3 basic user types:

1. Admin (Support) – aka Super admin, not related to any Entity. In charge of controlling Entities
2. Backoffice (Administration in company) – Related to one entity only. Can be:
   1. Handler
   2. Backoffice Teamleader
   3. Backoffice Manager
3. Sales (Commerce) – Related to one entity only. Can be:
   1. Seller
   2. Tutor
   3. Sales Teamlader
   4. Sales Manager