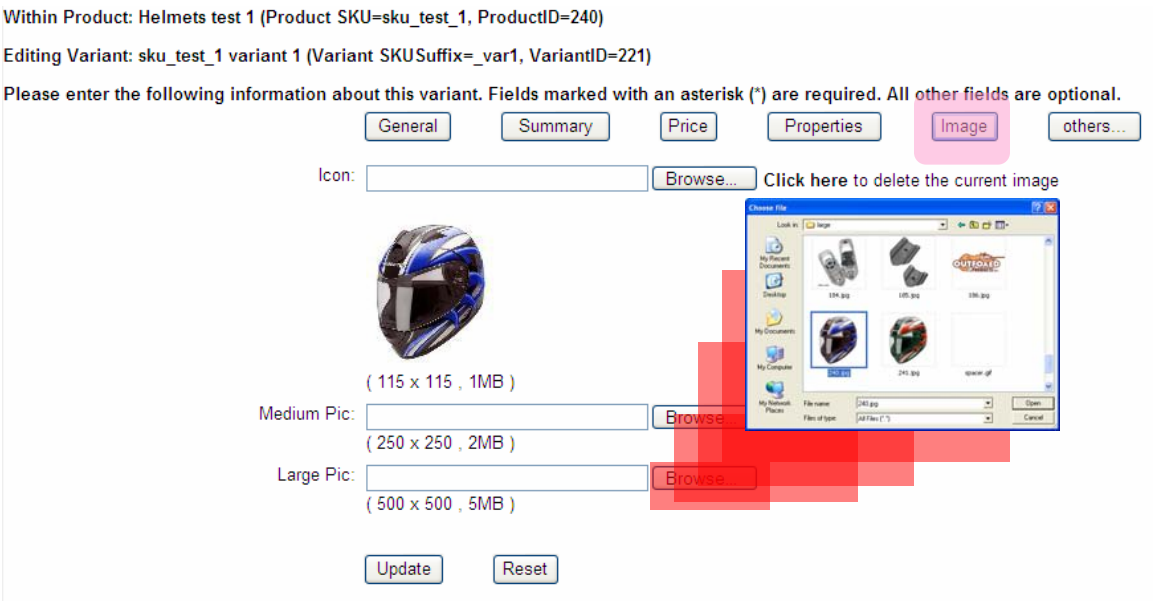
Properties Dictionary:

Variant:	
Colors:	The color selection of the current product's variant. *Separate color by "," e.g. Red, White, Black*
Color SKU Modifiers	The color SKU suffix of the current product's variant. *Separate by "," e.g. _Red, _White, _Black*
Sizes:	The size selection of the current product's variant. *Separate color by "," e.g. Small, Medium, Large*
Size SKU Modifiers	The size SKU suffix of the current product's variant. *Separate color by ","e.g. _Small,_ Medium, _Large*
Weight:	The weight of the product's variant. *e.g. 2.5*
Dimensions:	The Height, Width and Depth of the product's variant. *Height x Width x Depth, in inches, e.g. 4.5 x 7.8 x 2*
Current Inventory:	The current inventory of the product's variant. *e.g. 2500*

(*Table 3.5.10)*

Tip! *You can set up a color and a size selection for customers as different individual variants, which can give more of a specific summary, description and individual image for each color and size selection.*

Step Six: *Click on the* "**Image"** button to enter the Image panel and upload icon, medium picture, and large picture if necessary.



(*Figure 3.5.27)*

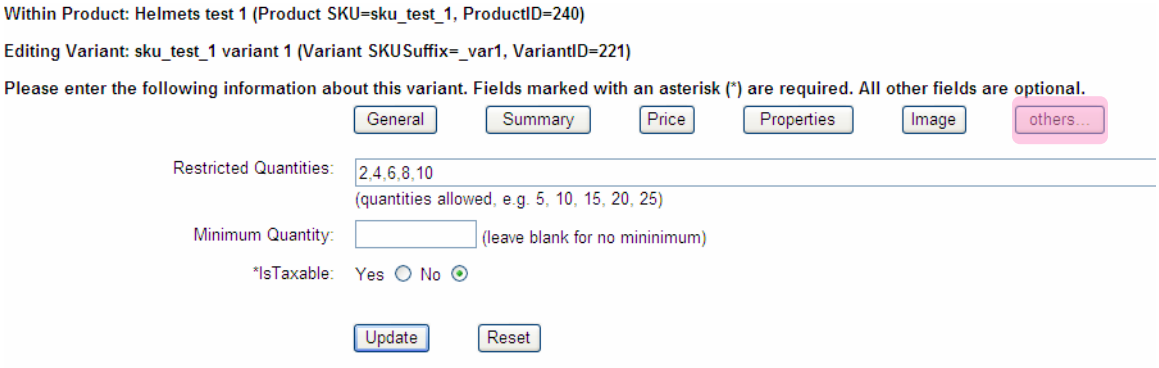
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Properties Dictionary:

General:	
Icon:	Thumbnail icon of the current product's variant. (115 pixels : 115 pixels)
Medium Pic:	Medium size image of the current product's variant. (250 pixels : 250 pixels)
Large Pic:	Large size image of the current product's variant. (500 pixels : 500 pixels)

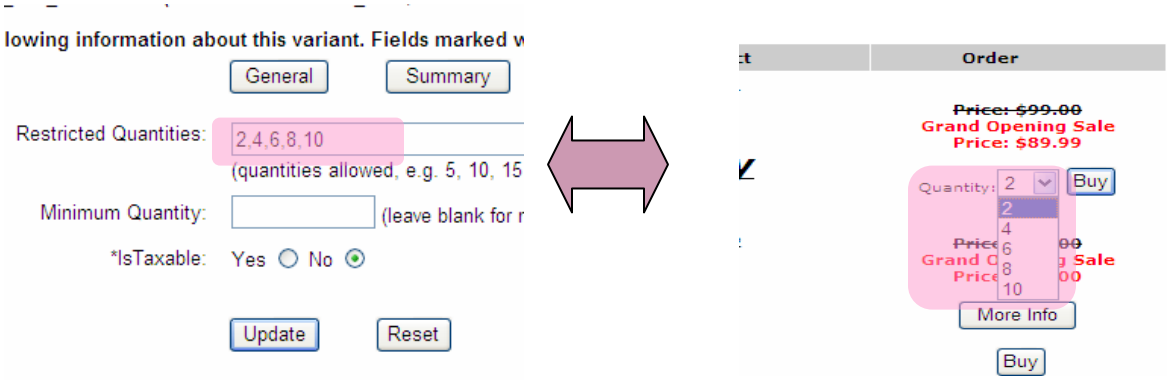
(*Table 3.5.11)*

Step Seven: *Click on the* "**Others…"** button to enter the miscellaneous info panel and enter the related information of the current product's variant.



(*Figure 3.5.28)*

Note: Set up Restricted Quantities:

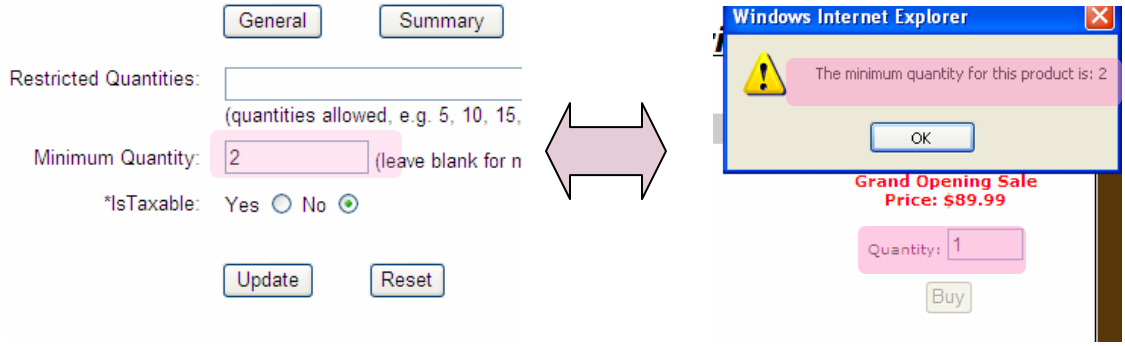


Administration Panel *Live Site*

(*Figure 3.5.29)*

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Note: Set up Minimum Quantity:



Administration Panel *Live Site*

(*Figure 3.5.30)*

Properties Dictionary:

General:	
Restricted Quantities:	Set up restricted quantities of the current product's variant displayed as a dropdown list on live site. *Options separated by "," e.g. 2,4,6,,8,10*
Minimum Quantity:	Set up the minimum purchase quantity limitation of the current product's variant.
Is Taxable:	If checked "**No**" the current product's variant is tax free.

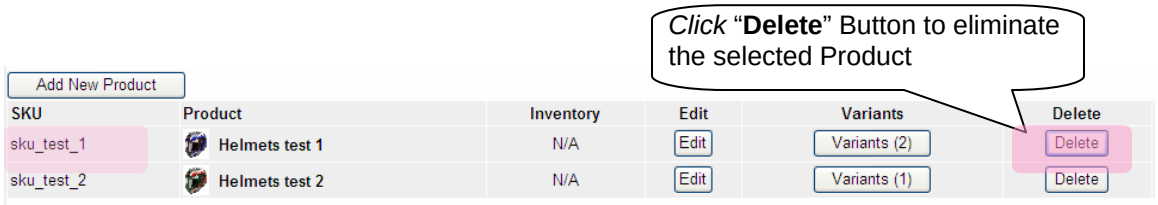
(*Table 3.5.12)*

Step Eight: Check all required inputs carefully and *Click* on the "**Add New**" or "**Update**" buttons located near the bottom of the page to submit the uploading information of the current product variant.

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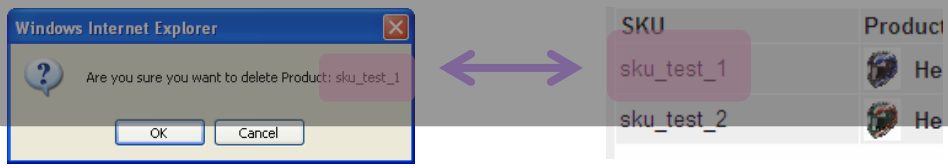
3.5.3 Deleting selected product.

Step One: *Click on the* "**Delete**" button to eliminate the selected Product.



(*Figure 3.5.31)*

Step Two: Double check whether the SKU is the selected product's SKU; if yes *click on the* "**OK**" button to eliminate the selected product, otherwise *click on the* "**Cancel**" button to return to the product administration page.

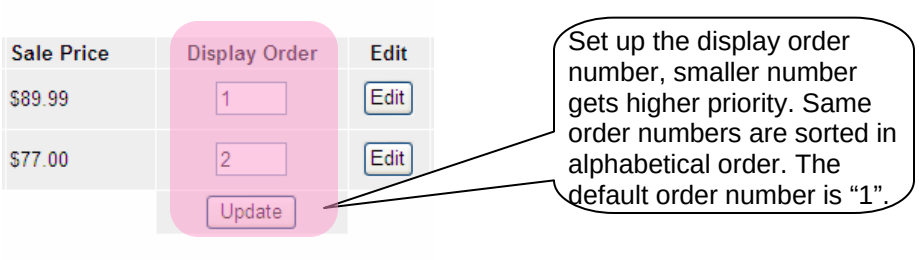


(*Figure 3.5.32)*

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3.5.4 Updating product's variant display order.

Step One: Change the display priority of the related product's variant by inputting display order number as an integer.



(*Figure 3.5.33)*

Step Two: *Click on the* "**Update**" button to submit the changes and refresh the admin page.

Properties Dictionary:

Display Order	Display order number in 4-bit integer. E.g. 2

(*Table 3.5.13)*

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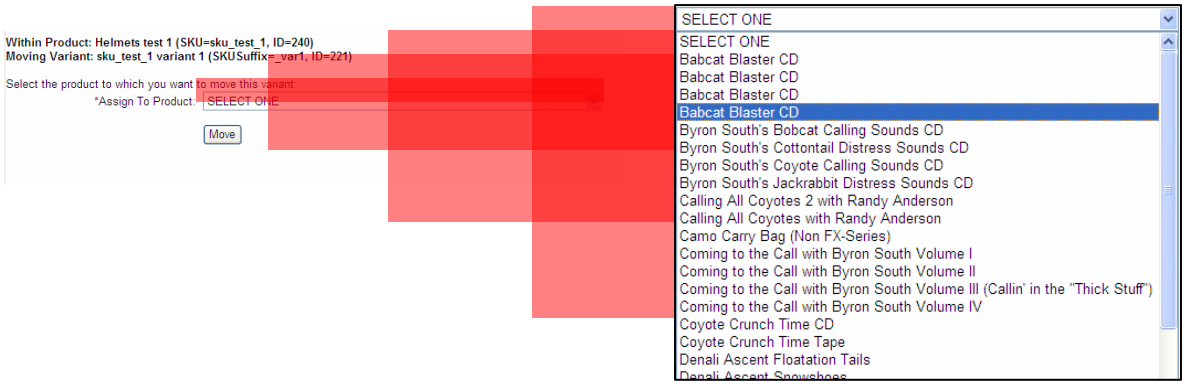
3.5.5 Moving selected product's variant.

Step One: *Click on the* "**Move**" button to go to product's variant moving page.



(*Figure 3.5.34)*

Step Two: Select the destination of the variant from the product dropdown list and then *click on the* "**Move**" button to submit.



(*Figure 3.5.35)*

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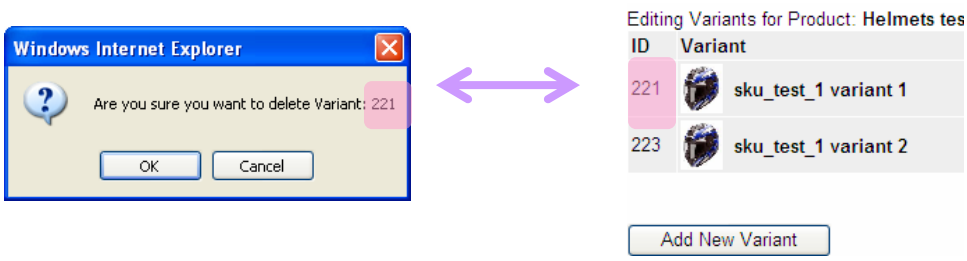
3.5.6 Deleting selected product's variant.

Step One: *Click on the* "**Delete**" button to eliminate the selected Product's variant.



(*Figure 3.5.36)*

Step Two: Double check the variant ID to select variant's ID; if yes *click on the* "**OK**" button to eliminate the selected product variant, otherwise *click on the* "**Cancel**" button to return to the product's variant administration page.

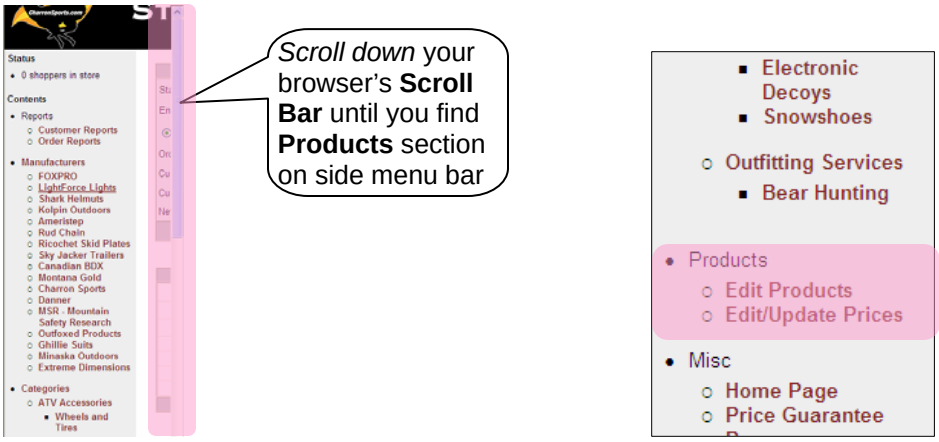


(*Figure 3.5.37)*

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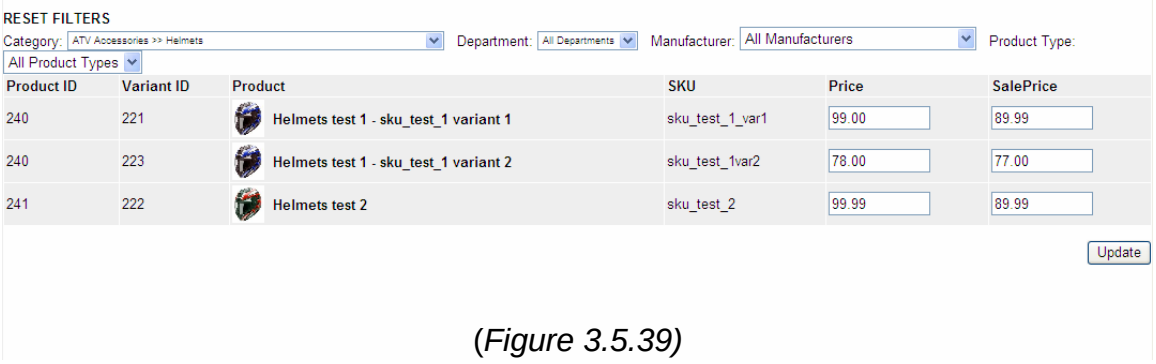
3.5.7 Managing product item price.

Step One: *Find* **"Products"** section on "**Side Menu Bar"** and then *click* "**Edit/Updates Prices"** link to go to the price managing page.



(*Figure 3.5.38)*

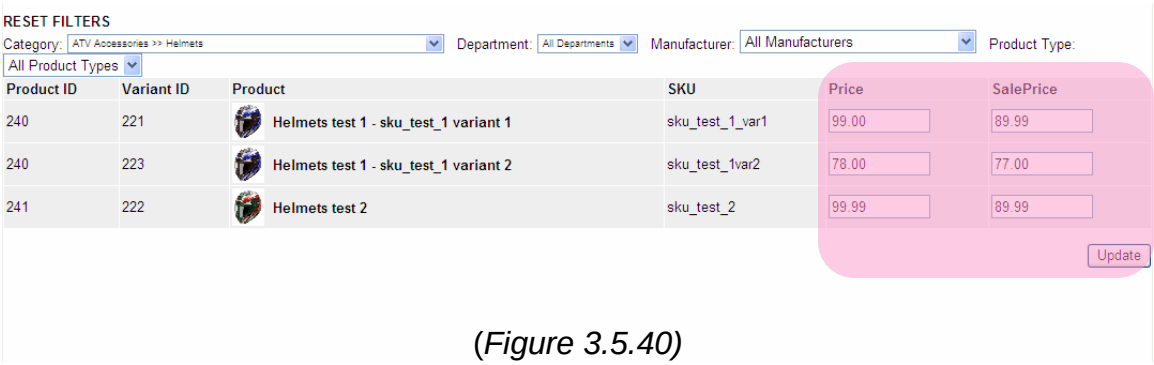
Tip! *You can find the target products rapidly by setting up the filter located near the top of the page.*



(*Figure 3.5.39)*

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Step Two: *Enter the target product's* **"Price"** and **"Sale Price"** and then *click* on the "**Update"** button to submit the changes.



(*Figure 3.5.40)*

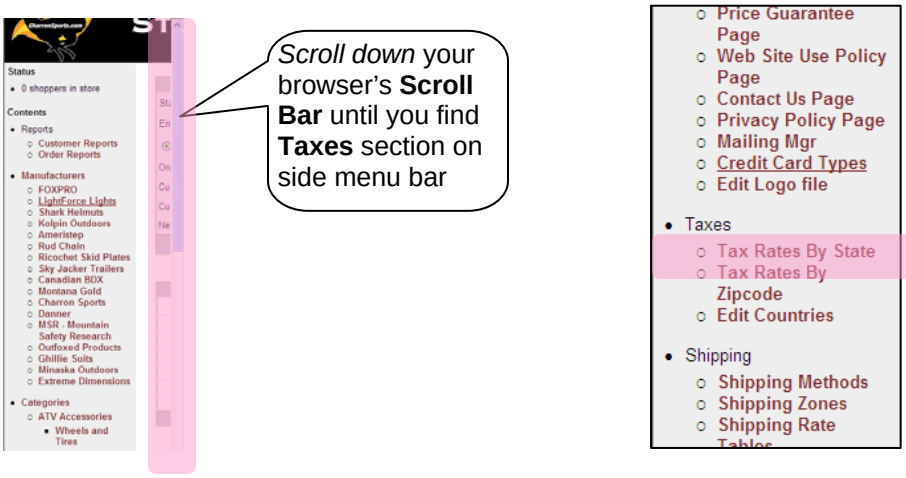
Note: If the target product is not on sale yet, please leave the **"Sale Price"** option blank.

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3.6 How to set up tax rates.

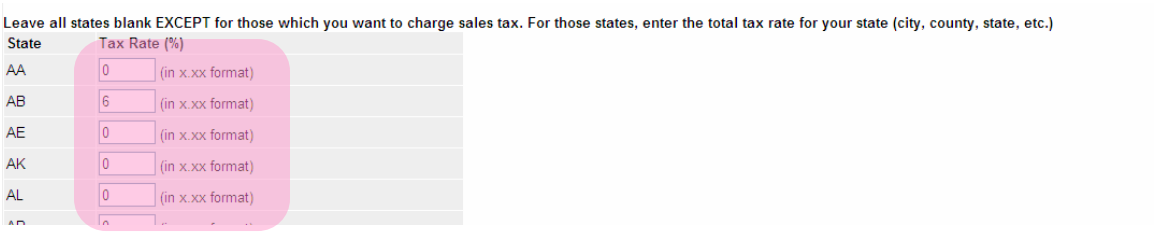
3.6.1 Setting up tax rates by State.

Step One: *Find* **"Taxes"** section on "**Side Menu Bar"** and *click* "**Tax Rates by State"** link to enter the tax rates set up by state page.



(*Figure 3.6.1)*

Step Two: *Enter the* **"Tax Rate** (%)**"** of the target state.



(*Figure 3.6.2)*

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Step Three: *Confirm* the tax rates changes and then *click on the* "**Update**" button to submit the changes.



(*Figure 3.6.3)*

Properties Dictionary:

Tax Rate (%):	Percentage of the tax rate, formatted in x.xx E.g. 12.5

(*Table 3.6.1)*

3.6.2 Setting up tax rates by the zip code.

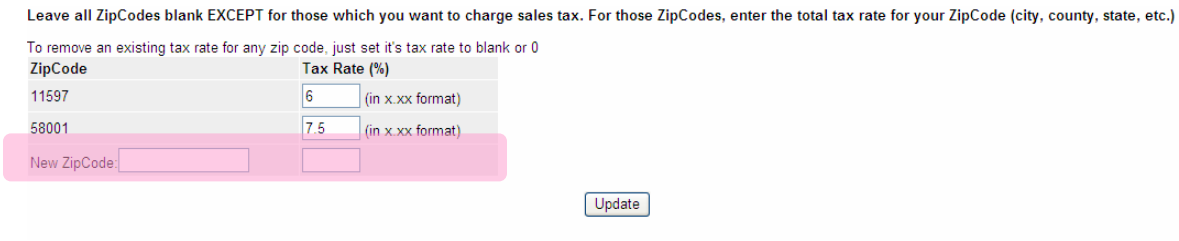
Step One: *Find* **"Taxes"** section on "**Side Menu Bar"** and *click* "**Tax Rates by Zip code"** link to enter the tax rates set up by zip code page.



(*Figure 3.6.4)*

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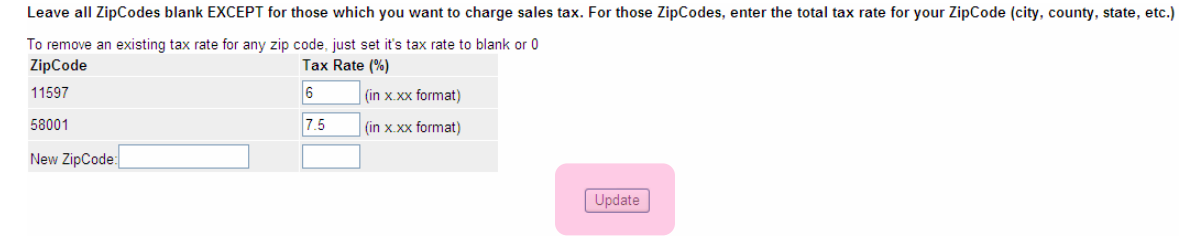
Step Two: *Change* the current zip code location **"Tax Rate** (%)**"** or *enter* the **"new zip code"** and give the related **"Tax Rate** (%)**"**.



(*Figure 3.6.5)*

Note: Setting up tax rates by zip code will override the tax rate that has been set up by state.

Step Three: *Confirm* the tax rates change and then *click on the* "**Update**" button to submit the changes.



(*Figure 3.6.6)*

Properties Dictionary:

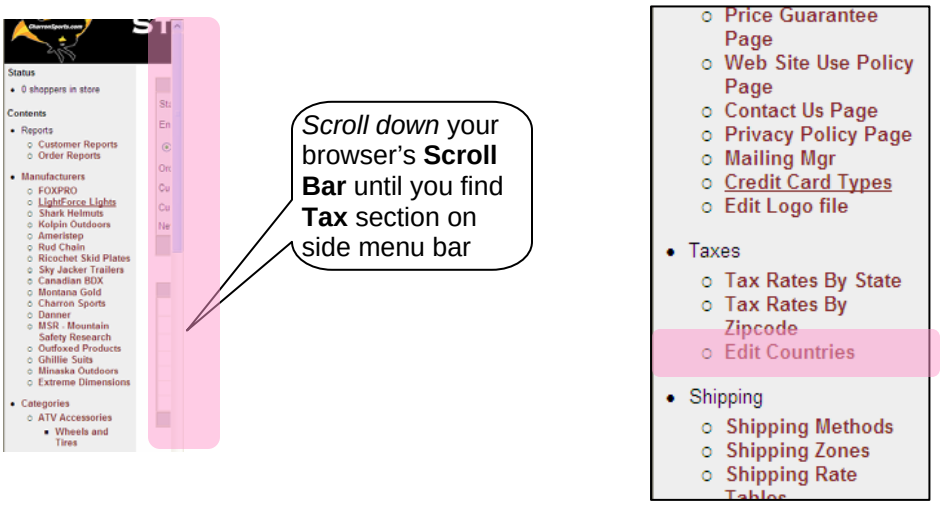
Tax Rate (%):	Percentage of tax rate, formatted in x.xx E.g. 12.5

(*Table 3.6.2)*

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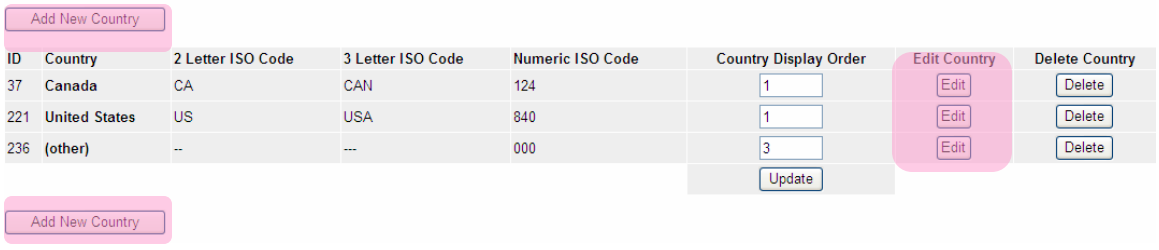
3.6.3 Setting up country info.

Step One: *Find* **"Tax"** section on "**Side Menu Bar"** and then *click* "**Edit Countries"** link to enter the country administration panel.



(*Figure 3.6.7)*

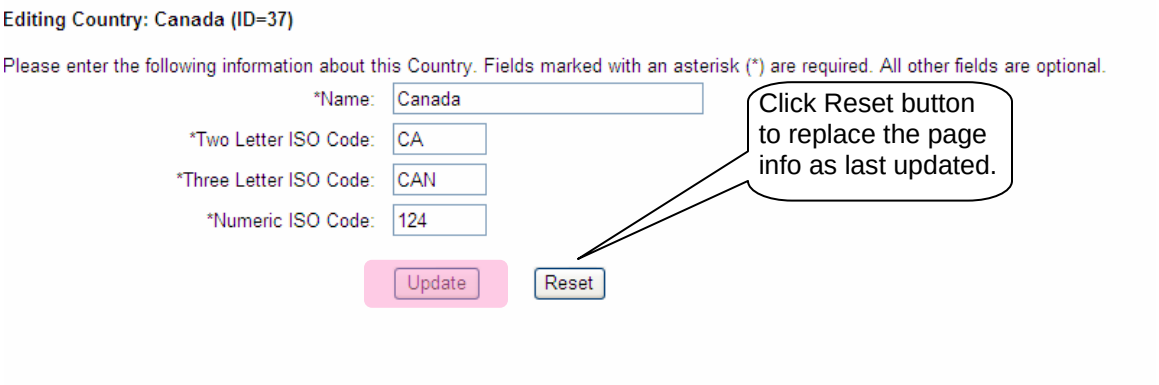
Step Two: *Click* **"Add New Country"** button or **"Edit"** button to enter the country info modification page.



(*Figure 3.6.8)*

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Step Three: *Enter* the proper country info and *click on the* **"Update"** button to submit.



(*Figure 3.6.9)*

Properties Dictionary:

Name:	Country Name *e.g. Canada, United States, Others*
Two Letter ISO Code:	Two letter abbreviation of country name in International Standards Organization code standard. *e.g. Canada set as 'CA'*
Three Letter ISO Code:	Three letter abbreviation of country name in International Standards Organization code standard. *e.g. Canada set as 'CAN'*
Numeric ISO code:	Country code in International Standards Organization code standard. *e.g. Canada set as '124'*

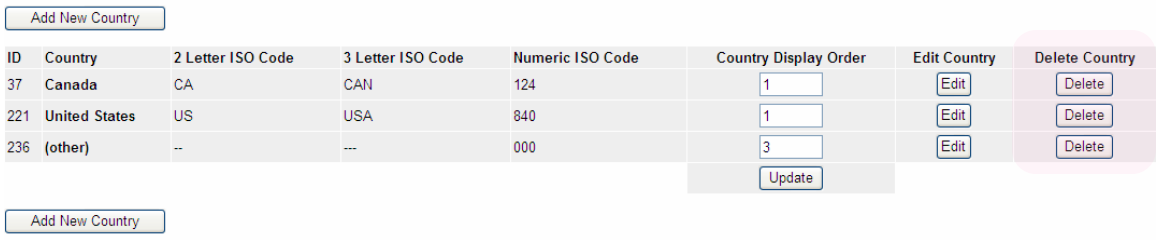
(*Table 3.6.3)*

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3.6.4 Deleting country info.

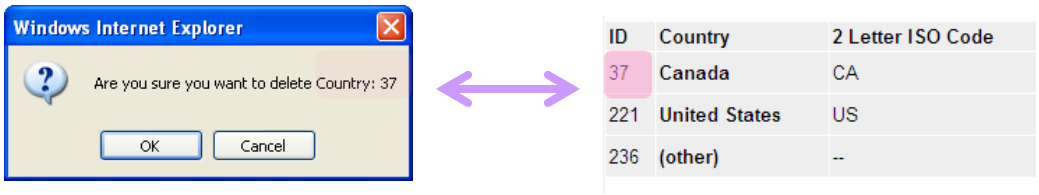
Step One: *Simulate the steps in section 3.6.3 (*set up country info) that got you to the country administration panel.

Step Two: *Click on the* **"Delete"** button to eliminate the selected country.



(*Figure 3.6.10)*

Step Three: Double check whether the Country ID is a selected country's ID; if yes *click* on the "**OK**" button to eliminate the selected country, otherwise *click* on the "**Cancel**" button to return to the country administration panel.



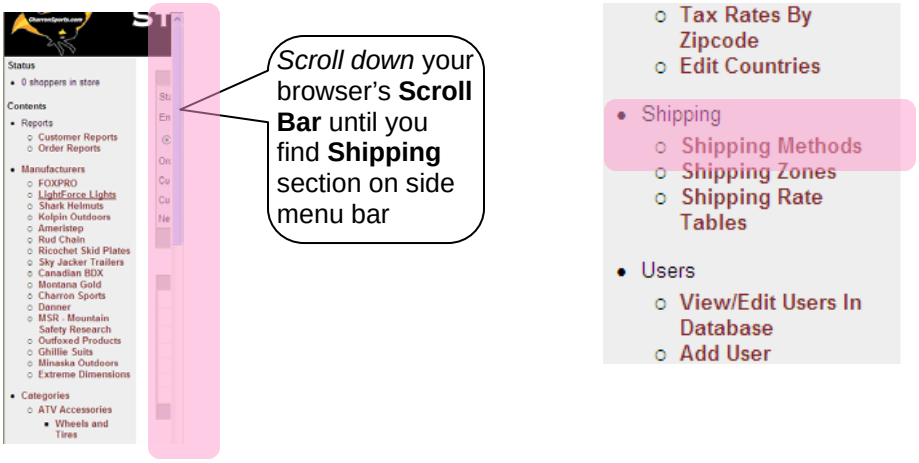
(*Figure 3.6.11)*

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3.7 How to set up shipping methods.

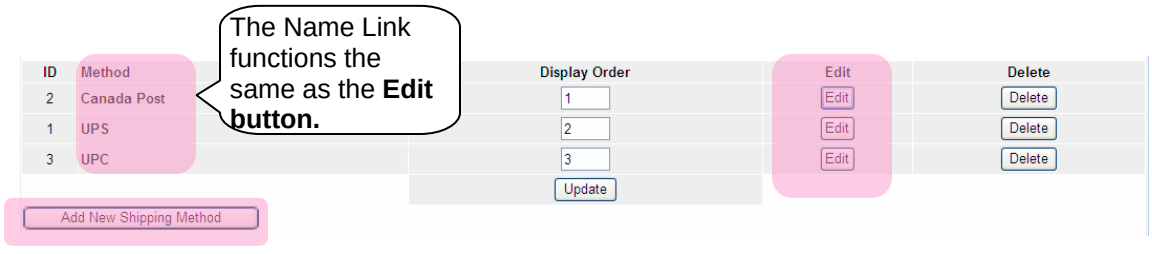
3.7.1 Adding new & editing shipping methods.

Step One: *Find* **"Shipping"** section on "**Side Menu Bar"** and *click* "**Shipping Methods"** link to enter the shipping methods administration pages.



(*Figure 3.7.1)*

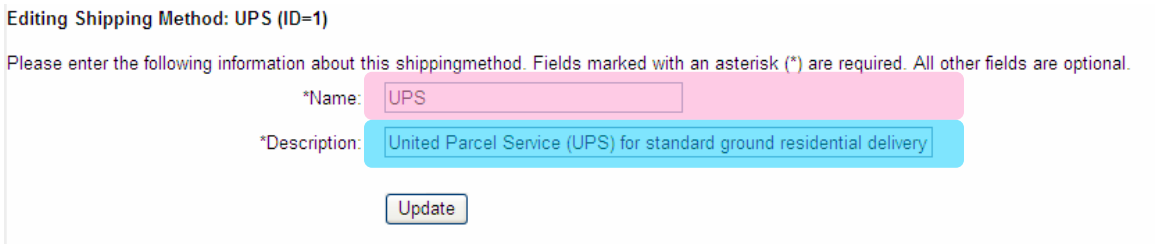
Step Two: *Click on the* **"Add New Shipping Method"** button**, "Edit"** button or the specific **"shipping method"** name link to enter the shipping methods modify page.



(*Figure 3.7.2)*

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Step Three: *Enter* the shipping method **Name** and **Description** and *click* on the "**Update**" button to submit the changes.





(*Figure 3.7.3)*

Properties Dictionary:

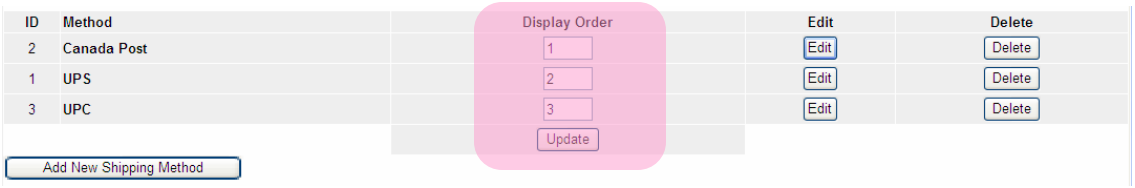
Name:	Name or abbreviation of the shipping method. *e.g. UPS, Canada Post*
Description:	The explanation of the shipping method. *e.g. United Parcel Service (UPS) for standard ground residential delivery*

(*Table 3.7.1)*

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3.7.2 Setting up shipping methods display order.

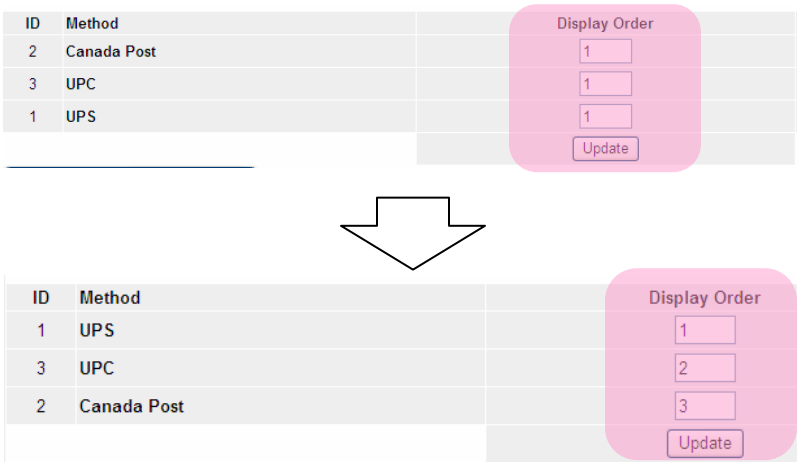
Step One: Change the display priority for related shipping method by inputting the display order number as an integer.



(*Figure 3.7.4)*

Note: Numbers of lesser value get higher priority. Same order numbers are sorted in alphabetical order. The default order number is "1".

Step Two: *Click* on the "**Update**" button to submit the changes and refresh the admin page.



(*Figure 3.7.5)*

Properties Dictionary:

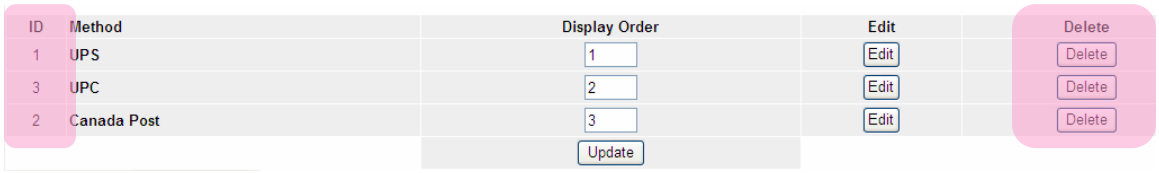
Display Order	Display order number in 4bit integer. *e.g. 3*

(*Table 3.7.2)*

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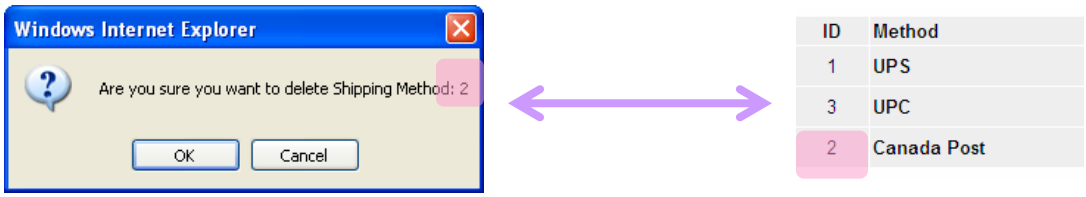
3.7.3 Deleting shipping method.

Step One: *Click on the* "**Delete**" button to eliminate the selected shipping method.



(*Figure 3.7.6)*

Step Two: Double check that the shipping method ID is the selected shipping method's ID; if yes *click on the* "**OK**" button to eliminate the selected shipping method, otherwise *click on the* "**Cancel**" button to return to the shipping method administration panel.

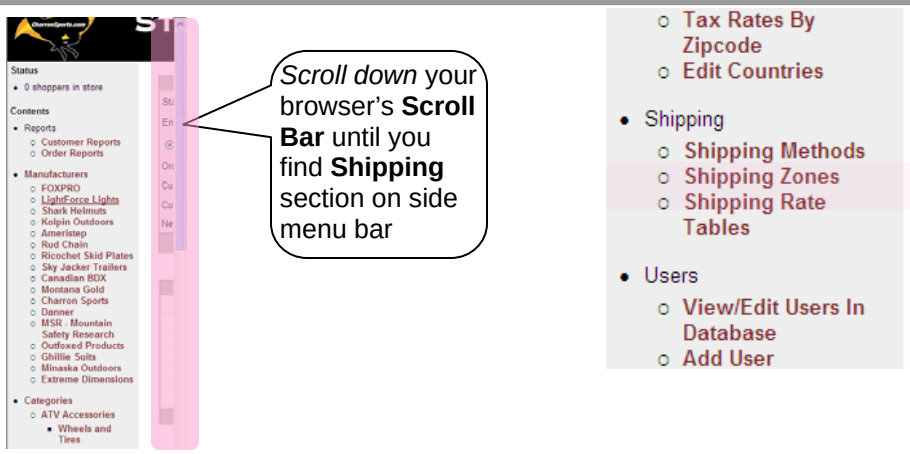


(*Figure 3.7.7)*

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3.7.4 Adding new & editing shipping zones.

Step One: *Find* **"Shipping"** section on "**Side Menu Bar"** and *click* "**Shipping Zones"** link to enter shipping zones administration pages.



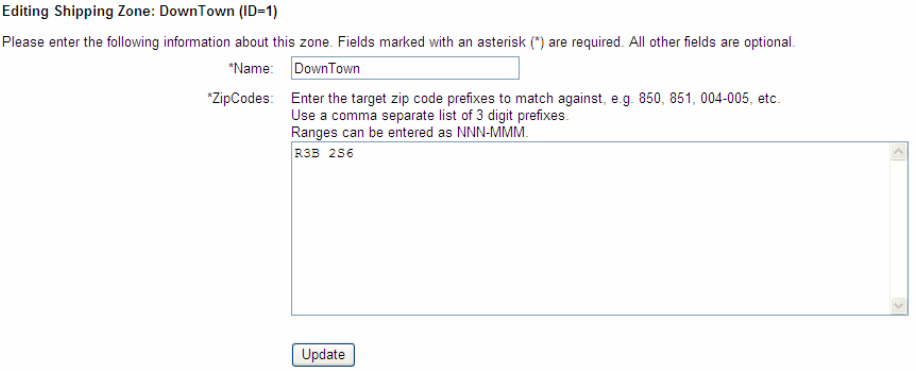
(*Figure 3.7.8)*

Step Two: *Click on the* **"Add New Shipping Zone"** button**, "Edit"** button or the specific **"shipping method"** name link to enter the shipping zone modify page.



(*Figure 3.7.9)*

Step Three: *Enter* the shipping method "**Name"** and "**Zip Codes"** and *click* "**Update**" button to submit the changes.



(*Figure 3.7.10)*

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Properties Dictionary:

Name:	Name or abbreviation of the shipping zone. *e.g. Downtown.*
Zip Codes:	Zip codes or Postal codes. *e.g. 850, 851, 004-005, etc.*

(*Table 3.7.3)*

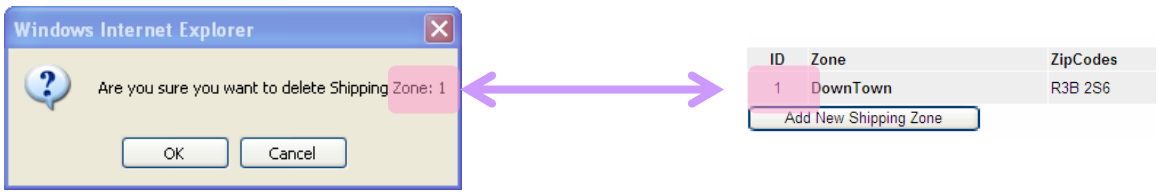
3.7.5 Delete shipping zone.

Step One: *Click on the* "**Delete**" button to eliminate the selected shipping zone.



(*Figure 3.7.11)*

Step Two: Double check the shipping zone ID is the selected shipping zone's ID; if yes *click on the* "**OK**" button to eliminate the selected shipping zone, otherwise *click on the* "**Cancel**" button to return to the shipping zone administration panel.

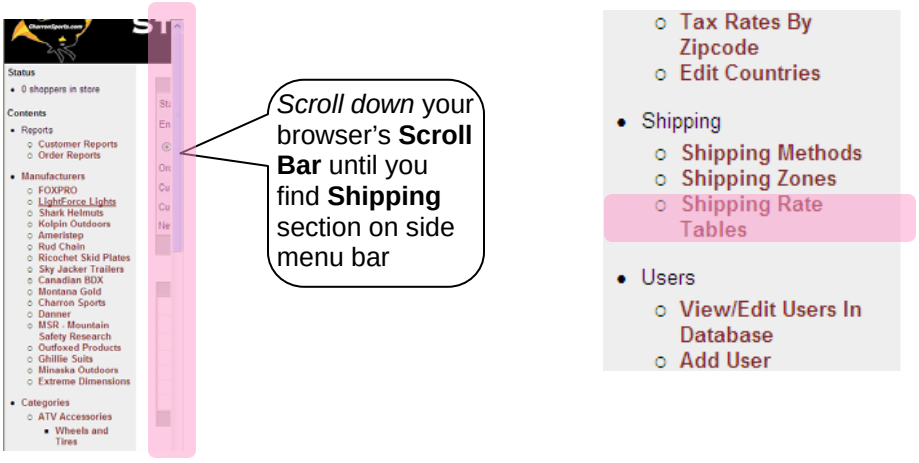


(*Figure 3.7.12)*

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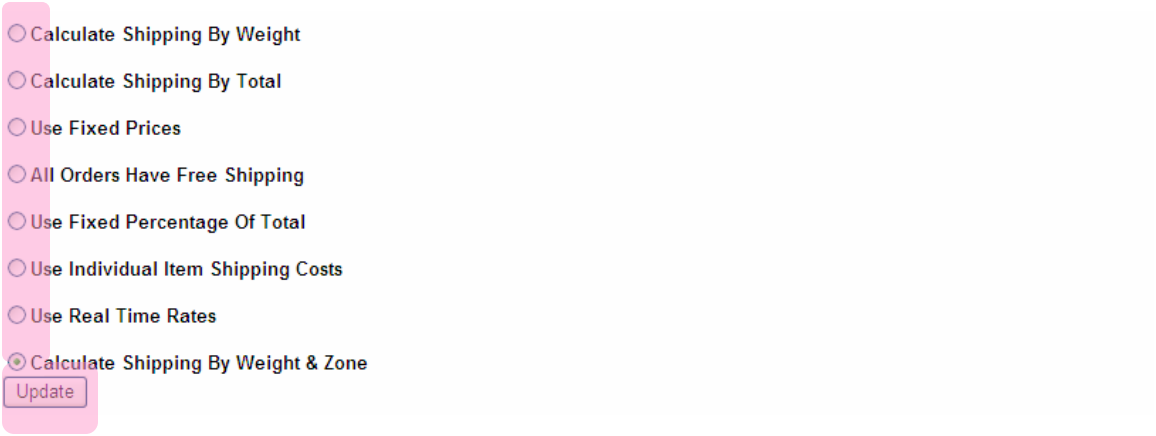
3.7.6 Setting up shipping rates.

Step One: *Find* **"Shipping"** section on "**Side Menu Bar"** and *click* "**Shipping Rate Tables"** link to enter the shipping rates administration pages.



(*Figure 3.7.13)*

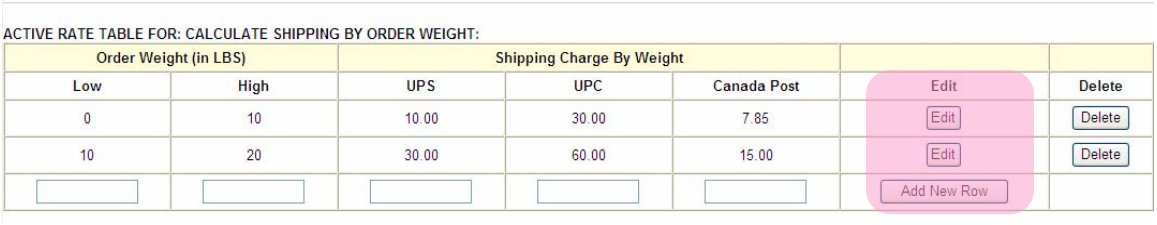
Step Two: *Select* one of Shipping Calculate methods and *click on the* **"Update"** button to activate the related shipping method configuration panel.



(*Figure 3.7.14)*

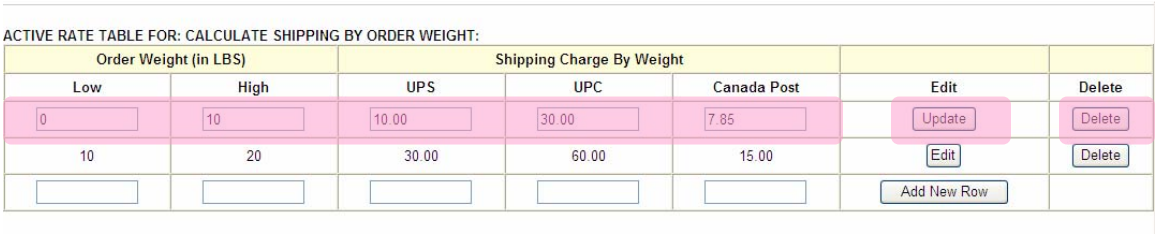
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***Step Three:** Fill in the* shipping cost rates table when selecting **"Calculate Shipping By Weight"**.



(*Figure 3.7.15)*

Tip! *If you need to make corrections on a specific shipping rates row, first click the **"Edit"** button from that row. Once clicked, the **"Edit"** button will switch to the **"Update"** button. Now you can change or modify your selected row. You can also click the **"Delete"** button to eliminate a selected shipping cost row.*



(*Figure 3.7.16)*

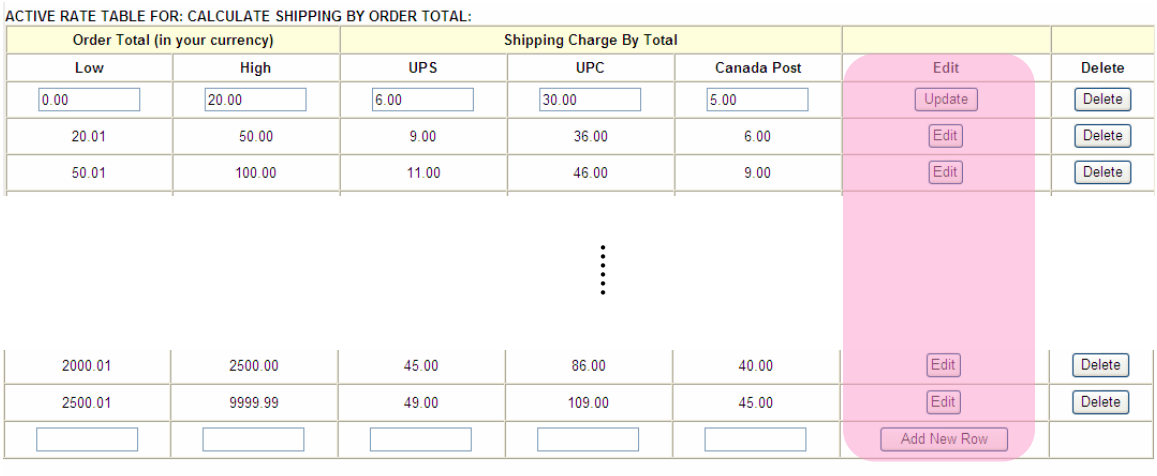
Properties Dictionary:

Order Weight(in LBS)	
Low:	The bottom of the weight range in LBS.
High:	The ceiling of the weight range in LBS.
Shipping Charge By Weight	
Shipping Method (UPS/UPC...)	Cost of each shipping method in that weight range in the primary setting currency.

(Table 3.7.4)

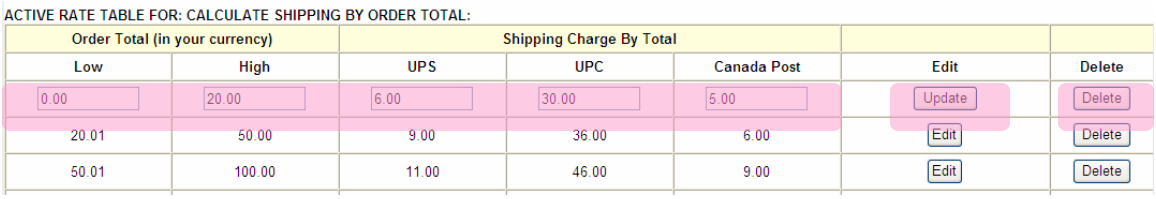
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***Step Three:** Fill in the* shipping cost rates table when selecting **"Calculate Shipping By Total"**.



(*Figure 3.7.17)*

Tip! *If you need to make corrections on a specific shipping rates row, first click the **"Edit"** button from that row. Once clicked, the **"Edit"** button will switch to the **"Update"** button. Now you can change or modify your selected row. You can also click the **"Delete"** button to eliminate a selected shipping cost row.*



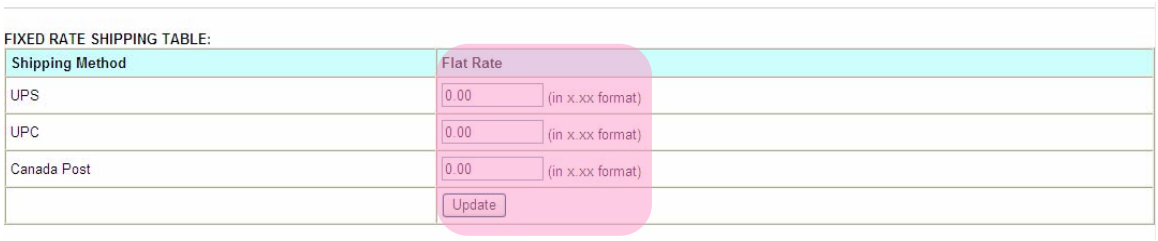
(*Figure 3.7.18)*

Properties Dictionary:

Order Weight(in LBS)	
Low:	The bottom of the total amount range in LBS.
High:	The ceiling of the total amount range in LBS.
Shipping Charge By Weight	
Shipping Method (UPS/UPC...)	Cost of each shipping method in that total amount range in the primary setting currency.

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***Step Three:** Fill in the* flat shipping cost rates table when selecting **"Use Fixed Prices"**, and then *click* **"Update"** button to submit the changes.



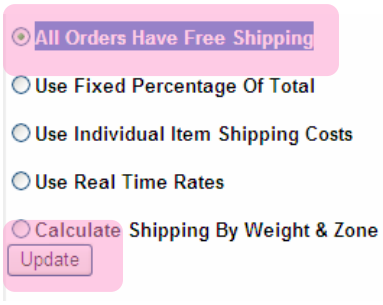
(*Figure 3.7.19)*

Properties Dictionary:

Shipping Method:	The Shipping Method name or abbreviation.
Flat Rate:	The fixed amount of shipping cost under that related shipping method in the primary setting currency. *e.g. 34.95*

(*Table 3.7.6)*

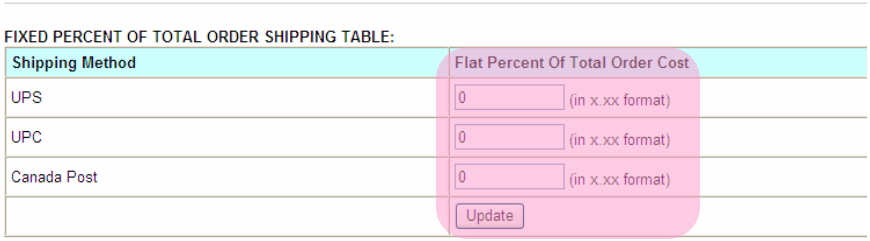
***Step Three:** Select* **"All Orders Have Free Shipping"** option, and then *click the* **"Update"** button to submit. Our system will skip the shipping cost on every order.



(*Figure 3.7.20)*

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***Step Three:** Fill in the* flat shipping cost rates table when selecting **"Use Fixed Percentage Of Total"**, and then *click* **"Update"** button to submit the changes.



(*Figure 3.7.21)*

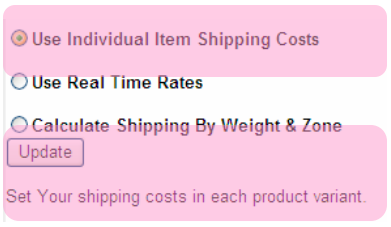
Properties Dictionary:

Shipping Method:	The Shipping Method name or abbreviation.
Flat Percent Of Total Order Cost:	The percentage of total order cost as the shipping cost under that related shipping method. *e.g. 6.5*

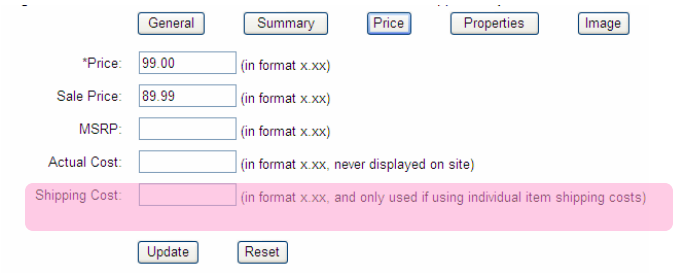
(*Table 3.7.7)*

***Step Three:** Select* **"Use Individual Item Shipping Costs"** option, and then *click* **"Update"** button to submit. Our system will use the shipping cost that is set in each product variant.

Shipping Rate panel



Product Variant modify panel



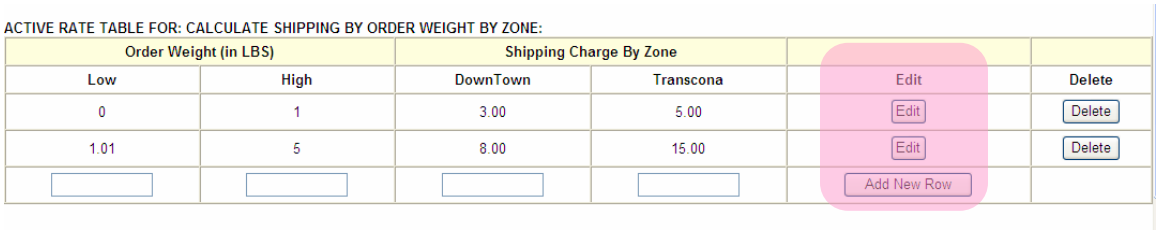
(*Figure 3.7.22)*

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***Step Three:** Select* **"Use Real Time Rates"** option, and then *click* **"Update"** button to submit. Our system will calculate the shipping cost in real time rates.

Warning: The real time shipping rates is retrieved from each shipping company server. The server address and configuration variable is set in "AppConfig" table on your database. If you need to change any related variable, please consult a technical specialist for help before making any changes. Failure to do so might cause serious problems such as a system crash or data loss.

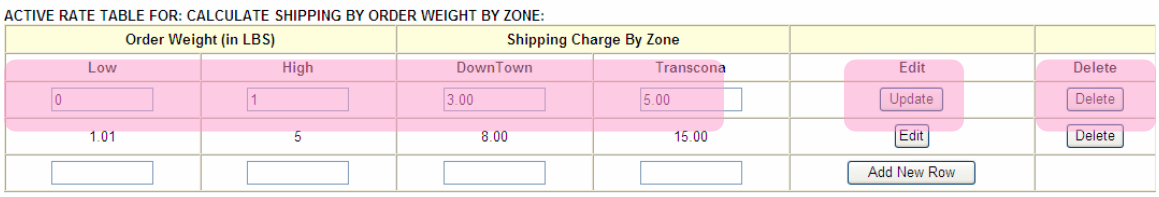
Step Three:** Fill in the* shipping cost rates table when *selecting* **"Calculate Shipping By Weight & Zone".*


ACTIVE RATE TABLE FOR: CALCULATE SHIPPING BY ORDER WEIGHT BY ZONE:

Order Weight (in LBS)		Shipping Charge By Zone			
Low	High	DownTown	Transcona	Edit	Delete
0	1	3.00	5.00	Edit	Delete
1.01	5	8.00	15.00	Edit	Delete
				Add New Row	

(*Figure 3.7.23)*

Tip! *If you need to make corrections on a specific shipping rates row, first click the* ***"Edit"*** *button from that row. Once clicked, the* ***"Edit"*** *button will switch to the* ***"Update"*** *button. Now you can change or modify your selected row. You can also click the* ***"Delete"*** *button to eliminate a selected shipping cost row.*


ACTIVE RATE TABLE FOR: CALCULATE SHIPPING BY ORDER WEIGHT BY ZONE:

Order Weight (in LBS)		Shipping Charge By Zone			
Low	High	DownTown	Transcona	Edit	Delete
0	1	3.00	5.00	Update	Delete
1.01	5	8.00	15.00	Edit	Delete
				Add New Row	

(*Figure 3.7.24)*

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Properties Dictionary:

Order Weight(in LBS)	
Low:	The bottom of the weight range in LBS.
High:	The ceiling of the weight range in LBS.
Shipping Charge By Zone	
Shipping Zone:	Cost of each shipping zone in that weight range in the primary setting currency.

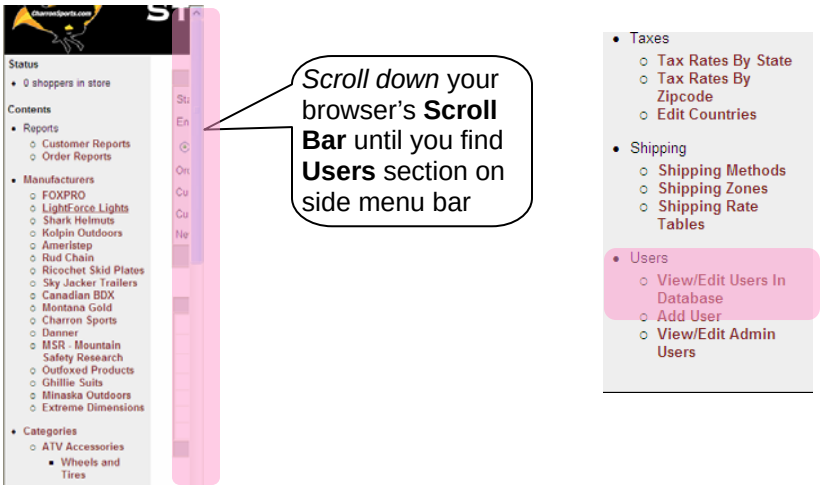
(*Table 3.7.8)*

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3.8 How to manage users.

3.8.1 Viewing registered users' status.

Step One: *Find* **"Users"** section on "**Side Menu Bar"** and *click* "**View/Edit Users in Database"** link to enter the user administration panel.



(*Figure 3.8.1)*

Step Two: *Click* an alphabetical letter on the top or *enter* the keyword on **"Search For"** field to find the user whom you are looking for.



(*Figure 3.8.2)*

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Note: If you are not a **Super User**, the user list will only display the equal and lower level users' status. Only the **Super User** can view the entire user list.

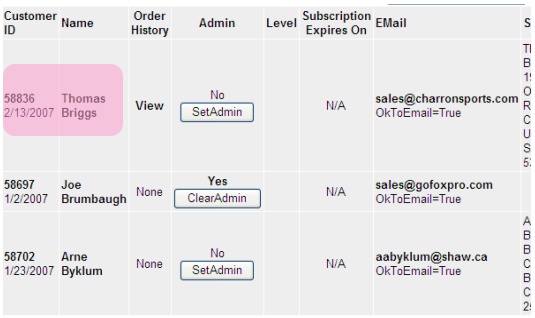
Properties Dictionary:

Search For (keyword):	The customer ID or the keyword search on [Customer Last Name], [Customer Email Address]. *e.g. 58836, sport*

(*Table 3.8.1)*

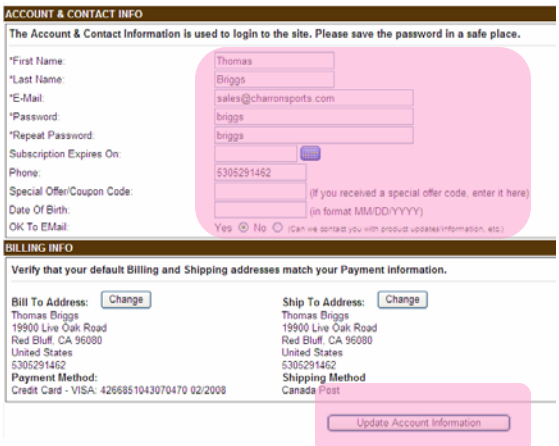
3.8.2 Editing user's information.

Step One: Follow the instruction on **3.8.1** to *find* the user you wish to edit, and then *click* the **"Customer ID"** or **"Customer Name"** link to enter customer information modification page.



(*Figure 3.8.3)*

Step Two: *Fill in the* fields you wish to change, and then *click* **"Update Account Information"** button to submit the changes.



(*Figure 3.8.4)*

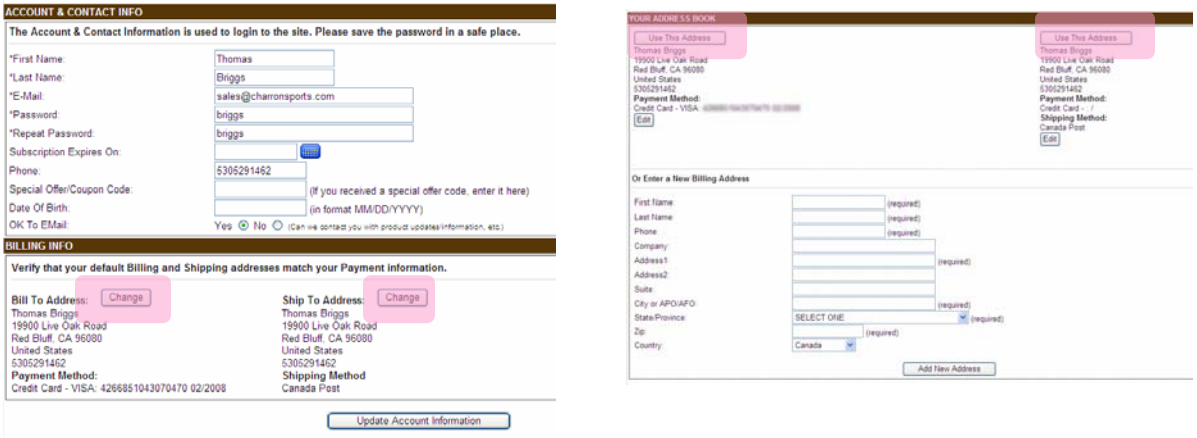
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Properties Dictionary:

First Name:	The customer‘s first name. Maximum length of 50 characters.
Last Name:	The customer‘s last name. Maximum length of 50 characters.
E-Mail:	The customer‘s email address. Maximum length of 100 characters.
Password:	The customer’s account password, if necessary to be changed. Maximum length of 100 characters.
Repeat Password:	The customer’s account password, if necessary to be changed. Maximum length of 100 characters.
Subscription Expires On:	Expiry date in format MM/DD/YYYY.
Phone:	The customer‘s phone number with area code.
Special Offer/Coupon Code:	Special Coupon Code.
Date Of Birth:	The customer‘s birthday in format MM/DD/YYYY.
OK To EMail:	If checked “yes”, allow to send product info to this customer.

(*Table 3.8.2)*

***Step Three:** If you need to change the customer’s billing or shipping address, *click* the **“Change”** button to enter the address selection page.

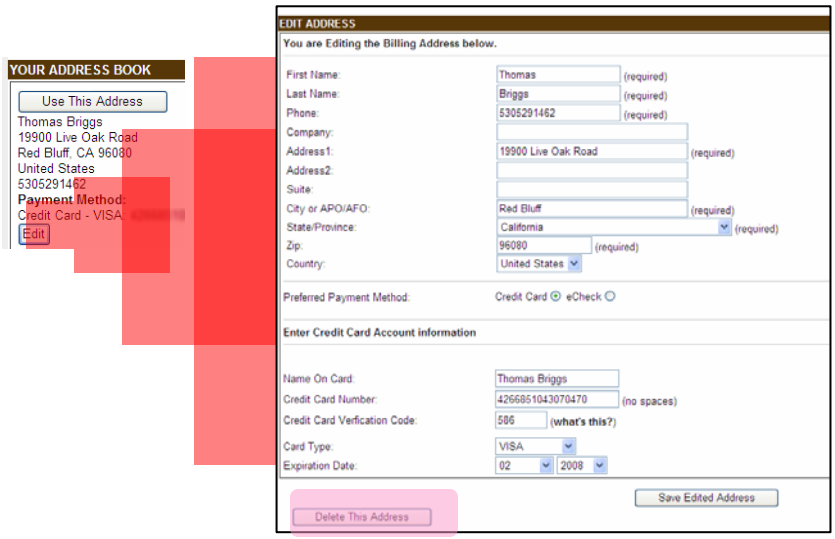


(*Figure 3.8.5)*

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***Step Three:** Fill* in the new address if necessary or *edit* the current address by *clicking the* **"Edit"** button. Then *click* **"Use This Address"** button to submit the changes.

Tip! *If you need to delete the current address, click **"Edit"** button to enter the edit address page. Then click **"Delete This Address"** button located near the bottom to eliminate the selected address.*

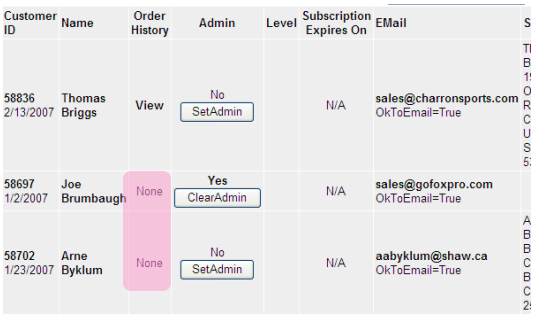


(*Figure 3.8.6)*

3.8.3 Viewing customer order history.

Step One: Follow the instruction on **3.8.1** to *find* the user you wish to check, and then *click* the **"View"** link to enter the customer order status page.

Note: If the customer has not ordered any product yet, the order history will be displayed as **"None".**



(*Figure 3.8.7)*

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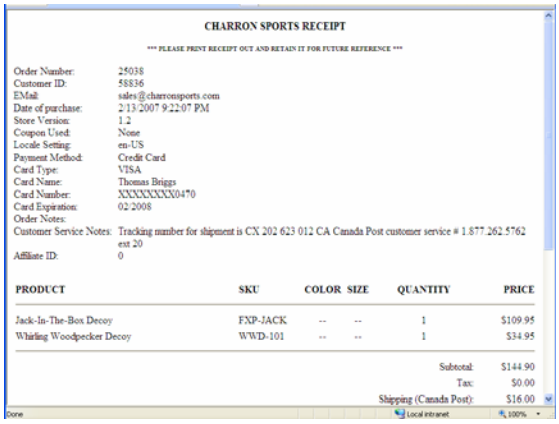
Step Two: *Click* the specific **"Order Number"** link to open that order detail in a new window.

ORDER/BILLING HISTORY

The customer's order/billing history is shown below. Click on any order number for details.

Order Number (Click For Receipt)	Order Date	Payment Status	Shipping Status	Order Total	Customer Service Notes
25038	2/13/2007 9:22:07 PM	Payment Method: Credit Card Cleared On: 2/13/2007 9:23:14 PM	Shipped on 2/26/2007 10:12:18 AM.	Tracking number for shipment is CX 202 623 012 CA Canada Post customer service # 1.877.262.5762 ext 20	

Order Receipt:



CHARRON SPORTS RECEIPT

*** PLEASE PRINT RECEIPT OUT AND RETAIN IT FOR FUTURE REFERENCE ***

Order Number: 25038
Customer ID: 58836
EMail: sales@charronsports.com
Date of purchase: 2/13/2007 9:22:07 PM
Store Version: 1.2
Coupon Used: None
Locale Setting: en-US
Payment Method: Credit Card
Card Type: VISA
Card Name: Thomas Briggs
Card Number: XXXXXXXX0470
Card Expiration: 02/2008
Order Notes:
Customer Service Notes: Tracking number for shipment is CX 202 623 012 CA Canada Post customer service # 1.877.262.5762 ext 20
Affiliate ID: 0

PRODUCT	SKU	COLOR	SIZE	QUANTITY	PRICE
Jack-In-The-Box Decoy	FXP-JACK	--	--	1	$109.95
Whirling Woodpecker Decoy	WWD-101	--	--	1	$34.95

Subtotal: $144.90
Tax: $0.00
Shipping (Canada Post): $16.00

(*Figure 3.8.8)*

3.8.4 Setting up admin permission.

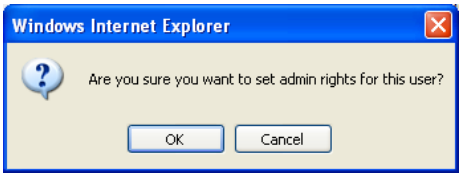
Step One: Follow the instructions on **3.8.1** to *find* the user whose admin permission you wish to change.

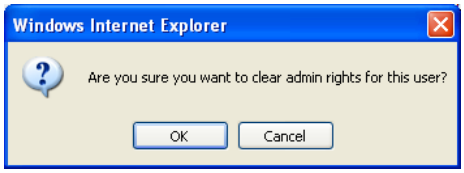
Customer ID	Name	Order History	Admin	Level	Subscription Expires On	EMail	S
58836 2/13/2007	Thomas Briggs	View	No SetAdmin		N/A	sales@charronsports.com OkToEmail=True	T B 1 O R C U S 5
58697 1/2/2007	Joe Brumbaugh	None	Yes ClearAdmin		N/A	sales@gofoxpro.com OkToEmail=True	
58702 1/23/2007	Arne Byklum	None	No SetAdmin		N/A	aabyklum@shaw.ca OkToEmail=True	A B B C B C 2

(*Figure 3.8.9)*

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Step Two: *Click on the* **"SetAdmin"** or **"ClearAdmin"** button to set or clear admin permission for the selected user. Then *click* **"OK"** to confirm the change.





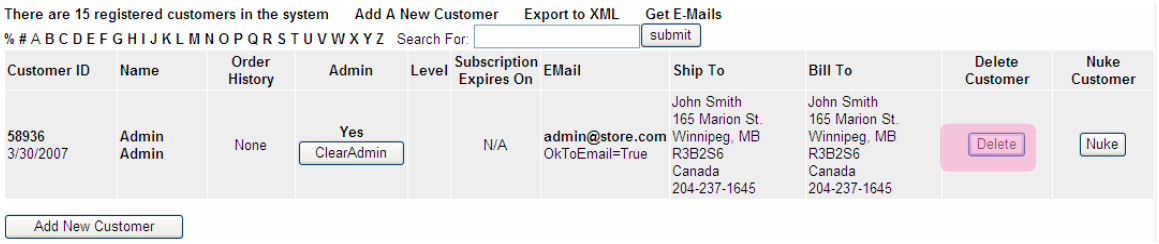
Set admin permission *Clear admin permission*

(*Figure 3.8.10)*

3.8.5 Deleting customer info.

Step One: Follow the instructions on **3.8.1** to *find* the user you wish to delete, and then *click* the **"Delete"** button to eliminate the selected user info.

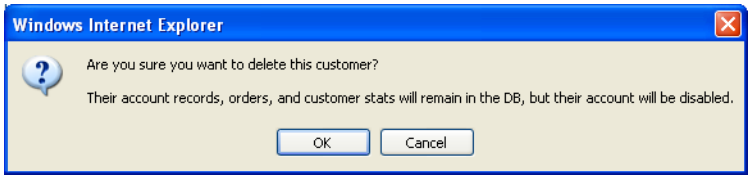
Note: Only disable the user's account, all account information, orders and customer status that will still remain in the database.



(*Figure 3.8.11)*

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Step Two: *Confirm* and *click* **"OK"** to delete and *click* **"Cancel"** to return to the user admin panel.

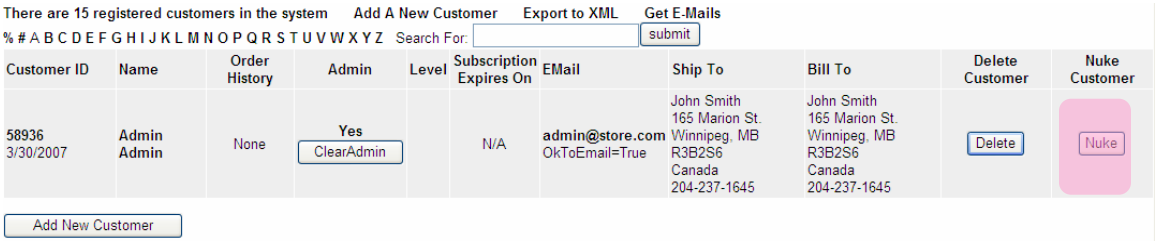


(*Figure 3.8.12)*

3.8.6 Deleting customer info & all related records.

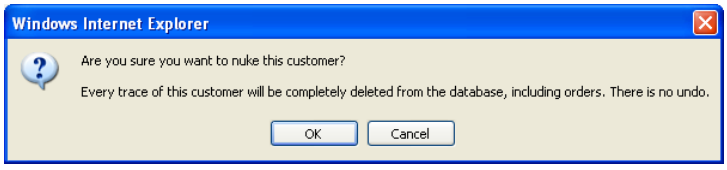
Step One: Follow the instruction on **3.8.1** to *find* the user you wish to delete, and then *click* the **"Nuke"** button to eliminate the selected user info.

Note: Unlike process **3.8.5,** the nuke function not only deletes the user's account, but also deletes all account info, orders and customer status from the database completely. There is no simple undo function for retrieving lost account information after it been *Nuked*.



(*Figure 3.8.13)*

Step Two: *Confirm* the elimination of the current user account entirely, *click* **"OK"** to delete and *click* **"Cancel"** to return to user admin panel.

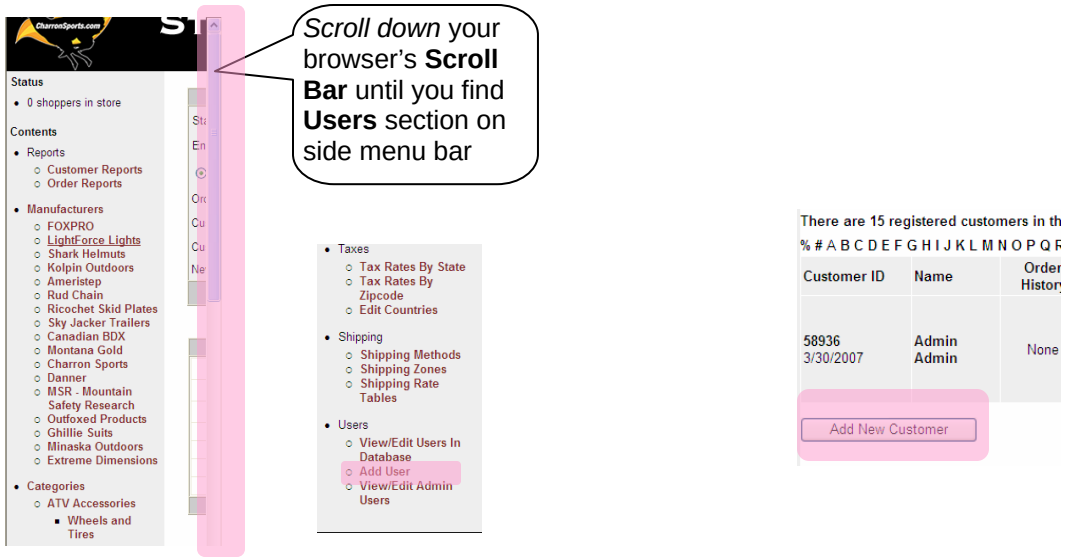


(*Figure 3.8.14)*

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3.8.7 Adding new user.

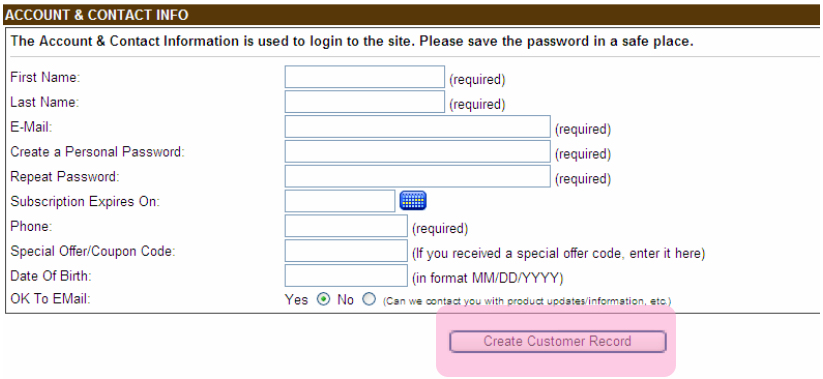
Step One: Same as **3.8.1,** *find* **"Users"** section on "**Side Menu Bar"** and *Click* "**Add User"** link to enter the add new user page. Or you can *Click* "**Add New Customer"** button on the bottom of user administration panel to get into add new user page also.



Side bar *Administration panel*

(*Figure 3.8.15)*

Step Two: *Fill in the* customer's **"Account & Contact Info"** table, and then *click* **"Create Customer Record"** button to create a new customer account.



(*Figure 3.8.16)*

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Properties Dictionary:

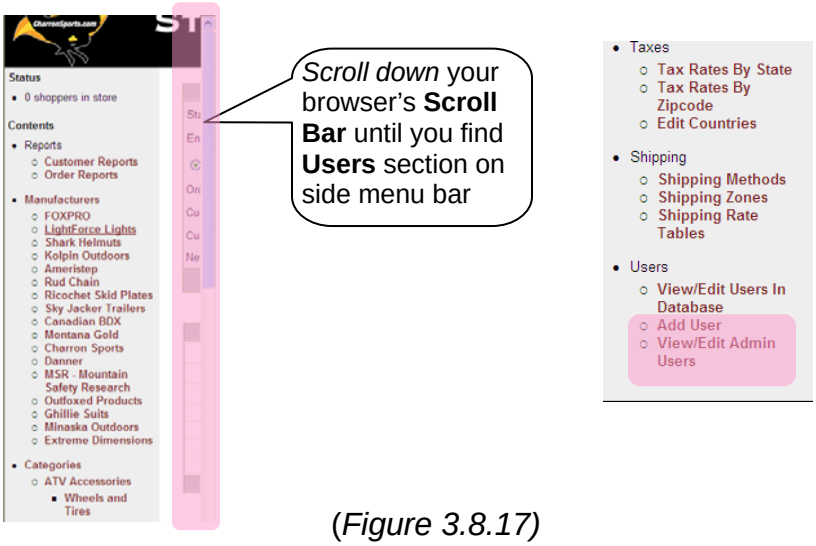
First Name:	The customer‘s first name. Maximum length of 50 characters.
Last Name:	The customer‘s last name. Maximum length of 50 characters.
E-Mail:	The customer‘s email address. Maximum length of 100 characters.
Create a Personal Password:	The customer’s account password, if necessary to be changed. Maximum length of 100 characters.
Repeat Password:	The customer’s account password, if necessary to be changed. Maximum length of 100 characters.
Subscription Expires On:	Expiry date in format MM/DD/YYYY.
Phone:	The customer‘s phone number with area code.
Special Offer/Coupon Code:	Special Coupon Code.
Date Of Birth:	The customer‘s birthday in format MM/DD/YYYY.
OK To EMail:	If checked “yes” allows you to send product info to this customer.

(*Table 3.8.3)*

3.8.8 Viewing & editing admin users.

Warning: The following process requires **Super User** authorization.

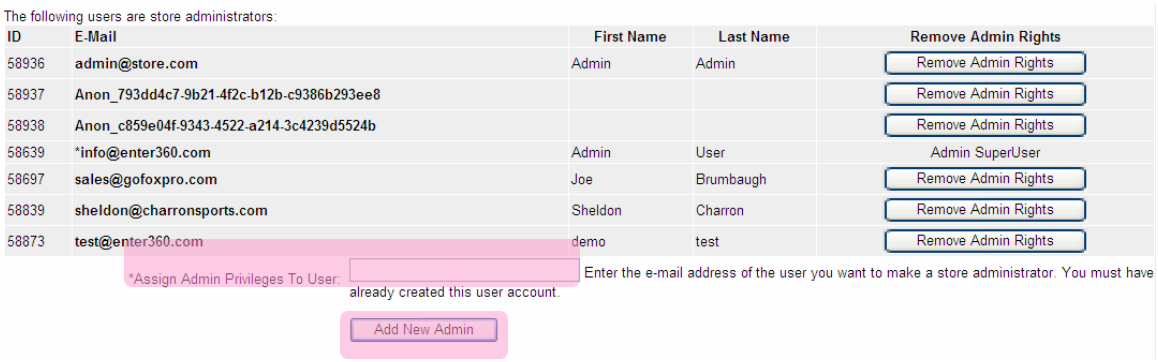
Step One: Same as **3.8.1,** *find* **“Users”** section on “**Side Menu Bar”** and *click* “**View/Edit Admin Users”** link to enter the add admin users’ list page.



(*Figure 3.8.17)*

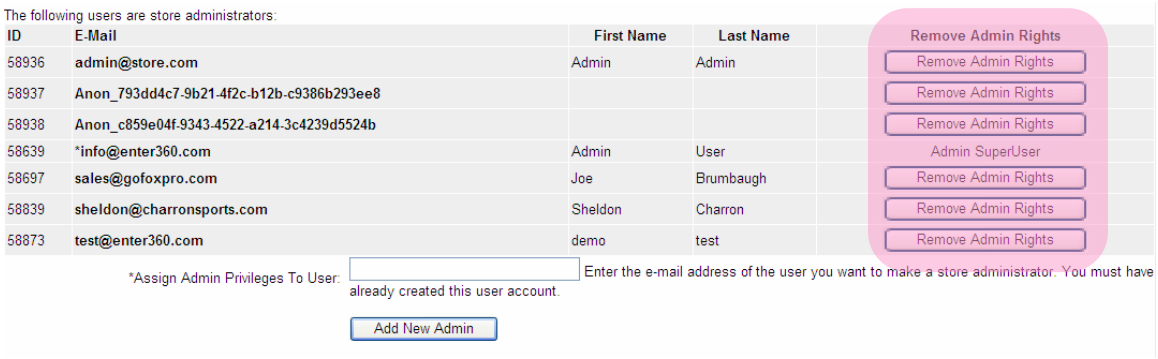
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Step Two: Give the admin rights to a user by *entering* the user's email address into the blank field after **"*Assign Admin Privileges To User:",** and then *click* **"Add New Admin" button** to submit.



(*Figure 3.8.18)*

Step Three: *Click* **"Remove Admin Rights"** button on selected user account to remove the admin privileges of this user.



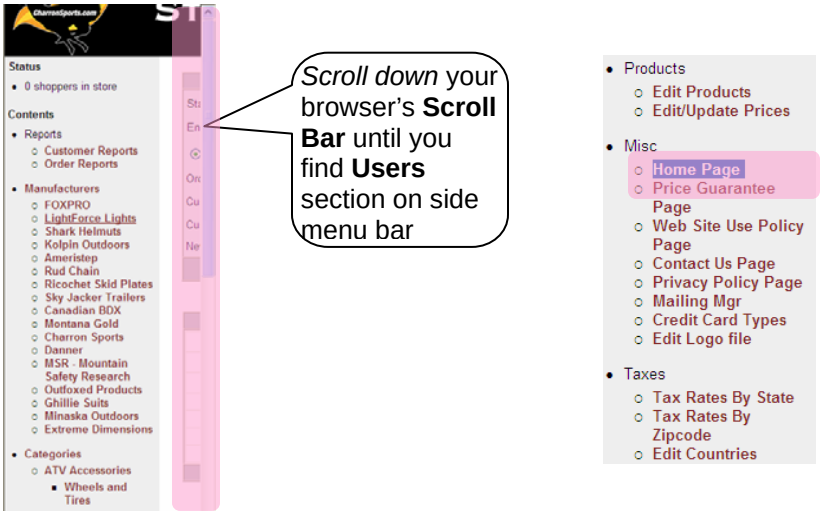
(*Figure 3.8.19)*

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3.9 How to set up content pages and other miscellaneous options.

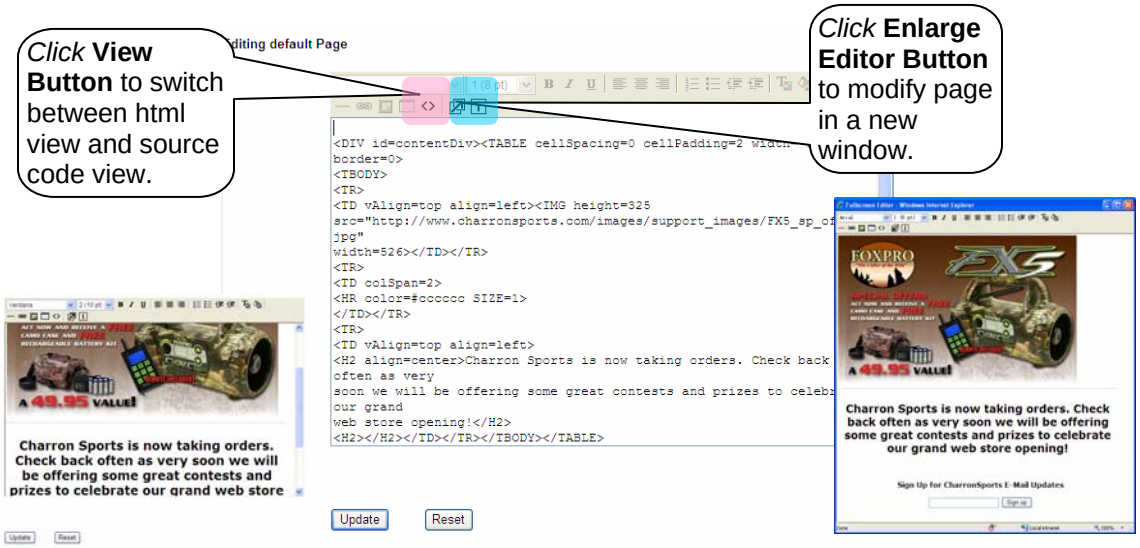
3.9.1 Setting up Home Page.

Step One: *Find* **"Misc"** section on "**Side Menu Bar"** and *click* **"Home Page"** link to go to home page modification panel.



(*Figure 3.9.1)*

Step Two: *Edit* home page in HTML format, and then *click* **"Update"** button to submit the changes.



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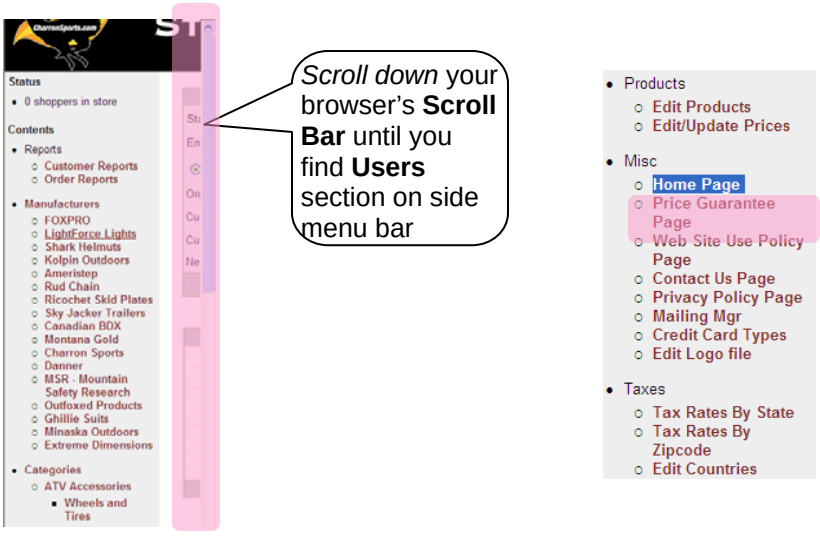
Live site view:



(Figure 3.9.2)

3.9.2 Setting up Price Guarantee Page.

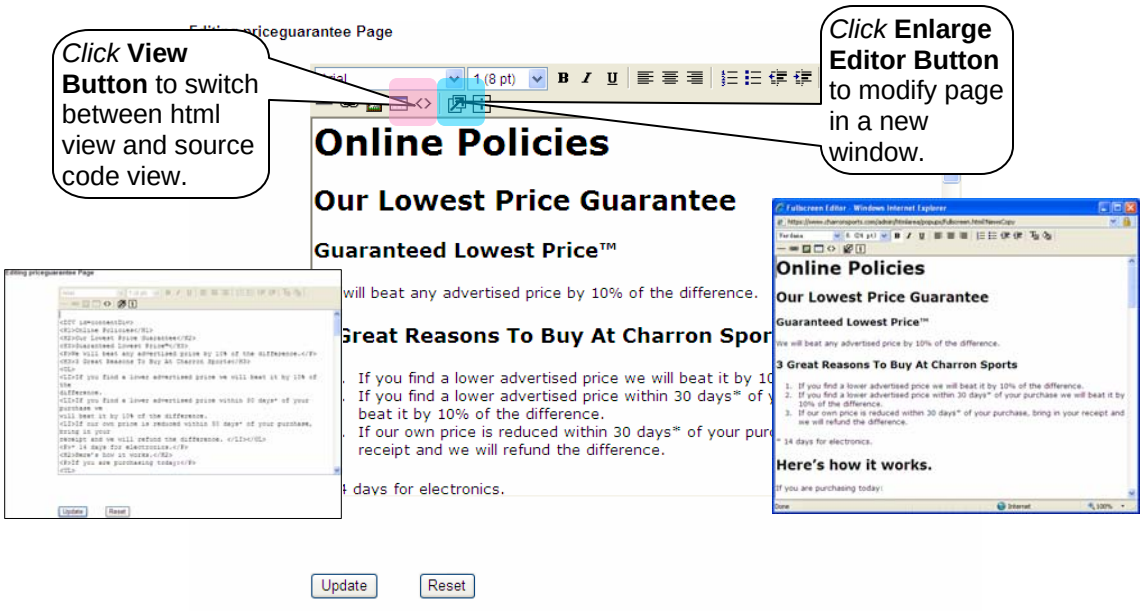
Step One: Similar as **3.9.1 "Set up Home Page"**, *find* **"Misc"** section on "**Side Menu Bar"** and *click* **"Price Guarantee Page"** link to go to modification panel of Price Guarantee Page.



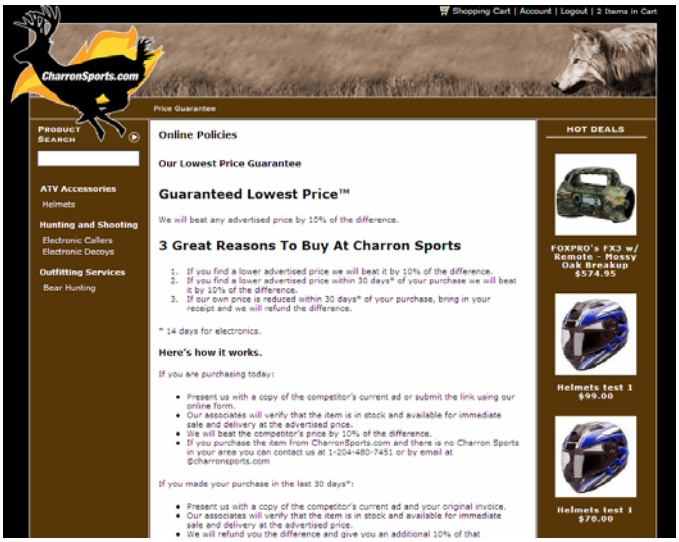
(*Figure 3.9.3)*

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Step Two: *Edit* Price Guarantee Page in HTML format, and then *click* **"Update"** button to submit the changes.



Live site view:

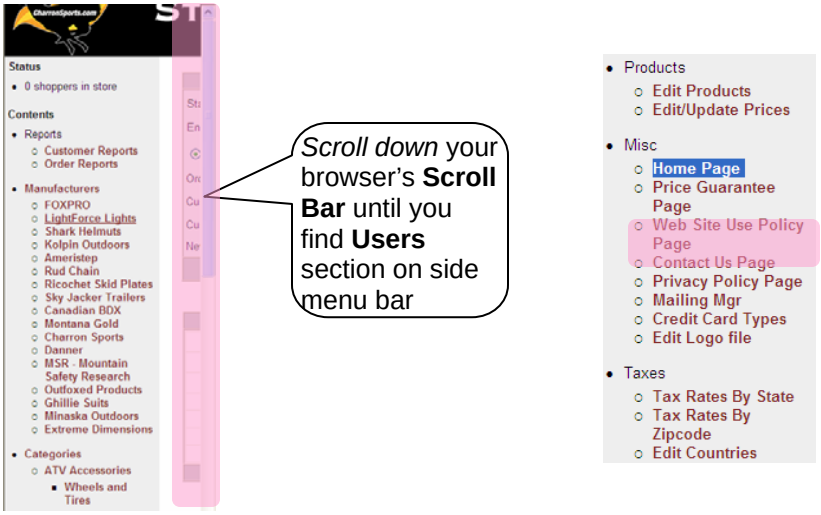


(Figure 3.9.4)

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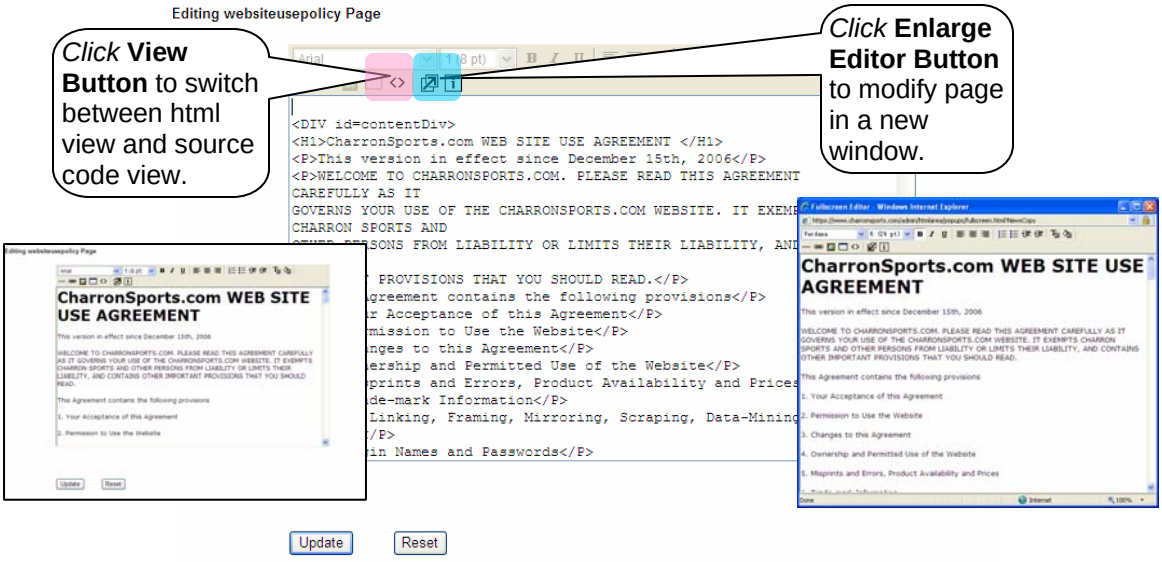
3.9.3 Setting up Web Site Use Policy Page.

Step One: Similar as **3.9.1 "Set up Home Page"**, *find* **"Misc"** section on "**Side Menu Bar"** and *click* **"Web Site Use Policy Page"** link to go to modification panel of Web Site Use Policy Page.



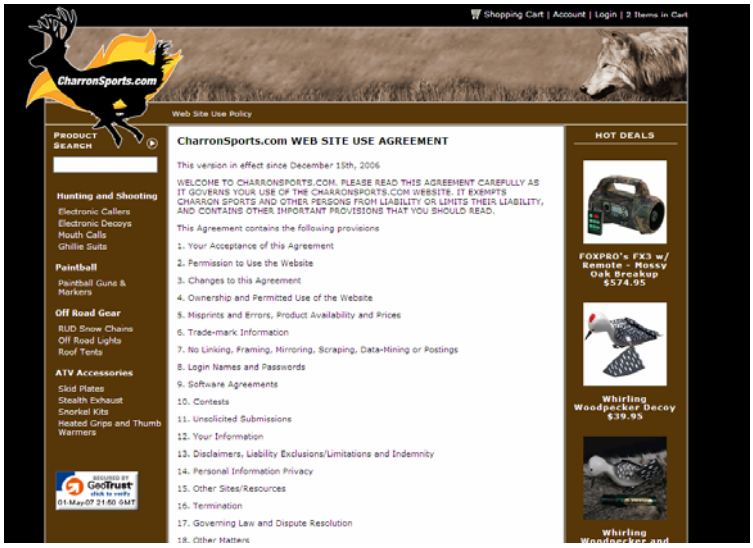
(*Figure 3.9.5*)

Step Two: *Edit* Web Site Use Policy Page in HTML format, and then *click* **"Update"** button to submit the changes.



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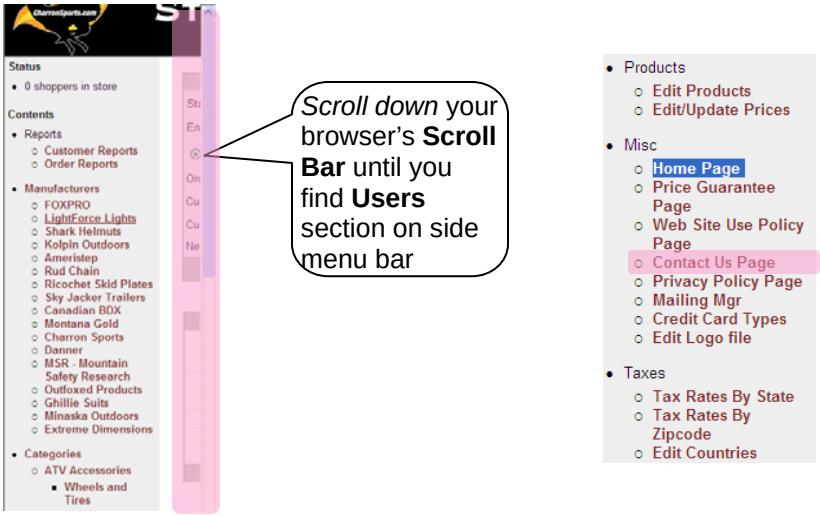
Live site view:



(Figure 3.9.6)

3.9.4 Setting up Contact Us Page.

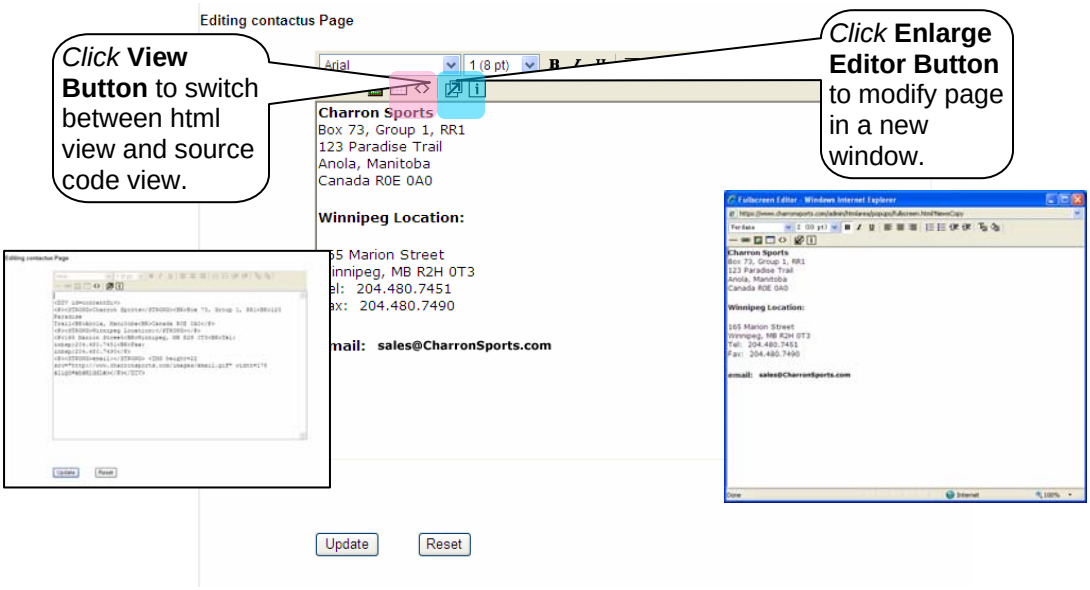
Step One: Similar as **3.9.1 "Set up Home Page"**, *find* **"Misc"** section on "**Side Menu Bar"** and *click* **"Contact Us Page"** link to go to modification panel of Contact Us Page.



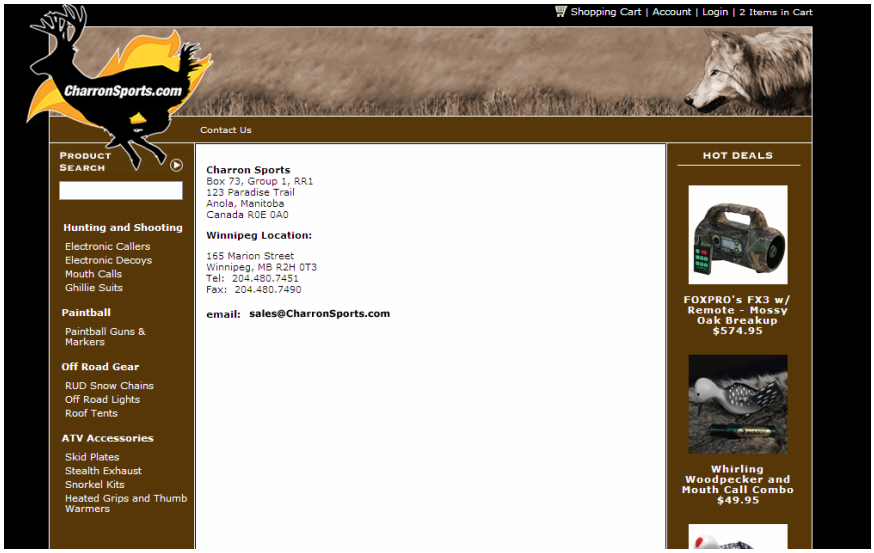
(*Figure 3.9.7*)

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Step Two: *Edit* Contact Us Page in HTML format, and then *click* **"Update"** button to submit the changes.



Live site view:

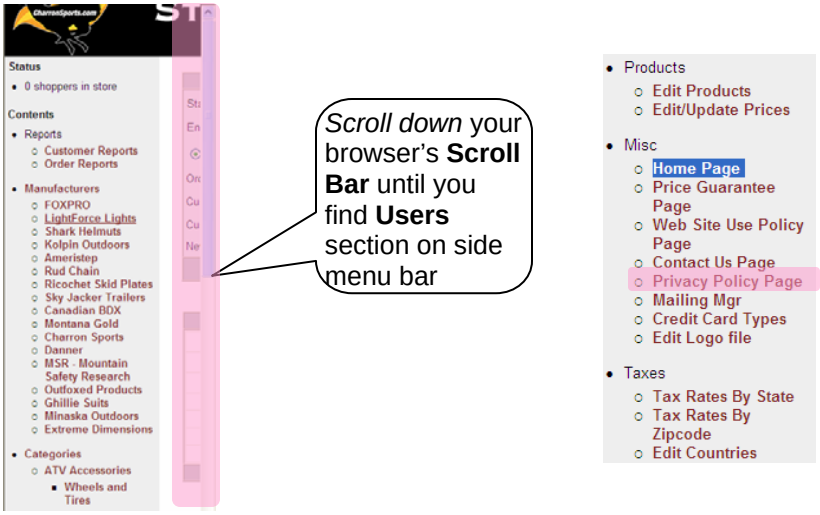


(Figure 3.9.8)

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3.9.5 Setting up Privacy Policy Page.

Step One: Similar as **3.9.1 "Set up Home Page"**, *find* **"Misc"** section on "**Side Menu Bar"** and *click* **"Privacy Policy Page"** link to go to modification panel of Privacy Policy Page.



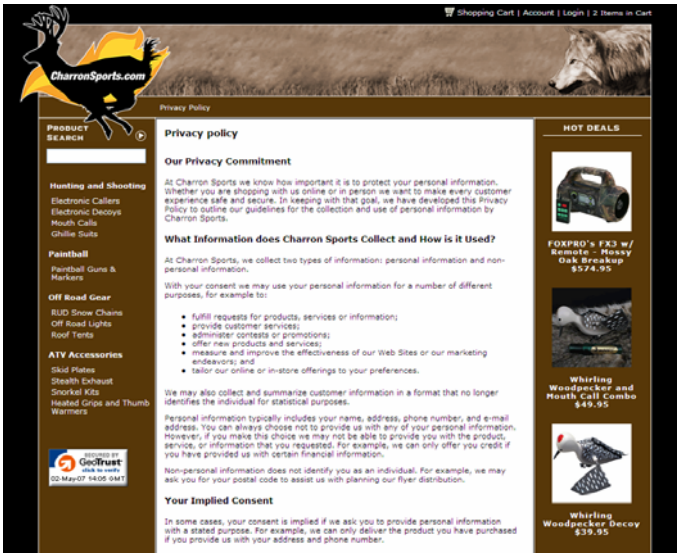
(*Figure 3.9.9)*

Step Two: *Edit* Privacy Policy Page in HTML format, and then *click* **"Update"** button to submit the changes.



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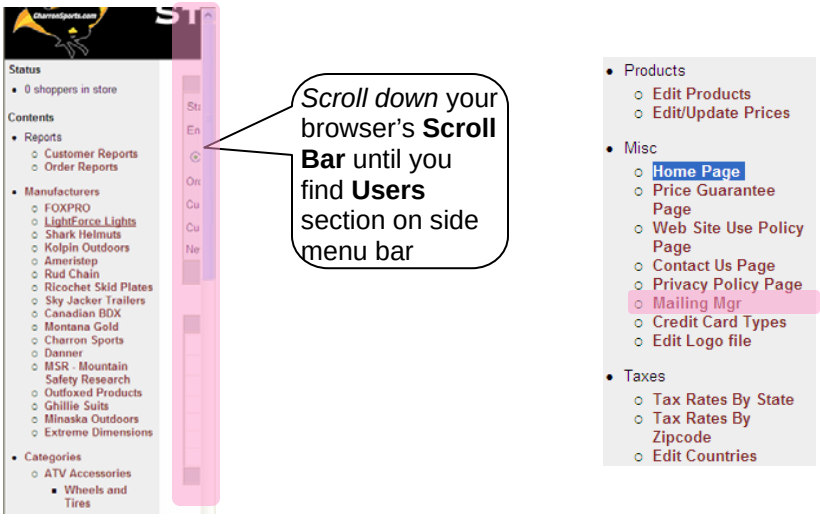
Live site view:



(Figure 3.9.10)

3.9.6 Sending Group Email.

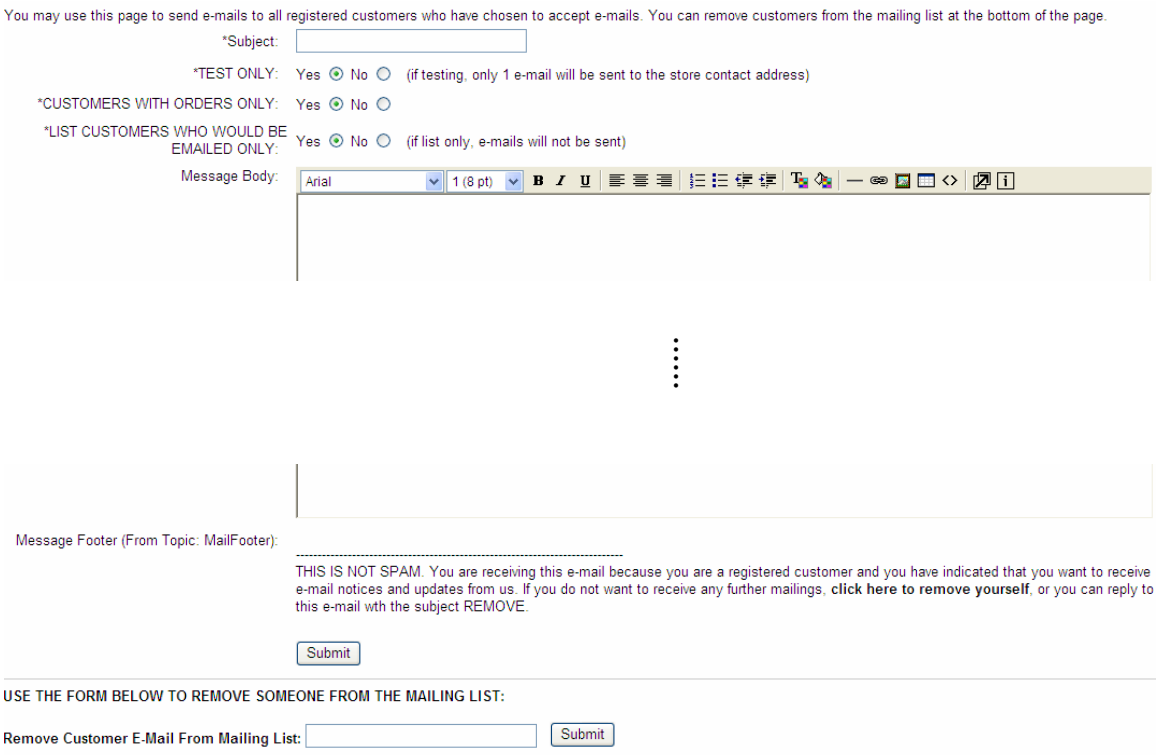
Step One: Similar as **3.9.1 "Set up Home Page"**, *find* **"Misc"** section on "**Side Menu Bar"** and *click* **"Mailing Mgr"** link to go to mass email sending management panel.



(*Figure 3.9.11)*

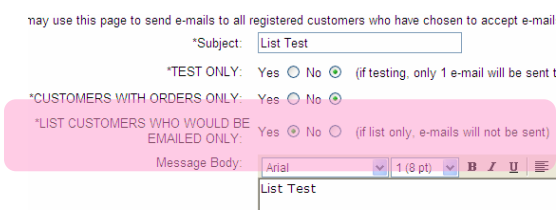
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Step Two: *Fill in* mailing subject and mailing message and then *click* **"Submit"** button *(*the one highlighted in red on figure 3.9.12)* to send customer e-mail or to generate the mailing list.



(*Figure 3.9.12)*

Note: If **"*List Customers Who Would Be Emailed Only"** is checked as **"Yes",** it will only generate the mailing list on top of the mailing manager panel, the actual e-mail will not be sent.



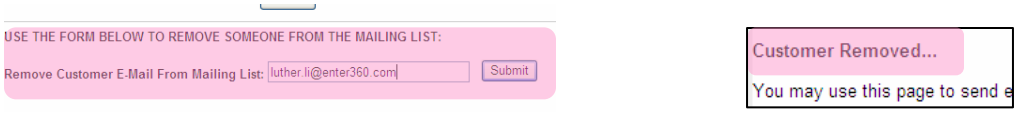
Result:



(*Figure 3.9.13)*

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Note: After the mailing list is generated, if you need to remove someone from this list, *input* his/her e-mail address **"Remove Customer E-Mail From Mailing List:"** field on the bottom of this page and *click* **"Submit"** button to remove this customer from the email list.



(*Figure 3.9.14)*

Properties Dictionary:

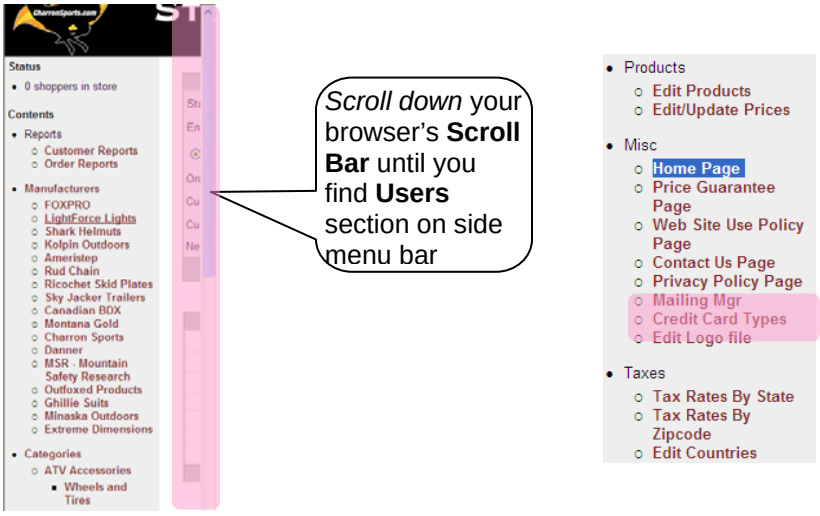
Subject:	Mail title, maximum length of 100 characters. *e.g. CharronSports Spring Special.*
Test only:	If checked **"Yes"** only one e-mail will be sent to the store contact address that is stored in table [AppConfig] as a variable [ReceiptEMailFrom].
Customers with orders only:	If checked **"Yes"** only e-mails to those customers who have ordered from your web store will be sent.
List customers who would be emailed only:	If checked **"Yes"** only the customer's e-mail address will be listed, the actual e-mail will not be sent. *e.g.* ***figure 3.9.13***
Message Body:	Message body in HTML format.
Message Footer (From Topic: MailFooter):	Message footer in HTML format, it automatically is retrieved from table [Topic] variable [MailFooter].

(*Table 3.9.1)*

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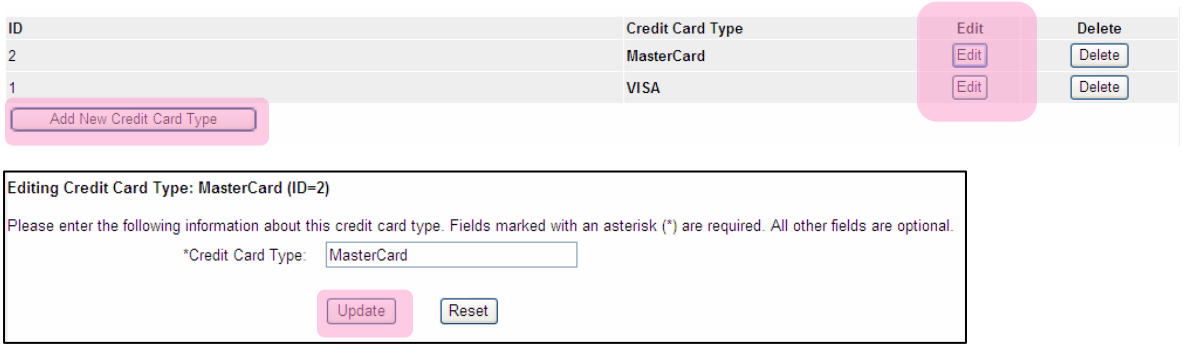
3.9.7 Setting up Credit Card Types.

Step One: Similar as **3.9.1 "Set up Home Page"**, *find* **"Misc"** section on "**Side Menu Bar"** and *click* **"Credit Card Types"** link to go to management panel of Credit Card Types.



(*Figure 3.9.15)*

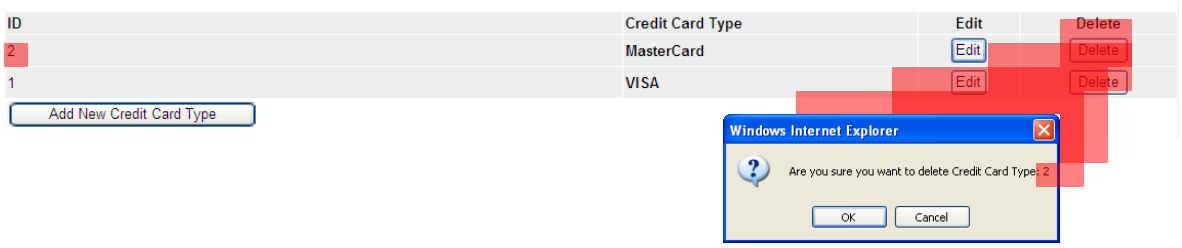
Step Two: *Click* the **"Edit"** button to modify the selected credit card type or c*lick* **"Add New Credit Card Types"** button to insert a new credit card type.



(*Figure 3.9.16)*

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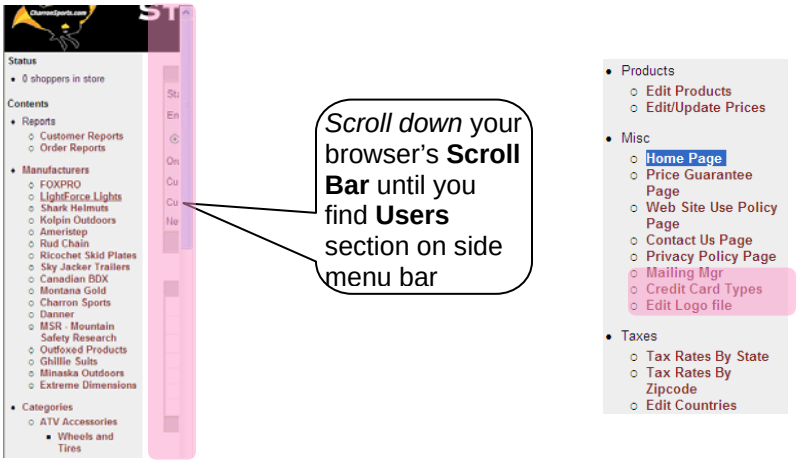
***Step Three:** Click* the **"Delete"** button to delete the selected credit card type, then check the ID which is the selected credit card type's ID; if yes *click on the* "**OK**" button to eliminate the selected credit card type, otherwise *click on the* "**Cancel**" button to return to the credit card type management panel.



(*Figure 3.9.17)*

3.9.8 Managing Logo File.

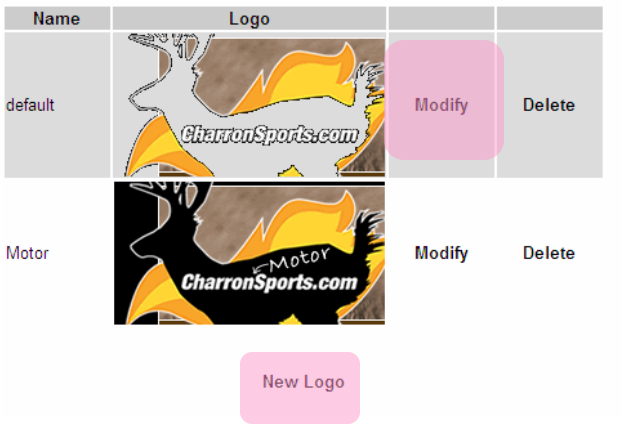
Step One: Similar as **3.9.1 "Set up Home Page"**, *find* **"Misc"** section on "**Side Menu Bar"** and *click* **"Edit Logo file"** link to go to Logo file management panel.



(*Figure 3.9.18)*

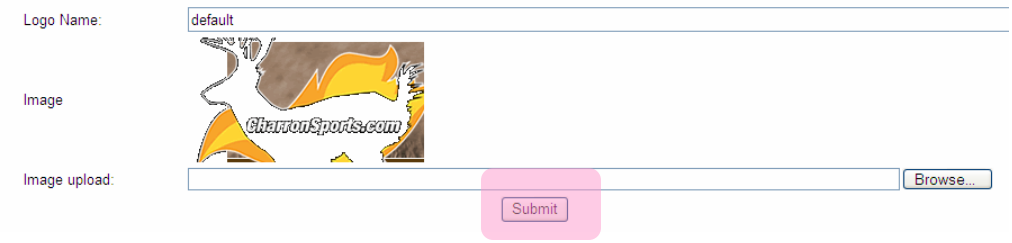
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Step Two: *Click* the **"Modify"** link to modify the selected logo or c*lick* **"New Logo"** link to insert a new logo.



(*Figure 3.9.19)*

Step Three: *Fill in* the **"Logo Name"**, *upload* the logo image, and then *click* **"Submit"** button to submit the changes.



(*Figure 3.9.20)*

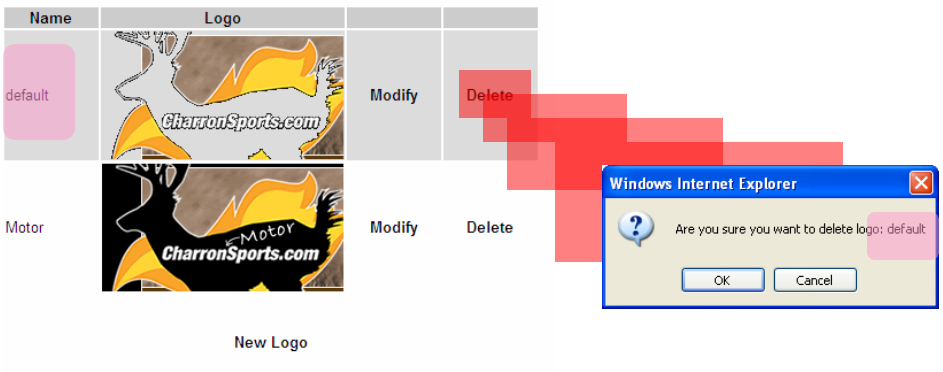
Properties Dictionary:

Logo Name:	Logo's name, maximum length of 50 characters. *e.g. default logo.*
Image:	If the image of the logo has been uploaded, it will display here.
Image upload:	Image file input, can be extended by clicking "**Browse…**" button.

(*Table 3.9.2)*

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***Step Three:** Click* the **"Delete"** link to delete the selected logo, then check the logo name to see whether it is the selected logo's Name; if yes *click on the* "**OK**" button to eliminate the selected logo, otherwise *click on the* "**Cancel**" button to return to the logo management panel.



(*Figure 3.9.21)*

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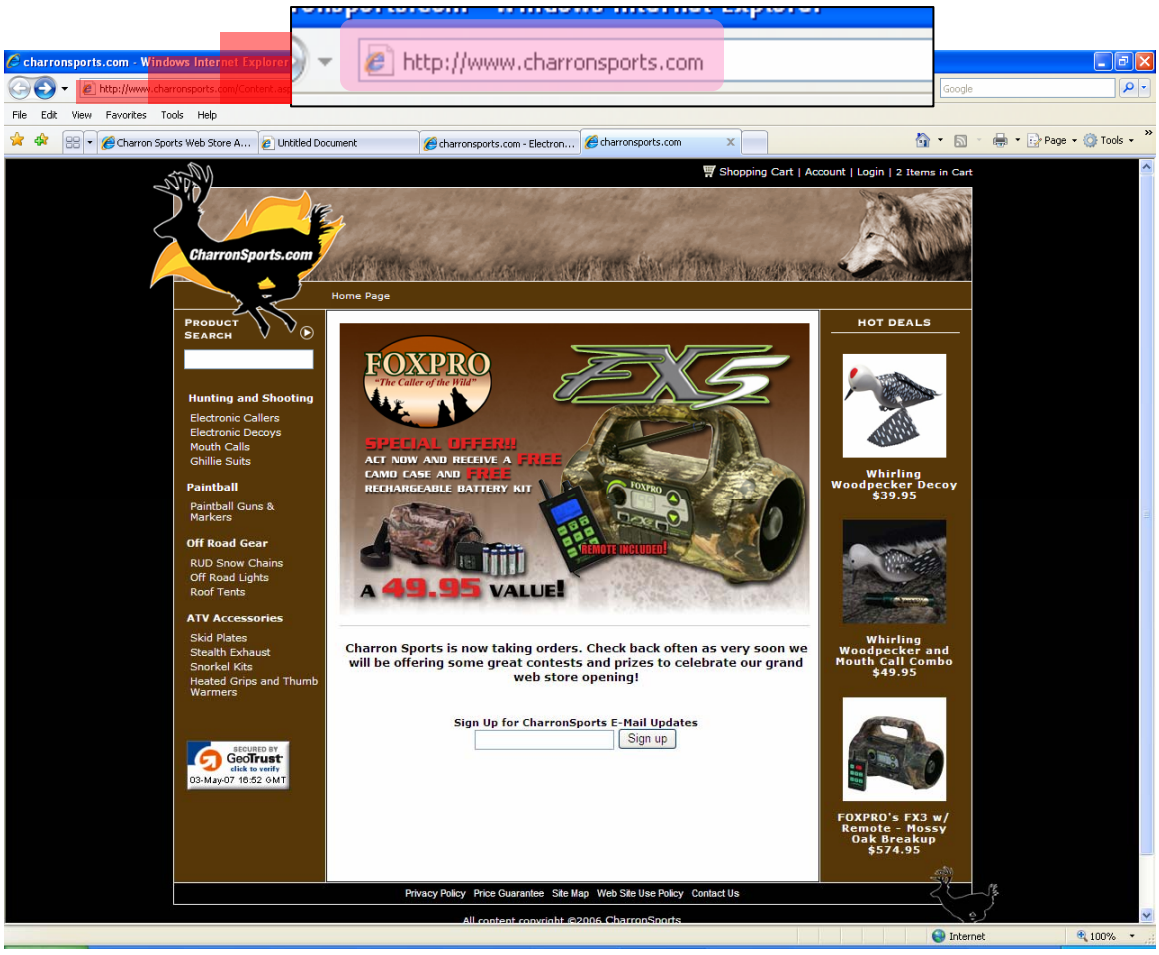
Daily Transaction & Reports

4

4.1 How does a customer make an order

4.1.1 Welcome to our web store.

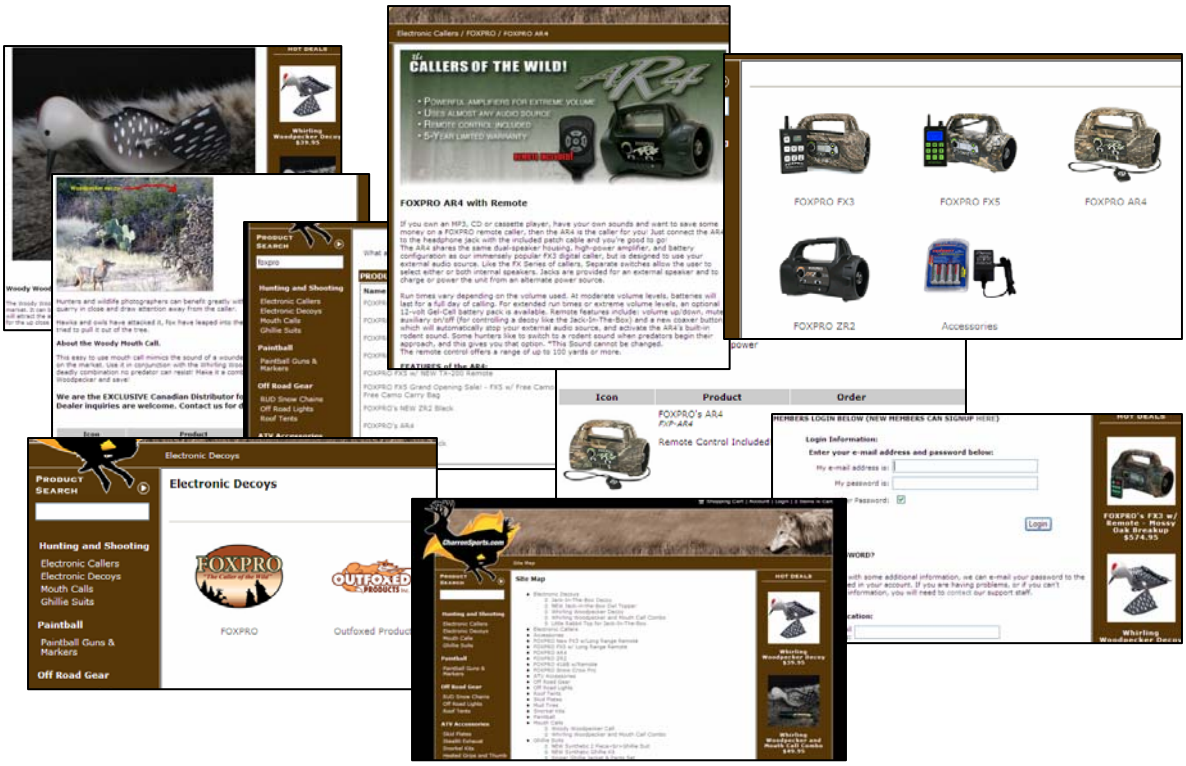
Step One: Customers get into the web store by inputting the web site URL on browser or getting a web link from a search engine, such as Google.



(*Figure 4.1)*

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Step Two: Customers can feel free to look around our web site for product, hot deals, or even contact a sales representative.



(*Figure 4.2*)

4.1.2 Making an order.

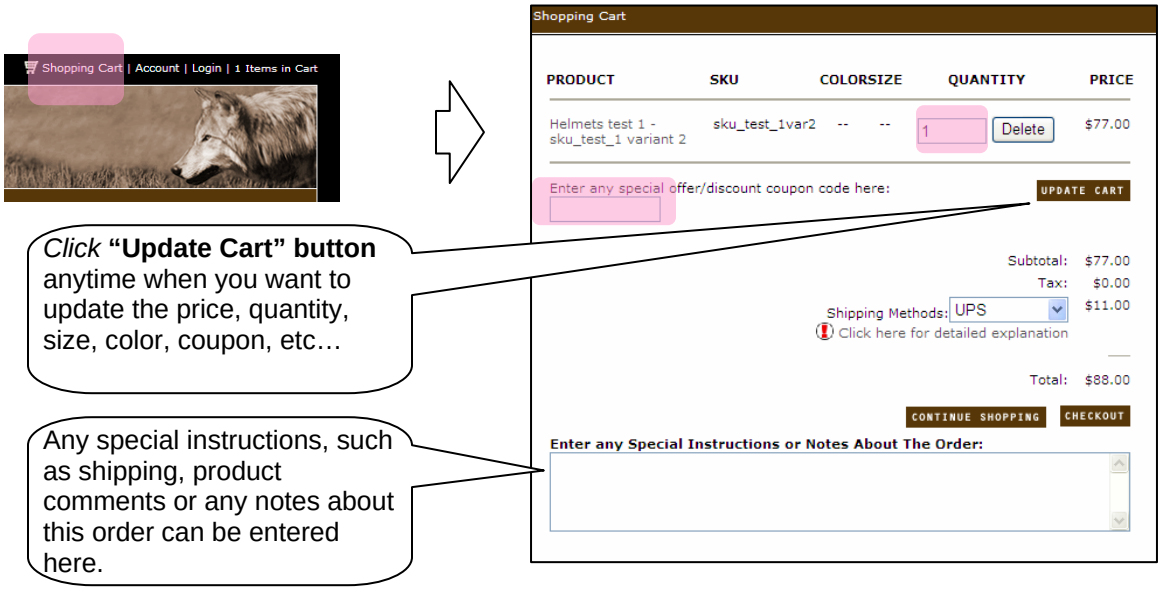
Step One: After browsing around the web site, a customer might find the particular product that he/she would like to purchase. He/She can simply *click* the **"Buy"** button for the specific product and if needed input some specifications. Once this has been completed he/she can add product to the shopping cart.



(*Figure 4.3*)

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Step Two: After a customer adds all desired products to the shopping cart, he/she can simply *click* **"Shopping Cart"** link located on top of each page to go and check the products he/she is ready to purchase.



(Figure 4.4)

Tip! *If a customer needs to see details about each shipping method, he/she can simply open the* ***"shipping methods explanation"*** *page by clicking* ***"! Click here for detailed explanation"*** *link.*



(Figure 4.5)

Tip! *Customers can go back to the previous product page by clicking* ***"Continue shopping"*** *button.*

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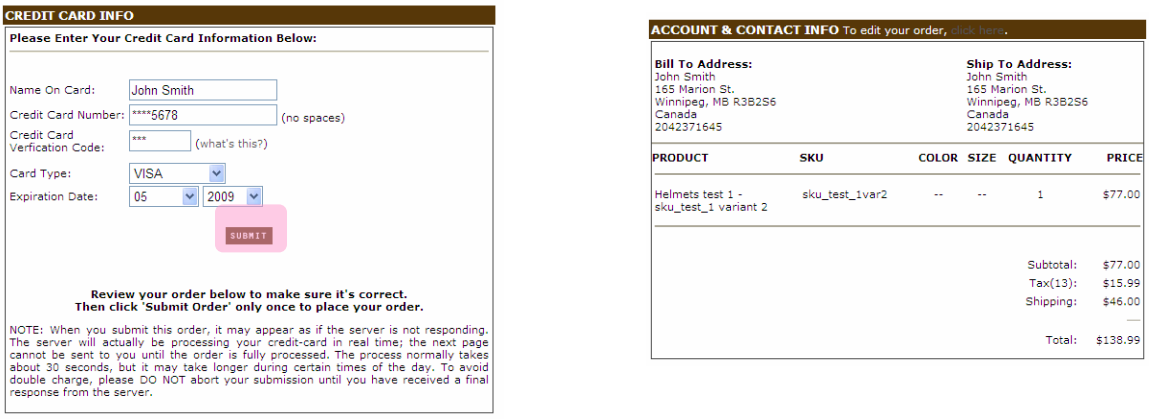
Step Three: After a customer *clicks* **"CheckOut"** button, the system will go to the account page. If the customer is returning, he/she can simply *click* ***"sign in here"*** *link* and *login* to his/her account; otherwise he/she has to fill in the account table to create a new account.

Note: *For a detailed guide on how to create a new account please see section* ***4.1.2***



(Figure 4.6)

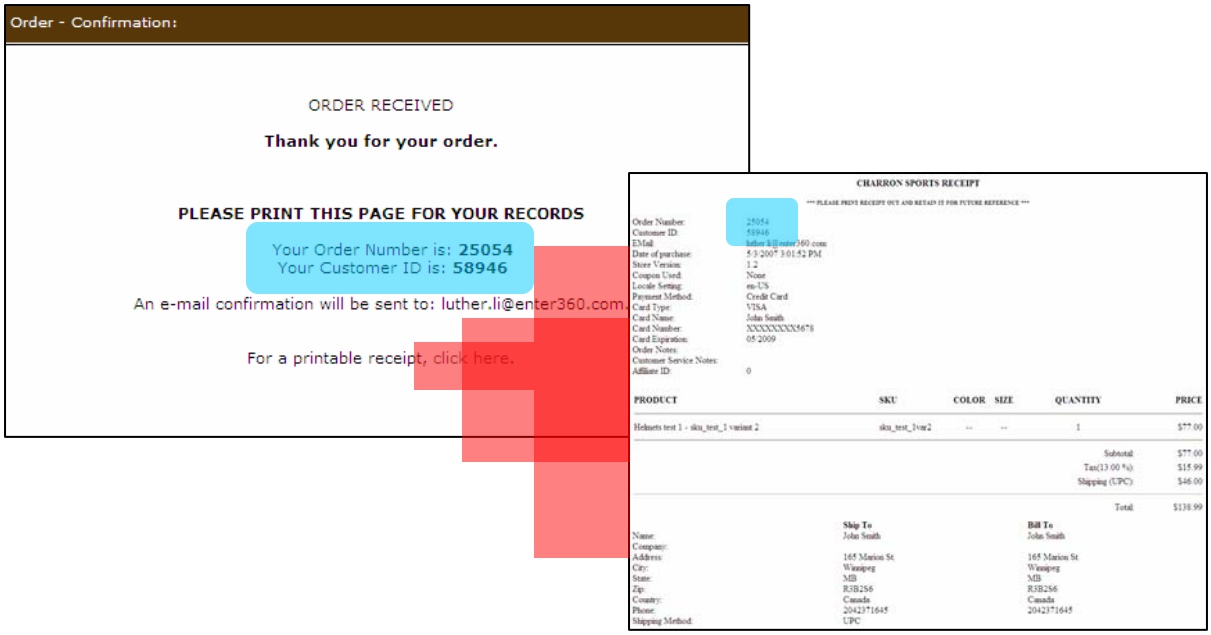
Step Four: After a customer *logs in*, he/she needs to check and confirm the payment info and invoice detail. When everything is correct *click* **"Submit"** button to process the order.



(Figure 4.7)

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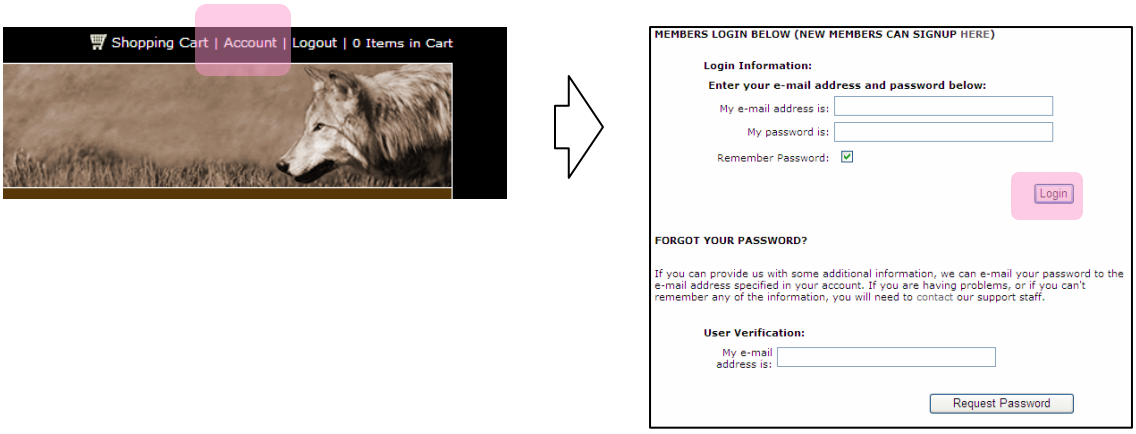
Step Five: After the system processes the order, the system will send an electronic receipt to the customer's e-mail account and generate an **"order – Confirmation"** page that includes the order number.



(Figure 4.8)

4.1.3 Creating an account.

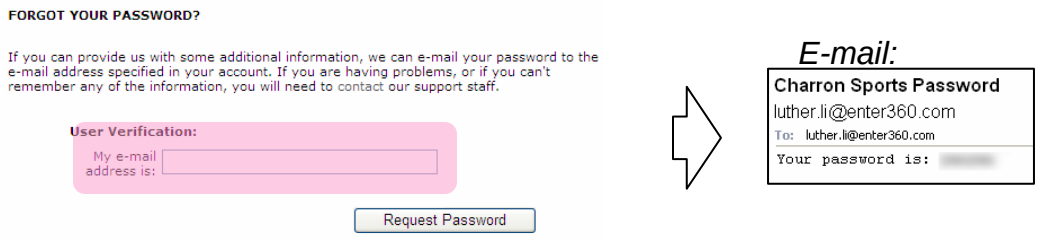
Step One: Customers can go to the account page by *clicking* **"Account"** link located at the top of the page**.**



(Figure 4.9)

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Tip! *If a customer forgets the account password, our system can help the customer retrieve her/his password through her/his registered e-mail account.*



(Figure 4.10)

Tip! *If the customer does not have a registered account yet, he/she can go to register page by clicking* ***"SIGNUP HERE"*** *link.*



(Figure 4.11)

Step Two: *Fill in the* **Account & Contact Info**, **Billing Info, Shipping Info table**, and then *click* **"Create Account"** button to submit**.**



(Figure 4.12)

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Properties Dictionary:

Account & Contact Info	
Your First Name:	The customer‘s first name, with the maximum length of 50 characters.
Your Last Name:	The customer‘s last name, with the maximum length of 50 characters.
Your E-Mail:	The customer‘s email address, with the maximum length of 100 characters.
Create a Personal Password:	Password used to access a customer’s account, can be any combination of characters and numbers, with maximum length of 100 characters.
Re-Enter Your Password:	Password used to access a customer’s account, can be any combination of characters and numbers, with maximum length of 100 characters. It has to exactly match the above password field.
Phone:	The customer‘s phone number with area code.
OK To EMail:	If checked “yes” it will allow to send product info to the customer.
Billing Info	
First Name:	The first name of the person who will be billed, with the maximum length of 50 characters.
Last Name:	The last name of the person who will be billed, with the maximum length of 50 characters
Phone:	The phone number that can be used to contact the person who will be billed.
Company:	The company name which will be billed.
Address1:	The billing address, with the maximum length of 100 characters.
Address2:	The substituted billing address, with the maximum length of 100 characters.
Suite:	The suite number of billing address
City or APO/AFO:	The city name of billing address
State/Province:	The State or Province name of billing address
Zip:	The zip or postal code of billing address
Country:	The Country name of billing address
Shipping Info	
First Name:	The first name of the person who will be shipped to, with the maximum length of 50 characters.
Last Name:	The last name of the person who will be shipped to, with the maximum length of 50 characters
Phone:	The phone number that can be used to contact the person who will be shipped to.
Company:	The company name which will be shipped to.
Address1:	The shipping address, with the maximum length of 100

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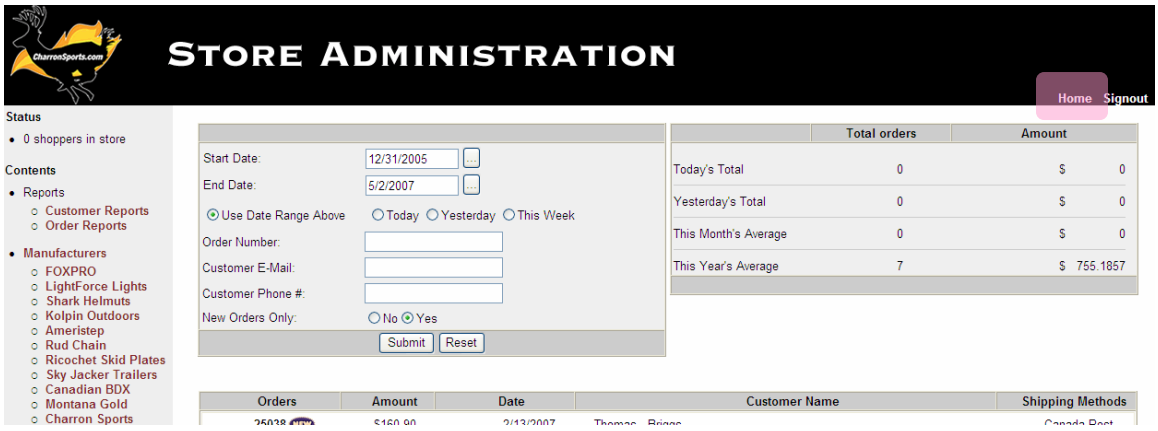
	characters.
Address2:	The substituted shipping address, with the maximum length of 100 characters.
Suite:	The suite number of shipping address
City or APO/AFO:	The city name of shipping address
State/Province:	The State or Province name of shipping address
Zip:	The zip or postal code of shipping address
Country:	The country name of shipping address

(*Table 4.1)*

4.2 How to process an order.

4.2.1 Viewing order status (find a specific coming order).

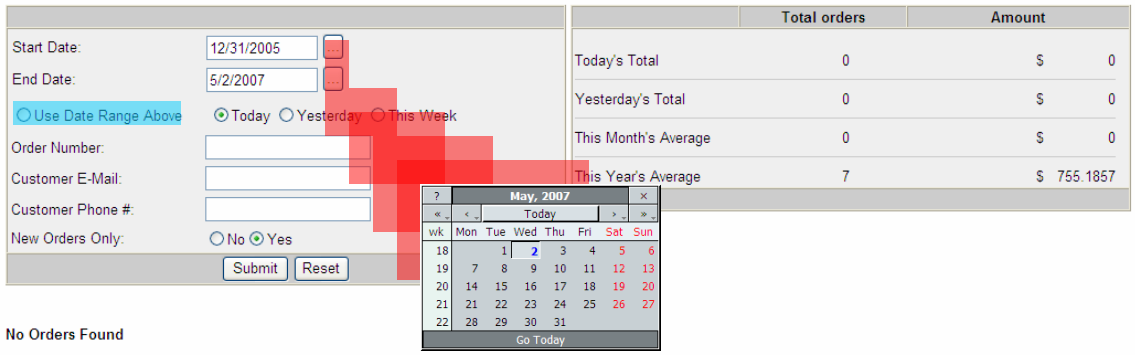
Note: The administration page default is the order status page, anytime you need to capture an order *click* **"Home"** link in the **Header Area.**



(Figure 4.13)

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Step One: *Fill in* the filter table, and then *click* **"Submit"** to begin to sorting orders.



(*Figure 4.14)*

Tip! *you are going to customize the* ***"Start Date"*** *and* ***"End Date"****, you have to check the radio button* ***"Use Date Range Above"*** *(highlighted in blue)****.***

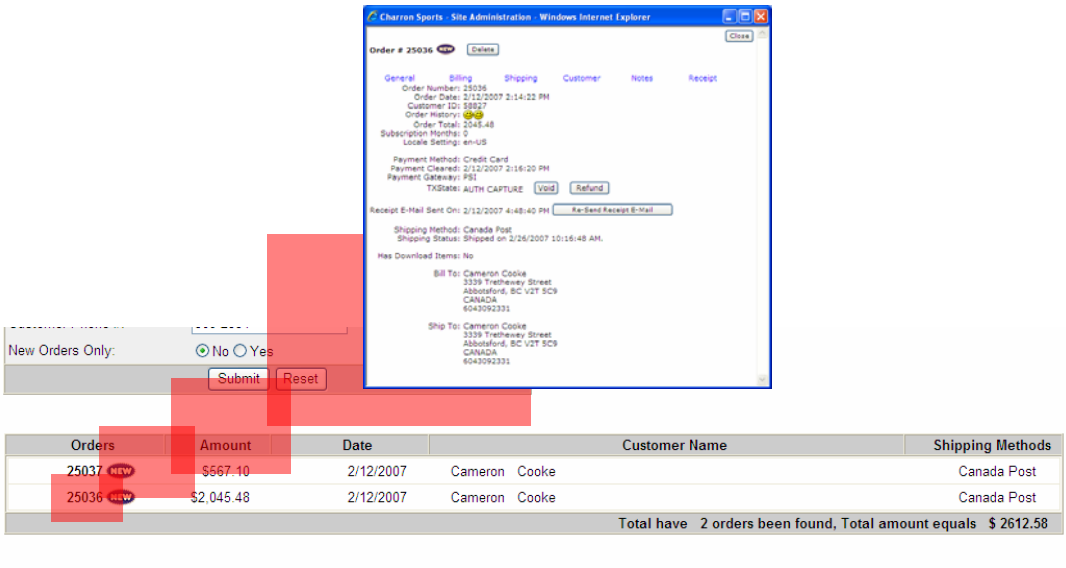
Properties Dictionary:

Use Date Range Above:	*Check to see* if you need to use the time range filter.
Start Date:	Start date in short date format MM/DD/YYYY, also can be picked up from the dropdown calendar by *clicking* **"…" button**
End Date:	End date in short date format MM/DD/YYYY, also can be picked up from the dropdown calendar by *clicking* **"…" button**
Today:	*Check to see* if you need to set up the time range to today.
Yesterday:	*Check to see* if you need to set up the time range to yesterday.
This Week:	*Check to see* if you need to set up the time range from this Sunday to next Sunday.
Order Number:	Specific order number, this filter has the highest search priority; all other filters will be automatically disabled if order number filter is not empty.
Customer E-mail:	Search filter by customer's e-mail address, allow string searching. *e.g. "luther.li@enter360.com", "luther.li", "enter360.com"*
Customer Phone #:	Search filter by customer's phone number, allow string searching. *e.g. "6043092331", "309 2331", "309-2331"*
New Order Only:	**New Order Only** only displays on the search result when the **"Yes"** option has been checked.

(*Table 4.2)*

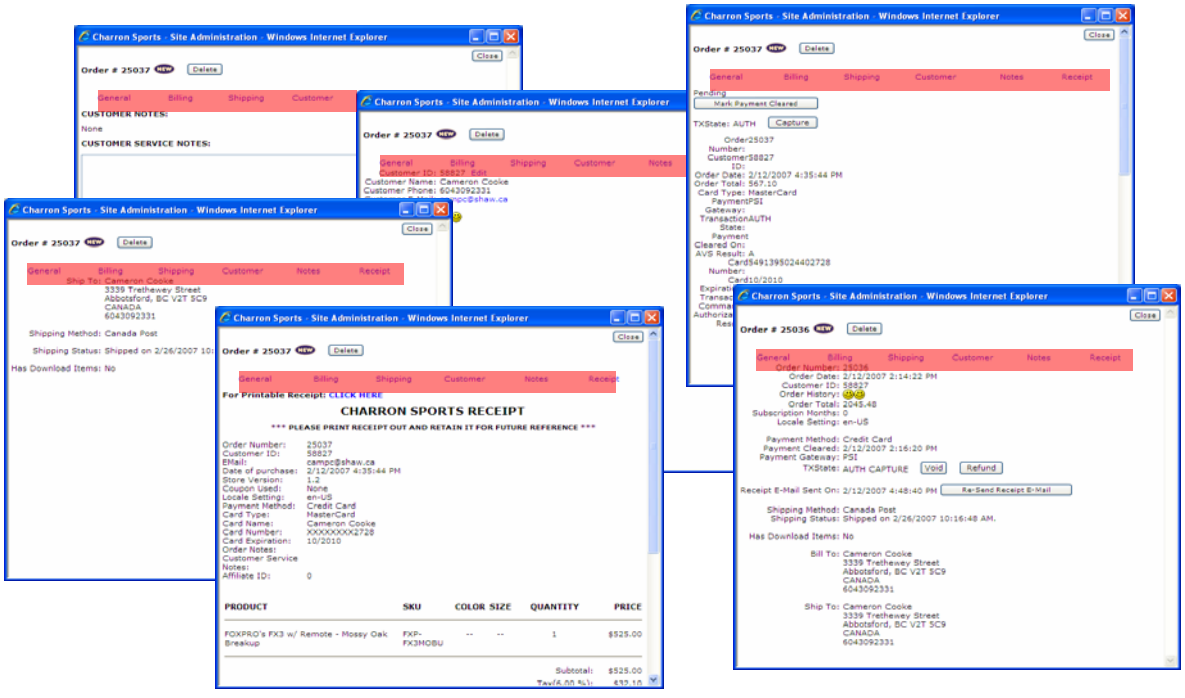
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Step Two: After getting the expected search result, *click* **"order number"** link to open order status detail window.



(Figure 4.15)

Step Three: *Click* each section link on the top, to view the order detail.
(Includes: General, Billing, Shipping, Customer, Notes and Receipt)



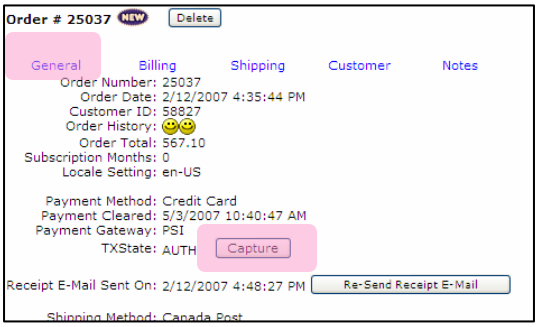
(Figure 4.16)

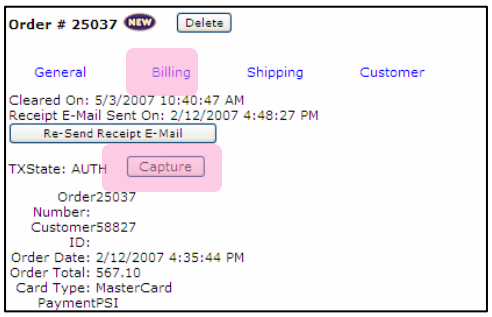
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4.2.2 Handling a new coming order.

Step One:** After a customer makes an order, the order will be saved in the database marked as **"New"** order. *Note that the administrator needs to process those orders everyday.* The first step in processing an order is to **"Capture Authorization"** from a customer's credit card account through the credit card process gateway. *Note that the gateway must be set up as **"Auto".

Tip! *The **"Capture"** authorization function button can be found in either **"General"** or **"Billing"** section.*





General *Billing*

(*Figure 4.17*)

***Step Two:** After receiving the payment from the customer, you will need to *click* **"Mark Payment Cleared"** to update the order's billing status. Shortly after this step our system will send a receipt to the customers' e-mail account.

Tip! *The **"Mark Payment Cleared"** function can be found in **"Billing"** section.*



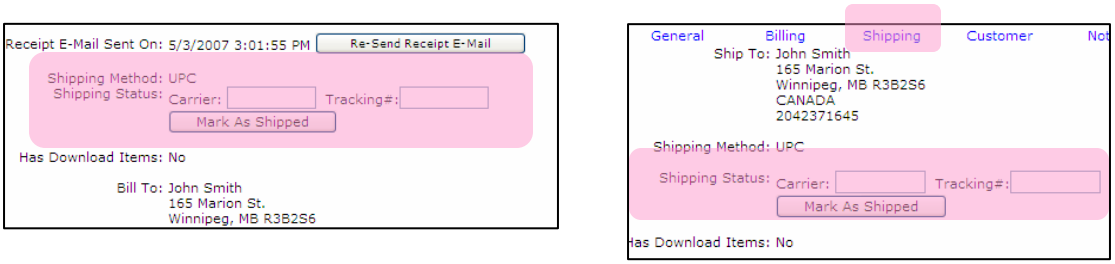
Billing

(*Figure 4.18*)

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Step Three: You should start to ship the products to the customer as soon as the order's payment has been cleared. Then enter the **"Carrier's name"** and **"Tracking number"** to our system as shown below. Then *click* **"Mark As Shipped"** to submit and finish the order process.

Tip! *The **"Mark As Shipped"** button can be found in either **"General"** or **"Shipping"** section.*



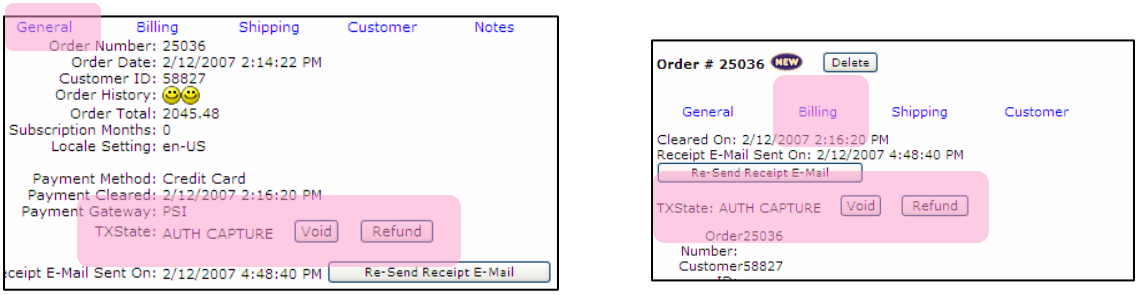
General *Shipping*

(*Figure 4.19)*

4.2.3 Voiding and Refunding.

Step One: After a customer's credit card account authorization is captured, the **"Void"** and **"Refund"** button are enabled. The administrator can *click* it to void or refund upon request if necessary.

Tip! *The **"Capture"** authorization function button can be found in either **"General"** or **"Billing"** section.*



General *Billing*

(*Figure 4.20)*

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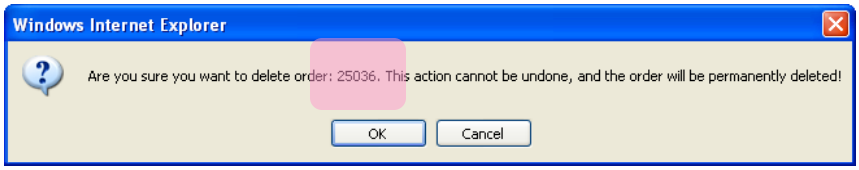
4.2.4 Deleting the order.

Step One: To permanently eliminate the order from our database, it can be done by *clicking* **"Delete"** button which is beside the order number located at the top of the order status page.



(*Figure 4.21)*

Step Two: Double check the Order number which is the selected order's number; if yes *click on the* "**OK**" button to eliminate the order permanently, otherwise *click on the* "**Cancel**" to return to the order status page.



(*Figure 4.22)*

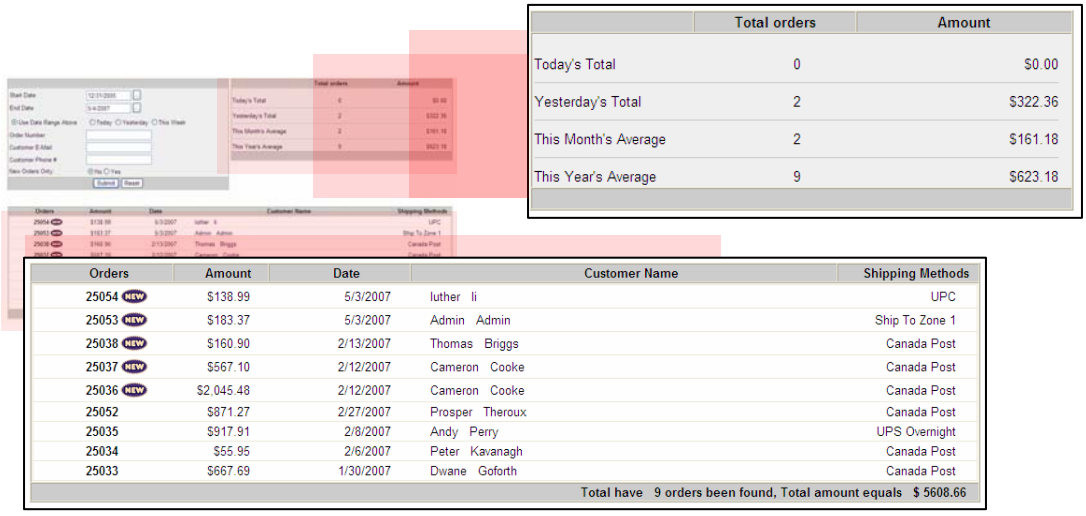
Note: The order will be eliminated from the database permanently, and there is no simple undo function to get the order back.

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4.3 How to generate reports

4.3.1 Viewing order summary

Step One: As introduced in section **4.2.1 "View order status"**, you can easily generate a simple order list on default admin page. The right panel of this page is the order summary panel which shows the basic order summary.



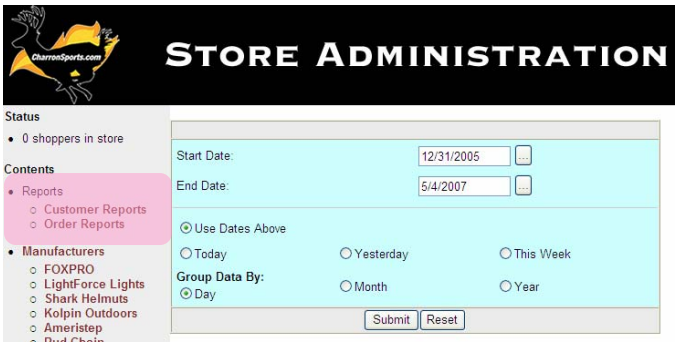
	Total orders	Amount
Today's Total	0	$0.00
Yesterday's Total	2	$322.36
This Month's Average	2	$161.18
This Year's Average	9	$623.18

Orders	Amount	Date	Customer Name	Shipping Methods
25054 NEW	$138.99	5/3/2007	luther li	UPC
25053 NEW	$183.37	5/3/2007	Admin Admin	Ship To Zone 1
25038 NEW	$160.90	2/13/2007	Thomas Briggs	Canada Post
25037 NEW	$567.10	2/12/2007	Cameron Cooke	Canada Post
25036 NEW	$2,045.48	2/12/2007	Cameron Cooke	Canada Post
25052	$871.27	2/27/2007	Prosper Theroux	Canada Post
25035	$917.91	2/8/2007	Andy Perry	UPS Overnight
25034	$55.95	2/6/2007	Peter Kavanagh	Canada Post
25033	$667.69	1/30/2007	Dwane Goforth	Canada Post
			Total have 9 orders been found, Total amount equals	$ 5608.66

(*Figure 4.23)*

4.3.2 Generating Order Report

Step One: *Find* **"Reports"** section on "**Side Menu Bar"** and *click* "**Order Reports"** link to go to order reports panel.



(*Figure 4.24)*

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Step Two: Similar as section **4.2.1 "View order status",** *enters* the **"Time range"** and the **"Group Date By"** selection, and then *click* **"Submit"** button to generate the reports.



Group data by "Year"

Number of Orders: 9

Orders Report|1/30/2007 - 5/4/2007|Group By: Year

	2007	Total
# Orders	9	9
SubTotal	5081.33	5081.33
Tax	303.33	303.33
Shipping	224.00	224.00
Totals	5608.66	5608.66

Number of Orders: 9

Orders Report|1/30/2007 - 5/4/2007|Group By: Day

Date	# Orders	SubTotal	Tax	Shipping	Total
Total	9	5081.33	303.33	224.00	5608.66
1-30-2007	1	609.90	37.79	20.00	667.69
1-31-2007					
2-1-2007					
2-2-2007					
. . .					
5-1-2007					
5-2-2007					
5-3-2007	2	256.98	16.38	49.00	322.36
Total	9	5081.33	303.33	224.00	5608.66

Group data by "Day"

Number of Orders: 9

Orders Report|1/30/2007 - 5/4/2007|Group By: Month

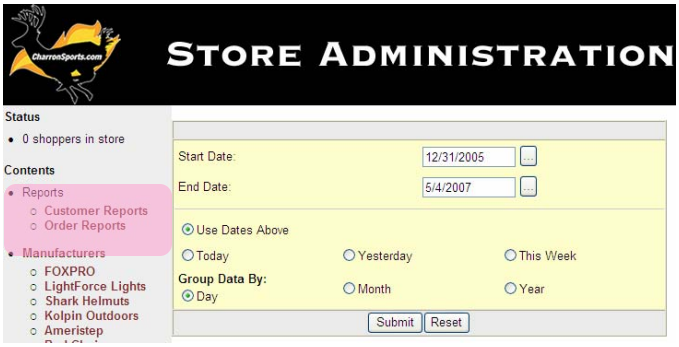
	1-2007	2-2007	3-2007	4-2007	5-2007	Total
# Orders	1	6			2	9
SubTotal	609.90	4214.45	0.0	0.0	256.98	5081.33
Tax	37.79	249.16	0.0	0.0	16.38	303.33
Shipping	20.00	155.00	0.0	0.0	49.00	224.00
Totals	667.69	4618.61	0.0	0.0	322.36	5608.66

Group data by "Month"

(*Figure 4.25)*

4.3.3 Generating Customer Reports

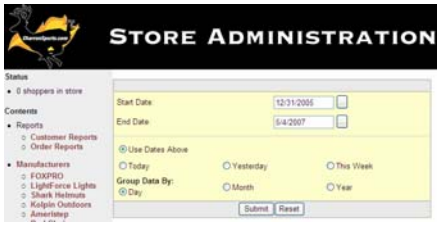
Step One: *Find* **"Reports"** section on "**Side Menu Bar"** and *click* "**Customer Reports"** link to go to customer reports panel.



(*Figure 4.26)*

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Step Two: Similar as section **4.2.1 "View order status",** *enters* the **"Time range"** and the **"Group Date By"** selection, and then *click* **"Submit"** button to generate the reports.



Number of Matching Records: 287 Anons, 16 Registered Customers, Total=303. Registration Percentage= 5.28%

Customer Report, 3/3/2006 - 5/4/2007, Group By: Day

Date	Anons	Registered	Total
3-3-2006			0
3-4-2006			0
3-5-2006			0
3-6-2006			0
.			
.			
.			
4-30-2007			0
5-1-2007			0
5-2-2007		1	1
5-3-2007	2		2
Total	287	16	303

Group data by "Day"

Number of Matching Records: 287 Anons, 16 Registered Customers, Total=303. Registration Percentage= 5.28%

Customer Report, 3/3/2006 - 5/4/2007, Group By: Year

	2006	2007	Total
Anons	40	247	287
Registered		16	16
Total	40	263	303

Group data by "Year"

Number of Matching Records: 287 Anons, 16 Registered Customers, Total=303. Registration Percentage= 5.28%

Customer Report, 3/3/2006 - 5/4/2007, Group By: Month

	8-2006	9-2006	10-2006	11-2006	12-2006	1-2007	2-2007	3-2007	4-2007	5-2007	Total
Anons				6	34	62	102	75	6	2	287
Registered						3	10	2		1	16
Total	0	0	0	6	34	65	112	77	6	3	303

Group data by "Month"

(*Figure 4.27)*

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Unique Features

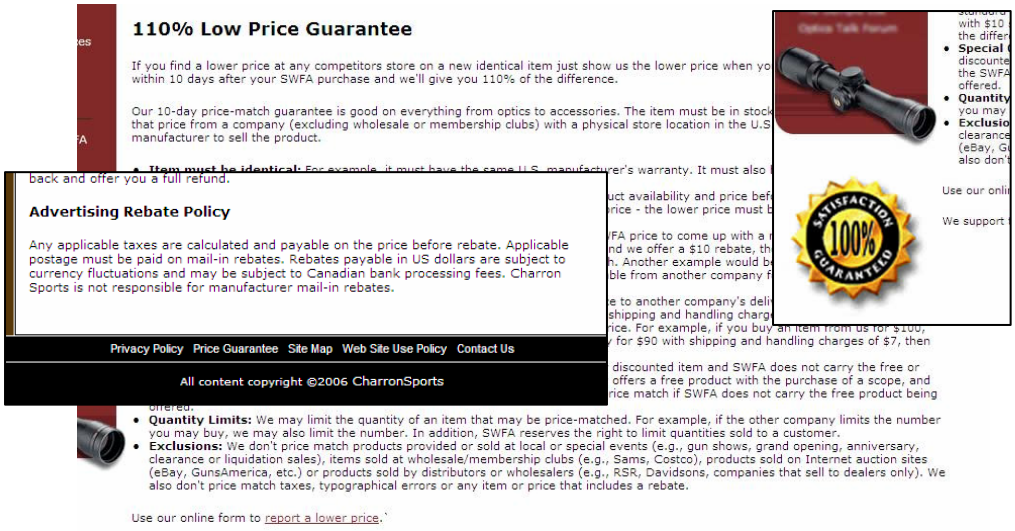
5

5.1 Price matching module.

"Low price guarantee" is a feature that allows the administrator of the website to control and maintain its products' price to stay competitive in the market. Instead of purchasing information from other related agencies, the administrators can now collect this information directly from the websites user (the customer). And because the user of the website is motivated by the lower price, the information collected will be more sensitive towards each product.

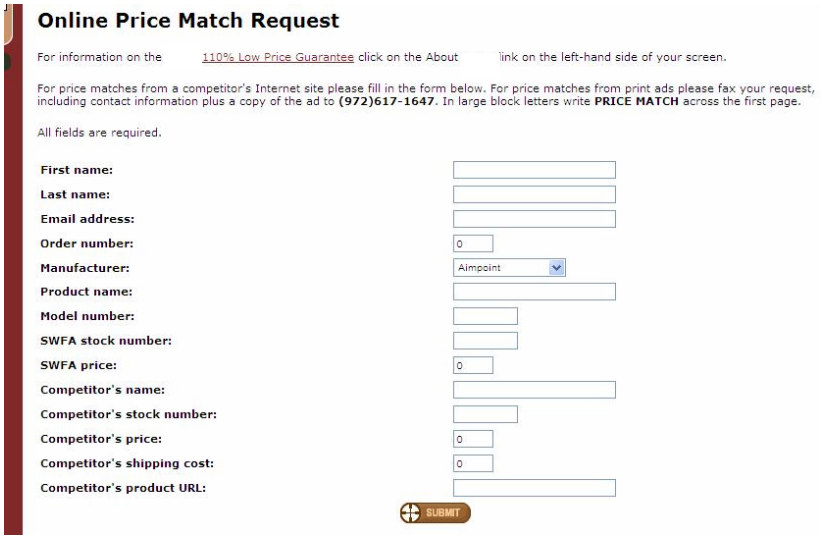
Step One: After the customer has found a lower advertised price, she/he can submit the refund request of the price difference by filling our Online **"Price Match Request Form"** from our **"Price Guarantee policy page"**.

Note: The Price Match Request Form and related web link may differ for each website.



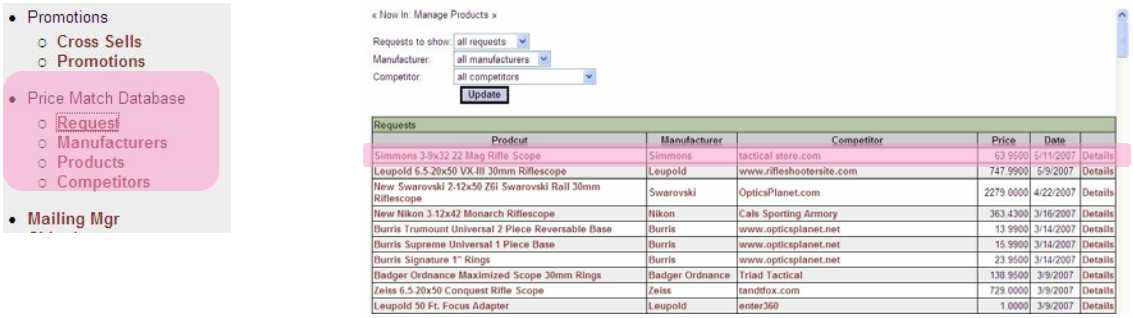
(Figure 5.1.1)

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(Figure 5.1.2)

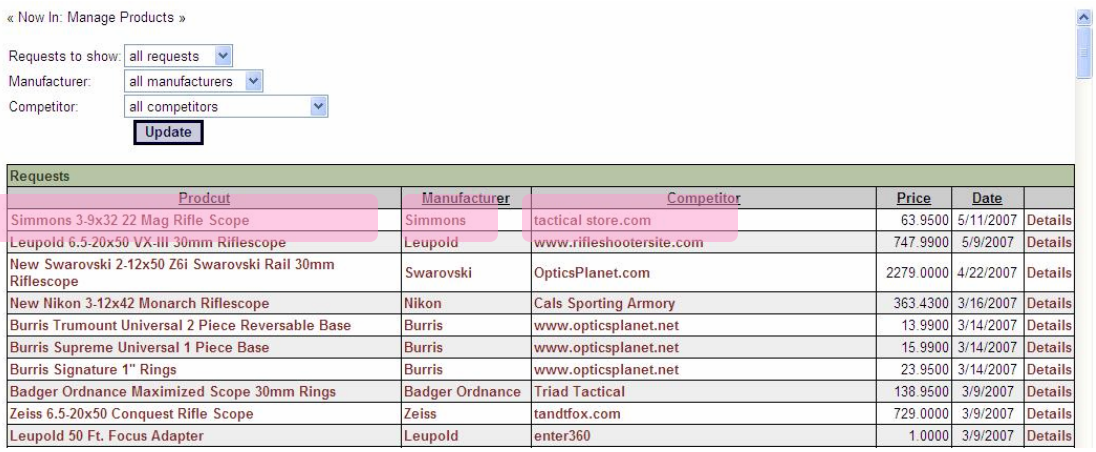
Step Two: *Go to* the Admin page and *click* **"Request"** link under **"Price Match Database"** section to get summary report of a table of price matching requests.



(Figure 5.1.3)

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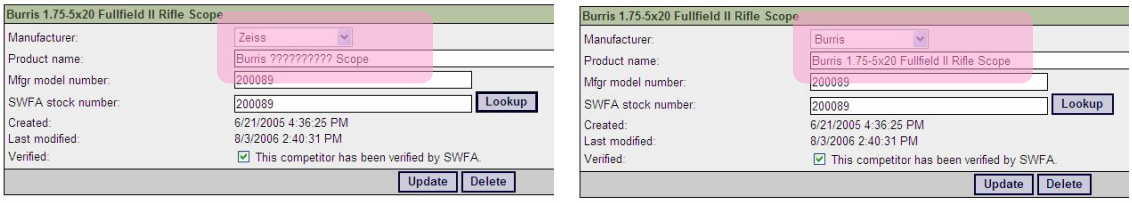
Step Three: To verify the Product, Manufacturer or Competitor information, *click* its name link on the request summary table.



(Figure 5.1.4)

Note: If the customer misspelled or did not fill the related information completely about the product, our system will automatically try to match and correct that information by *clicking* **"Lookup"** button under product verifying page or details page.

Before lookup ***After lookup***

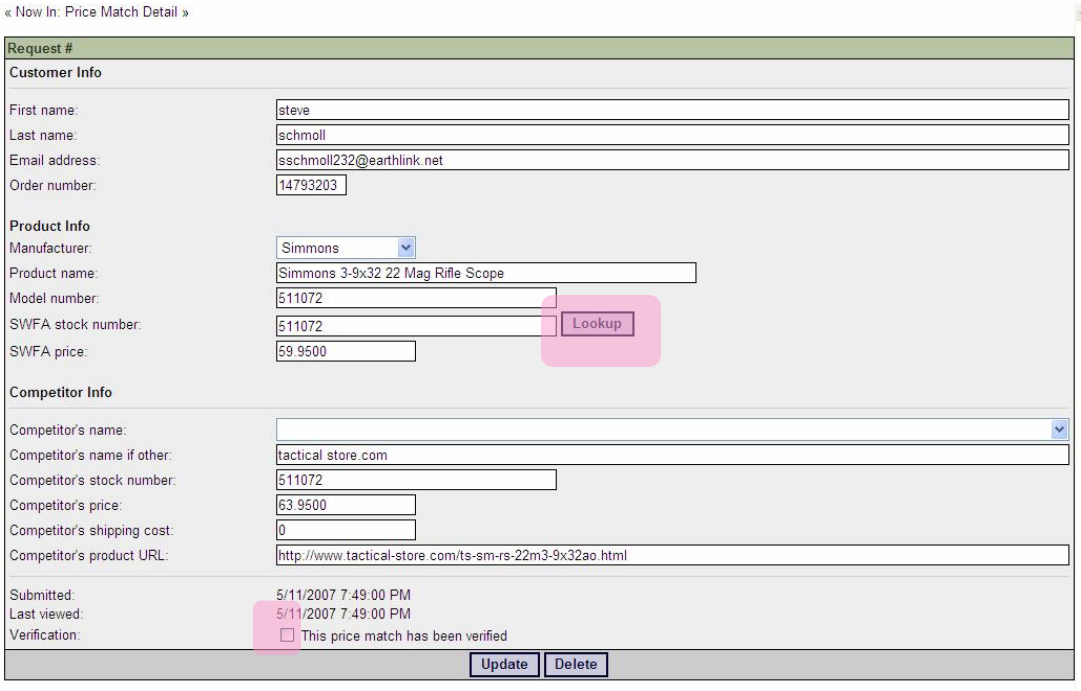


(Figure 5.1.5)

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Step Four: Verify the price match request detail, and then contact the customer.

Note: After verifying the matching product and competitor info, contact user by email and go to “Edit/Update Prices” page to update the product’s sale price. *(for more information regarding updating a products price please check chapter 3.5.7* ***“Managing product item price”****)*



(Figure 5.1.6)

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5.2 Photo gallery module

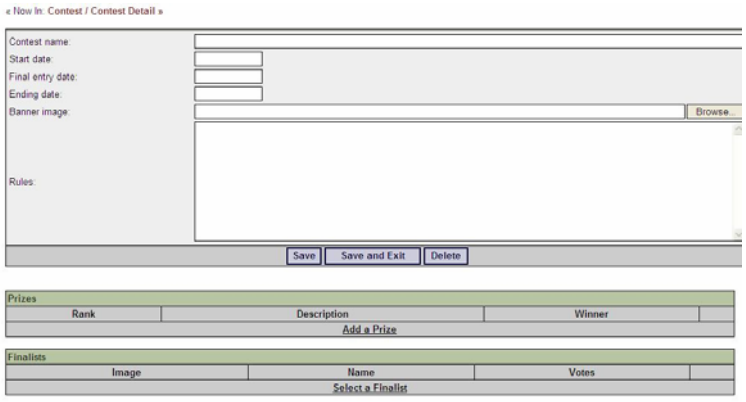
"Photo gallery module" is an optional solution to automatically collect related customer photos and stories by throwing an online customer photo contest. This allows website viewers to upload their photos accompanied with a story into competition. These photos and attached stories will be voted on by the viewers to generate winners. By entering the contest, the contestants automatically give up the copyright of the photos and stories to the website. The winning photos and stories then become attractions of the website.

Step One: *Find* the **"Contest"** section on "**Side Menu Bar"** and *click* "**Contest List"** link to go to contest summary page.



(Figure 5.2.1)

Step Two: *Click* **"Add a Contest"** button located at the bottom of contest summary table to get into contest detail editing page.

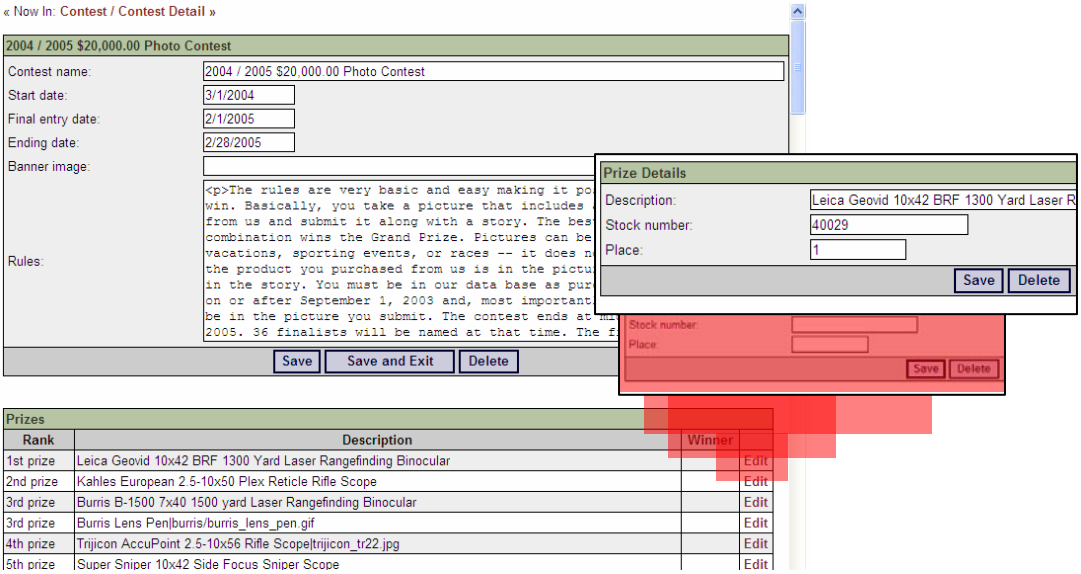


(Figure 5.2.2)

Note: To edit an existing contest detail, the administrator can simply *click* the **"edit"** link on the contest summary page to get into the contest detail editing page.

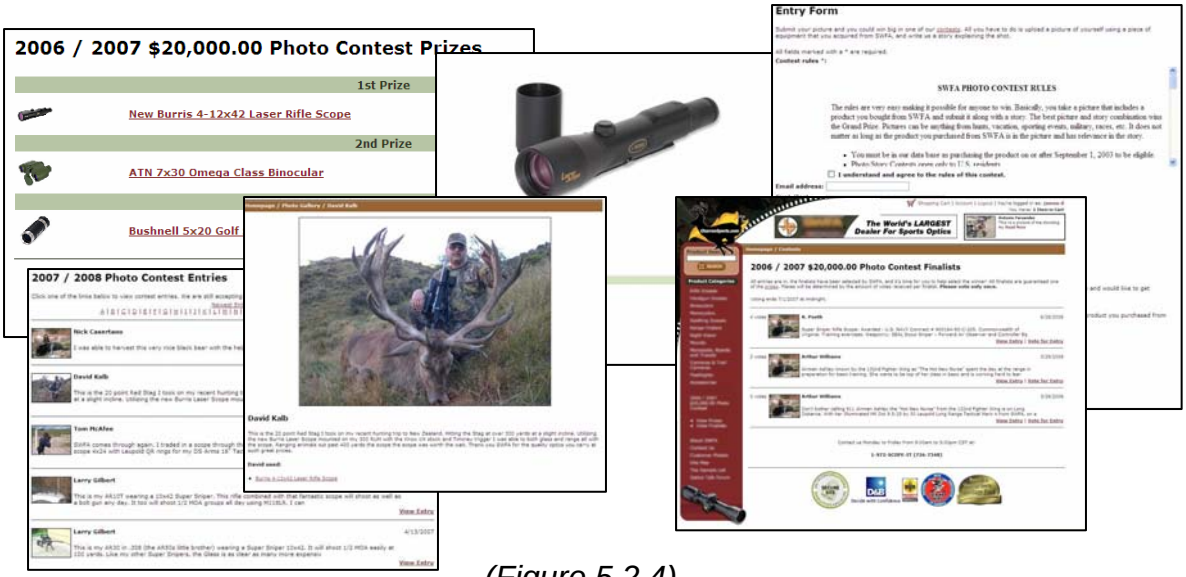
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Step Three: *Fill in* the contest detail, *add* the contest Prize and then *click* **"save"** or **"Save and Exit"** button to upload the contest detail.



(Figure 5.2.3)

Step Four: After the administrator sets up the photo contest, customers will see a contest link under product categories section on default page. He/she can browse through the contest prizes and other customer stories or submit his/her own story with related products to share with others.

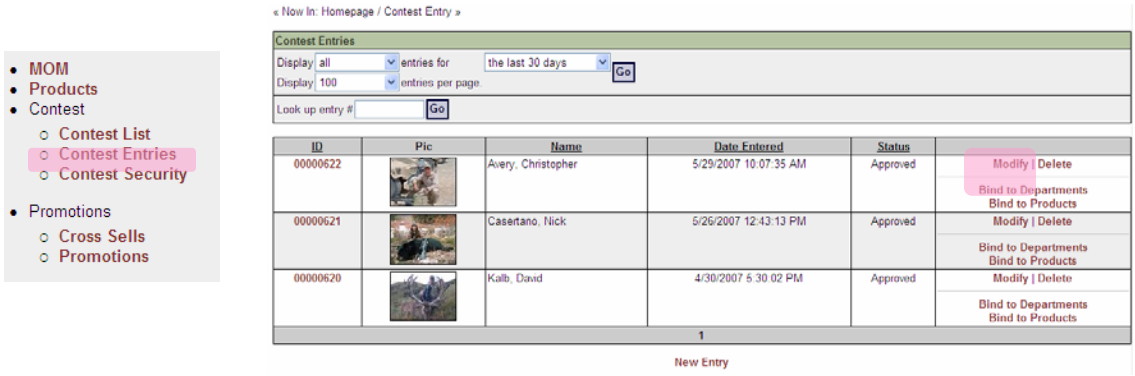


(Figure 5.2.4)

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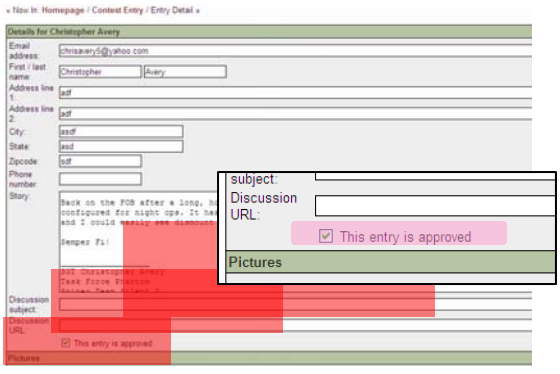
Note: The idea of the photo contest is to create a gallery of unique photo's and successful stories that represent your customer and what your company stands for. Witnessing first hand customer testimonials, experiences and suggestions is highly interactive plus informational.

Step Five: After the customer submits their story and pictures, the administrator must find new entries in the contest entries list table by *clicking* the **"Contest Entries"** link on "**Side Menu Bar"**. The administrator will then go to the modify page to verify this contest entry by *clicking* the **"modify"** link.



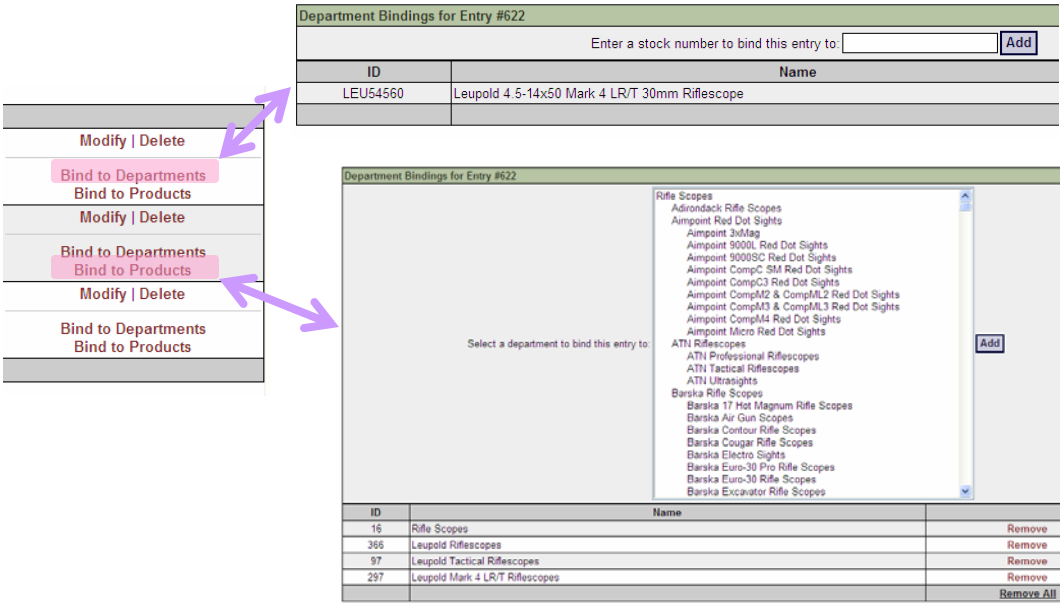
(Figure 5.2.5)

Step Six: *To verify* the customer's contest entry, *check* the products he/she used, *format* the uploading image and then *check* the **"This entry is approved"** checkbox. After the entry has been verified, *bind* it to its related products and departments.



(Figure 5.2.6)

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(Figure 5.2.7)

Step Seven: Each of the verified contest entries will be displayed on the **"hero" banner** on the top of each related page.



(Figure 5.2.8)

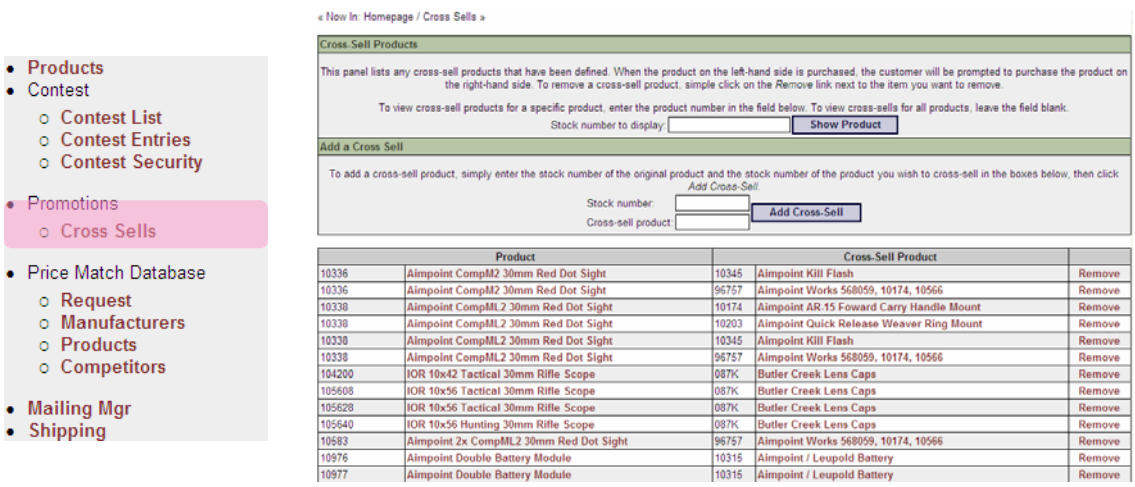
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5.3 Cross sell module.

"Cross Sell" module gives the website the opportunity to **Suggestive Sell** a related product to the user. The administrator of the website can set up a connection between related products such as accessories or variants, making it more likely that the user would be interested in purchasing both.

Note: There is more than one way to set up “Cross Sell” products on our system. As we introduced on chapter ***3.5.1 Adding, editing & cloning Product****, the* administrator can set up the “Cross Sell” products during product initializing or editing. He/She can also manage to cross sell products by processing the following steps.

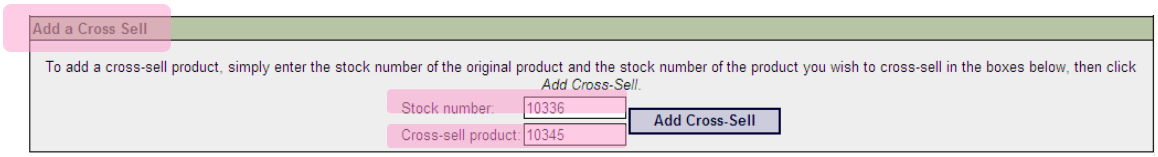
Step One: *Find* the **“Promotions”** section on “**Side Menu Bar”** and *click* “**Cross Sells”** link to go to the cross sell manage page.



(Figure 5.3.1)

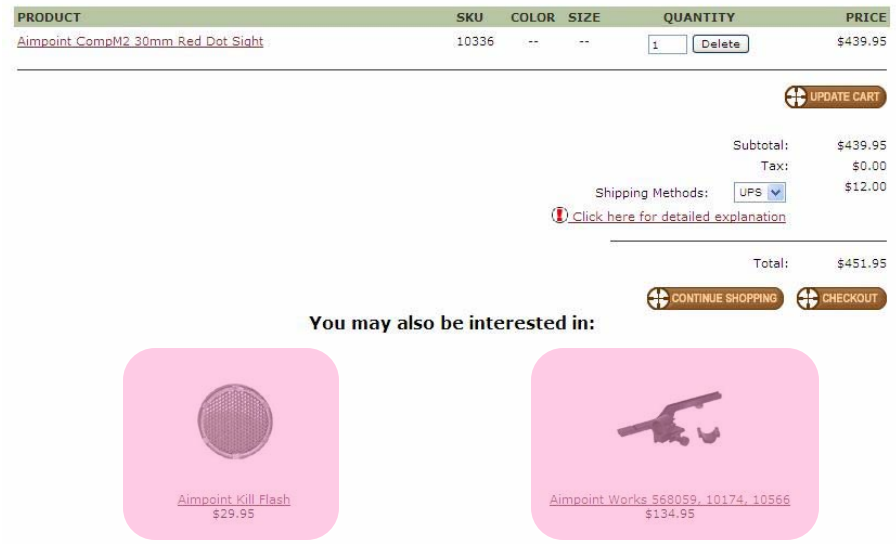
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Step Two: To add a "Cross Sell" the administrator needs to *enter* the selected product's **stock number** and the "Cross Sell" products **stock number** into the **"Add a Cross Sell"** table. The administrator must *click* the **"Add Cross Sell"** button to submit the entry.



(Figure 5.3.2)

Step Three: After the administrator sets up the "Cross Sell" products, the related "Cross Sell" product will be shown on customer's shopping cart after product has been added.



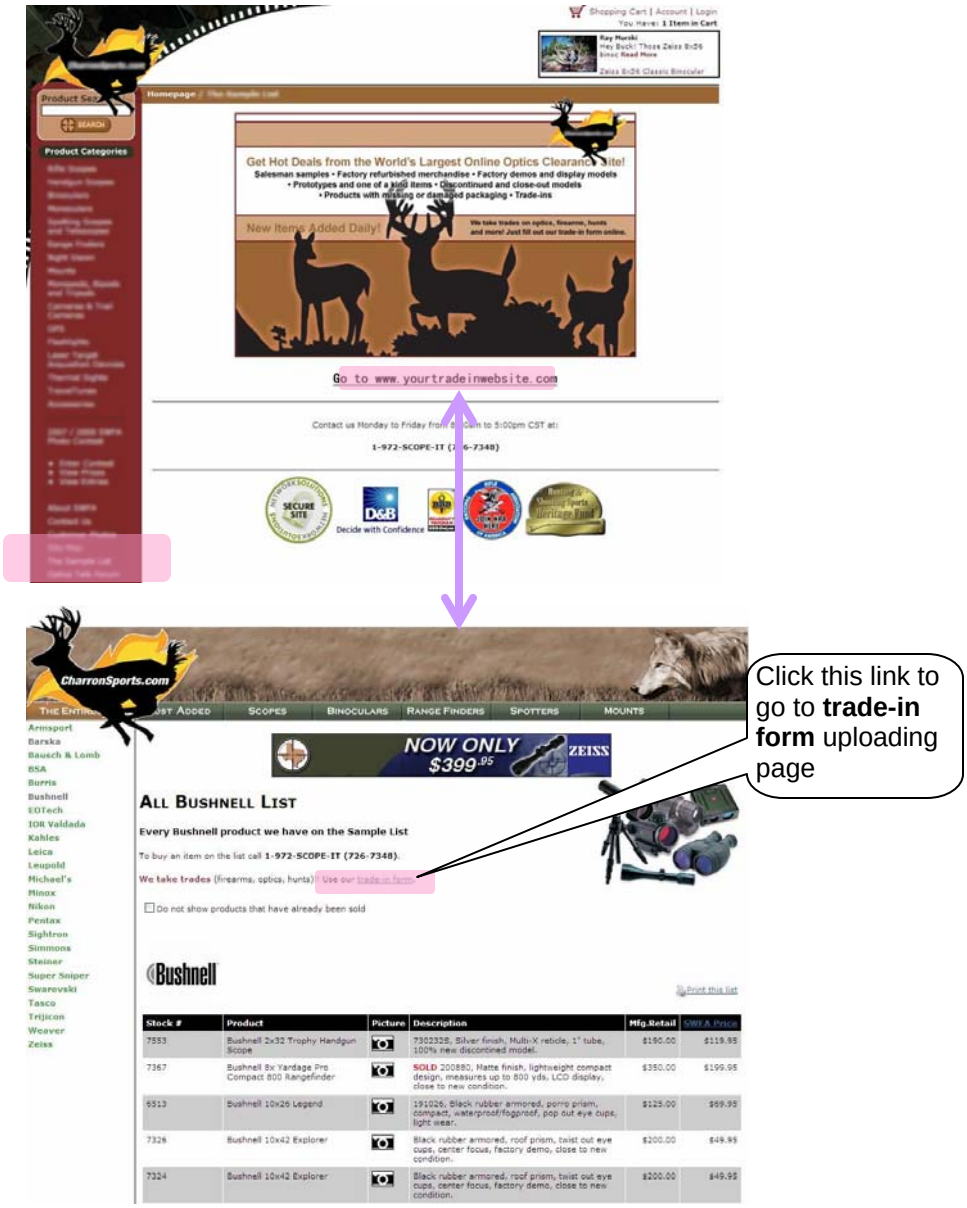
(Figure 5.3.3)

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5.4 Trade in module.

"Trade in module" is an individual website that allows customers to trade in or buy out used product. It gives the customer a great opportunity to get rid of their used product so they can easily purchase new or used items at an affordable price.

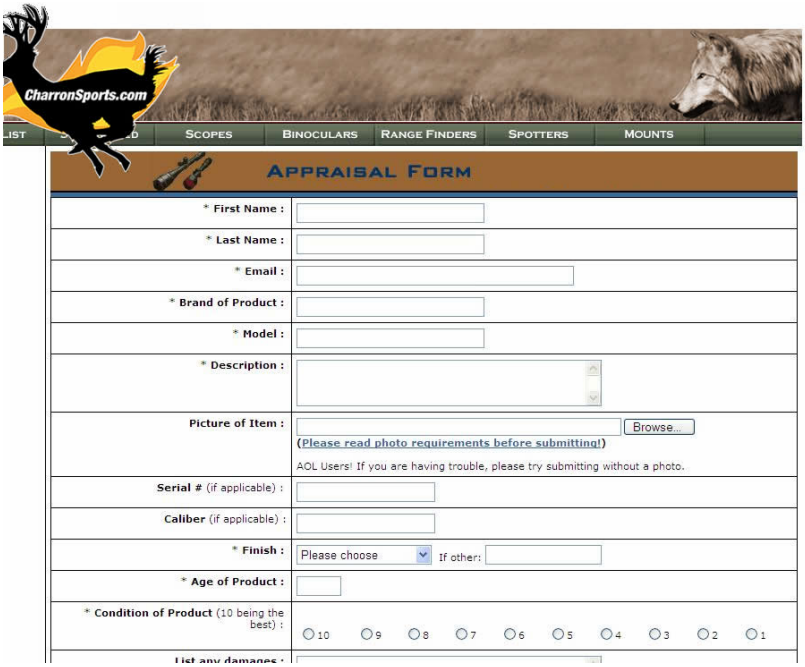
Step One: To get into the **Trade in** website, customers can *click* the site link under the **product categories bar**.



(Figure 5.4.1)

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Step Two: Customers can browse through the trade in website to find the desired products by category, manufacturer, price, etc. The website also allows customers to trade in their own used products by filling in the **trade-in form**.

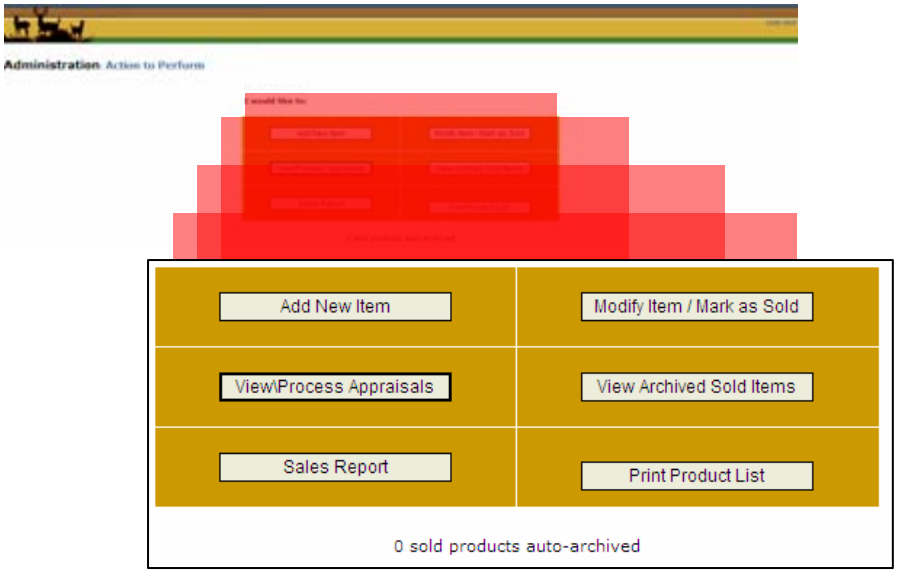


(Figure 5.4.2)

Step Three: After customers succeed in submitting this form, the System will automatically generate a notice email to both the customer and the administrator. The system administrator will then see the new coming request under the admin pages.

Note: The admin panel URL format should be:
"web store domain name" + "/admin/default.aspx".
For example: http://www.samplelist.com/admin/default.aspx

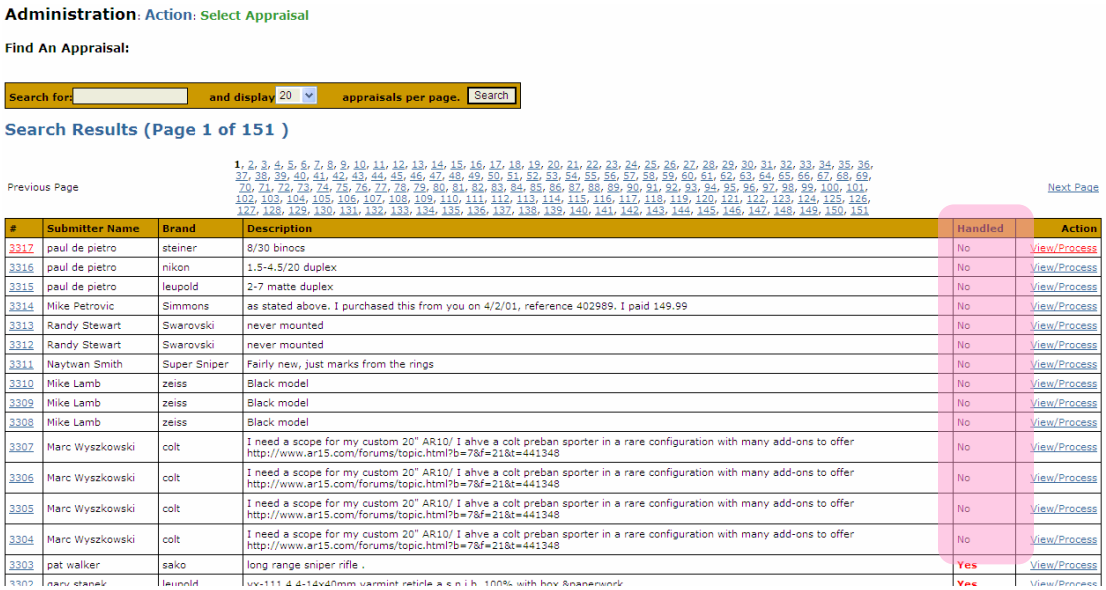
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(Figure 5.4.3)

Step Four: The admin panel has six main functions, most of which are pretty straight forward. To check the new coming request *click* the **"View\Process Appraisals"** button.

Note: The new coming requests will be marked as "No" on "Handled" column.

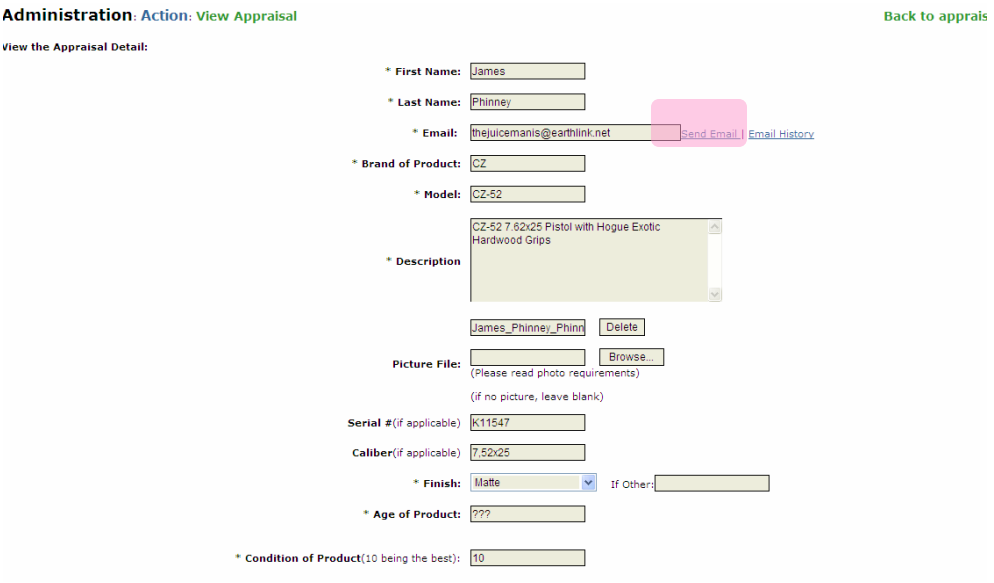


#	Submitter Name	Brand	Description	Handled	Action
3317	paul de pietro	steiner	8/30 binocs	No	View/Process
3316	paul de pietro	nikon	1.5-4.5/20 duplex	No	View/Process
3315	paul de pietro	leupold	2-7 matte duplex	No	View/Process
3314	Mike Petrovic	Simmons	as stated above. I purchased this from you on 4/2/01, reference 402989. I paid 149.99	No	View/Process
3313	Randy Stewart	Swarovski	never mounted	No	View/Process
3312	Randy Stewart	Swarovski	never mounted	No	View/Process
3311	Naytwan Smith	Super Sniper	Fairly new, just marks from the rings	No	View/Process
3310	Mike Lamb	zeiss	Black model	No	View/Process
3309	Mike Lamb	zeiss	Black model	No	View/Process
3308	Mike Lamb	zeiss	Black model	No	View/Process
3307	Marc Wyszkowski	colt	I need a scope for my custom 20" AR10/ I ahve a colt preban sporter in a rare configuration with many add-ons to offer http://www.ar15.com/forums/topic.html?b=7&f=21&t=441348	No	View/Process
3306	Marc Wyszkowski	colt	I need a scope for my custom 20" AR10/ I ahve a colt preban sporter in a rare configuration with many add-ons to offer http://www.ar15.com/forums/topic.html?b=7&f=21&t=441348	No	View/Process
3305	Marc Wyszkowski	colt	I need a scope for my custom 20" AR10/ I ahve a colt preban sporter in a rare configuration with many add-ons to offer http://www.ar15.com/forums/topic.html?b=7&f=21&t=441348	No	View/Process
3304	Marc Wyszkowski	colt	I need a scope for my custom 20" AR10/ I ahve a colt preban sporter in a rare configuration with many add-ons to offer http://www.ar15.com/forums/topic.html?b=7&f=21&t=441348	No	View/Process
3303	pat walker	sako	long range sniper rifle .	Yes	View/Process
3302	gary stanek	leupold	vx-111 4.4-14x40mm varmint reticle a.s.n.i.b. 100% with box &paperwork	Yes	View/Process

(Figure 5.4.4)

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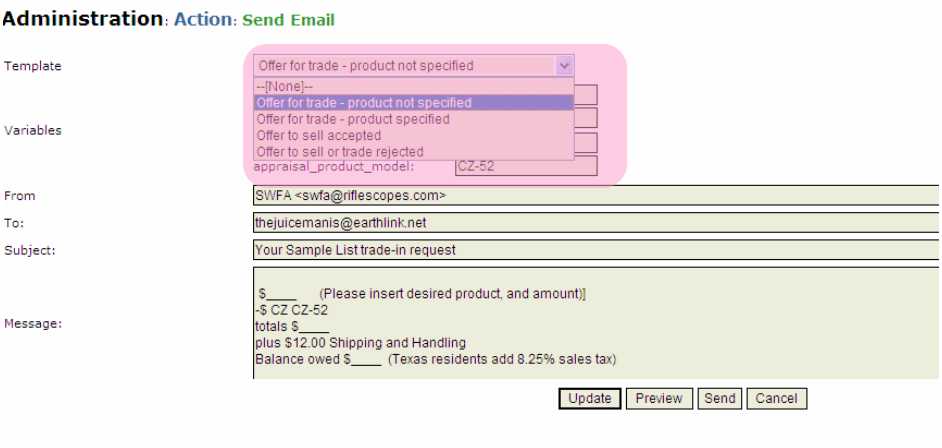
Step Five: After verifying the customer's request, *click* **"Send Email"** link to enter into the email modify page. Then choose an email template and send a customized email for the customer.



(Figure 5.4.5)

Note: There are four kinds of email templates for each function:

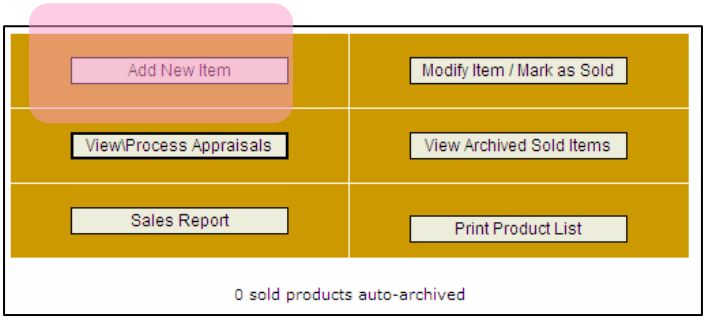
1. Offer for trade - product not specified
2. Offer for trade - product specified
3. Offer to sell accepted
4. Offer to sell or trade rejected



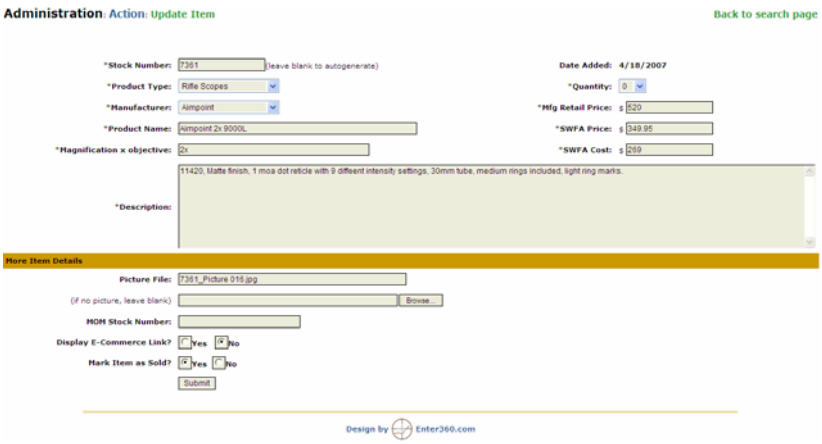
(Figure 5.4.6)

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Step Six: After receiving the customer's used products, the administrator needs to go to the item modify page to create a new sell item for each product by *clicking* **"Add New item"** button on the action panel.

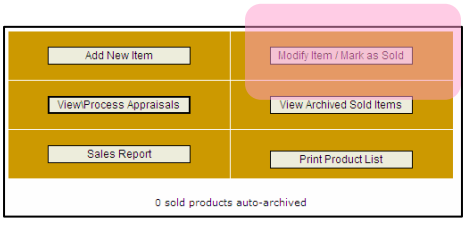


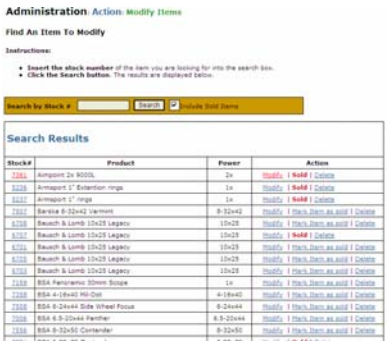
(Figure 5.4.7)



(Figure 5.4.8)

Note: If there is a need to edit any existing items, simply go to the item's list page and *click* **"Modify Item / Mark as Sold"** button. In the populated list, search for the target item, and *click* on it to bring up the modify page.





(Figure 5.4.9)

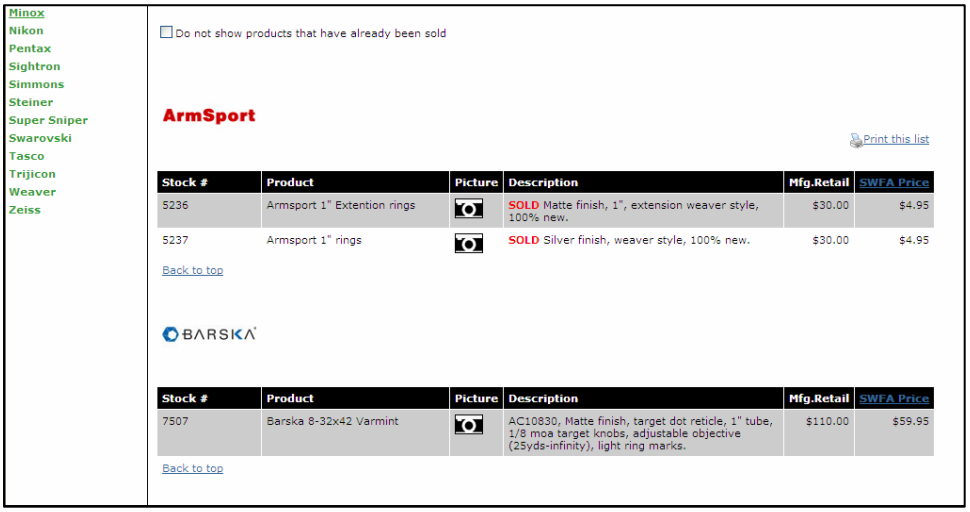
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Step seven: After an item has been sold, *click* **"Modify Item / Mark as Sold"** button to go to the item list page. Then *click* **"Mark Item as sold"** link to mark the sold item on live site.

Item list on admin page:

Stock#	Product	Power	Action
7361	Aimpoint 2x 9000L	2x	Modify | **Sold** | Delete
5236	Armsport 1" Extention rings	1x	Modify | **Sold** | Delete

Live site:



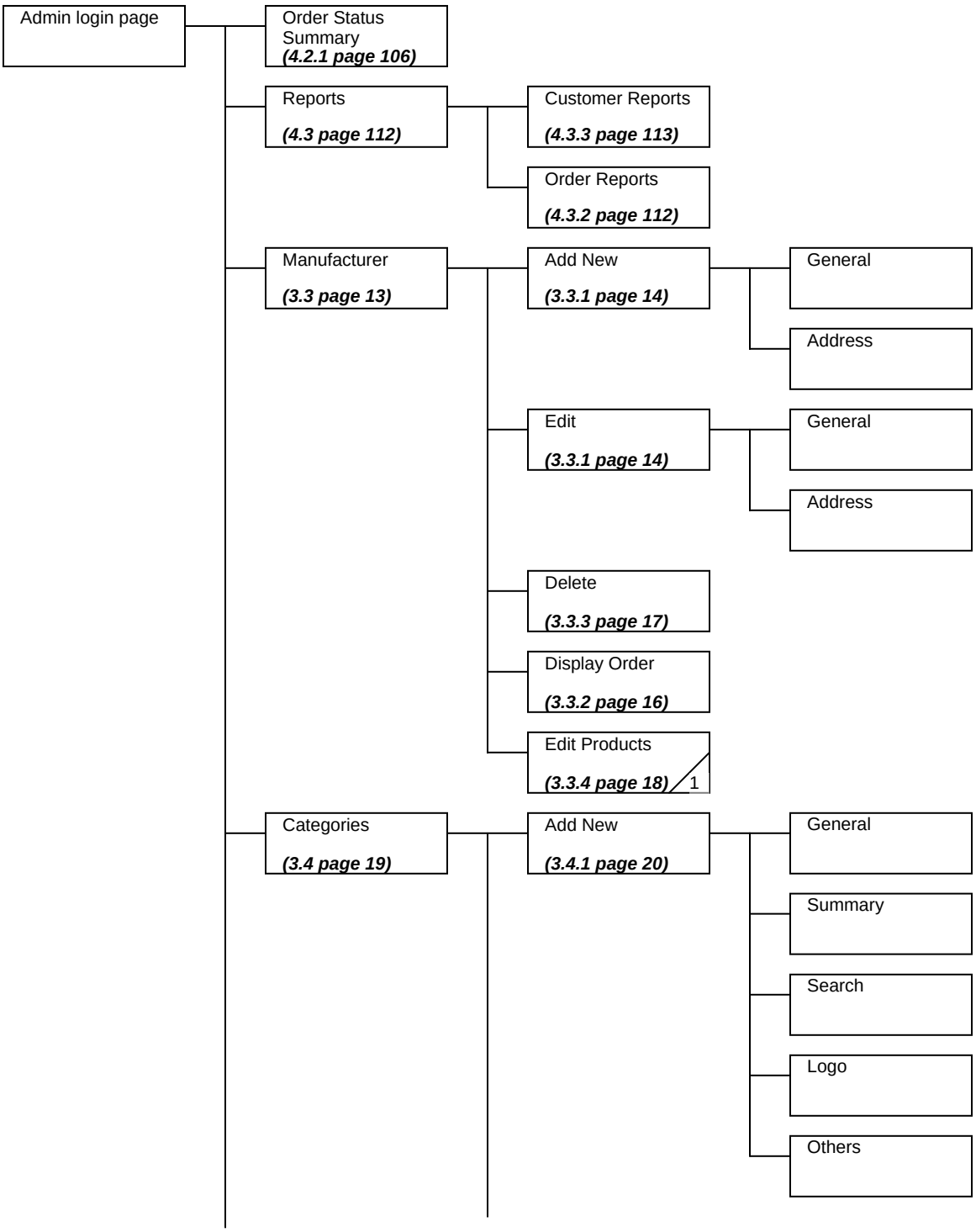
(Figure 5.4.10)

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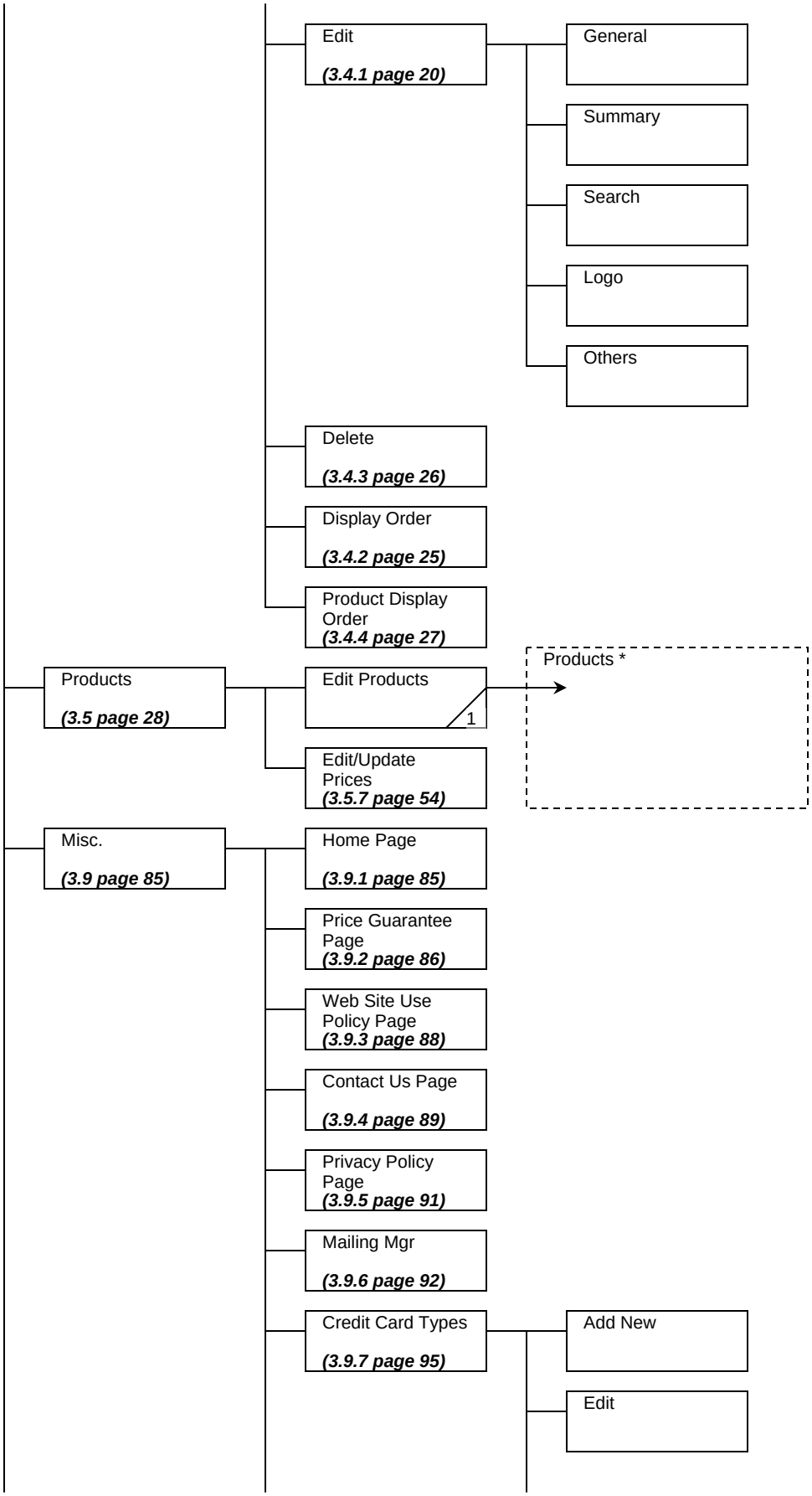
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Appendix A: Page Flow

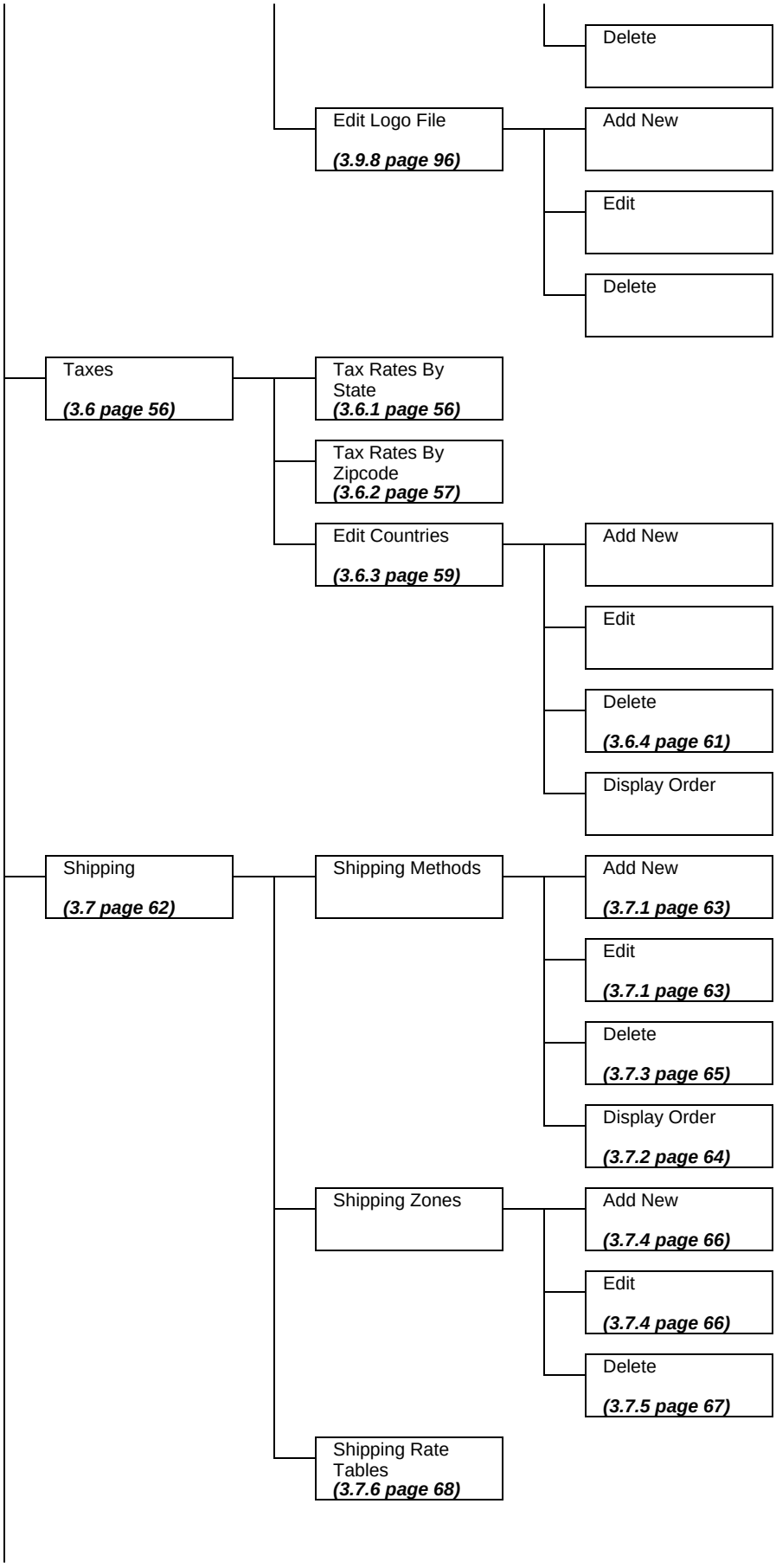
Admin page flow:



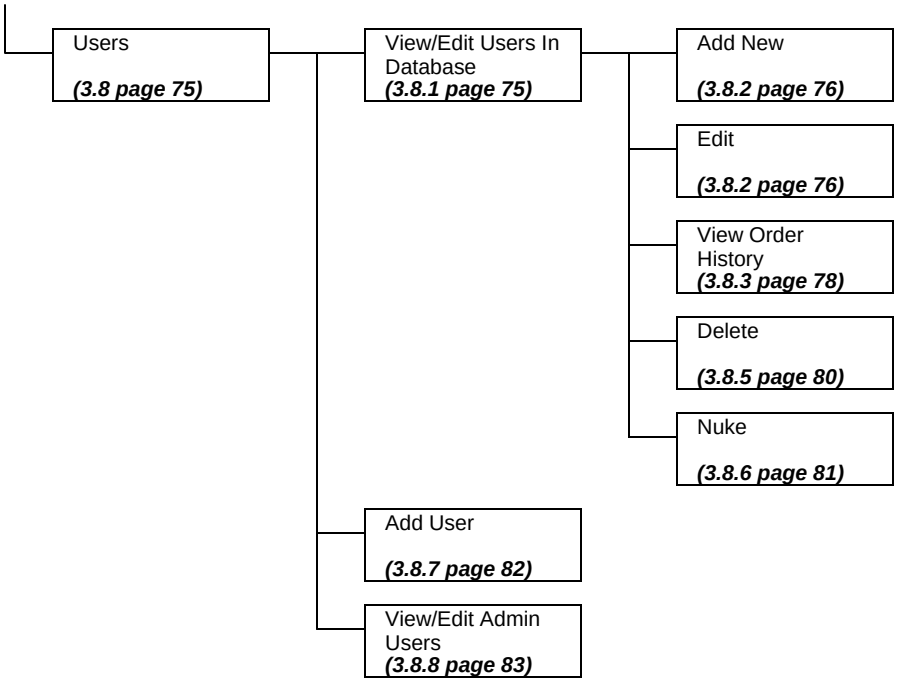
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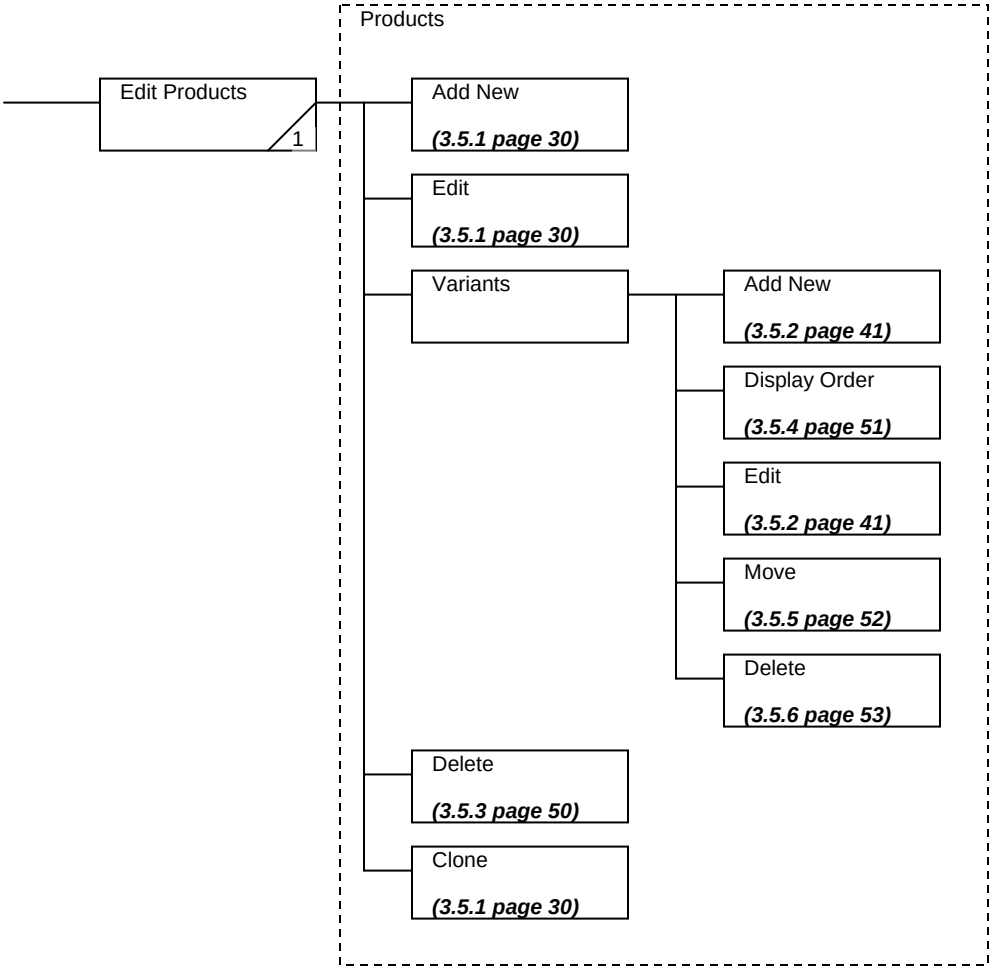


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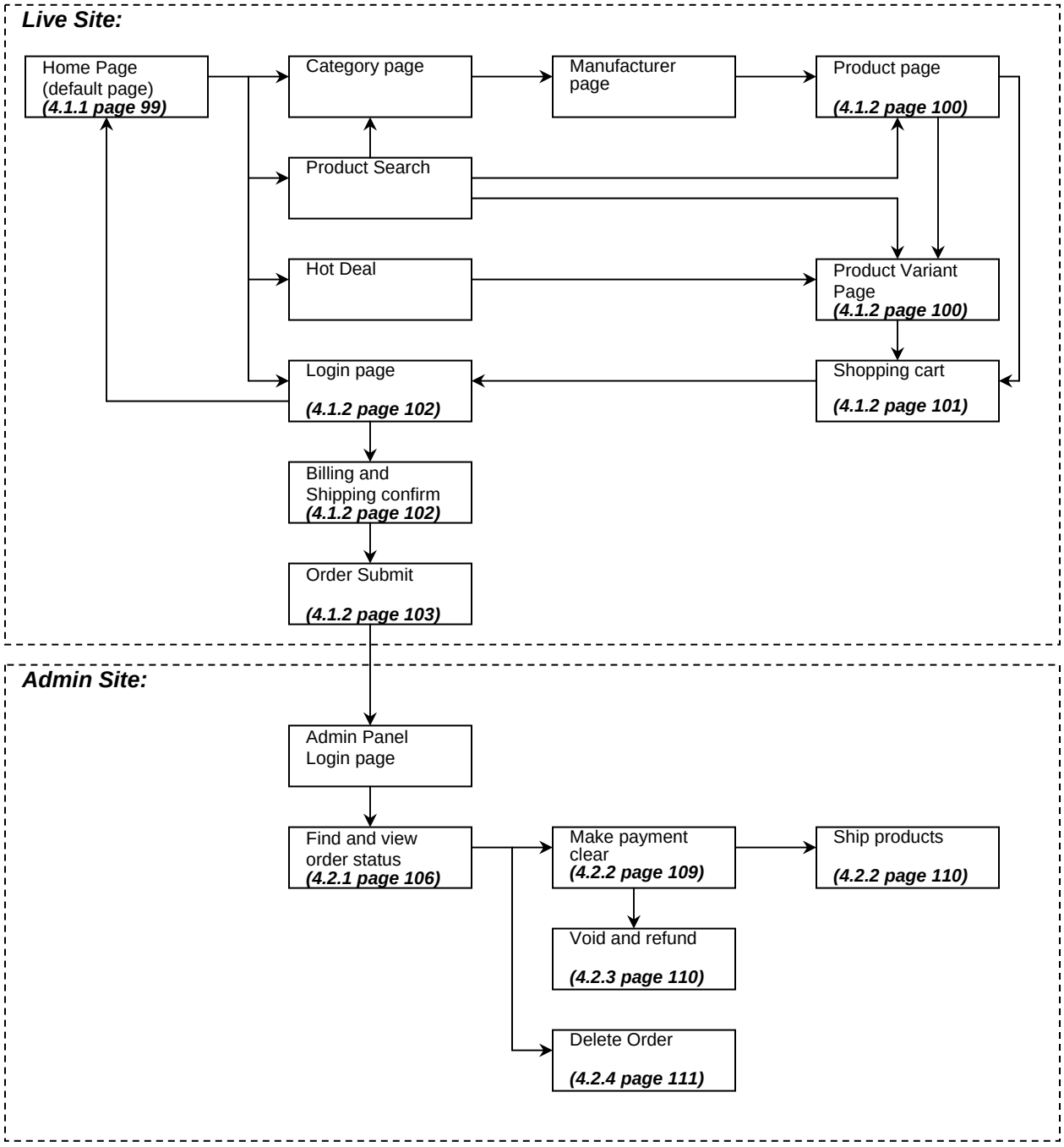
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* Product page flow:



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Order Processing flow:



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