



# GETTING STARTED WITH CATALOG

Mozu Getting Started Guide

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## Mozu Catalog

This Getting Started Guide is for merchants using the Mozu Admin Catalog module. At the end of this guide, you'll be able to successfully create products for your catalog.

### Planning Your Catalog

Catalogs are at the core of your business: they list all the products you offer to shoppers. Before we dive into how Mozu catalogs work, you should think about your products:

- ☐ How does your business organize your products?
  - ☐ Do you use a single catalog?
  - ☐ What is your product category strategy, for example by brand, by option, etc.?
- ☐ Do you have plans for product bundles, like accessories, upsell packages, etc.?
- ☐ Do you provide shopper-customized extras, such as monogramming, etching, etc.?
- ☐ Will your products include customized options (attributes) not provided in a standard product?  
For example, do you provide a service option for something you sell, a warranty, etc.?
- ☐ How do you want shoppers to search for products?

You will use this plan to determine how to build your catalogs in Mozu. The more attributes and product types you create first within Mozu, the easier it is to add products to your catalog.

### Catalog Terms

Before we configure your catalog, it's important to know the all the terms Mozu uses in the Catalog Module.

For example, Brenda owns an apparel store. To understand how she relates her products to the Mozu terminology, let's look at her shirts and suit offerings.



Standard  
Product



Product Attribute:  
Option



Product Attribute:  
Extra



Product  
Bundle



Product Bundle  
Component

Term	Definition
Master catalog	Master catalogs include all the products you sell, regardless of where you sell them (location), how you sell them (physical or virtual), and which channel you assign to them. At the master catalog level, you create a product template (Mozu calls these product types) that you will use to create similar products and list the properties of each product (Mozu calls these product attributes).
Catalog	A subset of the master catalog, you pull products into a catalog for specific locations. At the catalog level, you define product categories and discounts, and you can override product attribute values from the master catalog.
Category	A group of similar products, listed together on your site to help shoppers with faceted search and navigation. Products can belong to multiple categories.
Product Attribute	A detail about a product, either an option, property, or extra.
Product Attribute: Option	A detail about a product that a shopper can configure, such as size.
Product Attribute: Property	A detail about a product that a shopper cannot configure, such as brand.

Term	Definition
Product Attribute: Extra	A detail about a product that a shopper adds, such as a monogram.
Product Type	<p>A template used to create similar products, one of the following:</p> <ul style="list-style-type: none"> <li>• Standard product</li> <li>• Configurable product with options</li> <li>• Product bundle</li> <li>• Bundle component</li> </ul> <p>Products can only belong to one Product Type.</p>
Product Type: Standard Product	<p>A single product without configurable options.</p> <p>For example, Brenda has a shirt as a standard product.</p>
Product Type: Configurable product with options	<p>A product that includes configurable option attributes. By adding options and configuring their values, you create product variance. These variants are child products to this parent product.</p> <p>For example, Brenda's shirt comes in multiple sizes.</p>
Product Type: Product bundle	<p>A collection of products sold as a single entity.</p> <p>For example, Brenda sells the shirt in a suit bundle.</p>
Product Type: Bundle component	<p>An individual product that represents a component in a bundle.</p> <p>Brenda sells a tie within the suit bundle.</p>
Product	A specific product you sell, defined with one product type, multiple product attributes, and one or many categories.

## Catalog Workflow

Now that you understand how Mozu refers to all the parts that make up products and catalogs, here's the steps you take in Mozu to create them:

1. [Provision your master catalogs and catalogs](#). You need to create a master catalog and at least one catalog to store all of your products.
2. [Define product attributes](#). Before creating products, you need to define the details that are available for each product.
3. [Define product types](#). Every product must be associated with a product type.
4. [Define product categories](#). Start with categories you've planned. You can always add more as you catalog grows.
5. [Create new products](#). Create your standard products and configurable products with options first, and then create your product bundles and bundle components.
6. [Add products to catalogs](#). After you create all your products, it's time to put them in the appropriate catalogs.
7. [Associate products with inventory](#). You must set up your locations before you can associate products with inventory.

### Step 1: Provision your master catalogs and catalogs

There is no limit to the number of Master catalogs you can create, but Mozu recommends creating at least one Master catalog per tenant, and then at least one catalog per location within your tenant. You can have multiple catalogs to fit your business needs.

Once you determine how many catalogs you need, provision them in Mozu Admin. If you've already provisioned your catalogs, skip ahead to [defining product attributes](#).

These instructions explain how to create a Master catalog and Catalog:

1. In Mozu Admin, select **Settings>Structure**.
2. On Catalog Structure, click **Create**.
3. Select the catalog type, enter in a name, and select the locale and currency codes. At this time, Mozu supports USD (US dollar) and US for locale.
4. If this is a catalog, select the Master Catalog to connect to the catalog.
5. Click **Save**.

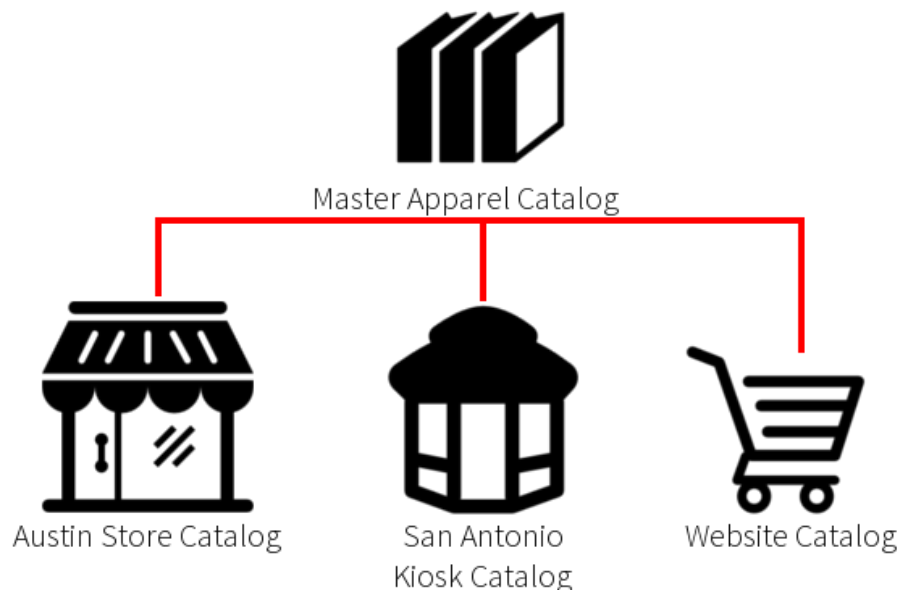
For example, Brenda has the following products:

- Shirts
- Pants
- Skirts
- Sunglasses

- Bags

She sells these items in her Austin, Texas store, on her website, and she sells sunglasses only at a kiosk in San Antonio.

Here's what her Mozu catalogs look like:



- **Master Apparel Catalog:** All of her products, including all the shirts, pants, skirts, sunglasses, and bags she sells
- **Austin Store Catalog:** A subset of all her products. For example, she only sells shirts, skirts, sunglasses, and bags in her Austin store.
- **Website Catalog:** The subset of all products that she sells online. Brenda only sells shirts, pants, skirts, and bags online.
- **San Antonio Kiosk Catalog:** A limited subset of the products that Brenda sells at her kiosk. She only sells sunglasses at the kiosk.

## Step 2: Define Product Attributes

Product attributes are the properties of the product with differing types based on your needs. If you've already defined product attributes, skip ahead to [defining product types](#).

You create product attributes as options, properties, or extras:

- **Options:** Details about a product that a shopper can configure, such as size or color. Options generate a new product variation (or unique SKU). For example, Brenda's shirt options may include sizes, colors, and a graphic image.

- **Properties:** Details about a product that a shopper cannot configure, such as brand or material. Properties are useful when viewing reports about your sales. For example, Brenda may offer a 100% cotton shirt of a leading brand. Other shirts could be linen or wool.
- **Extras:** An add-on configuration that a shopper configures, such as a monogram. Extras are useful when you want to upsell an item. For example, Brenda may offer monogramming on the chest left side or custom team text across the center back.

Depending on your offered options and extras, each entry may include an additional cost. A XXL shirt may incur a higher cost than a small. And an extra for monogramming may incur a higher cost than an embroidered team name across the entire back.

Each unique configuration of a product based on its attributes represents a product variation.

Different attributes require different types of values. For example, Brenda's shirt size attribute should be a number (2, 4, 6, etc.), while her monogram attribute is a text string with a character limit she defines. To create these different value types, you can select from the following types of product attributes:

- List (List is the only attribute type that supports Options)
- Date
- Text area
- Text box
- Yes/no

You also define whether the value is required by the shopper entering it at checkout or the Mozu Admin user creating a new product.

## CREATING, EDITING, AND DELETING ATTRIBUTES

By default, Mozu includes availability, product-upsell, product-crossell, and product-related attributes. You can add as many other attributes as you need for your products.

1. In Mozu Admin, in the Catalogs Module, select **Attributes**.
2. In the Attributes page, click **Create New Attribute**.
3. In the Name field, enter the name of the attribute that shoppers will see.
4. In the Administration Name field, enter the name that you will see in Mozu Admin.
5. In the Attribute Code field, enter a code for your attribute.
6. Use the Input Type drop-down menu to select how the information will be displayed. For example, will you use a list, a text box, selectable radio buttons, etc.?
7. Select the attribute type: Option, Property, or Extra.
8. Select the data type, whether what the shopper enters is text or numbers.
9. Depending on the input type you select, other fields might display that require additional information.



- a. List: Add your list values in the Value text box. You must add the associated value for every list entry. Hit Enter after each value to continue adding to your list.
  - b. Text Box: Define the maximum characters a shopper can enter. For example, how many characters do you support for monogramming?
  - c. Text Area: Define the maximum characters a shopper can enter.
  - d. Date: Define the date range you want to use.
10. Click **Save**. Once you save an attribute, its input type cannot be changed.
  11. Select **Edit** or **Delete** in the Gear icon Actions menu to alter or remove an attribute.

For example, here are some of Brenda's shirt attributes:

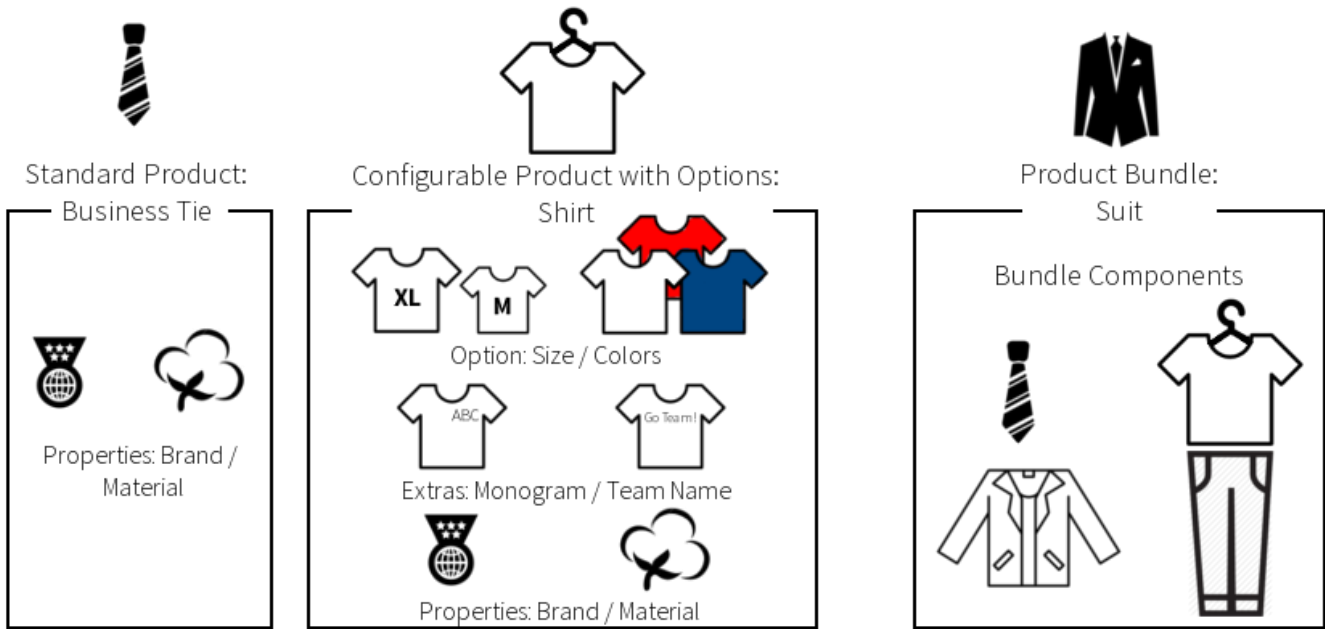


## Step 3: Define Product Types

Now that you've defined product attributes, it's time to create product types. In Mozu, a product type is a template of settings and attributes you create for a specific set of products. Every product in your catalog has a single product type associated to it. You can modify your product types to include additional attributes to add options and extras for shoppers to select or configure through your storefront. You must associate each product with a single product type.

1. In Mozu Admin, in the Catalogs Module, select **Product Types**.
2. In the Product Types page, click **Create New Product Type**.
3. Enter a name for your product type.
4. In the Support Usage Types list, select the options that apply to your product type:
  - a. Standard Product
  - b. Configurable Product With Options
  - c. Product Bundle
  - d. Bundle Component
5. Click **Add** to associate attributes with this product type. You can add Options, Extras, and Properties.

For example, Brenda has a standard product business tie, a configurable product with options shirt, and a product bundle suit.



Note: You can always add attributes that you need to use for product types. When added, they become available for all current products with that type.

## Step 4: Define Product Categories

You create product categories to group similar items so that you can display them together in sections on your site. Products can belong to multiple categories. You can also use categories to apply discounts to a group of products.

For example, Brenda divides her products into the following categories and sub-categories:

- Women's Wear
  - Separates
  - Swimwear
- Men's Wear
  - Sports
  - Swimwear
- Accessories
  - Eyewear
  - Watches
  - Shoes
    - Heels
    - Boots



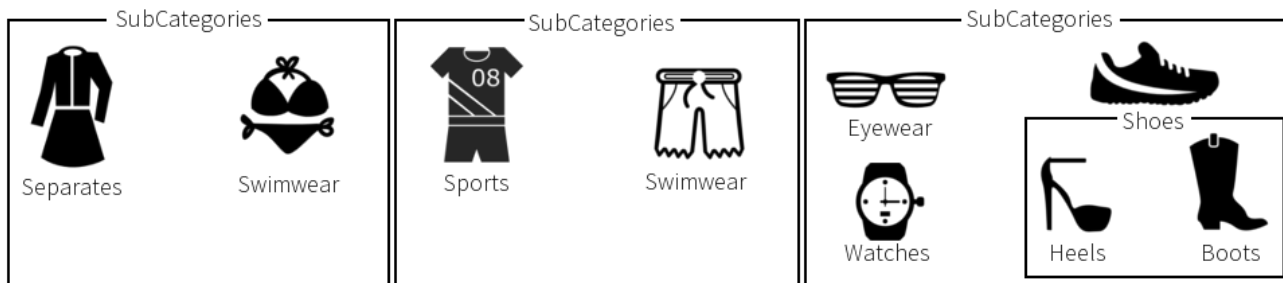
Category: Women's Wear



Category: Men's Wear



Category: Accessories



### ADD, EDIT, OR DELETE A CATEGORY

1. In Mozu Admin, in the Catalogs Module, select **Categories**.
2. In the Categories page, click **Create New Category**.
3. In the Category Name, enter a name for the category. This name will display on your site, and it is the only required field.
4. If this is a subcategory, use the Assign to Other Category list to select the parent category.

5. The Description and Category Image are visible to your shoppers: Use this image and corresponding text to help a user understand what products they'll find in this category.
6. Add SEO:
  - a. Use the SEO Friendly URL to provide the URL shoppers see when viewing the category.
  - b. In the Meta Title and Meta Description boxes, give clear terms that your shopper might search for.
  - c. Keywords: Add precise keywords that your shopper might search for related to this category.
7. Depending on your theme, the categories you set can be reflected in your storefront.
8. You can always hide a category with the Hide Category checkbox. This is useful if you've got a seasonal category that should only display at certain times of the year.
9. Click **Save**.
10. Select **Edit** or **Delete** in the Gear icon Actions menu to alter or remove a category.

## Step 5: Create Products

Now that you've defined attributes, types, and categories, you can create individual products that you sell in your store.

1. In Mozu Admin, in the Catalogs Module, click **Create New Product**.
2. In the General section, add your product code, name, descriptions, image, and pricing information. In this section, you also select the Product Type and Product Usage you previously created.

Best Practices for the General Section:

- Your product code must be three characters.
  - Your storefront theme determines how the short and long description display on your site.
  - Price reflects the retail price of your product.
  - Cost reflects the wholesale cost of your product.
3. In the Inventory section, you can track stock level, and you can determine how you'll communicate out of stock messaging to your shoppers. You can opt to show an out of stock message, allow backordering, or hide product in store.
  4. Depending on what Product Usage type you have selected, you will have Options, Properties, and Extras to enter.

**Note:** If your product includes options, in the Options section, you can click **Select Values** to edit the product's variants. Click **Update Options** to create a child product of this product.
  5. In the Shipping section, you select whether the product is direct ship, in-store pick up or both. You also add weight and package dimensions in this section.
  6. In the SEO section, use the fields to enter any descriptions, keywords, etc., that will help your item appear in a shopper's search results.

7. Save your changes. Click **More>View Live** to view your changes on your live storefront or **More>View Staged** to view your changes in your Sandbox.
8. Select **Edit** or **Delete** in the Gear icon Actions menu to alter or remove a product.

Here is the General section Brenda has created for a women's sunglasses product:

General

\* Code

MS-EYE-WAR-006

\* Product Type

Eyewear

\* Product Usage

Configurable Product With Options

\* Name

SunCloud Patrol Polarized Women's Sunglasses

Short Description

B I U A<sup>+</sup> A<sup>-</sup> [Color Picker] [Image Icon] [List Icon] [Table Icon] [Link Icon]

A small size of the classic wire aviator, the SunCloud Patrol polarized sunglasses provide full coverage and 100% UV protection to keep your eyes shielded from the sun.

## Step 6: Add Products to Catalogs

You create your products on the Global tab.

1. Click the **+** to add your product to a specific catalog.
2. If you want to make a product different in a specific catalog, you select that catalog's tab and check **Override global**.

## Step 7: Associate Products with Inventory

After you create products, you can associate them with inventory at a specific location. Reminder: you must set up your locations in the Locations module before associating products with inventory.

1. In Mozu Admin, in the Catalogs Module, select **Inventory**.
2. In the left pane, select a product.
3. Click **Create New Inventory**.
4. Select the Location from the drop-down menu.
5. Enter the number of items on hand.
6. Click **Save**.