Creating Products and Customers

# Introduction

This article provides a comprehensive guide on how to create products and customers. It covers the necessary steps and key features involved in both processes, enabling you to effectively manage your store's inventory and customer base.

# Key Elements and Sections Involved

## Products

The 'Products' section, accessible in the left navigation sidebar, is where you manage your store's items. From here, you can add new products, view existing ones, and manage inventory.

## Add product

The 'Add product' button, located on the 'Products' page, allows you to create a new product listing. Clicking this button navigates you to the product creation form.

## Title

The 'Title' field at the top of the 'Add product' page is where you enter the name of your product. Placeholder text suggests 'Short sleeve t-shirt' as an example.

## Description

The 'Description' section provides a rich text editor where you can add detailed information about your product. This helps customers understand the product's features and benefits.

## Media

The 'Media' section allows you to upload images, videos, or 3D models of your product. You can either upload new files or select existing ones.

## Category

The 'Category' section helps determine tax rates and adds metafields to improve search, filters, and cross-channel sales.

## Pricing

The 'Pricing' section includes fields for 'Price' and 'Compare-at price'. The 'Price' field is where you enter the actual selling price of the product (e.g., '19.99'). The 'Compare-at price' field is used to show a discounted price compared to a higher original price (e.g., '29.99'). There is also a checkbox to 'Charge tax on this product'.

## Cost per item

The 'Cost per item' field allows you to track the cost of goods sold. This helps you calculate your profit margin. There are also fields to display the 'Profit' and 'Margin'.

## Inventory

The 'Inventory' section allows you to 'Track quantity' of the product. You can specify the 'Quantity' and 'Shop location'. There is also a checkbox to 'Continue selling when out of stock'.

## Shipping

The 'Shipping' section includes a checkbox 'This is a physical product' and a 'Weight' field (e.g., '0.5') with a unit selector (e.g., 'kg'). You can also 'Add customs information'.

## Variants

The 'Variants' section allows you to add options like size or color for your product.

## Search engine listing

The 'Search engine listing' section allows you to add a title and description to see how this product might appear in a search engine listing.

## Customers

The 'Customers' section, accessible in the left navigation sidebar, is where you manage your customer base. From here, you can add new customers, view existing ones, and manage their information.

## Add customer

The 'Add customer' button, located on the 'Customers' page, allows you to create a new customer profile. Clicking this button navigates you to the customer creation form.

## First name

The 'First name' field is where you enter the customer's first name (e.g., 'Jane').

## Last name

The 'Last name' field is where you enter the customer's last name (e.g., 'Doe').

## Email

The 'Email' field is where you enter the customer's email address (e.g., 'jane.doe@example.com').

## Phone number

The 'Phone number' field is where you enter the customer's phone number (e.g., '555-123-4567').

## Customer agreed to receive marketing emails.

The 'Customer agreed to receive marketing emails' checkbox allows you to indicate whether the customer has consented to receive marketing emails.

## Customer agreed to receive SMS marketing text messages.

The 'Customer agreed to receive SMS marketing text messages' checkbox allows you to indicate whether the customer has consented to receive SMS marketing text messages.

## Default address

The 'Default address' section allows you to enter the customer's primary address. It includes an 'Add address' button.

## Add address

Clicking the 'Add address' button expands the address form, which includes fields for 'Company', 'Address', 'Apartment, suite, etc.', 'Country/Region', 'City', 'Postal code', and 'Phone'.

## Notes

The 'Notes' section allows you to add private notes about the customer that won't be shared with them.

## Tags

The 'Tags' section allows you to add tags to the customer profile for organization and segmentation.

# Detailed Step-by-Step Guide: Creating Products and Customers

1. Step 1:

In the left navigation sidebar, click 'Products'.

1. Step 2:

On the 'Products' page, click the 'Add product' button.

1. Step 3:

On the 'Add product' page, enter the product title (e.g., 'Sample Item') in the 'Title' field at the top of the page.

1. Step 4:

In the 'Media' section, click 'Upload new' to add an image for the product.

1. Step 5:

In the 'Pricing' section, enter the price (e.g., '19.99') in the 'Price' field.

1. Step 6:

In the 'Cost per item' field, enter the cost per item (e.g., '10.00').

1. Step 7:

In the 'Inventory' section, check the 'Continue selling when out of stock' checkbox if desired.

1. Step 8:

In the 'Shipping' section, enter the weight (e.g., '0.5') in the 'Weight' field.

1. Step 9:

Click the 'Save' button to save the product.

1. Step 10:

In the left navigation sidebar, click 'Customers'.

1. Step 11:

On the 'Customers' page, click the 'Add customer' button.

1. Step 12:

On the 'New customer' page, enter the customer's first name (e.g., 'Jane') in the 'First name' field.

1. Step 13:

Enter the customer's last name (e.g., 'Doe') in the 'Last name' field.

1. Step 14:

Enter the customer's email address (e.g., 'jane.doe@example.com') in the 'Email' field.

1. Step 15:

Enter the customer's phone number (e.g., '555-123-4567') in the 'Phone number' field.

1. Step 16:

Check the 'Customer agreed to receive marketing emails' checkbox if the customer has consented.

1. Step 17:

Click the 'Add address' button in the 'Default address' section.

1. Step 18:

In the 'Address' field, begin typing the address. Select the matching address suggestion from the list.

1. Step 19:

In the 'Apartment, suite, etc.' field, enter the apartment or suite number (e.g., 'New Apartment').

1. Step 20:

Click the 'Save' button to save the customer.

# Conclusion

By following this guide, you can efficiently create and manage your products and customers, ensuring a smooth and organized operation for your online store. Properly managing products and customer information is crucial for business success.

# Frequently Asked Questions

* Q: How do I edit a product after it has been created?

A: Navigate to the 'Products' section, select the product you want to edit, and click on it. You can then modify any of the product's details and save the changes.

* Q: How do I delete a product?

A: Navigate to the 'Products' section, select the product you want to delete, and look for a 'Delete' or 'Archive' option in the product details page or in the 'More actions' dropdown.

* Q: Can I add multiple images to a product?

A: Yes, in the 'Media' section of the 'Add product' or 'Edit product' page, you can upload multiple images, videos, or 3D models.

* Q: How do I search for a specific customer?

A: In the 'Customers' section, use the search bar to enter the customer's name, email address, or other identifying information.

* Q: How do I edit a customer's address?

A: Navigate to the 'Customers' section, select the customer you want to edit, and click on their profile. In the 'Default address' section, you can modify the address details.

* Q: Can I import a list of customers from a CSV file?

A: Yes, in the 'Customers' section, there is an 'Import' option that allows you to upload a CSV file containing customer data.