



New Merchant Orientation Guide

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OBJECTIVES OF TRAINING

The New Merchant Orientation is necessary to help you successfully start your store on Konga Mall. Therefore it is important that you spend some quality time reading and understanding the Konga Mall trading etiquette.

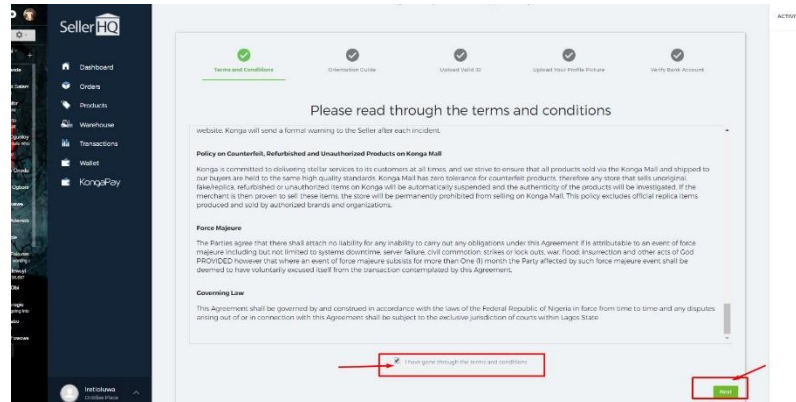
By the end of this training:

- You should understand how to set up a store on Konga
- You should understand the trading process of Konga Mall
- You will be required to take a test to assess your understanding of selling on Konga Mall.

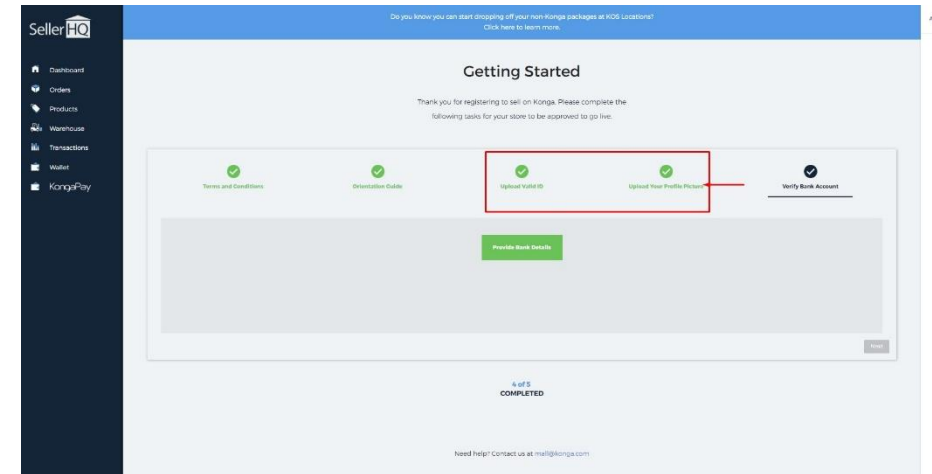


GUIDELINES TO SELLING ON KONGA

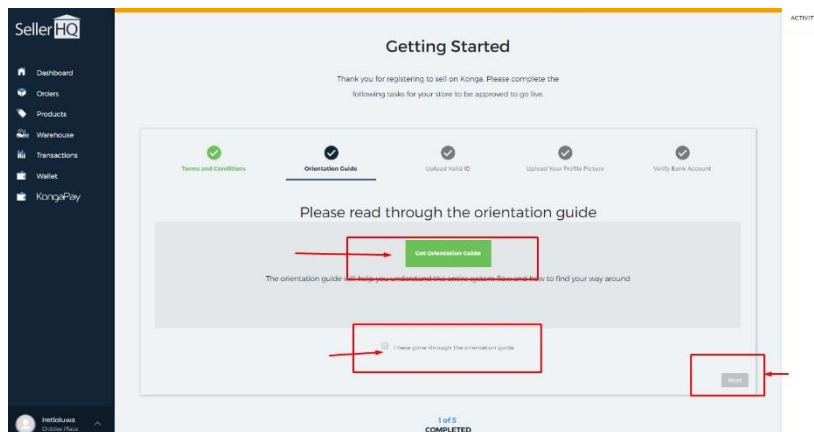
Read and accept our Terms and conditions



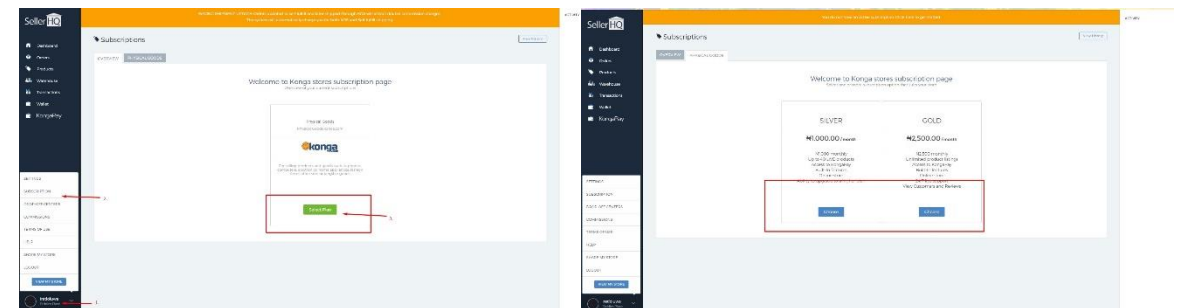
Upload a valid ID, a Profile picture and Input your bank details



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TIPS TO SUCCESSFUL SELLING

As sellers, you must learn the art of successful selling via three major strategies:

Master the Art of Pricing

You must learn the art of setting good prices for your products as wrong product pricing can cause a decline in sales for your store. These can be done by:

- Knowing your customers i.e profiling your buyers by what they value.
- Pricing similarly as buyers are much less likely to buy one than the other if their prices are even slightly different.
- Compare Prices across other online malls or stores



TIPS TO SUCCESSFUL SELLING (CONT'D)

Social media savvy

Social media is fast becoming a value-adding marketing channel. It has become very significant and has a great impact on marketing.

- Word of mouth; Through social media, word of mouth as become very helpful. It's a great advantage. Communications spread fast across various social media sites.
- Communicating with Buyers; Through the use of social media you can reach out to unsatisfied customers directly and privately.
- Influence Buyers; In creating a social media account, you must be careful of who your target audience are. Audiences have been broken down into 3 groups, Social Broadcaster, Mass Influencers, Potential Influence. The potential influencers are usually the most influential being the highest population of people on social media.



TIPS TO SUCCESSFUL SELLING (CONT'D)

Excellent Customer Service

Konga encourages you to strive for good feedback from buyers as these feedback encourages you to do better and will keep your buyers coming back.

However, it is necessary that you put in place “Good customer service”.

- Understand your customers' needs and figure out how they can be met. This will encourage positive feedback and repeat of business.
- Be willing to answer questions
- Provide Value; offer free gifts with buyer purchases, it does not have to be expensive.
- Check in; Make the buyer feel loved and cared for during the process of transaction



DELIVERY/FULFILLMENT OPTIONS

KEEP ON SHIPPING (KOS)

KOS is Nigeria's first order fulfillment service provider combining e-commerce, warehousing and logistics services and is Konga's primary logistics and supply chain partner for merchants across Nigeria.

To view all KOS locations, log on to <http://shq.konga.com> and check under your "drop off centers". You can also view the list of all KOS drop off centers from the SellerHQ homepage. For inquiries reach out to enquiries@kos.ng.

KOS has drop-off locations in Lagos, Abuja and all South-West states

SELF FULFILLMENT

Self-fulfilment is a delivery option for a seller to use any other shipment service different from KOS.

Often times, if a merchant's location is not within the above mentioned locations, he/she **MUST** self-fulfill orders by making use of other available courier services.



DELIVERY/FULFILLMENT OPTIONS (CONTD)

List of items not ingested by KOS

Not all items are ingested by KOS for delivery which include the following:

1. Coupled Furniture - (plastic chairs, table etc)
2. Coupled Bicycle.
3. Generators above 10KVA
4. Bags of Cement.
5. Bags of Rice.
6. Liquids – cream, olive oil etc.
7. Perishables – food, vegetables
8. Wet Batteries.
9. Glasses – Flower vases, mug etc.



FULFILLMENT BY KONGA (FBK)

Overview

In order to make your selling and fulfillment much easier and affordable, Konga has created the **Fulfillment by Konga (FBK)** service.

With FBK, merchants are allowed to store their products at Konga's fulfillment center at an affordable cost where Konga's team helps sellers pick, pack and ship their orders to their numerous customers all over the country

Benefits of FBK

- Affordable cost of warehousing with Konga
- Konga handles the entire delivery process from order placement to the last mile delivery.
- Higher speed of delivery as orders are shipped much faster from the warehouse (3 hours from order being placed).



FULFILLMENT BY KONGA (FBK)

PRICING

Merchants are billed based on the size and weight of the item.
Billing only occurs once an item has been delivered.

Weight Band	Weight Class	Configurable Price
0-10kg	Light	NGN157.5
11 – 25kg	Heavy	NGN525
>25kg	Very Heavy	NGN840

Please note that weight band pricing is subject to change



PRODUCT CREATION

UPLOADING GOOD IMAGES

Product images are the most essential element on an online store as it helps for good product presentation:

- Ensure that your image is of highest quality at 500 mega pixels before uploading them.
- Ensure size is between 100KB and 2MB
- Use photos with white background

PRODUCT TITLE AND DESCRIPTION

A good product title is a comprehensive summary of the product. In naming a product ensure that you create an effective title by:

- Using descriptive keywords to make your title as clear as possible
- Including brand name
- Including specifics like size , color or model number
- Not using profane or obscene languages

GOOD IMAGE



BAD IMAGE



PRODUCT CREATION(CONT'D)

PRODUCT TITLE AND DESCRIPTION (CONT'D)

It is necessary to give a detailed description of a product so the customer knows exactly what to expect. This can be done by:

- Avoiding using manufacturers descriptions by writing up your own unique descriptions that feature relevant keywords to help make them more search friendly.
- Describing your item the best way you can with at least 200 words.
- Using bold headers with font sizes of 12 or 14 at maximum.
- Using unique identifiers such as author's name, brand's details, manufacturer's details, ISBN .e.tc.

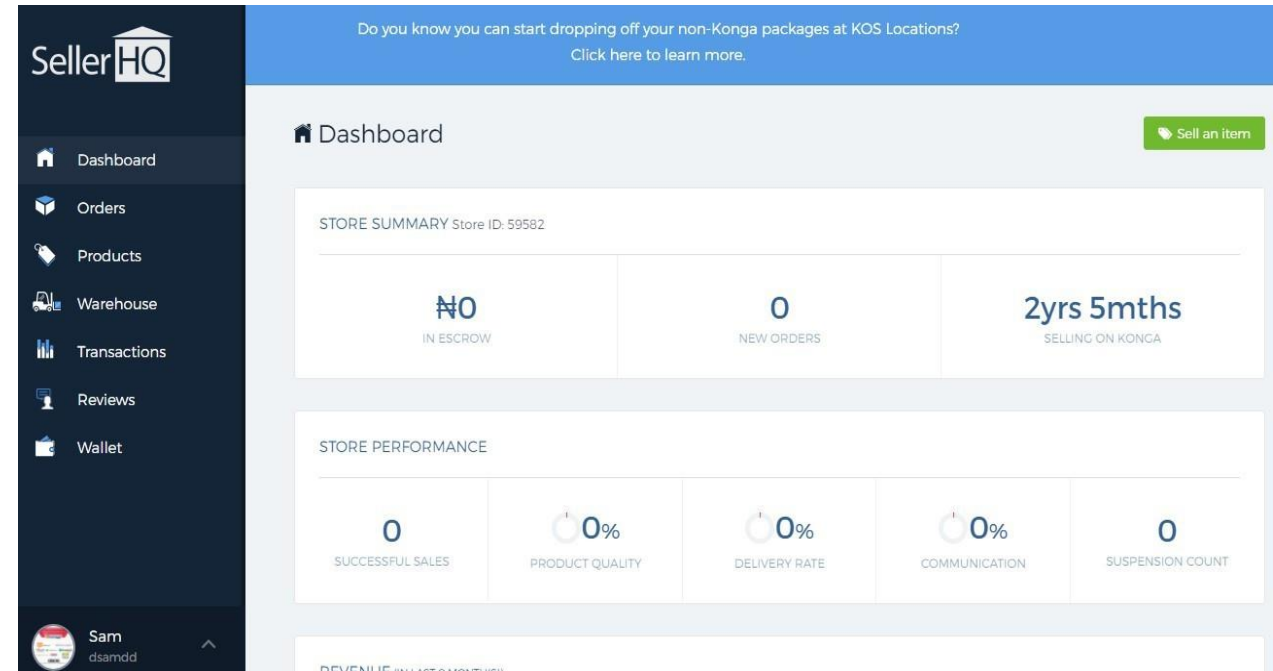


KONGA SHQ DASHBOARD

OVERVIEW

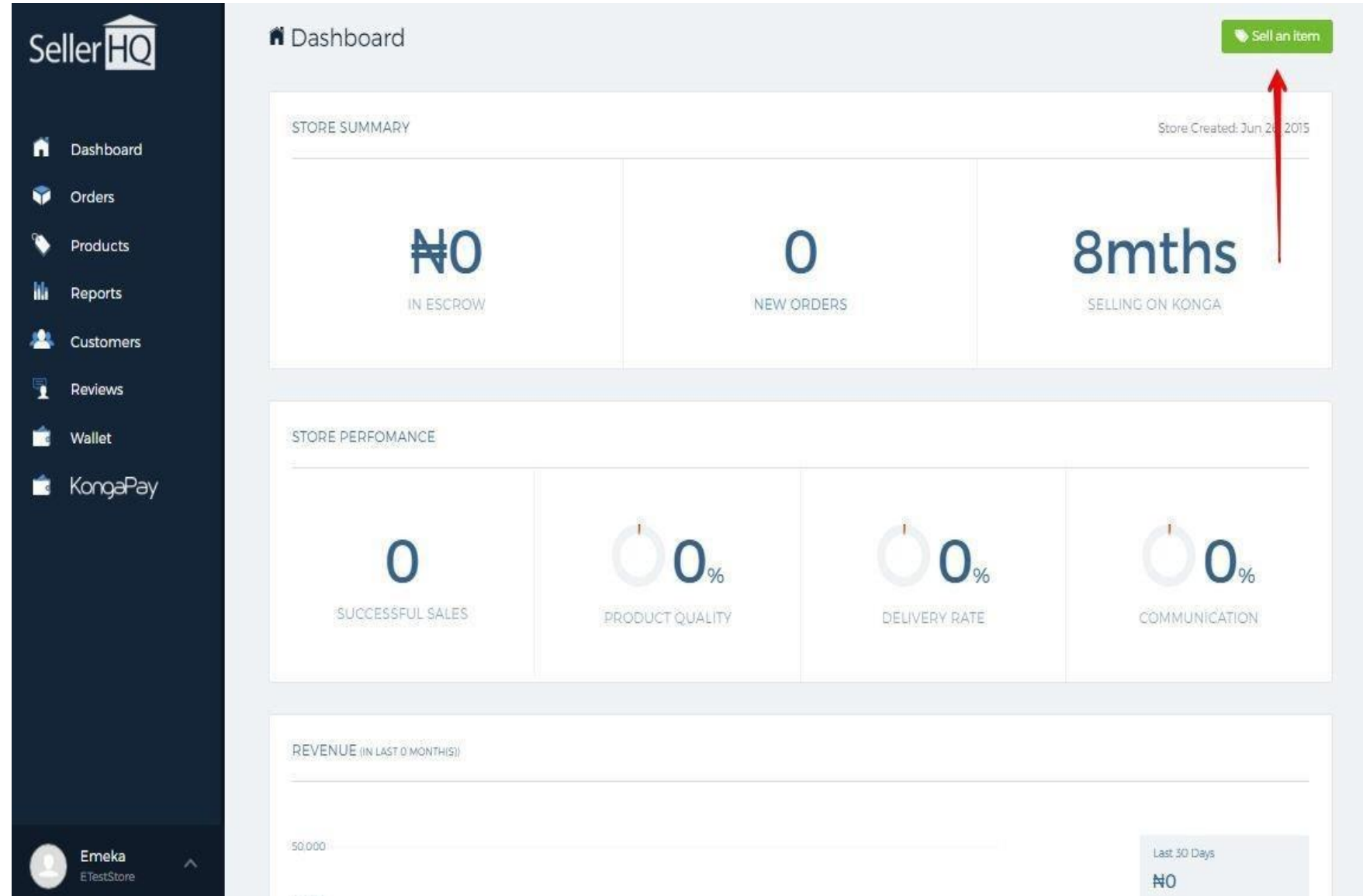
The Konga SellerHQ dashboard is your personal selling portal that helps you:

- Register & upload the products you want to sell on Konga
- Manage all your products listing
- Store your bank details to enable immediate payout of funds owed to you on items sold
- Manage your escrow(payment in waiting)
- Accept & ship new orders
- Update your product quantity to ensure all your listed items are still available for sale



LISTING AN ITEM

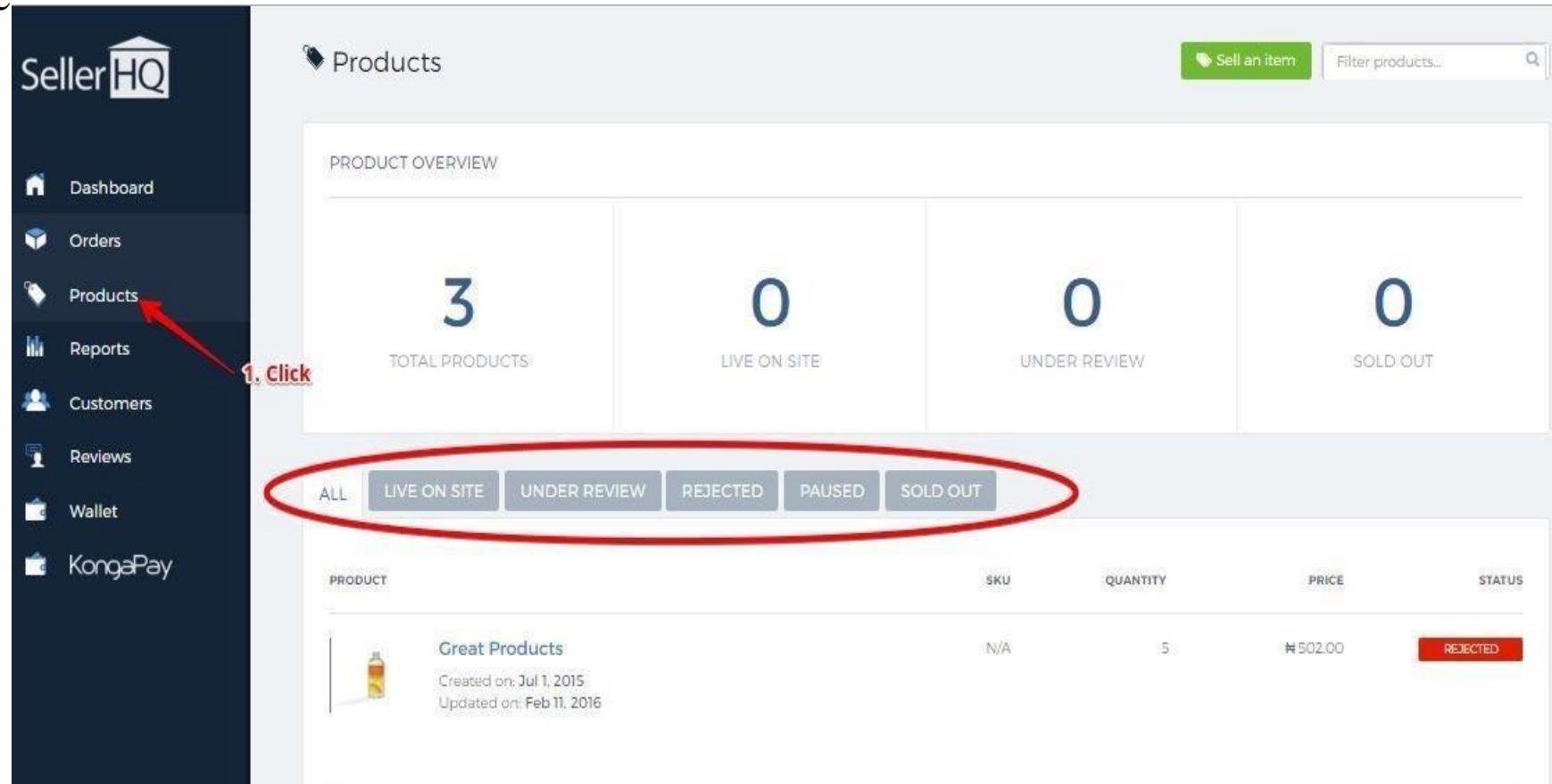
- To List an Item, click on the “sell an Item” tab
- Pick your product Category
- Describe your Item
- Review and Confirm the item




KONGA SHQ DASHBOARD

CHECKING THE STATUS OF AN ITEM

- To check for products that are live on site, under review, rejected, paused and sold out, click on the “Manage Listing” tab.



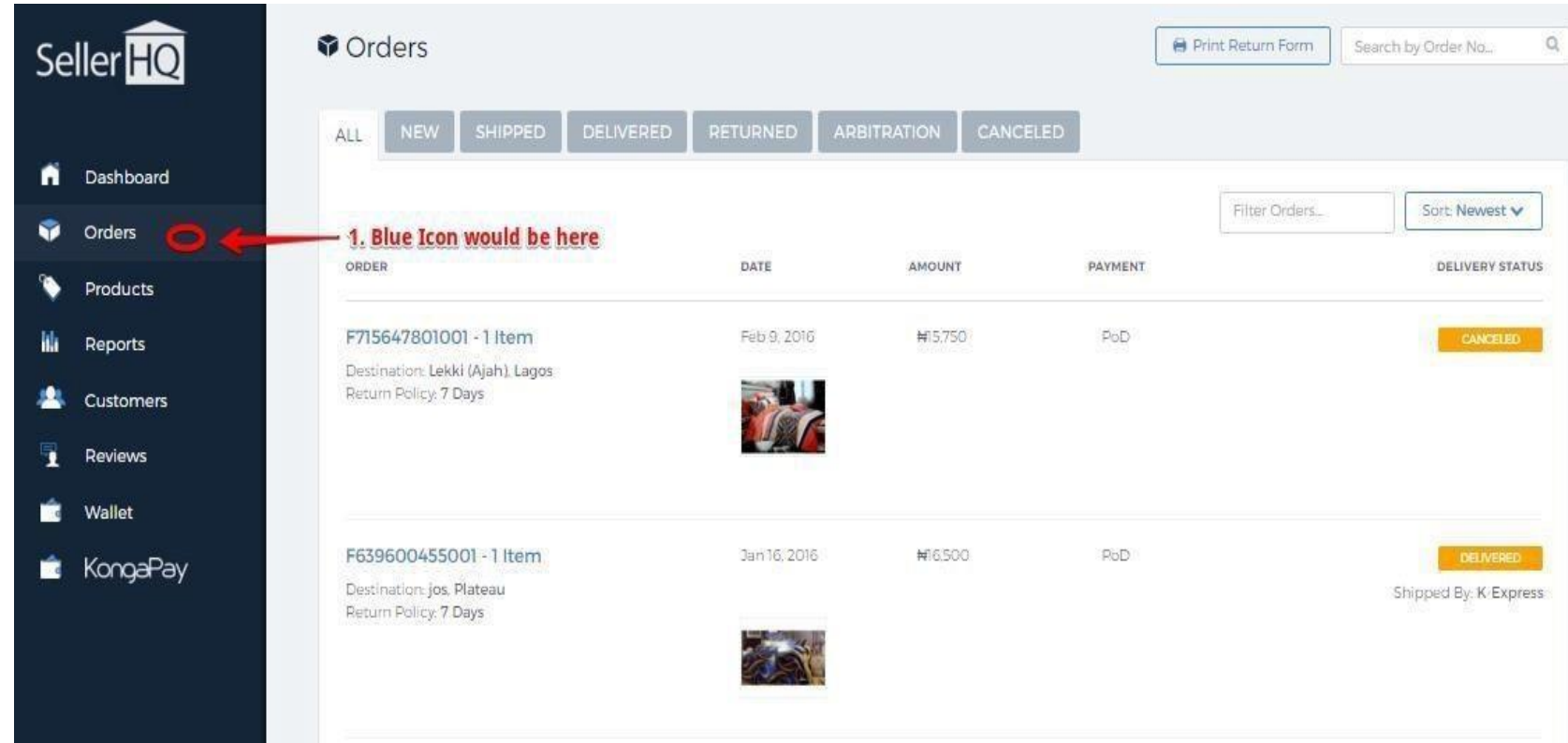
The screenshot displays the Konga SellerHQ dashboard. On the left is a dark sidebar with navigation links: Dashboard, Orders, Products, Reports, Customers, Reviews, Wallet, and KongaPay. A red arrow points to the 'Products' link, with the text '1. Click' next to it. The main content area is titled 'Products' and features a 'PRODUCT OVERVIEW' section with four cards: 'TOTAL PRODUCTS' (3), 'LIVE ON SITE' (0), 'UNDER REVIEW' (0), and 'SOLD OUT' (0). Below these cards is a filter bar with buttons for 'ALL', 'LIVE ON SITE', 'UNDER REVIEW', 'REJECTED', 'PAUSED', and 'SOLD OUT'. The 'ALL' button is circled in red. At the bottom, a table lists products with columns for PRODUCT, SKU, QUANTITY, PRICE, and STATUS. One product, 'Great Products', is listed with a status of 'REJECTED'.

PRODUCT	SKU	QUANTITY	PRICE	STATUS
 Great Products Created on: Jul 1, 2015 Updated on: Feb 11, 2016	N/A	5	₦ 502.00	REJECTED

KONGA SHQ DASHBOARD

NOTIFICATIONS FROM BUYERS

- The blue notification icon indicates that you have an order from a buyer.
- Notifications of orders also come via emails and text messages



SellerHQ

Orders

Print Return Form Search by Order No...

ALL NEW SHIPPED DELIVERED RETURNED ARBITRATION CANCELED

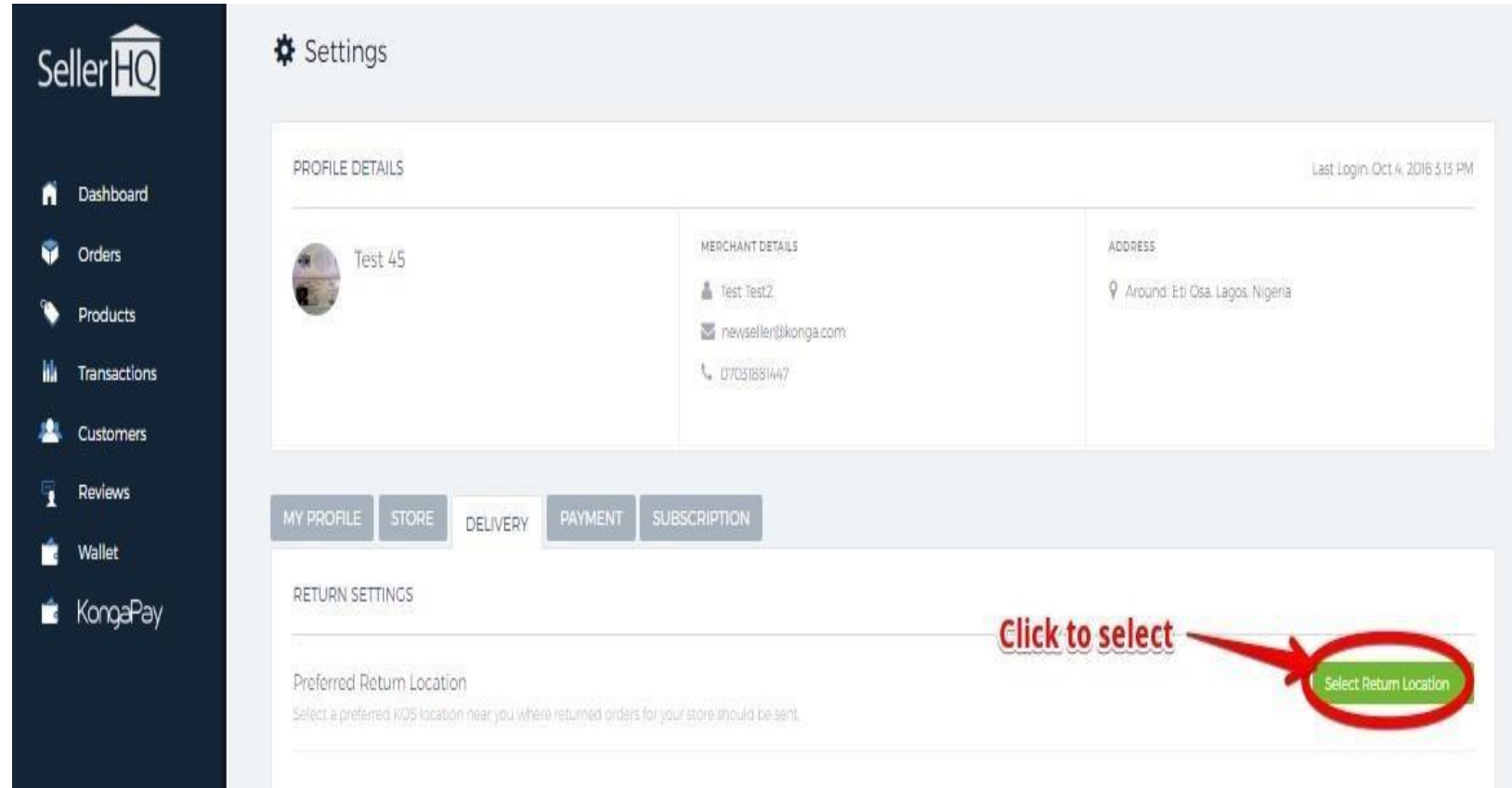
Filter Orders... Sort: Newest

ORDER	DATE	AMOUNT	PAYMENT	DELIVERY STATUS
F715647801001 - 1 Item Destination: Lekki (Ajah), Lagos Return Policy: 7 Days	Feb 9, 2016	₦5,750	PoD	CANCELED
F639600455001 - 1 Item Destination: Jos, Plateau Return Policy: 7 Days	Jan 10, 2016	₦6,500	PoD	DELIVERED Shipped By: K-Express

KONGA SHQ DASHBOARD

RETURNS

- The green icon indicates “Select Return Location” to receive your returned orders at a preferable location.
- Returns are inevitable so prepare for at least 30% of returns of orders delivered.



The screenshot displays the Konga SellerHQ dashboard. On the left is a dark sidebar with navigation links: Dashboard, Orders, Products, Transactions, Customers, Reviews, Wallet, and KongaPay. The main content area is titled 'Settings' and contains a 'PROFILE DETAILS' section with a user profile for 'Test 45', merchant details, and an address. Below this is a horizontal menu with tabs: MY PROFILE, STORE, DELIVERY, PAYMENT, and SUBSCRIPTION. The 'DELIVERY' tab is active, showing the 'RETURN SETTINGS' section. Under 'RETURN SETTINGS', there is a 'Preferred Return Location' field with a subtext: 'Select a preferred KDS location near you where returned orders for your store should be sent.' To the right of this field, a red arrow points to a green button labeled 'Select Return Location'.

Click to select → [Select Return Location](#)

PRODUCT VERIFICATION ON KONGA MALL

- Certain brands are restricted from being sold on Konga Mall. By permitting the sale of these brands, we will be violating Trademark Infringement, Copyright Infringement and Affiliation/ Endorsement/ Trade Diversion.
- Other specific high end brands will need to undergo a verification process to ensure such products listed for sale are authentic on Konga Mall.
- For more information on these high end brands, you may send an email to verifyproducts@konga.com



SANCTIONS	DESCRIPTION
WARNING EMAIL	A warning email is sent on the first confirmed incident of defective product delivered to a customer
MONETARY FINE	Merchant bears cost of return for every confirmed case of wrong item shipped to customer while customer receives full refund if requested. <i>Merchant pays the <u>commission value</u> for every confirmed case of wrong item shipped.</i>
	Merchant pays a fine of <u>N10,000</u> on the 2nd confirmed case of defective product in 3 months.
	<p>1) For returns sent to preferred pick up locations, merchant is expected to pick up package within 7 days.</p> <p>2) If a returned order is not picked up within 7 days from day of arrival at pick-up locations, such order is sent back to Konga Distribution Center and the merchant will be required to pick up the item at the Konga Distribution Center at the specified pickup time given by Konga.</p> <p>3) Merchant can request for the delivery of the returned item at a KOS rate.</p> <p>4) Failure to pick up or request for the delivery of the returned item within 7 days from the specified pickup time will result in demurrage.</p> <p>5) A demurrage fee of <u>N200</u> daily up to <u>N1,400</u> will apply for returned orders not picked outside the 7 days SLA at the Konga Central Distribution.</p> <p>6) Merchant pays a fee of N100 for every order that goes through Quality Assurance (QA) at our KOS centres.</p>
	7) <i>Merchant pays the <u>equivalent of the commissions</u> for every order cancelled for not shipping (that is, auto-cancelled orders and out-of-stock)</i>
PRODUCT QUANTITY ZEROED	Product quantity is set to zero (0) for every order cancelled for not shipping (that is, auto-cancelled orders and out-of-stock)
PRODUCT DISABLED	Product is disabled after 2 confirmed defect .

	Product is disabled when 30% of products delivered have been confirmed defective in a month & merchant is banned from listing these products.
	Product is disabled when product infringement/unauthorized sale of particular products is discovered after careful investigation. (To be treated on a case by case basis)
STORE SUSPENSION	<i>Store is suspended for 2 months on the second cancelled order in a month.</i>
	Store is suspended if merchant makes a wrong order status update. That is, marks an order as shipped when the order was never shipped, or marks an order as delivered/cancelled when order was never delivered/cancelled.
	<i>Store will be suspended for 2 months on the 1st <u>confirmed</u> incident of wrong product shipped to customer.</i>
	Store will be suspended if up to 30% of products sold by a store are confirmed defective within 30 days
	Store is suspended if merchant does not respond to an arbitration case within specified SLA, which is 48 hours.
	Store is suspended if merchant delays in providing the resolution of an escalated issue that drags unnecessarily beyond the agreed SLA, which is 5 working days or the agreed turnaround time for resolution as promised by merchant.
	Store is suspended if merchant refuses to accept an order at the price
	indicated on the website because the product price was not updated as at when due.
	Store is suspended for three weeks for the first time use of a derogatory word in either oral or written communication with a Konga rep or customer by a merchant
STORE CLOSURE	Store will be closed if found to have sold a fake/counterfeit product to a customer
	Store will be closed if found to have sold a used/refurbished product to a customer

Store Closure	Store will be closed for the second time use of derogatory word(s) in written or verbal communication to a customer or Konga rep
ITEM FORFEITURE	Merchant will forfeit returned items not picked after 7 days in demurrage state
DISCLAIMER	Konga or her proprietary delivery partners shall not be responsible or liable for any escalation not done within 30 days from the day a shipment is updated to “Returned”.
Legal Action	Legal action will be instituted against merchant found to have sold a fake/counterfeit product to a customer.

KONGA'S PAYMENT POLICY

BANK VERIFICATION

- In the process of opening your store you are required to input your bank account details which will then be verified within 24 – 48 hours before you can list.
- Verification occurs via email and if unsuccessful will be confirmed manually.



DIRECT PAYMENTS TO SELLER

- As a seller, it is FORBIDDEN to ask buyers who choose to Pay on Delivery into a non Konga account.
- If you require prepayment for your orders before you can ship, you must ensure you only provide or direct your buyers to Konga's account details (www.konga.com/payments) or risk suspension/store closure.



KONGA

COMMISSION RATE

PHYSICAL

CATEGORY	CLASSIC PLUS MERCHANT (%)	CLASSIC MERCHANT (%)	BRONZE RATE (%)
Automotive & Industrial	4.5	6	7
Baby, Kids and Toys	8.5	12	13.5
Beauty, Health & Personal Care	8.5	12	16
Office & School Supplies	3	4	12.5
Books and Media Library	2	3.5	7
Computers and Accessories	3.5	5	7
Computer Software	7	10	15
Electronics	4.5	6	9
Drinks & Groceries	4	6	7.5
Home and Kitchen	6	8	10.5
Small Appliances	6	8	9
Large Appliances	5	6.5	8

KONGA COMMISSION RATE (CONT'D)

PHYSICAL GOODS

Categories	Classic PLUS MERCHANT	CLASSIC MERCHANT	BRONZE RATE
Fashion	12	15	20
Music, Movies & Games	2	3.5	7
Mobile Phones	1	1.5	2
Sports and Fitness	4.5	6	6
Arts & Crafts	3	4.5	6
Phone & Tablet Accessories	7	10	15
Tablets	3	4	5
Gifts & Party Supplies	3	4	15
Desk Phones & Intercoms	1	1.5	4
Building and Construction	2	2.5	3
Animal & Pets	1.5	2	8

KONGA COMMISSION RATE (CONT'D)

DIGITAL GOODS/SERVICES

Domestic Services		Rates
	Gas Refills & Fuel Delivery	2%
	Laundry Services	10%
	Installation Services	15%
	Maintenance & Servicing	15%
	Cleaning & Fumigation	15%
	Water Delivery	10%
Training & Education		
	Offline Courses	10%
	Online Courses	10%
Events & Fun		
	Cinema Tickets	2%
	Event Tickets	2%
	Things To Do	10%
	Gaming	50%
Food & Drink		

Health & Beauty		Rates
	Spas	15%
	Gym Membership	15%
	Fitness Classes	15%
	Dental Care	15%
	Make Up	15%
	Hair Styling	10%
	Manicure & Pedicure	15%
Hotel & Travel		
	Hotels	15%
	Flights	15%
	Bus Tickets	15%
	Vehicle Hiring	15%
Insurance Services		
	Health Insurance	10%
	Travel insurance	10%

KONGA COMMISSION RATE (CONT'D)

DIGITAL GOODS/SERVICES

		Rates
	Wedding	10%
	DJ & MC	15%
	Equipment	10%
	Food & Drink	5%
	Photography	10%
Commercial Services		
	Printing	10%
Bill Payments		
	Electricity	1.50%
	Water	1.50%
	Water Disposal	2.00%
	Pay TV	3%
	Internet Subscription	8%
	Air-Time	4%

KONGA COMMISSION RATE

HOW TO BECOME A CLASSIC PLUS MERCHANT

Konga has two classes of merchants, “The Classic Merchant” and “The Classic Plus Merchant”. All new merchants are “Classic merchants” but some gradually grow into “Classic Plus Merchants”.

A “Classic Plus” merchant is a seller who has benefits of lower commissions unlike the normal “classic” merchant.

Here are things to do to become a premium merchant:

- Count of orders must be greater than or equal to 1000
- Delivery rate must be greater than or equal to 70%
- Product count must be greater than or equal to 20

NB: Konga Charges a minimum commission of N200. Where the commission on an order is less than 200, commission charge will be N200.

OTHERS ORDERLIFECYCLEPROCESS

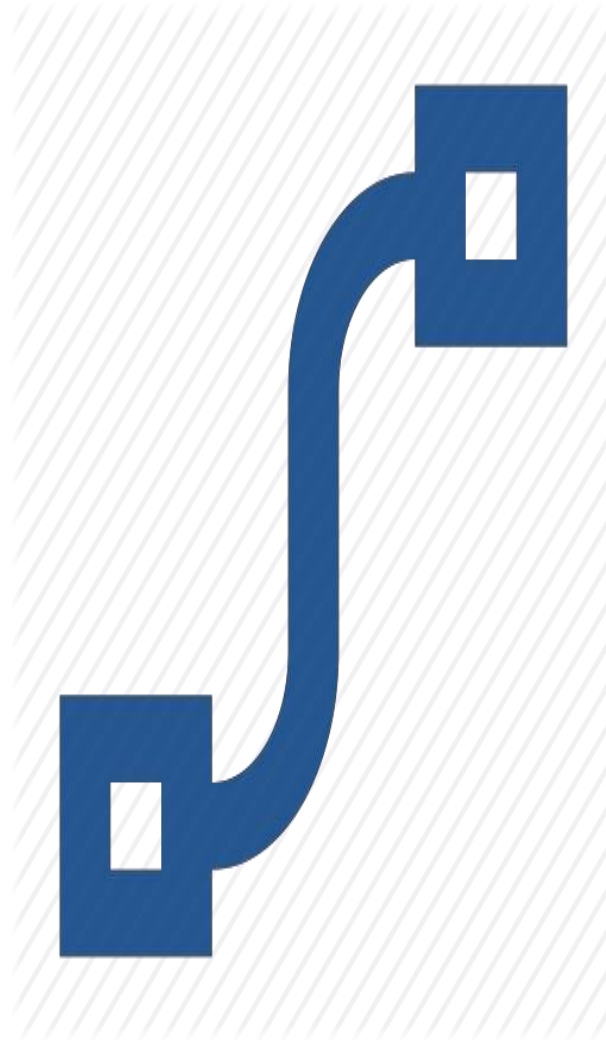
- Orders not marked as 'shipped' within 48 hours will be auto cancelled. Buyers will be able to cancel orders still in the 'new' status
- In the case of prepaid orders, refund will be issued to buyers with orders that are automatically cancelled after 48 hours of not being marked as 'shipped'.
- Orders cancelled by buyers after order has been updated by seller to "shipped" status will go under 'delivery dispute'
- Self fulfilled Pay on Delivery (POD) orders updated to shipped but not marked as delivered in 10 days will be marked to 'auto-delivered' after 10 days
- Self fulfilled Pre-paid orders updated to shipped but not marked as delivered in 10 days will be marked to 'auto-cancelled' after 10 days.



OTHERS DELIVERY DISPUTE

Customer disputes after delivery can include:

- **Incomplete shipment,**
- **Item change request (due to incorrect size, color etc.),**
- **Non-functional/ defective items,**
- **Sub-standard or counterfeit items,**
- **Wrong items (different from what the customer ordered)**
- When such complaints are raised, the orders are placed on hold (Arbitration)
- The 'Konga Dispute Resolution Team' acts



- Where mediation fails, the complaint is escalated to the **Trust & Safety Team**, who step in as an arbitrator for a final resolution.
- Konga conducts a thorough investigation to ensure all claims made to the dispute resolution team are genuine.
- An outcome of resolution may be:
 - Return of an Item for a 'Full Refund'
 - Return of an Item for 'Repair'
 - Return of an Item for 'Replacement/Exchange'
 - Refund without Return
 - Compensation (with or without the return of an item)

OTHERS

UPDATING ORDERS

- As a seller, you are responsible for ensuring that all order updates you make on your SellerHQ dashboard is accurate
- Ensure all self-fulfilled orders are marked as “delivered” only after confirmation of delivery by your buyers.
- Wrongly updated self-fulfilled orders will still be charged commissions accordingly and you will be required to pay these charges to avoid store suspension.
- Konga will not issue a refund for any paid/issued invoice due to inaccurate/false updates on orders.



OTHERS

PACKAGING

Proper Packaging plays a vital role in online selling and product marketing and is especially significant for growing businesses as it has a direct impact on sales and reasons include:

- **Attraction:** How your product is packaged may be what attracts the buyer to purchase an item from your store.
- **Proper Research:** Do a research on the type of product packaging that is most suitable for the product you are selling. Good packaging brings new customers and also keeps existing customers coming back.
- **Avoid Bad Images:** We advise that you do not take images of products that have rough packaging as it will



IN THE PROCESS OF DELIVERY

- **To Prevent Product Damage:** It is necessary that your products are packaged securely to guard against being dropped or crushed during the shipment process either by you or by a third party delivery service. You should also package your products adequately to guard against high temperatures, insects or microorganisms
- **For Proper Containment & Proper Identification:** It is necessary to keep your products together and we encourage that you label your items so as to make them easier to identify Proper Identification when shipped separately due to their heavy or due to their large size.

OTHERS

SHIPPING EXACT PRODUCT ORDERED TO BUYERS

Ensure that you ship exactly what was ordered by the customer. If the product is not available be sure to reach out to the customer, apologizing for the non-availability of the product and if possible propose another item to the customer. By doing so you:

- Reduce returns
- Create a good reputation for your store
- Create a buyer/customer relationship

IMPORTANCE OF SELLING ORIGINAL PRODUCTS

The sale of counterfeit items on Konga Mall is frowned upon and prohibited as this will lead to store suspension and possibly legal consequences.

We advise that you avoid selling fake products as by doing so, you are violating the law. It is also a criminal offence to use a trademark without the owner's permission. By selling on Konga, you agree to Konga's Merchant Service Agreement.

<http://www.konga.com/authentic-items-policy/>

If you are caught selling counterfeit products or caught in any fraudulent act, your store will be permanently closed.



HAPPY SELLING!!