

Unit – II

Setting up Magento stores, Contact, Design Settings, Strategies for backups and security, Configure Magento Webstore, Basic Configuration - Store Admin, Store Details; Storefront Branding, Catalogs and categories, Products, Product Attributes, Products Import, Quantity, Category Management Special Prices, Orders. Managing products to the customer, Types of product, Related products, up-sells, and cross-sells, Importing and exporting products

Setting up Magento stores:

One single instance of the Magento software, you can have multiple websites, stores, and store views operating on the same Magento backend. This in turn allows for limitless flexibility for your E Commerce operations, but the process of setting up a store with multiple stores and domains can be tricky to get right. A Magento 2 multi store is a collection of e-stores managed and operated from one Magento admin panel, or dashboard. This gives business owners the opportunity to create unique online experiences, adapting anything from design to pricing, products to integrations, without the hassle of maintaining numerous independent websites. Magento multi stores can be used to cater to different target markets, languages or product lines while maintaining backend organization and inventory management.

Magento2's Platform Hierarchy

Magento2's platform hierarchy is an essential aspect to understand if you're looking to set up a multi-store environment. Each 'global' single installation includes three layers of customizable entities, **providing the opportunity for multiple websites, stores and store views under one roof.**

How does this work?

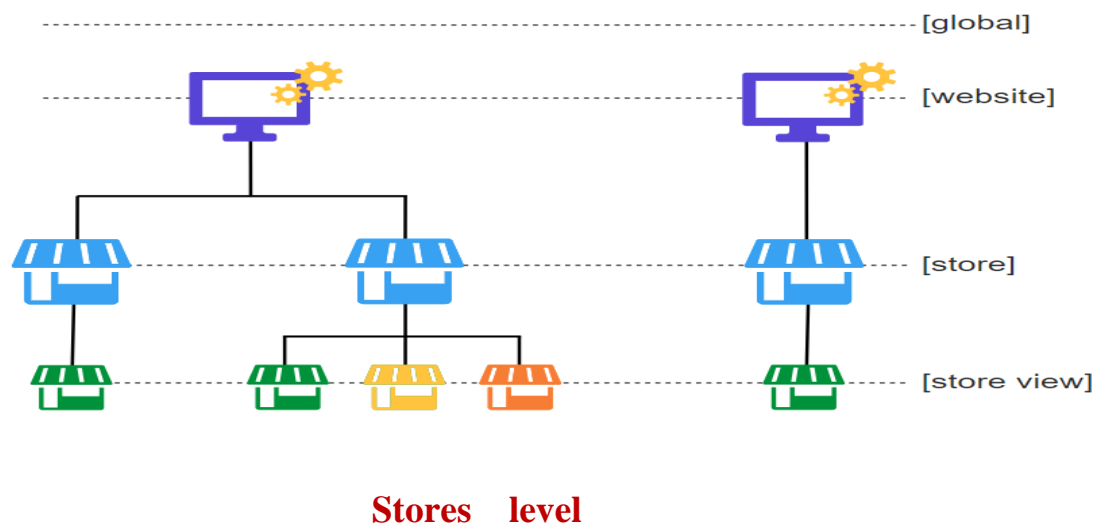
When configuring a setting, you'll decide the scope at which it is applied, choosing from four levels of hierarchy:

Global: Top-end, system-wide settings and resources available throughout installation that are applied to your account

Website: Settings and resources limited to a single website that has at least one default store

Store: A child entity of a website with its own settings, resources, main menu (root category) and default store view

Store view: The lowest level in the hierarchy and generally used for different versions of the same store, usually for localization purposes

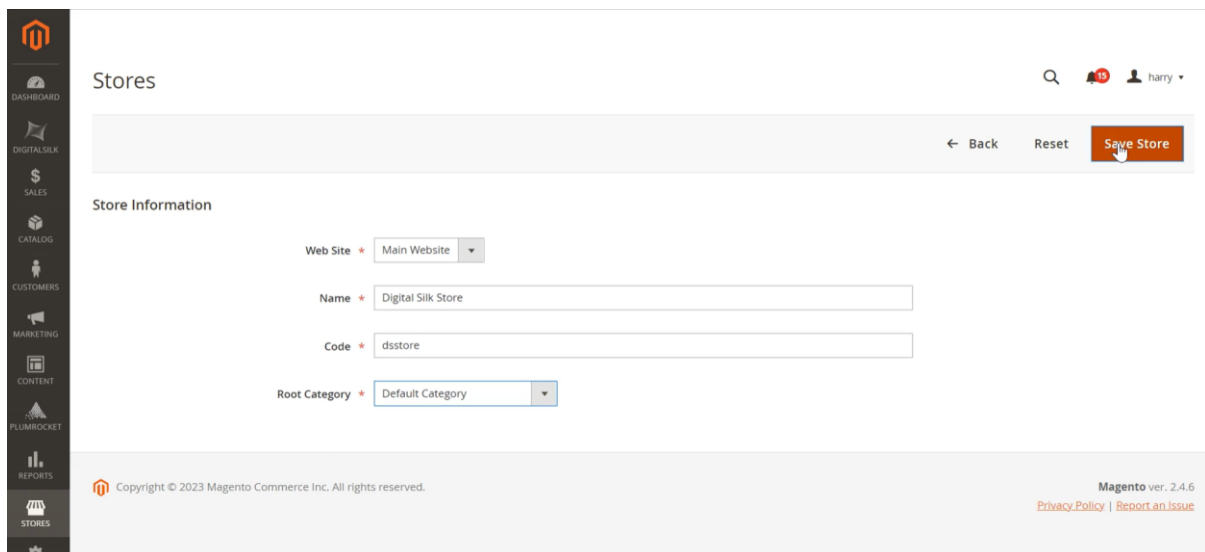


Example: Create Your Store

1. Create Your Store

With your domain structure decided, it's time to create your store. This can be done in four short steps:

1. Click **Stores** in your admin panel's menu, then go to settings and select **All Stores**.
2. Click **Create Store**.
3. Fill in the following details:
 - **Web Site:** The website the store belongs to. If you only have one, select **main website**.
 - **Name:** A reference name for your view only.
 - **Code:** A reference code for servers; e.g., mystore.
 - **Root Category:** Your store's main menu layout. If not yet created, select 'default category.'
4. Click **Save Store**.



The screenshot shows the Magento Admin Panel interface. On the left is a vertical sidebar with icons for Dashboard, Digital Silk, Sales, Catalog, Customers, Marketing, Content, Plumrocket, Reports, and Stores. The main content area is titled 'Stores' and includes a search icon, a notification bell with a red '10', and a user profile 'harry'. Below the title bar are 'Back', 'Reset', and 'Save Store' buttons. The 'Store Information' section contains four fields: 'Web Site' (a dropdown menu set to 'Main Website'), 'Name' (a text input field containing 'Digital Silk Store'), 'Code' (a text input field containing 'dsstore'), and 'Root Category' (a dropdown menu set to 'Default Category'). At the bottom of the page, the footer includes the Magento logo, copyright text 'Copyright © 2023 Magento Commerce Inc. All rights reserved.', the version 'Magento ver. 2.4.6', and links for 'Privacy Policy' and 'Report an Issue'.

2. Create Your Default Store View

Your Magento store view relates to the way customers will see your E-Commerce store's interface and information. Rather than creating two separate stores for different currencies or translations, by adding multiple store views you provide users the opportunity to personalize their experience while staying on the same store.

Creating your store view is a similar process to your store:

1. Click **Create Store View**.
2. Fill in the following details:
 - **Store:** Your newly created store
 - **Name:** A reference name for your view only
 - **Code:** A reference code for servers; e.g., dollars
 - **Status:** Set to enabled
 - **Store Order:** Number of relevance when in a list
 - **Store View Flag:** The country your store view will target
3. Click **Save Store View**.

The screenshot shows the Magento Stores management interface. On the left is a sidebar with navigation icons for Dashboard, Digital Silk, Sales, Catalog, Customers, Marketing, Content, Plumrocket, Reports, and Stores. The main header area includes the title 'Stores', a search icon, a notification bell with '15', and a user profile 'harry'. Below the header are three buttons: 'Create Store View' (with a mouse cursor), 'Create Store', and 'Create Website'. A table below shows 2 records found. The table has columns: Web Site, Store, Store View, and Store Flag. The first record shows 'Main Website (Code: base)' linked to 'Main Website Store (Code: main_website_store)' with an 'English (Code: en)' store view and a 'United States' flag. The second record shows the same website and store linked to a 'German (Code: de)' store view with a 'Germany' flag. The footer contains the Magento logo, copyright notice 'Copyright © 2023 Magento Commerce Inc. All rights reserved.', the version 'Magento ver. 2.4.6', and links for 'Privacy Policy' and 'Report an Issue'.

Web Site	Store	Store View	Store Flag
Main Website (Code: base)	Main Website Store (Code: main_website_store)	English (Code: en)	United States
Main Website (Code: base)	Main Website Store (Code: main_website_store)	German (Code: de)	Germany

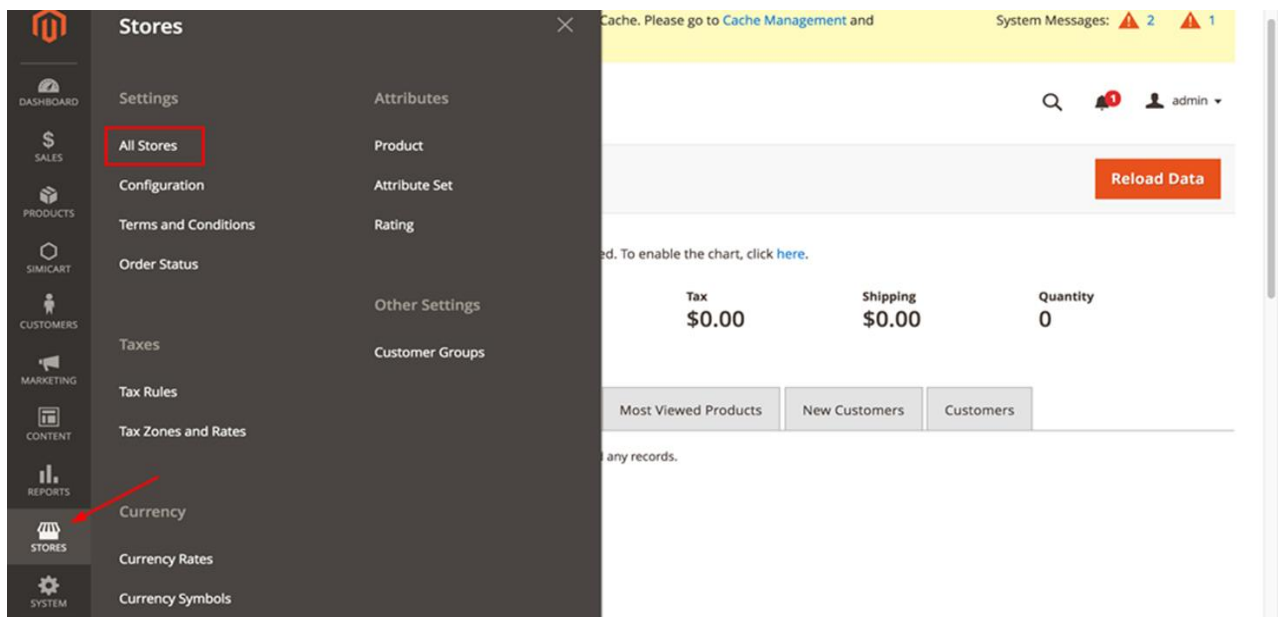
3. Create Your Website

The Magento2 multi site functionality allows for the creation of **multiple websites that are unconnected in the frontend but supported by the same backend dashboard**. The process is similar to a multi store setup, with fewer steps:

Create Your Website

Adding a website to your Magento account is a five-stage process:

1. Click **Stores** in your admin panel's menu, then go to settings and select **All Stores**.
2. Click **Create Website**.
3. Fill in the following details:
 - **Name:** Your website's domain.
 - **Code:** A reference code for servers; e.g., mysite.
 - **Store Order:** Number of relevance when in a list.
4. Click **Save Web Site**.
5. Add stores and store views to your new site in by following steps two and three above.



Contact:

Setting up a contact form in Magento allows customers to easily reach out to you with inquiries, feedback, or support requests. Here's how you can set up and use the contact form in Magento:

Enable the Contact Form:

Log in to your **Magento admin panel**.

Navigate to **Stores > Configuration**.

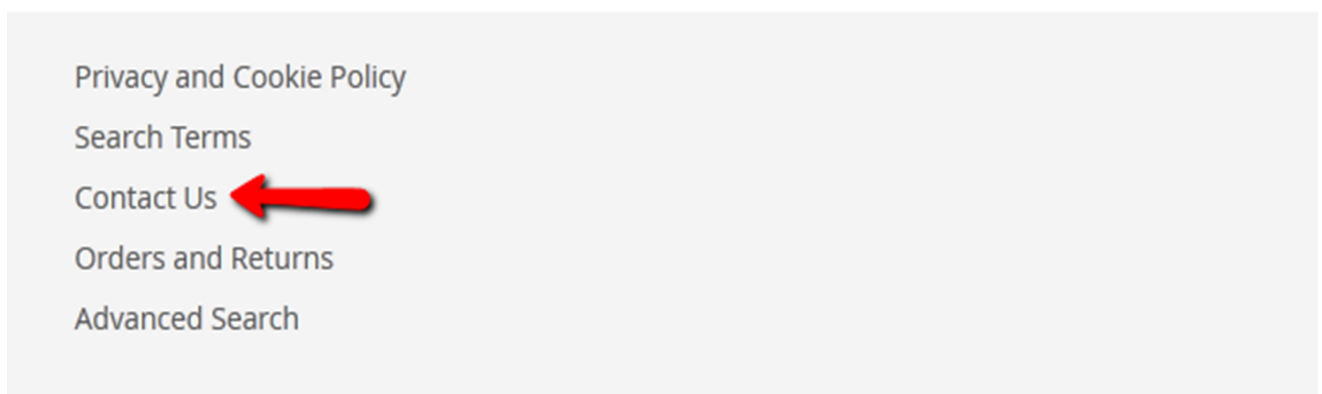
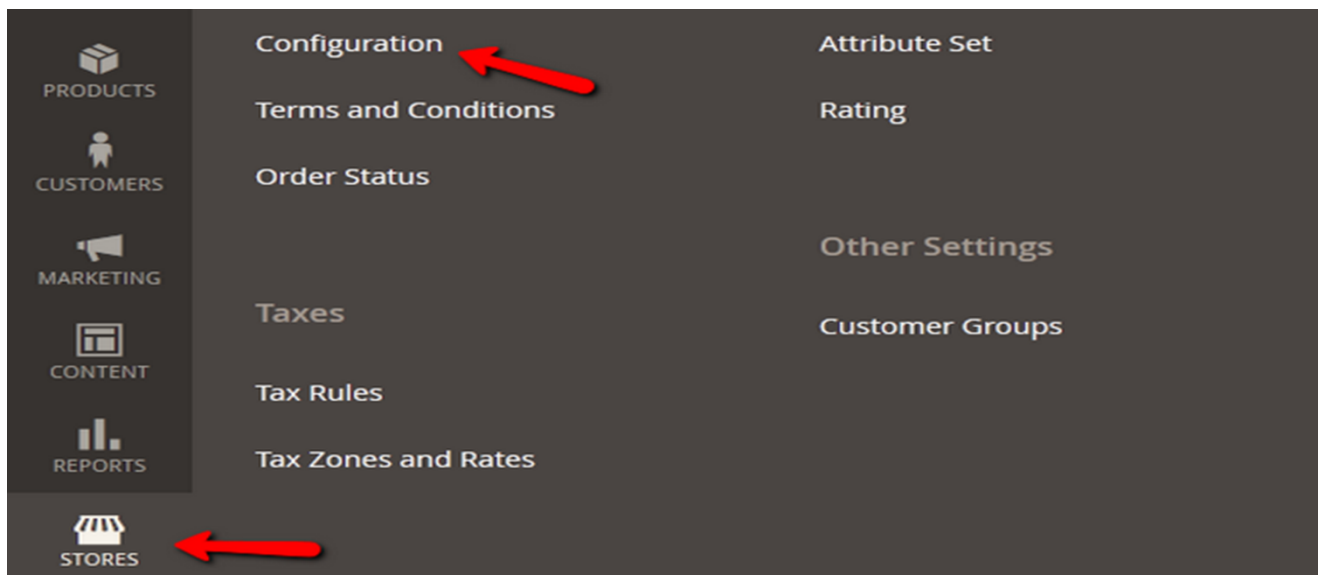
Under General, **click on Contacts**.

Set Enable Contact Us to "Yes".

Configure other settings like Email Sender, Email Template, and Recipient Email if needed.

Save Config.

Example: To modify the content of the contact form, login to your admin dashboard and navigate to the Stores → Configuration → Contacts section.



Contact Us

Enable Contact Us

Yes

Email Options

Send Emails To

hello@example.com

Email Sender

Custom Email 2

Email Template

Contact Form (Default)

Email template chosen based on theme fallback when "Default" option is selected.

- **Enable Contact Us** - This should be set to Yes if you wish to have the Contact Us page on your Store
- **Send Emails To** - Here type the email address on which you want to receive all of the messages submitted via the form
- **Email Sender** - This option is used for the email "From" field.
- **Email Template** - From here you can select the template of the email. You can create new Email Templates by going to Marketing → Email Templates.

Design Settings:

Magento is an open-source e-commerce platform that provides merchants with a flexible shopping cart system, as well as control over the look, content, and functionality of their online stores. When it comes to software design for settings in Magento, there are several key concepts and components to consider.

Let's explore them with an example:

1. **Configuration Structure:** Magento provides a structured way to manage settings through its configuration system. Settings can be organized into different scopes such as Global (applies to the entire system), Website (applies to a specific website), Store (applies to a specific store view), and Store View (applies to a specific store view).

2. **Configuration Sections:** Settings are typically grouped into different sections within the Magento admin panel. Each section corresponds to a specific area of functionality, such as General, Sales, Catalog, Customers, etc. This helps organize settings logically and makes it easier for merchants to find and manage them.
3. **Configurable Options:** Within each configuration section, settings are presented as configurable options. These options can take various forms such as text fields, dropdowns, checkboxes, radio buttons, etc. depending on the type of data they represent.
4. **Default Values and Inheritance:** Magento allows setting default values for configuration options at different levels of scope (Global, Website, Store, Store View). Settings defined at a higher scope (e.g., Global) can be inherited by lower scopes (e.g., Website, Store, Store View) unless overridden.
5. **System Configuration Files:** Magento stores configuration settings in XML files within the module's etc directory. These XML files define the structure of configuration sections, options, default values, and scopes. Developers can define their own configuration files for custom modules to extend Magento's functionality.
6. **Backend Model:** Each configuration option is associated with a backend model that handles saving and retrieving the option's value from the database. The backend model is responsible for data validation, normalization, and any additional processing required for the option.

Example:

Let's consider an example of configuring payment methods in Magento:

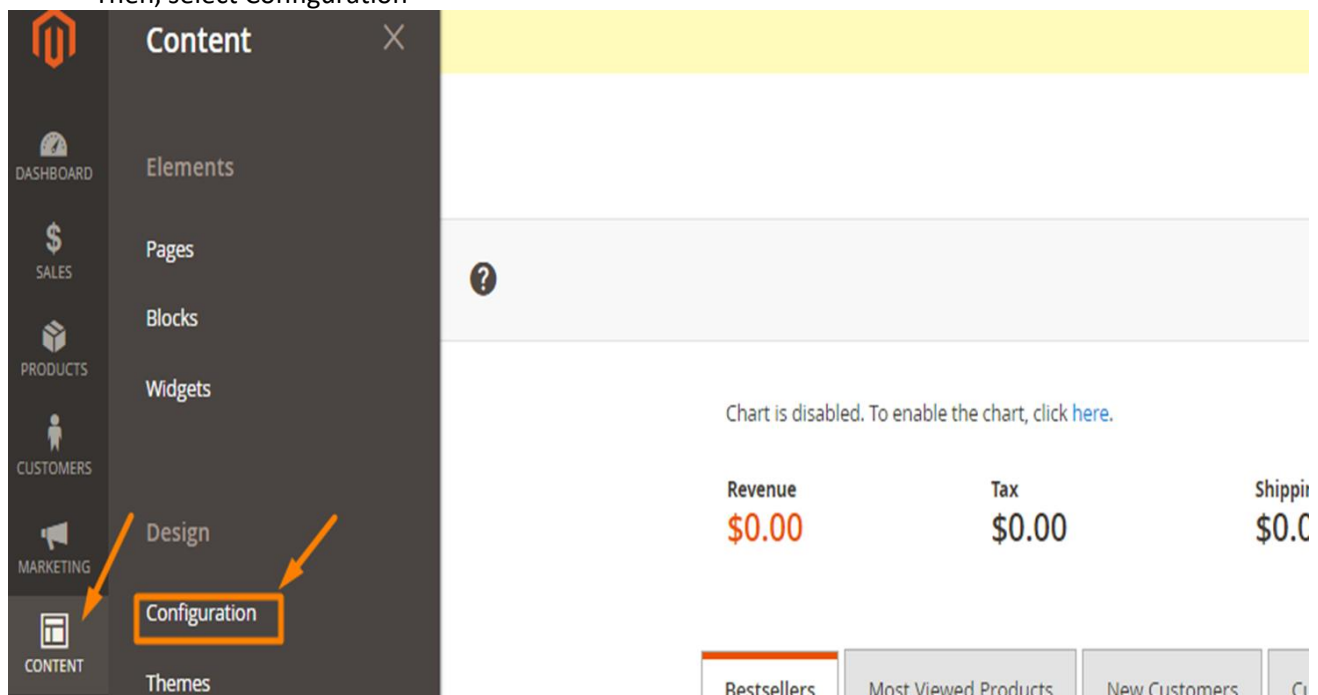
1. **Configuration Section:** Navigate to Stores > Configuration > Sales > Payment Methods. Here, payment-related settings are grouped under the Payment Methods section.
2. **Configurable Options:** Under the Payment Methods section, you'll find various payment options like PayPal, Credit Card, Bank Transfer, etc. Each payment method has its configurable options such as enabled/disabled, title, API credentials, sandbox mode, etc.
3. **Default Values and Inheritance:** You can set default values for payment method options at the Global scope. These values can be inherited by specific websites, stores, or store views unless overridden at a lower scope.
4. **System Configuration Files:** Magento stores configuration settings for payment methods in XML files within the etc directory of the Sales module. These files define the structure of payment method configuration options, default values, and scopes.
5. **Backend Model:** Each payment method option is associated with a backend model that handles saving and retrieving the option's value from the database. For example, the PayPal payment method may have a backend model that validates PayPal API credentials and handles API requests/responses. In this example, the configuration settings for payment methods demonstrate how Magento organizes and manages settings through its configuration system, providing flexibility and customization options for merchants to tailor their online stores according to their requirements.

Example: Steps to Configure Design Settings:

- Step 1: Access to Content
- Step 2: Configure the design settings
- Step 3: Change the Default Theme
- Step 4: Change the Theme
- Step 5: Edit Design Configuration
- Step 6: Complete, Click Save Configuration

Step 1: Access to Content

On the Admin Sidebar, click Content
Select Design
Then, select Configuration



Step 2: Configure the design settings

Decide the store view you want to configure
From Action column, click Edit

Set Applied Theme to new theme

Global

Global

Default Theme

Design Rule

Click Add New User Agent Rule under Design Rules

From the Search String column, enter the browser ID for the particular device

From the Theme Name column, select the theme used for the particular device

Continue the process until entering the adding device

Perl Compatible Regular Expression (PCRE) or searching string to match when entering new themes

Global

← Back

Save and Continue

Save Configuration

User Agent Rules

User agent exceptions override product and CMS pages rules.

Add New User Agent Rule

Search String	Theme Name	Actions
---------------	------------	---------

i

Search strings are either normal strings or regular exceptions (PCRE). They are matched in the same order as entered.
Examples: Firefox: /^mozilla/i

Step 5: Edit Design Configuration

Working with different criteria in Other Settings :

HTML Head

Header

Footer

Pagination

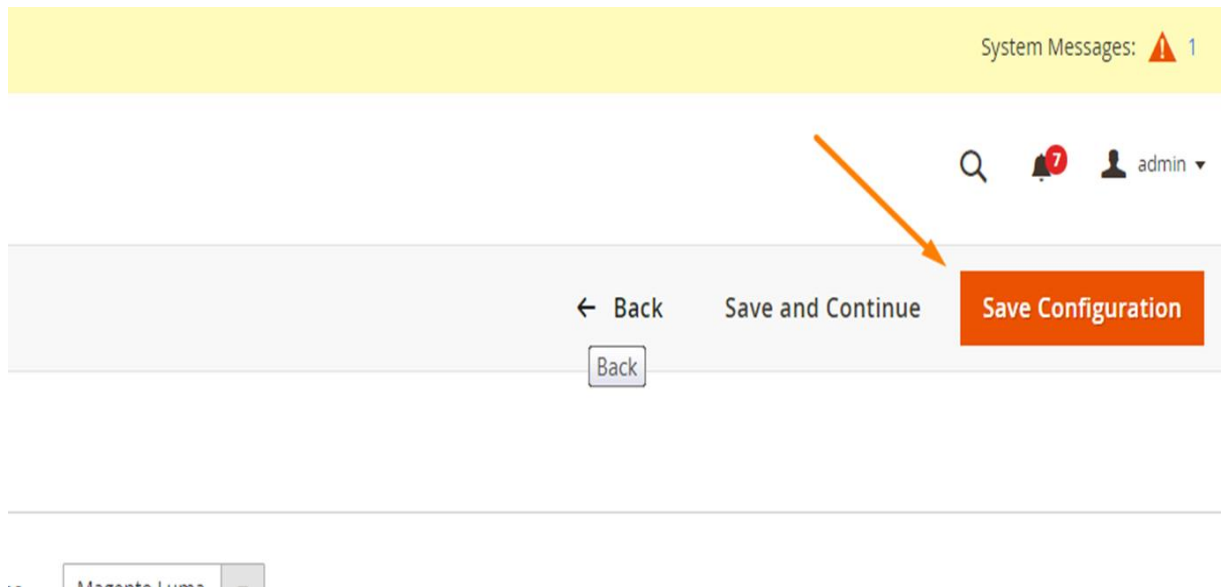
Product Image Watermarks

Transactional Emails

Other Settings

HTML Head	
Header	
Footer	
Pagination	
Product Image Watermarks	
Transactional Emails	

Step 6: Complete, Click Save Configuration



Strategies for backups and Security:

Magento is a popular open-source e-commerce platform known for its flexibility and robustness in building online stores. When it comes to backups and security, ensuring the safety of your Magento store is crucial to protect sensitive customer data and maintain business continuity. Here's an overview of backup and security practices in Magento, along with examples:

1. Regular Automated Backups:

Implement automated backup solutions to ensure that both your Magento database and file system are regularly backed up without manual intervention.

Example: Use a tool like Magento Backup Manager or a server-level backup solution like Acronis Backup to schedule automated backups of your Magento store on a daily basis. This ensures that you always have recent backup copies available for restoration in case of data loss or corruption.

2. Offsite Backup Storage:

Store backup copies of your Magento data and files in an offsite location separate from your primary server environment to protect against disasters like server failures or physical damage.

Example: Set up a backup rotation scheme where backup copies are securely transferred to remote cloud storage platforms such as Amazon S3, Google Cloud Storage, or Azure Blob Storage using automated backup scripts or backup software integrations.

3. Version Control System for Code:

Utilize a version control system (VCS) such as Git to manage and version control your Magento codebase, including customizations, themes, and extensions.

Example: Host your Magento codebase on a Git repository platform like GitHub, GitLab, or Bitbucket. This allows you to track changes, collaborate with team members, and roll back to previous versions if necessary, enhancing code security and integrity.

4. Security Patch Management:

Stay proactive in applying security patches and updates released by Magento to address known vulnerabilities and security issues in the platform.

Example: Regularly monitor Magento's Security Center for new security advisories and patches. Develop a patch management process to test and deploy patches promptly to your Magento environment to mitigate the risk of exploitation by attackers.

5. Web Application Firewall (WAF):

Implement a WAF to protect your Magento store from common web application threats, such as SQL injection, cross-site scripting (XSS), and malicious bot traffic.

Example: Deploy a cloud-based WAF solution like Cloudflare or Secure Firewall in front of your Magento store to inspect incoming traffic, filter out malicious requests, and block known attack patterns before they reach your server.

6. Continuous Security Monitoring:

Employ continuous security monitoring tools and services to detect and respond to security incidents and anomalies in real-time.

Example: Integrate Magento with security information and event management (SIEM) solutions like Splunk or Elastic Security to collect and analyze log data from your store's infrastructure and applications. Set up alerts and automated responses to potential security threats, such as unauthorized access attempts or abnormal user behavior.

7. Employee Security Training:

Provide regular training and awareness programs for your Magento store administrators and staff members to educate them about common security risks and best practices.

Example:

Conduct security awareness training sessions covering topics such as password hygiene, phishing awareness, and incident response procedures. Encourage employees to report any security concerns or suspicious activities promptly to the designated security team. By implementing these backup and security strategies for your Magento store, you can effectively mitigate the risk of data loss, unauthorized access, and security breaches, thereby ensuring the integrity and availability of your e-commerce operations.

Configure Magento Webstore:

Magento2 provides configuration files that enable us to customize the store components easily. The Store configuration includes General, Catalog, Security, Customers, Sales, Engagement Cloud, Services, and Advanced. Configuring a Magento webstore involves setting up various aspects of the platform to suit your business needs.

Here's a step-by-step example of how you might configure a Magento webstore, along with explanations of each step:

1. Installation:

First, you need to install Magento on your web server. You can do this by downloading the Magento installation package from their official website and following the installation instructions provided.

2. Setup Wizard:

Once Magento is installed, you'll go through the setup wizard which will guide you through basic configurations such as setting your store's time zone, currency, language, and other general settings.

3. Store Information:

Configure your store information such as the name, address, contact details, and logo. This information will be displayed on various parts of your store, including invoices and emails.

4. Payment Methods:

Set up payment methods that you want to offer to your customers. Magento supports various payment gateways like PayPal, Stripe, Authorize.net, etc. Configure the payment methods according to your preferences and business requirements.

5. Shipping Methods:

Configure shipping methods and rates. You can set up different shipping options based on factors like weight, destination, or price. You might offer options like free shipping, flat rate shipping, or carrier-calculated rates.

6. Tax Settings:

Set up tax rules based on your store's location and the locations you'll be shipping to. Magento allows you to configure tax rates for different regions and products.

7. Catalog Setup:

Add your products to the catalog. This involves creating product categories, attributes, and adding individual products with details like name, description, price, images, and variations (if applicable).

8. Theme Customization:

Customize the look and feel of your store by selecting a theme and configuring its settings. You can customize colors, fonts, layouts, and other design elements to match your brand.

9. Extensions/Modules:

Install and configure any additional extensions or modules that add functionality to your store. This might include modules for SEO optimization, marketing tools, analytics, etc.

10. User Roles and Permissions:

Set up user roles and permissions for your team members who will be managing the store. Define what actions each role can perform within the admin panel to ensure proper access control.

11. Testing:

Before launching your store, thoroughly test all aspects including checkout process, payment methods, shipping calculations, product listings, and any custom functionalities or integrations.

12. Launch:

Once everything is configured and tested, you're ready to launch your Magento webstore. Make sure to promote your store through marketing channels to attract customers and drive sales.

13. Ongoing Maintenance:

Regularly monitor and maintain your store by updating Magento and extensions, managing inventory, analyzing sales data, and making necessary adjustments to improve performance and user experience. By following these steps and customizing configurations to fit your specific business needs, you can successfully set up and manage a Magento webstore.

Basic Configuration - Store Admin:

Configuring the Store Admin in Magento involves setting up the basic administrative settings to manage your store efficiently. Here's a rundown of the basic configurations you can do in the Store Admin:

Login to Admin Panel:

Access the Magento Admin Panel by entering the URL followed by "/admin" in your web browser. Log in using your admin credentials.

Dashboard Overview:

Upon logging in, you'll see the dashboard which provides an overview of your store's performance including sales, orders, and top-selling products.

General Settings:

Navigate to "Stores" > "Configuration" in the Admin Panel.

Under "General," you can configure basic settings such as store information (name, address, contact details), timezone, currency, language, and email settings.

Website and Store Setup:

Under "Stores" > "Settings" section, configure your website, store, and store views. This is where you can set up multiple websites or stores if you have a multi-store setup.

Payment Methods:

Configure payment methods by navigating to "Stores" > "Configuration" > "Sales" > "Payment Methods." Here you can enable/disable payment gateways like PayPal, Stripe, Authorize.net, etc., and configure their settings.

Shipping Methods:

Set up shipping methods by going to "Stores" > "Configuration" > "Sales" > "Shipping Methods." Enable the desired shipping methods such as flat rate shipping, free shipping, or carrier-calculated rates, and configure their settings accordingly.

Tax Settings:

Configure tax settings under "Stores" > "Configuration" > "Sales" > "Tax." Set up tax rules, rates, and calculations based on your store's location and the locations you'll be shipping to.

User Roles and Permissions:

Manage user roles and permissions under "System" > "Permissions" > "User Roles." Define roles such as administrator, sales representative, customer service, etc., and assign specific permissions to each role.

Admin Users:

Manage admin users under "System" > "Permissions" > "All Users." Add new admin users, edit existing ones, and assign them to appropriate user roles.

Email Templates:

Customize email templates for order confirmations, invoices, shipment notifications, etc., under "Marketing" > "Email Templates."

Cache Management:

Optimize store performance by managing cache settings under "System" > "Cache Management." You can refresh, enable, disable, or flush cache storage as needed.

Index Management:

Keep your store's indexers up to date for efficient data retrieval by managing index settings under "System" > "Index Management." You can reindex data manually or set up automatic reindexing schedules.

Logging and Monitoring:

Monitor store activities and logs under "Reports" and "Logs" sections to troubleshoot issues and analyze store performance. By configuring these basic settings in the Store Admin, you can effectively manage your Magento store and ensure it operates smoothly to meet your business needs.

Store Details:


Magento is a popular open-source e-commerce platform that allows businesses to create online stores and manage their sales, inventory, and customer data effectively. Store details in Magento refer to the information associated with a particular online store, such as its name, address, contact information, logo, and other relevant details. These details are crucial for branding, communication, and ensuring a seamless shopping experience for customers.

Example: Magento store details

Let's imagine a fictitious online store called "TechMart," which sells various electronic gadgets and tech accessories. Here are some typical store details and how they would be configured in Magento

The store information in Magento2 is displayed in various sales documents such as invoice, shipment, and credit memo. Details like the name of the store, contact number, address, VAT number, and hours of the operation are shown in the sales document. The purpose is to make it easy for the customers to contact the business in case of query or any inquiries. Like for example, VAT Number Validation in Magento2 is a feature that allows store owners to validate VAT number during checkout in real-time.

Example:



Configuration

Save Config

DASHBOARD

SALES

CATALOG

CUSTOMERS

MARKETING

CONTENT

COUPON CODE LINK

DISTANCE BASED SHIPPING

REPORTS

STORES

SYSTEM

FIND PARTNERS & EXTENSIONS

GENERAL

General

Web

Currency Setup

Store Email Addresses

Contacts

Reports

Content Management

New Relic Reporting

Advanced Reporting

Meetanshi

SECURITY

CATALOG

CUSTOMERS

SALES

Country Options

State Options

Locale Options

Store Information

Store Name

Meetanshi

Store Phone Number

+91 7202 997997

Store Hours of Operation

Country

India

Region/State

Gujarat

ZIP/Postal Code

364002

City

Bhavnagar

Street Address

303, Shiv Elite, Madhav Baug - 1,

Street Address Line 2

Waghawadi Road,

VAT Number

Validate VAT Number

The store information in Magento2 is displayed in various sales documents such as invoice, shipment, and credit memo.

1. **Store Name:** "TechMart"
 1. This is the name of the online store, which will be displayed on the website and in communications with customers.
2. **Store Address:** 123 Main Street, Cityville, State, Country
 1. The physical address of the store, which might be used for shipping purposes and also for providing legitimacy to the business.
3. **Contact Information:**
 1. Phone: +1234567890
 2. Email: info@techmart.com
 3. These details allow customers to contact the store for inquiries, support, or other communication needs.
4. **Logo:** A graphical representation of the store's brand.
 1. This logo appears on the website's header, invoices, emails, and other communication materials, reinforcing the store's identity.
5. **About Us:**
 1. A brief description of the store, its mission, and values.
 2. This provides customers with insight into the business and builds trust.
6. **Privacy Policy, Terms & Conditions:**
 1. Legal documents outlining the store's policies regarding privacy, terms of service, and other important agreements.
 2. These documents are crucial for establishing trust and compliance with regulations.
7. **Social Media Links:**
 1. Links to the store's social media profiles (e.g., Facebook, Twitter, Instagram).
 2. This allows customers to connect with the store on various platforms and stay updated on promotions and news.

Storefront Branding:

In Magento software, "Storefront Branding" refers to the customization and branding of the online storefront to reflect a particular brand's identity. Magento is a popular e-commerce platform that allows businesses to create and manage their online stores. Storefront branding is essential for businesses to create a unique and memorable shopping experience for their customers.

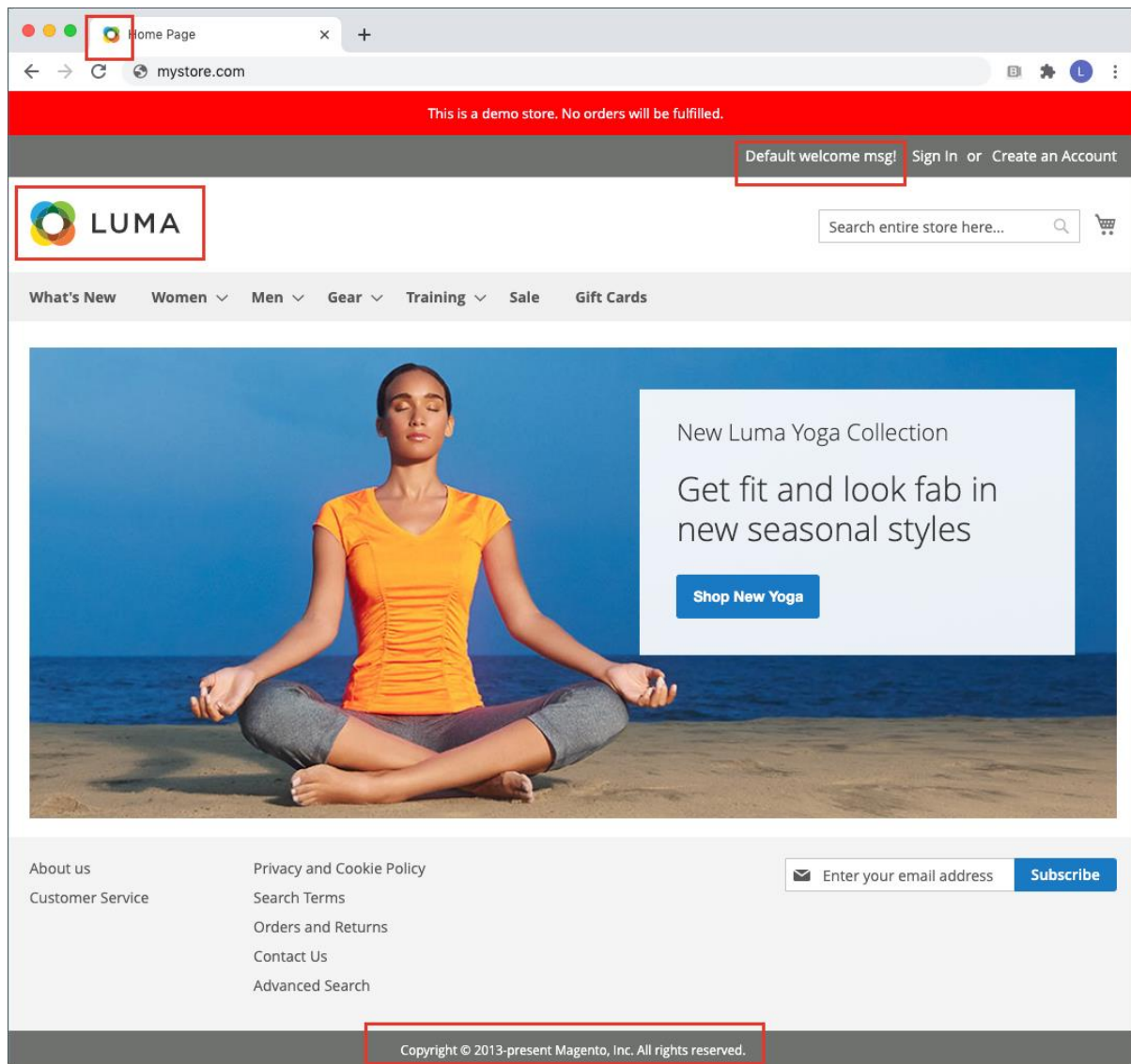
1. **Custom Themes and Templates:** One way to brand the storefront is by customizing the appearance using themes and templates. Magento offers a wide range of themes and templates that can be customized to match the brand's colors, fonts, and overall aesthetic. For example, a fashion retailer might choose a theme with a sleek and modern design to showcase their products effectively.
2. **Logo and Branding Elements:** Another important aspect of Storefront Branding is incorporating the brand's logo and other branding elements throughout the storefront. This includes placing the logo in the header or footer of the website, using branded colors for buttons and links, and incorporating brand-specific imagery where appropriate. For instance, an outdoor equipment retailer may feature images of adventurous activities like hiking or camping to reinforce their brand identity.
3. **Customizable Content:** Magento allows businesses to customize various content elements on the storefront, such as banners, product descriptions, and promotional messages. Brands can use this feature to communicate their unique selling propositions, highlight special offers, or share their brand story. For example, a skincare brand might use banners to promote new product launches or offer skincare tips and advice on the homepage.
4. **Personalizing:** the shopping experience based on customer preferences can also contribute to Storefront Branding. Magento offers features such as product recommendations, personalized marketing emails, and targeted promotions, which can help brands tailor the shopping experience to individual customers. For instance, an online bookstore might recommend books based on a customer's past purchases or browsing history.
5. **Mobile Responsiveness:** With the increasing use of mobile devices for online shopping, ensuring that the storefront is mobile-responsive is crucial for effective branding. Magento provides responsive design capabilities, allowing businesses to optimize their storefront for various screen sizes and devices. This ensures a consistent and seamless brand experience across desktops, tablets, and smartphones.

Overall, Storefront Branding in Magento involves customizing the online storefront to reflect the brand's identity, values, and messaging effectively. By leveraging customization options, incorporating branding elements, and personalizing the shopping experience, businesses can create a compelling and memorable brand experience for their customers.

Example: Storefront Branding

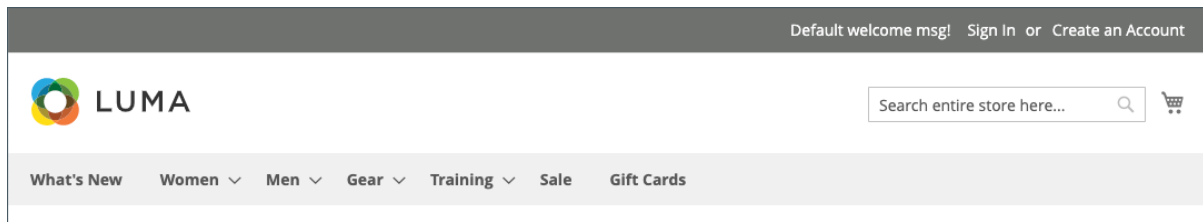
Within your Adobe Commerce or Magento Open Source implementation, the storefront is the external, public-facing part of your store. It provides the content and functional components that your customers use to shop and purchase. A Magento storefront is the customer-facing view of a Magento E-Commerce website. These storefronts manage showcase products, categories, and search functionality. In-store branding comprises of close up pictures of the products for customers to get detail view of a product. In-store branding mainly pasted with pictures of products showing offers, discounts, etc. to attract customers.

One of the first things you want to do is to change the logo in the header and upload a favicon for the browser. Next, you should add your welcome message and update the copyright notice in the footer. These tasks are a few simple design elements that you can take care of right away. While your store is in development, you can turn on the store demo notice, and then remove it when you are ready to launch.



Example-1: Upload your logo

The size and location of the logo in the header is determined by the store theme. Your logo can be saved as either a GIF, PNG, or JPG (JPEG) file type and uploaded from the Admin of your store.



The logo image resides in the following location on the server. Any image file with the name `logo.svg` is used as the default theme logo.

Full path - `app/design/frontend/[vendor]/[theme]/web/images/logo.svg`

Relative path - `images/logo.svg`

If you do not know the size of the logo or other images used in your theme, open the page in a browser, right-click the image, and inspect the element.

File format

Description

PNG (Portable Network Graphics) This newer alternative to the GIF format supports up to 16 million colors (24 bit). The lossless compression format produces a high-quality bitmap image with crisp text, but a larger file size than some formats. The PNG format supports transparent layers, and is designed for online viewing and streaming.


GIF (Graphics Interchange Format) A widely supported, and older bitmap format that is limited to 256 colors (8 bit). The GIF format supports simple animation and transparent layers.

JPG (Joint Photographic Expert Group) A compressed bitmap format that is used by most digital cameras. The lossy compression causes some data loss, which is sometimes noticeable as blurry spots in text.

Supported logo file formats:

1. On the *Admin* sidebar, go to **Content > Design > Configuration**.

Design Configuration					
<div> <div>Filters</div> <div> <div>Default View</div> <div>Columns</div> </div> </div>					
3 records found					
<div> <div>20</div> <div>per page</div> <div><</div> <div>1</div> <div>of 1</div> <div>></div> </div>					
Default	Website	Store	Store View	Theme Name	Action
Global				Magento Luma	Edit
Global	Main Website			Magento Luma	Edit
Global	Main Website	Main Website Store	Default Store View	Magento Luma	Edit

2. Find the store view that you want to configure and click **Edit** in the *Action* column.
3. Expand  the **Header** section.


Header

Logo Image

Upload

Select from Gallery

Maximum file size: 2 MB. Allowed file types: JPG, GIF, PNG.



Browse to find or drag image here

Logo Attribute Width

Logo Attribute Height

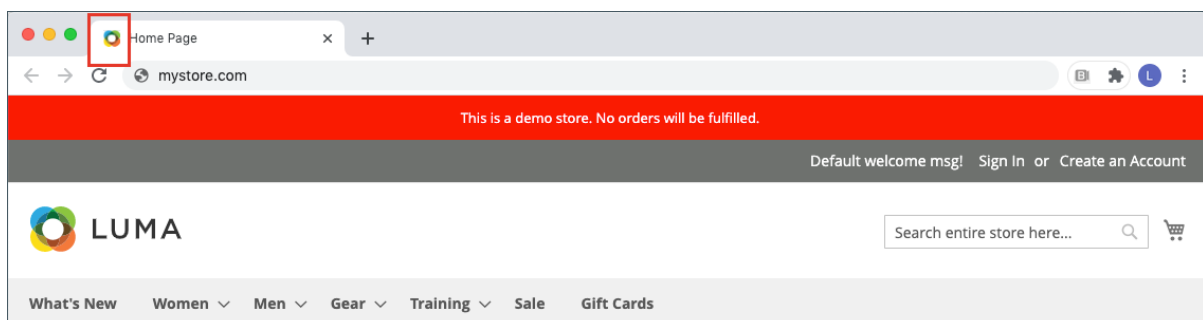
Welcome Text

Logo Image Alt

4. To upload a new logo, click **Upload** and choose the file from your system.
5. Enter the **Logo Image Width** and **Logo Image Height** in pixels.
6. For **Logo Image Alt**, enter the text that you want to appear when someone hovers over the image.
7. When complete, click **Save Configuration**.

Example -2: Add a favicon

Favicon is short for *favorite icon* and refers to the little icon on the tab of each browser page. Depending on the browser, the favicon also appears in address bar, just before the URL. A favicon is generally 16 x 16 pixels or 32 x 32 pixels in size. Commerce accepts ICO, PNG, APNG, GIF, and JPG (JPEG) file types, although not all browsers support these formats. The most widely supported file format to use for a favicon is ICO. You can use other image file types, but the format might not be supported by all browsers. There are many free tools available online that you can use to generate an ICO image or convert an image to that format.




Commerce supports the following file formats as the favicon:

File format	Description
ICO	This image file format is designed for small-size computer icon images. Mostly used in Microsoft® Windows OS, the ICO format can contain images of up to 256 x 256 pixels and 16 million colors (24 bit) with 8 bits of transparency.
PNG	(Portable Network Graphics) This newer alternative to the GIF format supports up to 16 million colors (24 bit). The lossless compression format produces a high-quality bitmap image with crisp text, but a larger file size than some formats. The PNG format supports transparent layers, and is designed for online viewing and streaming.
APNG	(Animated Portable Network Graphics) A file format similar to PNG that supports simple animation.
GIF	(Graphics Interchange Format) A widely supported, and older bitmap format that is limited to 256 colors (8 bit). The GIF format supports simple animation and transparent layers.
JPG (JPEG)	(Joint Photographic Expert Group) A compressed bitmap format that is used by most digital cameras. The lossy compression causes some data loss, which is sometimes noticeable as blurry spots in text.

Step 1: Create a favicon

1. Using the image editor of your choice, create a 16 x 16 or 32 x 32 graphic image of your logo.
2. (Optional) Use one of the available online tools to convert the file to the .ico format and save the file to your computer.

Step 2: Upload the favicon to your store

1. On the *Admin* sidebar, go to **Content > Design > Configuration**.
2. In the grid, find the store view that you want to configure and click **Edit** in the *Action* column.
3. Under *Other Settings*, expand  the **HTML Head** section.


HTML Head

Favicon Icon

Upload

Select from Gallery

Maximum file size: 2 MB. Allowed file types: JPG, GIF, PNG, ICO, APNG.
Not all browsers support all these formats!



Browse to find or drag image here

Default Page Title

Magento Enterprise Edition

Page Title Prefix

Page Title Suffix

Default Meta Description

Default Meta Keywords

Magento, Varien, E-commerce


Scripts and Style Sheets

<link rel="stylesheet" type="text/css" media="all" href="{{MEDIA_URL}}styles.css" />

This will be included before head closing tag in page HTML.

Display Demo Store Notice

No

- If you want to remove the current favicon, click the *Delete* () icon in the lower-left corner of the image.
- Click **Upload** and open the favicon file that you prepared.

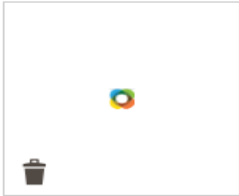
Favicon Icon

Upload

Select from Gallery

↶ Use Default Value

Maximum file size: 2 MB. Allowed file types: JPG, GIF, PNG, ICO, APNG.
Not all browsers support all these formats!



luma-icon.ico
16x16, 1 KB

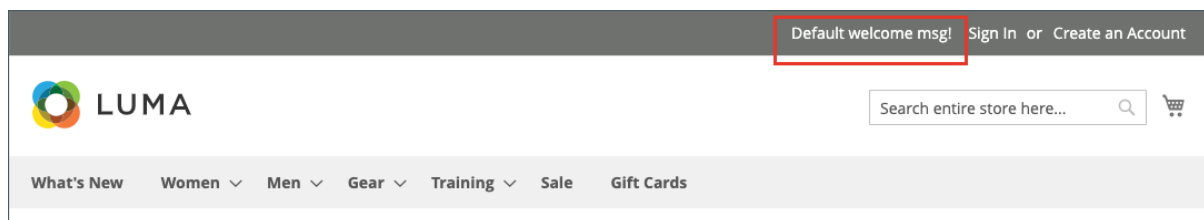
- When complete, click **Save Configuration**.

Step 3: Refresh the cache

- When prompted to refresh the cache, click the **Cache Management** link in the message at the top of the workspace.
- In the list, select the **Page Cache** checkbox that is marked Invalidated.
- Set **Actions** to Refresh and click **Submit**.
- To view the new favicon, return to your storefront and refresh the browser.

Example-3: Change the welcome message

The welcome message in the header expands to include the name of the customer who is logged in. Before you launch your store, be sure to change the default *Welcome* text for each store view.



1. On the *Admin* sidebar, go to **Content** > *Design* > **Configuration**.
2. In the grid, find the store view that you want to configure and click **Edit** in the *Action* column.
3. Under *Other Settings*, expand  the **Header** section.
4. For **Welcome Text**, enter the welcome message text that you want to appear in the header of your store.

A screenshot of the 'Header' configuration form. The form is titled 'Header' and includes a close button in the top right corner. It contains several fields and buttons: 'Logo Image' with 'Upload' and 'Select from Gallery' buttons, a note about file size and types, a camera icon with the text 'Browse to find or drag image here', 'Logo Attribute Width' and 'Logo Attribute Height' input fields, 'Welcome Text' with the value 'Default welcome msg!', and 'Logo Image Alt' input field.

5. When complete, click **Save Configuration**.
6. When prompted to update the Page Cache, click the **Cache Management** link at the top of the workspace and follow the instructions to refresh the cache.

Example-4: Change the copyright notice

Your store displays a copyright notice in the footer of each page. As a best practice, the copyright notice should include the current year, and identify your company as the legal owner of the content on the site.



The `©` character code is used to insert the copyright symbol, as shown in the following examples:


Long format example

Copyright `©` 2013-present Luma, Inc. All rights reserved.

Short format example

`©` 2021 Luma, Inc. All rights reserved.

To update the copyright notice:

1. On the *Admin* sidebar, go to **Content** > *Design* > **Configuration**.
2. In the grid, find the store view that you want to configure and click **Edit** in the *Action* column.
3. Under *Other Settings*, expand  the **Footer** section.


The screenshot shows the 'Footer' configuration form. It has a title 'Footer' and a collapse icon. There are three main sections: 'Miscellaneous HTML' with a text area and a description 'This will be displayed just before the body closing tag.'; 'Copyright' with a text area containing 'Copyright © 2013-present Magento, Inc. All rights reserved.'; and 'Display Report Bugs Link' with a dropdown menu set to 'Yes'.

4. For **Copyright**, enter the copyright notice that you want to appear in the footer of each page. Use the `©` character code to insert a copyright symbol.
5. When complete, click **Save Configuration**.

Example-4: Set the store demo notice

If your store is online, but still under construction, you can display a store demo notice at the top of the page to let people know that the store is not yet open for business. When you are ready to *go live*, simply remove the message. It is similar to flipping the sign hanging in the window from *Closed* to *Open*. The format of the demo notice is determined by the theme of your store.

What's New

1. On the *Admin* sidebar, go to **Content > Design > Configuration**.
2. In the grid, find the store view that you want to configure and click **Edit** in the *Action* column.
3. Under *Other Settings*, expand  the **HTML Head** section.


HTML Head

Favicon Icon

Upload

Select from Gallery

Maximum file size: 2 MB. Allowed file types: JPG, GIF, PNG, ICO, APNG.
Not all browsers support all these formats!



Browse to find or
drag image here

Default Page Title

Magento Enterprise Edition

Page Title Prefix

Page Title Suffix

Default Meta Description

Default Meta Keywords

Magento, Varien, E-commerce

Scripts and Style Sheets

<link rel="stylesheet" type="text/css" media="all" href="{{MEDIA_URL}}styles.css" />

This will be included before head closing tag in page HTML.

Display Demo Store Notice

No ▾

4. Scroll down to the bottom and set the **Display Demo Store Notice** to your preference.
5. When complete, click **Save Configuration**.
6. If you are prompted to update the cache, click **Cache Management** in the system message and follow the instructions to refresh the cache.

Catalogs and Categories:

In Magento software, catalogs and categories play a crucial role in organizing products and facilitating navigation for customers.

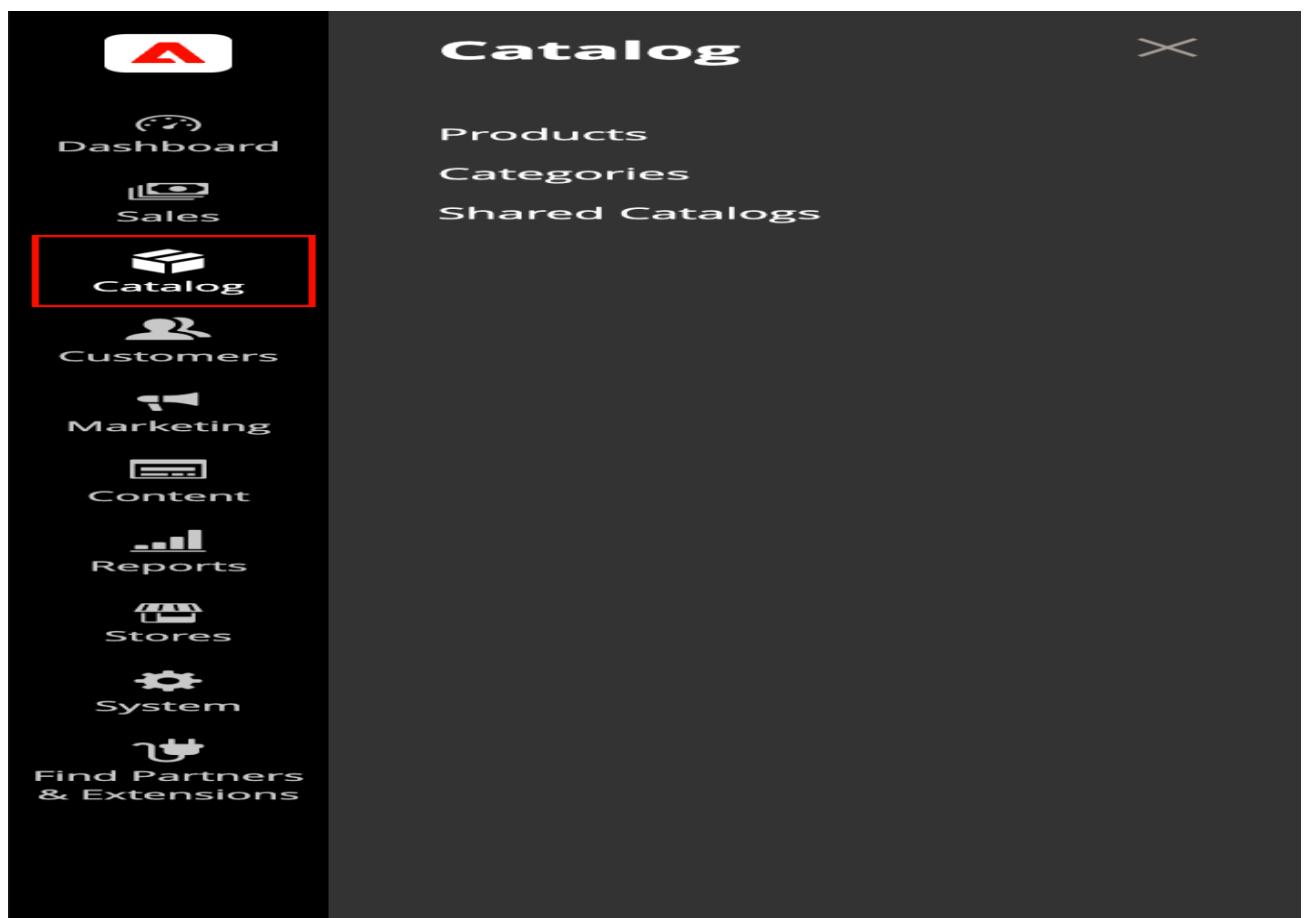
Let's explore these concepts with an example:

Example: Imagine you're running an online bookstore that sells various genres of books. In Magento, you would organize your products within catalogs and categories to make it easier for customers to browse and find the books they're interested in.

Catalogs: A catalog in Magento represents the entire collection of products available for sale in your store. It encompasses all the products you offer, organized into different categories and subcategories. In our bookstore example, the catalog would include all the books available for purchase.

Categories: Categories are a way to further organize products within the catalog. They provide a hierarchical structure that helps customers navigate through different sections of your store. Each category can contain subcategories and products. For our bookstore, we might have categories such as Fiction, Non-fiction, Mystery, Romance, Science Fiction, etc.

The Catalog menu provides easy access to product creation, category, and inventory management tools, and shared catalogs for custom pricing in B2B stores.



Products: Create products of every type and manage your inventory.

Dashboard
Sales
Catalog
Customers
Marketing
Content
Reports
Stores
System
Find Partners & Extensions

Products


2048 records found

200 per page
1 of 11

	ID ↓	Thumbnail	Name	Type	Attribute Set	SKU	Price	Quantity per Source	Salable Quantity	Visibility	Status	Websites	FPT	Action	Shared Catalog
<input type="checkbox"/>	1		Joust Duffle Bag	Simple Product	Bag	24-MB01	\$34.00	Default Source: 0 Retail store: 100	Default Stock: 0 Retail store: 100	Catalog, Search	Enabled	Main Website		Edit	ABC Catalog, Default (General), Gym Equipment
<input type="checkbox"/>	2		Strive Shoulder Pack	Simple Product	Bag	24-MB04	\$32.00	Default Source: 100	Default Stock: 100	Catalog, Search	Enabled	Main Website		Edit	ABC Catalog, Apparel, Default (General), Gym Equipment
<input type="checkbox"/>	3		Crown Summit Backpack	Simple Product	Bag	24-MB03	\$38.00	Default Source: 0 Retail store: 100	Default Stock: 0 Retail store: 0	Catalog, Search	Enabled	Main Website		Edit	ABC Catalog, Default (General), Gym Equipment
<input type="checkbox"/>	4		Wayfarer Messenger Bag	Simple Product	Bag	24-MB05	\$45.00	Default Source: 0 Retail store: 100	Default Stock: 0 Retail store: 100	Catalog, Search	Enabled	Main Website		Edit	ABC Catalog, Apparel, Default (General), Gym Equipment

Categories

Create the category structure that is the foundation of your store's navigation.



Dashboard

Sales

Catalog

Customers

Marketing

Content

Reports

Stores

System

Find Partners & Extensions

Default Category (ID: 2)

Scope: All Store Views ?

Save

Add Root Category

Add Subcategory

Collapse All | Expand All

Default Category (ID: 2) (2048)

What's New (ID: 39) (0)

Women (ID: 20) (0)

Men (ID: 11) (0)

Gear (ID: 3) (46)

Collections (ID: 7) (13)

Training (ID: 9) (6)

Sale (ID: 38) (0)

Promotions (ID: 29) (0)

Gift Cards (ID: 37) (2)

Scheduled Changes

Schedule New Update

Currently Active

Enable Category

[store view]

☒

Yes

Include in Menu

[store view]

☒

Yes

Category Name *

[store view]

Default Category

Content

Display Settings

Search Engine Optimization

Products in Category

Category Permissions

Design

Shared Catalogs

For stores with B2B for Adobe Commerce installed and enabled, shared catalogs give you the ability to make custom pricing available to different companies.

Dashboard
Sales
Catalog
Customers
Marketing
Reports
Stores
System
Find Partners & Extensions

Products in Catalog

Products

Pricing

Cancel
Back
Generate Catalog

Step 2: Set Custom Prices

Store: All Stores
Website: All Websites
Filters
Default View
Columns

Actions
199 records found
20 per page
1 of 10

	ID	Name	SKU	Type	Cost	MSRP	Price	Custom Price	New Price	Tax Class	Tier Price
<input type="checkbox"/>	2	Strive Shoulder Pack	24-MB04	Simple Product			\$32.00	Fixed \$	\$32.00	Taxable Goods	Configure
<input type="checkbox"/>	4	Wayfarer Messenger Bag	24-MB05	Simple Product			\$45.00	Fixed \$	\$45.00	Taxable Goods	Configure
<input type="checkbox"/>	5	Rival Field Messenger	24-MB06	Simple Product			\$45.00	Fixed \$	\$45.00	Taxable Goods	Configure
<input type="checkbox"/>	10	Savvy Shoulder Tote	24-WB05	Simple Product			\$32.00	Fixed \$	\$32.00	Taxable Goods	Configure
<input type="checkbox"/>	11	Endeavor Daytrip Backpack	24-WB06	Simple Product			\$33.00	Fixed \$	\$33.00	Taxable Goods	Configure
<input type="checkbox"/>	13	Overnight Duffel	24-WB07	Simple Product			\$45.00	Fixed \$	\$45.00	Taxable Goods	Configure
<input type="checkbox"/>	14	Push It Messenger Bag	24-WB04	Simple Product			\$45.00	Fixed \$	\$45.00	Taxable Goods	Configure
<input type="checkbox"/>	16	Dual Handle Cardio Ball	24-UG07	Simple Product			\$12.00	Fixed \$	\$12.00	Taxable Goods	Configure

Root Catalog (199 products)
Default Category (199 products)
Women (0 products)
Tops (0 products)
Jackets (186 products)
Collections (13 products)
New Luma Yoga Collection (66 products)
Erin Recommends (42 products)
Performance Fabrics (64 products)
Promotions (0 products)
Women Sale (64 products)

Products and Product Attributes:

In Magento, products and product attributes are fundamental concepts that enable the creation and management of items for sale within an e-commerce store.

Products:

Products in Magento represent individual items that are available for purchase in the online store. They can be physical goods, digital products, or services. Each product has its own unique set of attributes that describe its characteristics, such as name, price, description, SKU (stock keeping unit), and more.

Example Consider a clothing store running on Magento. Here's an example of a product:

- **Product:** Men's Cotton T-Shirt
- **Name:** Men's Cotton T-Shirt
- **SKU:** COTSHIRT-M-RED
- **Description:** Comfortable and breathable cotton t-shirt for men.
- **Price:** \$19.99
- **Color:** Red
- **Size:** Medium
- **Material:** 100% Cotton
- **Stock Availability:** In Stock

In this example, "Men's Cotton T-Shirt" is a product listed in the store. It has various attributes such as name, SKU, description, price, color, size, material, and stock availability.

Product Attributes:

Product attributes in Magento are the properties or characteristics that define a product. They provide additional information about the product beyond the basic details like name and price. Magento offers two types of product attributes: system attributes and custom attributes.

System Attributes: These are predefined attributes that Magento provides by default. Examples include SKU, name, price, description, weight, status, visibility, and stock availability.

Custom Attributes: These are attributes that you can create and customize according to your specific requirements. They allow you to extend the product information to include additional details that are important for your business or customers. Examples of custom attributes include color, size, material, brand, and any other relevant information specific to your products.

Example (continued): Let's add some custom attributes to our Men's Cotton T-Shirt example:

Brand: XYZ Clothing

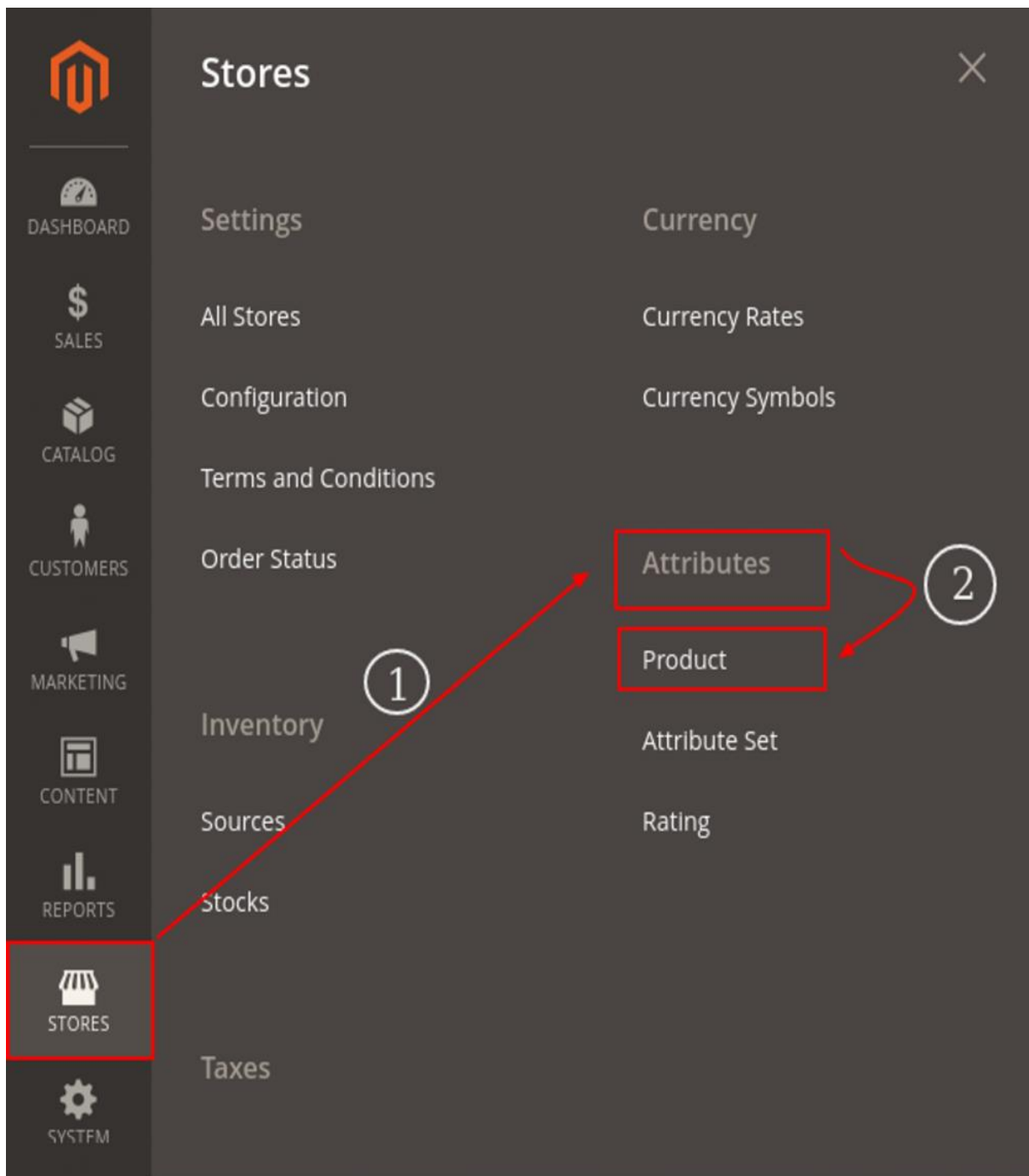
Style: Crew Neck

Fit: Regular Fit

These custom attributes provide additional details about the t-shirt, allowing customers to filter and search for products based on specific criteria. They enhance the product information and help customers make informed purchasing decisions

Example: Working with the Create Attribute form

1. On the Admin sidebar, go to Stores > Attributes > Product.



2. Click Add New Attribute

DASHBOARD

SALES

CATALOG

CUSTOMERS

MARKETING

CONTENT

REPORTS

SCANDIES

STORES

SYSTEM

FIND PARTNERS & EXTENSIONS

Product Attributes

Add New Attribute

Search

Reset Filter

58 records found

20

per page

<

1

of 3

>

Attribute Code	Default Label	Required	System	Visible	Scope	Searchable	Use in Layered Navigation	Comparable
bar_code	Bar Code	No	No	No	Global	Yes	No	No
category_ids	Categories	No	Yes	No	Global	No	No	No
color	Color	No	No	Yes	Global	Yes	Fiberable (with results)	Yes
cost	Cost	No	No	No	Global	No	No	No
costume_type	Costume Type	No	No	No	Store View	No	No	No
country_of_manufacture	Country of Manufacture	No	Yes	No	Web Site	No	No	No
custom_design	Custom Design	No	Yes	No	Store View	No	No	No
custom_design_from	Active From	No	Yes	No	Store View	No	No	No
custom_design_to	Active To	No	Yes	No	Store View	No	No	No
custom_layout	New Layout	No	Yes	No	Store View	No	No	No
custom_layout_update_file	Custom Layout Update	No	Yes	No	Store View	No	No	No
description	Description	Yes	Yes	No	Store View	Yes	No	Yes
featured	Featured	No	Yes	No	Global	No	No	No
gallery	Image Gallery	No	Yes	No	Global	No	No	No
gift_message_available	Allow Gift Message	No	Yes	No	Global	No	No	No
group_price	Group Price	No	Yes	No	Web Site	No	No	No

Attribute Properties

Attribute Label *

Catalog Input Type for Store Owner

Text Field

Required

☐ No

- Under Attribute Properties, enter a **Default Label** to identify the attribute.
- To determine the type of input control that is used for data entry, set **Input Type**

Available attribute input types:


Text Field	A single-line input field for text
Text Area	A multiple-line input field for entering paragraphs of text, such as a product description.
Text Editor	A fully-functioning text editor at the attribute location.
Date	Displays a date value in the preferred format and time zone.
Date and Time	Displays a date and time value in the preferred format and time zone. The date and time can be entered manually or selected from a calendar. Example format: MM/DD/YYYY HH:MM.
Yes/No	Displays a drop-down list with pre-defined options of Yes and No.
Dropdown	Displays a drop-down list of values that accepts only a single selection.
Multiple Select	Displays a drop-down list of values that accepts multiple selections.
Price	This input type is used to create price fields that are in addition to the predefined attributes: Price, Special Price, Tier Price, and Cost.
Media Image	Associates an additional image with a product, such as a product logo, care instructions, or ingredients from a food label.
Fixed Product Tax	Lets you define FPT rates based on the requirements of your locale.
Visual Swatch	Displays a swatch that depicts the color, texture, or pattern of a configurable product.
Text Swatch	A text-based representation of a configurable product option that is frequently used for size.
Page Builder	A fully-functioning Page Builder workspace at the attribute location that makes it easy to add engaging content to the product page.


5. To set the values of all necessary attributes when creating a product set **Values Required** to Yes.







This is the `is_required` flag for an attribute, if it is assigned to the attribute set of the product, each product will need to have the value defined. Otherwise, it will throw exceptions on save.

6. For Dropdown and Multiple Select input types, do the following:
Under **Manage Options**, click **Add Option**.

- Enter the first value that you want to appear in the list. You can enter one value for the Admin, and a translation of the value for each store view. If you have only one store view, you can enter only the Admin value and it will be used for the storefront as well.
- Click **Add Option** and repeat the previous step for each option that you want to include in the list.
- Select **Is Default** to use the option as the default value.

Values 



	Is Default	English	Admin	French	German	Spanish	
	<input checked="" type="radio"/>	Vanilla	Vanilla	Vanille	Vanille	Vainilla	
	<input type="radio"/>	Chocolate	Chocolate	Chocolat	Schokolade	Chocolate	
	<input type="radio"/>	Strawberry	Strawberry	Fraise	Erdbeere	Fresa	
<div>Add Value</div>							

7. Enter a unique **Attribute Code** in lowercase characters and without spaces. It is best to use ‘_’ instead of ‘-’ in attribute codenames.

Products Import:

Magento2 Products Import Prerequisites:

The default Magento2 import works with CSV file types. When exporting entities such as products or customers from Magento2 you also have to deal with CSV files. Magento2 supports a particular format of CSV files. A reasonable way to learn the supported format is to export data from your website or use our sample CSVs mentioned above. If you decide to create the output using your e-commerce website, navigate to your store administrator panel, proceed to System > Export, and go through the default data export. We describe this process below.

The exported CSV files will have the following format:

Example:

Character set Unicode (UTF-8)

Field separator Comma, Tab

Text delimiter "

Steps to Import Products in Magento2:

1. **Prepare Your CSV File:** Create a CSV file containing the product data you want to import. Make sure to include columns for attributes such as SKU, name, price, description, categories, etc. You can export a sample CSV from Magento to understand the required format.
2. **Navigate to Import Section:** In the Magento 2 admin panel, go to **System > Data Transfer > Import**.
3. **Select Entity Type:** Choose the entity type you want to import, which in this case is "Products."
4. **Upload CSV File:** Click on the "Choose File" button and select the CSV file containing your product data.
5. **Check Import Behavior:** Select the import behavior. You can choose from options like "Add/Update," "Replace," "Delete," etc. This determines how Magento handles the imported data.
6. **Field Mapping:** Magento will attempt to automatically map the fields in your CSV file to the corresponding attributes in Magento. Review the field mapping to ensure accuracy.
7. **Run Import Process:** Click on the "Check Data" button to validate the CSV file. If there are any errors, Magento will display them for you to fix. Once the data is validated, click on the "Import" button to start the import process.
8. **Review Import Summary:** After the import process is complete, review the import summary to check for any issues or errors encountered during the import.

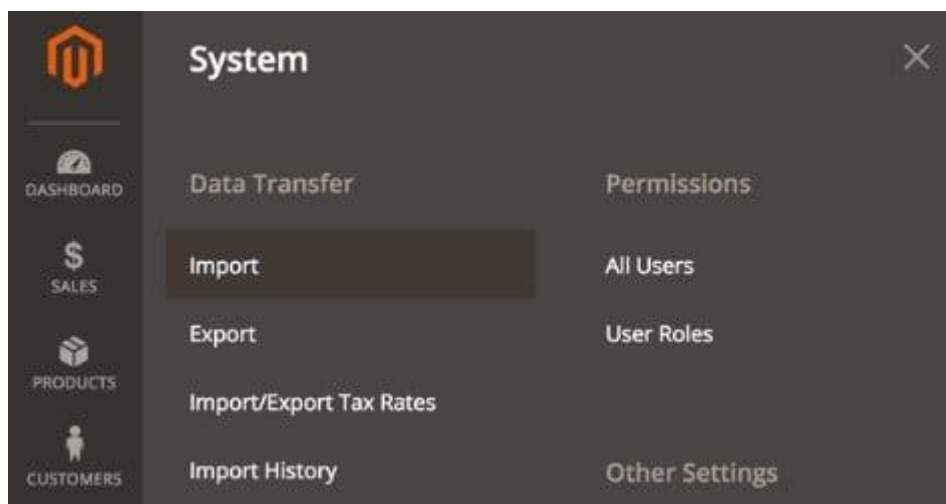
Example: Products Import in Magento:

First of all, follow these prerequisites to import products to Magento2

- **Check Your Update.** Check this complete CSV sample with all fields optimized for importing products into Magento2: [Magento2 csv sample data](#). The file includes all products from Magento2 official sample data. Compare your update with it.
- **Upload Product Images.** To download images for the CSV, follow this link: [sample data.zip](#). Keep in mind that it should be unzipped, and images should be uploaded to your Magento2 root folder `/pub/media/import`.
- **Refer to Official Sample Files** (if necessary). Additionally, you can find the official Magento2 CSV sample in a dropdown related to import under “System -> Import”.

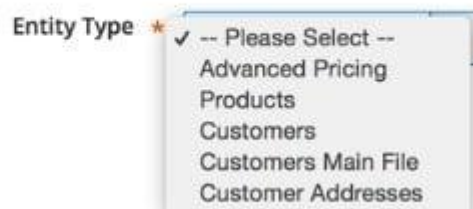
A general product import workflow in Magento2 consists of the following steps:

1. In Magento2 admin, go to “System -> Import.”



2. Select “Products” from “Entity Type”.

Import Settings



3. Select an import behavior option: Add/Update, Replace, or Delete:
- **Add/Update** is the default behavior in Magento 2:
 - If a product with the same SKU already exists, it will be updated with the new data provided in the import file.

- If a product with the SKU does not exist, a new product will be created.
- **Replace** is similar to Add/Update, but it only updates existing products and does not create new ones.
 - If a product with the specified SKU is found, it will be updated with the new data. If the SKU is not found, no action will be taken for that row.
- **Delete** allows you to delete products during the import process.
 - If a product with the SKU specified in CSV exists in your database, it will be removed from the catalog.

The screenshot shows the Magento 2 Import tool interface. On the left is a sidebar with navigation links: DASHBOARD, SALES, PRODUCTS, CUSTOMERS, MARKETING, CONTENT, REPORTS, STORES, and SYSTEM. The main content area is titled 'Import' and includes a search icon, a bell icon, and a user profile icon labeled 'admin'. Below the title bar is a 'Check Data' button. A yellow warning box states: 'Make sure your file isn't more than 2M.' The 'Import Settings' section has a dropdown for 'Entity Type' set to 'Products' and a 'Download Sample File' link. The 'Import Behavior' section has a dropdown for 'Import Behavior' with options: 'Please Select', 'Add/Update', 'Replace', and 'Delete'. Below this are input fields for 'Field separator' and 'Multiple value separator'. The 'File to Import' section has a 'Select File to Import' dropdown with 'Choose File' and 'No file chosen' options, and an 'Images File Directory' input field. A note below the directory field states: 'For Type "Local Server" use relative path to Magento installation, e.g. var/export, var/import, var/export/somedir'.

4. Select your CSV file. Use the “Select File to Import” option and then click “Check Data”. If the data is correct, start importing products to Magento2

That’s it! This procedure will be used for all other types of product imports to Magento2. However, each new algorithm has its unique features associated with different attributes. Therefore, let’s dive deep into the CSV file structure associated with the Magento2 import of products.

Quantity in Magento:

In Magento, "quantity" refers to the numerical value representing the amount of a particular product available in stock. This quantity value is essential for managing inventory and ensuring that customers can purchase products that are in stock.

Here's an explanation of quantity in Magento with an example:

Let's consider an online store that sells T-shirts using the Magento platform. The store has a T-shirt product named "Cool Cotton T-shirt" available in various sizes: Small, Medium, Large, and Extra Large.

Setting Quantity: When the store owner adds the "Cool Cotton T-shirt" product to the Magento catalog, they need to specify the initial quantity available for each size variant. For example:

Small: 50 units

Medium: 100 units

Large: 75 units

Extra Large: 50 units

Inventory Management: As customers purchase T-shirts from the online store, Magento automatically adjusts the quantity of each size variant in the inventory. For instance:

If a customer buys two Small T-shirts, the quantity of Small size decreases from 50 to 48 units.

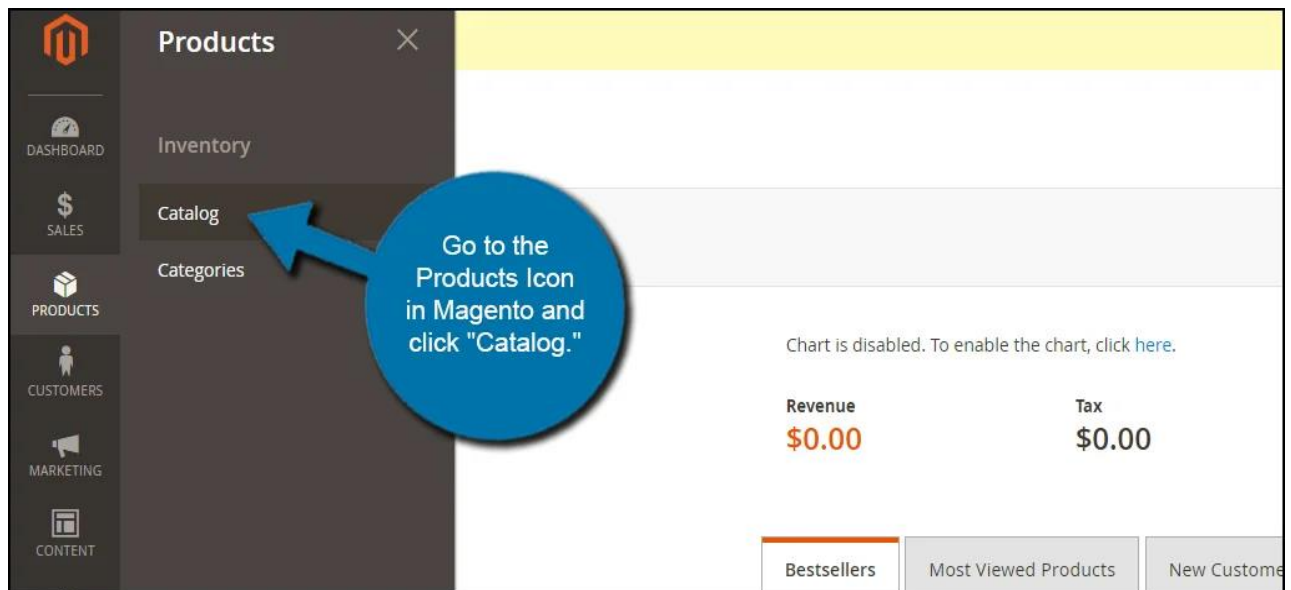
If another customer purchases three Large T-shirts, the quantity of Large size decreases from 75 to 72 units.

Monitoring Stock Levels: The store owner can regularly monitor the quantity of each product variant in Magento's backend to ensure that popular items are restocked in a timely manner. If the quantity of a particular size variant runs low, the owner can reorder more stock to maintain availability.

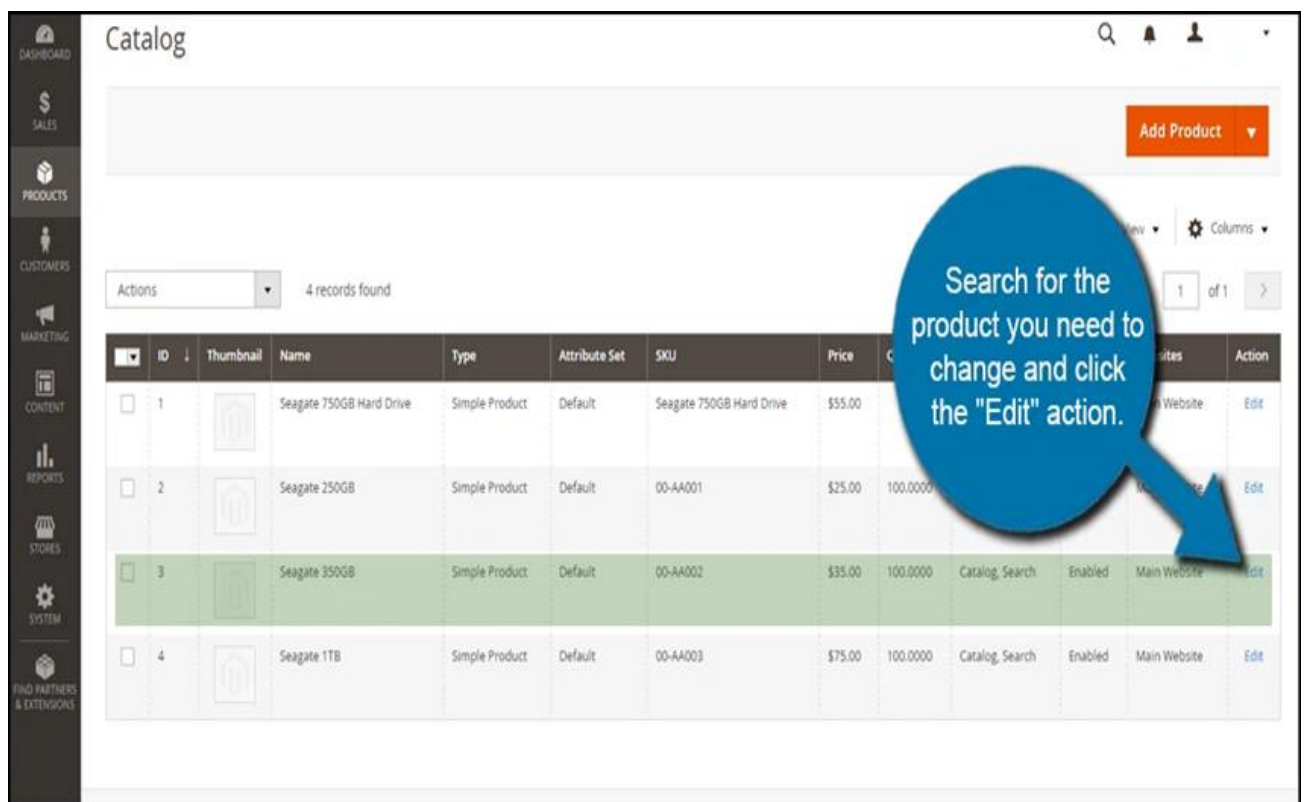
Displaying Stock Information: On the frontend of the online store, Magento can be configured to display the available quantity of each product variant to customers. This helps customers make informed purchasing decisions and reduces the likelihood of out-of-stock situations. quantity in Magento represents the available stock of a product, and it's crucial for managing inventory, fulfilling customer orders, and maintaining satisfactory levels of product availability in an online store.

Magento Products Quantity:

Go to the Products Icon in Magento and click “Catalog.”



Search for the product you need to change and click the “Edit” action. Then, I’m going to change the number of 350GB hard drives I have available



Change the number in “Quantity” to your new level of inventory. My original number was 100, but I am changing it to 25.

When you’re done with your changes, click the “Save” button on the right. That’s all there is to it. You can now leave the products area of your dashboard unless you have other adjustments to make.

Category Management Special Prices, Orders:

Category management in Magento refers to the process of organizing products into different categories to make it easier for customers to navigate through the online store. Setting special prices for products within specific categories is a common strategy used by merchants to attract customers and drive sales.

Setting special prices for products within a category allows you to implement targeted promotional strategies. By offering discounts on specific categories, such as "Laptops," you can attract customers interested in those products and encourage them to make a purchase. This approach can help boost sales and drive traffic to your online store. Additionally, Magento's category management feature provides merchants with flexibility and control over their product pricing and promotion strategies, enhancing the overall shopping experience for customers.

Note: Category management in Magento refers to the process of organizing products into different categories to make it easier for customers to navigate through the online store. Setting special prices for products within specific categories is a common strategy used by merchants to attract customers and drive sales. Here's how you can set special prices for products within a category in Magento:

1. **Login to Magento Admin Panel:** Log in to your Magento admin panel using your credentials.
2. **Navigate to Catalog > Categories:** Go to the Catalog section in the admin panel and select Categories.
3. **Select the Category:** Choose the category for which you want to set special prices. Click on it to edit.
4. **Select the Products Tab:** Within the category settings, you'll find various tabs. Click on the "Products" tab.
5. **Select Products to Apply Special Price:** In the Products tab, you'll see a list of products that belong to the selected category. Select the products for which you want to set special prices by checking the corresponding checkboxes.
6. **Set Special Price:** After selecting the products, find the "Special Price" column. Enter the discounted price for each selected product in this column.
7. **Save Changes:** Once you've set the special prices for the products within the category, save your changes.
8. **Check Frontend:** After saving the changes, visit your online store's frontend to ensure that the special prices are applied correctly to the selected products within the category.

Example: Let's say you have an online store selling electronics, and you want to offer a discount on all laptops within the "Laptops" category.

1. Login to your Magento admin panel.
2. Navigate to Catalog > Categories.
3. Select the "Laptops" category.
4. In the Products tab, select all laptop products listed.
5. Set a special price for each selected laptop product (e.g., 10% off).
6. Save the changes.
7. Check your online store's frontend to verify that the special prices are displayed for the laptops within the "Laptops" category.

Example: Category Management Special Prices

1. Navigate to **Catalog > Products** and choose the product you want to configure the special price for.

The screenshot displays the Magento Admin Panel's 'Products' page. The left sidebar shows navigation options: DASHBOARD, SALES, CATALOG, CUSTOMERS, MARKETING, CONTENT, REPORTS, and STORES. The main content area is titled 'Products' and includes a search bar with the text 'push it messenger bag'. Below the search bar, it indicates '1 records found' and shows a table with one product: 'Push It Messenger Bag'.

ID	Thumbnail	Name	Type	Attribute Set	SKU	Price	Quantity	Visibility	Status	Websites	Action
14		Push It Messenger Bag	Simple Product	Bag	24-WB04	\$45.00	100.0000	Catalog Search	Enabled	Main Website	Edit

2. Scroll down to the **Price** field and click on **Advanced Pricing**.

DASHBOARD

SALES

CATALOG

CUSTOMERS

MARKETING

CONTENT

REPORTS

STORES

SYSTEM

Push It Messenger Bag

Store View: All Store Views ?

← Back

Add Attribute

Save ▼

Enable Product [website]

☒ Yes

Attribute Set

Bag ▼

Product Name * [store view]

Push It Messenger Bag

SKU * [global]

24-WB04

Price * [global]

\$ 45.00

[Advanced Pricing](#)

Tax Class [website]

Taxable Goods ▼

3. Enter the **Special Price** you want customers to see during the sale period.

4. Set up the **Special Price From** and **To** date to define the time when the special price will be valid.

Advanced Pricing



Done

Special Price
[global]

\$ 30.00

Special Price From
[website]

03/5/2020



To

03/31/2020



Cost
[global]

\$ 45

Website	Customer Group	Quantity *	Price		
All Websites [USD] ▼	General ▼	2	Fixed ▼	\$ 10	🗑️
All Websites [USD] ▼	Retailer ▼	6	Discount ▼	% 15	🗑️
Add					

Manufacturer's Suggested Retail
Price
[global]

\$ 40

Display Actual Price
[website]

Use config



Once you finish, don't forget to save the product and check if the special price works on the storefront.

Example: Category Management Special Orders:

Magento is a popular e-commerce platform that allows businesses to create online stores and manage various types of orders. It supports different order types, including standard orders, pre-orders, backorders, and custom orders. Let's explore each of these order types with examples:

Standard Orders:

Standard orders are the most common type of orders where customers purchase products that are currently available in stock.

Example: A customer visits an online clothing store and purchases a t-shirt that is currently in stock. The order is processed, and the customer receives the product within the standard shipping time.

Pre-Orders:

Pre-orders allow customers to purchase products that are not yet released or in stock. Customers place orders in advance, and merchants fulfill them once the product becomes available.

Example: A video game company announces a new game and starts accepting pre-orders before the official release date. Customers can purchase the game in advance, and the orders are fulfilled and shipped once the game is released.

Backorders:

Backorders occur when a product is temporarily out of stock, but customers still place orders for it. Merchants accept these orders and fulfill them as soon as the product is back in stock.

Example: An electronics store runs out of stock for a popular smartphone model, but customers continue to place orders for it. The store accepts these backorders and notifies customers when the product is back in stock and ready to be shipped.

Custom Orders:

Custom orders involve products that are made to order or personalized according to the customer's specifications. These orders typically require additional time for production or customization.

Example: A furniture store offers custom-made sofas where customers can choose the fabric, color, and dimensions according to their preferences. Once the customer places the order, the store manufactures the sofa according to the custom specifications.

In Magento, you can configure and manage these different order types through various settings and extensions, depending on your business requirements. Customization may be needed to handle specific workflows or functionalities associated with each order type.

Additionally, extensions or custom development may be required to support complex order types beyond the built-in functionalities of Magento.

Magento Special Order:

In Magento, special orders refer to orders that deviate from the standard products and configurations available on the website. These orders typically involve customized products, bulk purchases, or special pricing arrangements. Magento provides various features to manage special orders efficiently, such as custom pricing, product configuration options, and quoting tools.

Here's an example to illustrate special orders in Magento:

Let's say you run an online store selling customizable t-shirts. Your Magento store offers a range of standard t-shirt designs, colors, and sizes for customers to choose from. However, a corporate client approaches you with a special order request. They want to order 500 t-shirts with their company logo printed on the front, in specific colors and sizes not available in your standard inventory.

To handle this special order in Magento, you can:

1. **Create a Custom Product:** Create a new product listing in Magento specifically for the custom t-shirt order. This product will include options for the customer to select the desired t-shirt color, size, and upload their logo for printing.
2. **Set Custom Pricing:** Since this is a bulk order, you may offer special pricing to the corporate client. You can set up custom pricing rules or negotiate pricing directly with the client.
3. **Quote Generation:** Instead of immediately processing the order, you can use Magento's quoting feature to generate a quote for the customer based on their customization requirements. The quote will include the total cost, shipping options, and any other relevant details.
4. **Order Management:** Once the customer approves the quote, you can convert it into an order within Magento. This order will be treated as a special order and processed separately from regular orders.
5. **Fulfillment:** Coordinate with your suppliers or production team to fulfill the custom t-shirt order according to the customer's specifications. Once the order is ready, update its status in Magento and proceed with shipping or pickup arrangements.

By effectively managing special orders in Magento, you can cater to unique customer requirements, maintain customer satisfaction, and potentially expand your business opportunities beyond standard product offerings.

Managing Products to the Customer:

In Magento, managing products for customers involves creating, organizing, and presenting products in a way that enhances the shopping experience and facilitates customer interaction. Below, This is outline the steps to manage products in Magento along with an example:

1. **Access Magento Admin Panel:** Log in to your Magento Admin Panel.
2. **Navigate to Products:** Click on the "Catalog" menu and select "Products" under it.
3. **Add a New Product:** Click on the "Add Product" button to create a new product.
4. **Select Product Type:** Magento offers various product types such as Simple Product, Configurable Product, Grouped Product, etc. Choose the appropriate type based on your product's attributes and variations.
5. **Enter Product Information:**
 - **General:** Enter basic information like product name, SKU (Stock Keeping Unit), price, and tax class.
 - **Images and Videos:** Upload images and videos to showcase the product.
 - **Content:** Write a detailed description of the product to inform customers about its features, benefits, and specifications.
 - **Meta Information:** Optimize meta title, description, and keywords for search engine visibility.
 - **Categories:** Assign the product to relevant categories to organize it effectively.
6. **Set Product Attributes and Variations:** Configure product attributes like size, color, material, etc., depending on the product type. For example, if you're selling shirts, you might have attributes like size (small, medium, large) and color (red, blue, green).
7. **Inventory Management:** Manage stock quantities, set thresholds for low stock alerts, and configure backorder options if necessary.
8. **Manage Product Relations:** Establish related, upsell, and cross-sell products to encourage additional purchases. For example, if you're selling cameras, related products might include camera cases, memory cards, or tripods.
9. **Configure Pricing and Discounts:** Set pricing rules, special discounts, and promotional offers to attract customers. You can offer percentage discounts, fixed amount discounts, or buy-one-get-one (BOGO) deals.

10. **Enable Product Reviews and Ratings:** Allow customers to leave reviews and ratings to build trust and credibility.
11. **Save and Publish:** Once you've entered all necessary information, save the product and make it available for customers to purchase.

Example: Let's say you're managing products for an online clothing store in Magento. You want to add a new product, a women's dress:

- **Product Type:** Configurable Product (as it comes in multiple sizes and colors)
- **Basic Information:** Name: "Elegant Floral Summer Dress", SKU: DRESS123, Price: \$50.00
- **Images and Videos:** Upload high-quality images showcasing the dress from different angles.
- **Content:** Write a detailed description highlighting the dress's floral pattern, lightweight fabric, and suitable occasions.
- **Meta Information:** Optimize meta title, description, and keywords with phrases like "Women's Floral Dress", "Summer Fashion", etc.
- **Categories:** Assign the dress to categories like "Women's Clothing" and "Summer Collection".
- **Attributes and Variations:** Configure attributes for size (S, M, L) and color (Blue, Pink, Yellow).
- **Inventory:** Set initial stock quantities for each size and color variant.
- **Product Relations:** Add matching accessories like sandals, hats, or jewelry as upsell products.
- **Pricing and Discounts:** Offer a 10% discount for a limited time to incentivize purchases.
- **Reviews and Ratings:** Enable customer reviews to gather feedback and improve trust.

Once you've set up the product with these details, it will be ready for customers to browse and purchase on your Magento store. Regularly monitor sales and customer feedback to optimize your product offerings and enhance the shopping experience.

Types of products in Magento

In Magento, there are several types of products that you can create to suit different business needs and product offerings. Here are some common types of products in Magento along with examples and explanations:

1. Simple Product:

- *Example:* A single, standalone product like a t-shirt in one size and color.
- *Explanation:* Simple products are individual items with no variations. They have a unique SKU and can be purchased directly without any options for customization.

2. Configurable Product:

- *Example:* A dress available in multiple sizes and colors.
- *Explanation:* Configurable products are composed of multiple options, such as size, color, or other attributes. Customers can select their desired combination from a dropdown menu, and the corresponding price and SKU will update dynamically.

3. Grouped Product:

- *Example:* A camera bundle including a camera body, lens, and carrying case.
- *Explanation:* Grouped products are collections of related items that are sold together as a set. Customers can view and purchase each item individually or as part of the group.

4. Virtual Product:

- *Example:* Software licenses, e-books, or online courses.
- *Explanation:* Virtual products are intangible items that are delivered electronically. They do not require shipping and are often used for digital downloads or services.

5. Downloadable Product:

- *Example:* Music tracks, software installations, or PDF guides.
- *Explanation:* Downloadable products are similar to virtual products but involve files that customers can download after purchase. These files can be attached directly to the product listing.

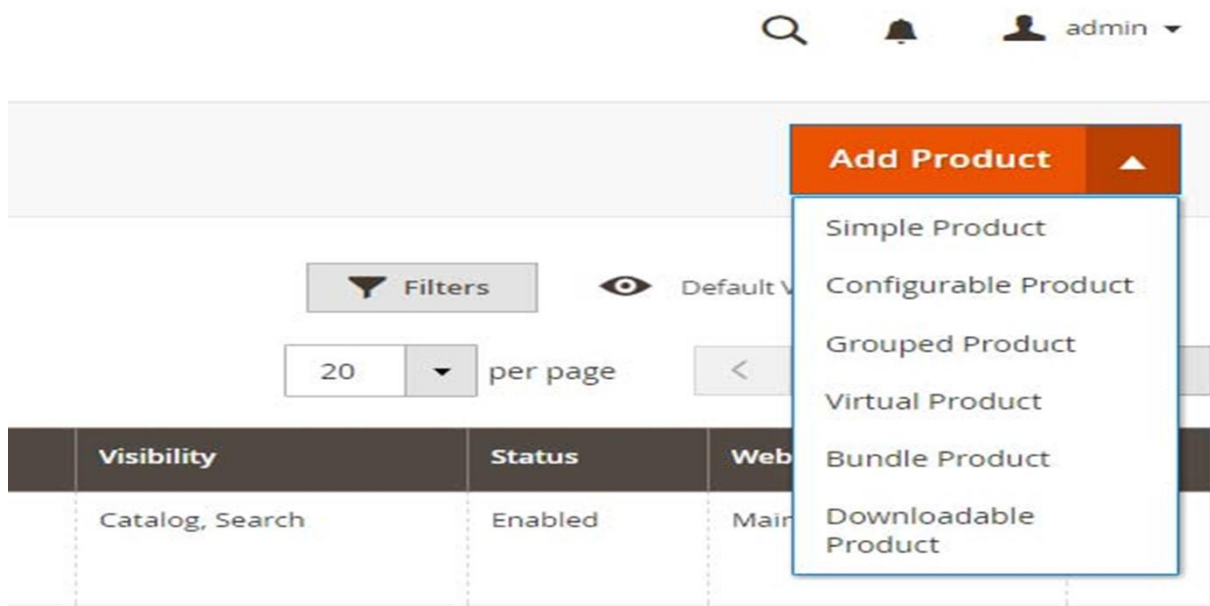
6. Bundle Product:

- *Example:* Customizable gift baskets or DIY kits.

- *Explanation:* Bundle products allow customers to build their own product package by selecting individual items from a list of options. Each component can have its own price, quantity, and attributes.

7. Gift Card:

- *Example:* A gift card redeemable for a specific amount of store credit.
- *Explanation:* Gift cards are pre-paid cards that customers can purchase and gift to others. Recipients can use the card to make purchases on the website up to the card's value.



Each type of product in Magento serves a different purpose and caters to various business models and industries. By understanding the differences between these product types, you can effectively organize your catalog and provide a seamless shopping experience for your customers.

Related Products:

In Magento, related products are items that are similar or complementary to the product a customer is currently viewing. These products are displayed on the product page to encourage additional purchases and enhance the shopping experience. Here's an explanation of related products in Magento along with an example:

Related Products:

- **Definition:** Related products are items that are associated with the product a customer is currently viewing, either because they share similar characteristics, are frequently purchased together, or are part of a curated collection.

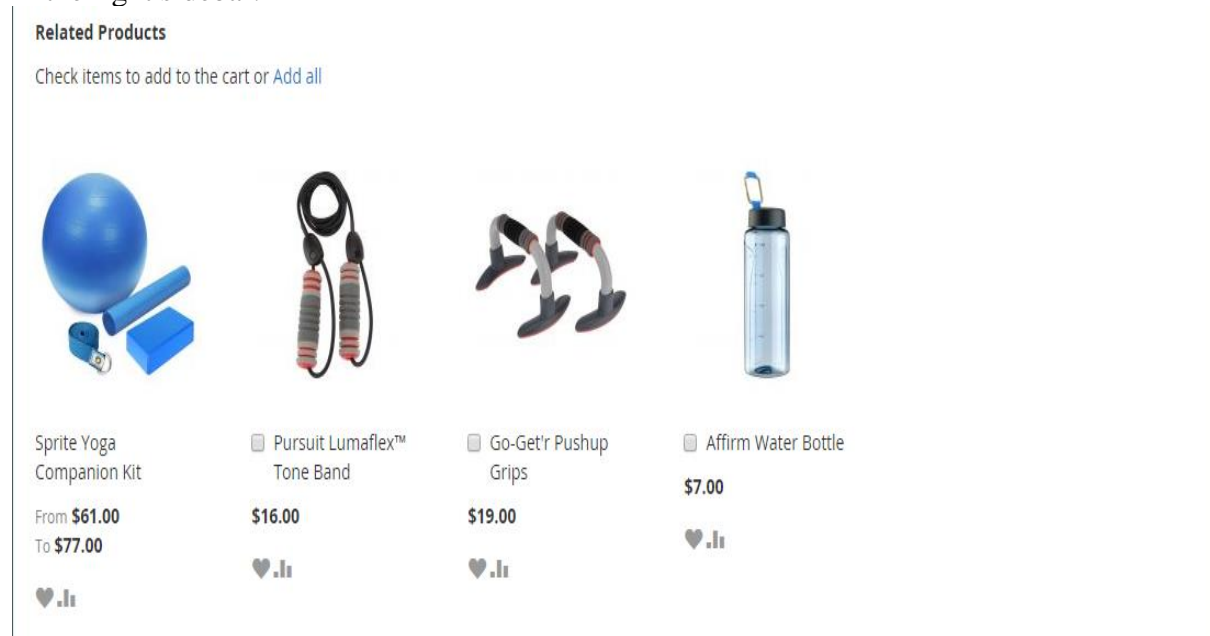
- **Example:** Let's say a customer is viewing a laptop in an online electronics store. Related products for this laptop could include accessories such as laptop cases, external hard drives, or software applications.
- **Implementation in Magento:** In Magento, related products are typically displayed on the product page below the main product description. These related items are curated by the store owner based on their relevance to the main product. Store owners can manually select related products in the backend or use algorithms to automatically suggest related items based on attributes, purchase history, or browsing behavior.

Explanation:

- **Enhanced Shopping Experience:** By displaying related products, Magento helps customers discover additional items that complement their original purchase or meet their needs. This enhances the overall shopping experience by providing shoppers with convenient access to relevant products in one place.
- **Increased Sales Opportunities:** Related products serve as a form of suggestive selling, encouraging customers to add more items to their cart and increasing the average order value. When customers see related products that align with their interests or needs, they are more likely to make additional purchases.
- **Cross-Promotion and Marketing:** Related products offer an opportunity for cross-promotion and marketing of other items in the store. By showcasing related products on the product page, store owners can promote specific items, highlight new arrivals, or feature best-selling products to capture customer attention and drive sales.
- **Customization and Personalization:** Magento allows store owners to customize the selection of related products based on their specific business goals, target audience, and product catalog. This flexibility enables store owners to curate related products tailored to their customers' preferences and purchasing patterns, thereby increasing the effectiveness of product recommendations.

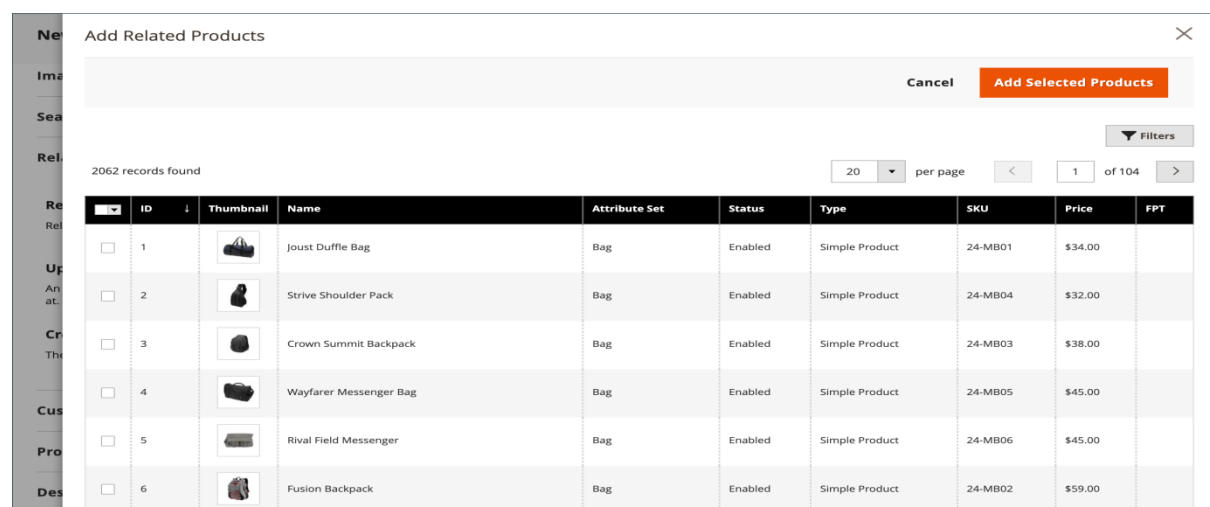
Overall, related products in Magento play a crucial role in facilitating cross-selling, improving customer engagement, and maximizing sales opportunities for online stores. By effectively leveraging related product recommendations, store owners can create a more engaging and personalized shopping experience for their customers, leading to increased satisfaction and loyalty.

Example: Related products are meant to be purchased in addition to the item the customer is viewing. The customer can place the item in the shopping cart by simply clicking the checkbox. The placement of the Related Products block varies according to defined theme and page layout. In the example below, the Related Products block appears at the bottom of the Product View page. With a two-column layout, the Related Products block often appears in the right sidebar.



To set up related products:

1. Open the product in edit mode.
2. Scroll down and expand the **Related Products, Up-Sells, and Cross-Sells** section.
3. Click **Add Related Products**.
4. Use the filter controls to find the products that you want.
5. In the list, select the checkbox of any product you want to feature as a related product.



Up - sells and Cross – sells in Magento

In Magento, upsells and cross-sells are techniques used to encourage additional purchases and increase average order value by suggesting related or complementary products to customers. Here's an explanation of upsells and cross-sells in Magento along with examples:

1. Upsells:

- **Definition:** Upsells are products that are of higher value or better quality than the one the customer is currently viewing or considering.
- **Example:** Suppose a customer is viewing a mid-range smartphone priced at \$500. An upsell for this product could be a premium smartphone model with advanced features priced at \$800.
- **Implementation in Magento:** In Magento, when a customer views a product, upsell products are displayed on the product page to tempt them to consider a higher-end option. These upsell products can be configured in the backend by selecting relevant items to suggest when customers view a particular product.

2. Cross-sells:

- **Definition:** Cross-sells are products that are complementary or related to the one the customer is currently viewing or considering, often purchased together.
- **Example:** If a customer is viewing a digital camera, cross-sell products could include camera accessories such as a camera bag, memory card, or tripod.
- **Implementation in Magento:** In Magento, cross-sell products are typically displayed in the shopping cart or during the checkout process. When a customer adds a product to their cart, cross-sell items are presented as suggestions for additional purchases. These suggestions are based on the customer's current selection and can be configured in the backend by specifying related products for each item in the catalog.

In Magento, both upsells and cross-sells are effective techniques for increasing sales and enhancing the shopping experience for customers. By strategically suggesting relevant products, you can encourage customers to explore additional items and make more informed purchasing decisions, ultimately leading to higher revenue and customer satisfaction.

Example: Add Up-sell and Cross-sell Magento

In Magento, you can easily manually add cross-sells and upsells on the product editing page.

1. Go to the **Catalog > Products** and choose the product you want to add cross-sells and upsells to.
2. Scroll down to the **Related Products, Up-Sells, and Cross-Sells** section.
3. Press the corresponding button to **Add Cross-sell** or **Up-sell** Products.

STORES

SYSTEM

FIND PARTNERS & EXTENSIONS

Related Products, Up-Sells, and Cross-Sells

Related Products

Related products are shown to customers in addition to the item the customer is looking at.

Add Related Products

Up-Sell Products

An up-sell item is offered to the customer as a pricier or higher-quality alternative to the product the customer is looking at.

Add Up-Sell Products

Cross-Sell Products

These "impulse-buy" products appear next to the shopping cart as cross-sells to the items already in the shopping cart.

Add Cross-Sell Products

4. Select the products you want to add and press the Add Selected Products button.

Add Up-Sell Products

Cancel








Add Selected Products

Filters








2041 records found (7 selected)

20 per page

1 of 103

	ID	Thumbnail	Name	Attribute Set	Status	Type	SKU	Price
<input checked="" type="checkbox"/>	5		Rival Field Messenger	Bag	Enabled	Simple Product	24-MB06	\$45.00
<input checked="" type="checkbox"/>	6		Fusion Backpack	Bag	Enabled	Simple Product	24-MB02	\$59.00
<input checked="" type="checkbox"/>	7		Impulse Duffel	Bag	Enabled	Simple Product	24-UB02	\$74.00
<input type="checkbox"/>	8		Voyage Yoga Bag	Bag	Enabled	Simple Product	24-WB01	\$32.00
<input type="checkbox"/>	9		Compete Track Tote	Bag	Enabled	Simple Product	24-WB02	\$32.00
<input type="checkbox"/>	10		Savvy Shoulder Tote	Bag	Enabled	Simple Product	24-WB05	\$32.00
<input type="checkbox"/>	11		Endeavor Daytrip Backpack	Bag	Enabled	Simple Product	24-WB06	\$33.00

5. View all of the products you've added and don't forget to save the product to see up-sells and cross-sells on a storefront.

<div>SALES</div> <div>CATALOG</div> <div>CUSTOMERS</div> <div>MARKETING</div> <div>CONTENT</div> <div>REPORTS</div> <div>MAGEFAN</div> <div>STORES</div> <div>SYSTEM</div> <div>FIND PARTNERS & EXTENSIONS</div>	<div>20 per page 1 of 1</div>							
	ID	Thumbnail	Name	Status	Attribute Set	SKU	Price	Actions
	1		Joust Duffle Bag	Enabled	Bag	24-MB01	\$34.00	Remove
	2		Strive Shoulder Pack	Enabled	Bag	24-MB04	\$32.00	Remove
	3		Crown Summit Backpack	Enabled	Bag	24-MB03	\$38.00	Remove
	4		Wayfarer Messenger Bag	Enabled	Bag	24-MB05	\$45.00	Remove
	5		Rival Field Messenger	Enabled	Bag	24-MB06	\$45.00	Remove
	6		Fusion Backpack	Enabled	Bag	24-MB02	\$59.00	Remove
	7		Impulse Duffle	Enabled	Bag	24-UB02	\$74.00	Remove

Importing and Exporting Products:

Importing and exporting products in Magento is a fundamental aspect of managing your E-Commerce store efficiently. This process allows you to add new products, update existing ones, or move product data between Magento installations. Here's a detailed explanation along with examples for both importing and exporting products in Magento:

Importing Products:

1. Prepare CSV File: Before importing products into Magento, you need to prepare a CSV (Comma Separated Values) file containing the product data. Each row in the CSV represents a product, and each column represents a product attribute such as SKU, name, price, description, etc.

Example CSV File:

```
sku,      name,      price,  description,      category_ids
SKU123,Product Name 1,50.00,Description of Product 1,"2,4"
SKU456,Product Name 2,75.00,Description of Product 2,"3,5"
```

2. Access Import Functionality in Magento Admin Panel:

- Log in to your Magento Admin Panel.
- Navigate to System > Data Transfer > Import.

3. Configure Import Settings:

- Choose the entity type (products) you want to import.
- Upload the prepared CSV file.
- Map the CSV columns to Magento attributes. Ensure that all required attributes are mapped correctly.

4. Validate and Import:

- Validate the data to check for errors or inconsistencies.
- If validation is successful, proceed with the import process.

Example: Suppose you want to import a batch of new products into your Magento store. You have prepared a CSV file containing product data with attributes like SKU, name, price, description, and category IDs. You upload this CSV file in Magento Admin, map the CSV columns to Magento attributes, validate the data, and if successful, proceed with the import.

Magento adds the new products to your catalog based on the information provided in the CSV file.

Exporting Products:

1. Access Export Functionality in Magento Admin Panel:

- Log in to your Magento Admin Panel.
- Navigate to System > Data Transfer > Export.

2. Configure Export Settings:

- Choose the entity type (products) you want to export.
- Select the attributes you want to include in the export file.
- Apply any filters or conditions to specify which products to export (optional).

3. Initiate Export:

- Start the export process. Magento generates a CSV file containing the selected product data based on your configuration.

Example: Suppose you need to export your entire product catalog for analysis or backup purposes. You access the Export functionality in Magento Admin, choose the product entity, select the attributes you want to include (e.g., SKU, name, price), and initiate the export. Magento generates a CSV file containing all the product data, which you can then download and use as needed.

In both importing and exporting scenarios, it's crucial to ensure data accuracy, consistency, and adherence to Magento's requirements to prevent errors and ensure a smooth data transfer process. Additionally, you may need to adjust settings or customize the import/export process based on your specific business requirements and the complexity of your product catalog.

Export and Import Magento2 categories

The category import & export function in Magento2 makes it easy to add or update product information. This feature will be useful for admins, as all information will be presented in a CSV file.

What does a CSV file consist of?

Depending on the source, the export-import Magento 2 file consists of the following categories:

1. **Source_code.** There will be a row for each SKU\source.
2. **SKU.** The SKU must correspond to the item in your store in order to update your **Inventory Management** data correctly.

3. **Status.** If this value is **0**, then the product is out of stock. If **1**, then the product is in stock. To purchase stock from the source, the value must be **1**.
4. **Quantity.** To check the stock amount accessible for this SKU and source, see **Quantity Information**.

Example: Export products from Magento

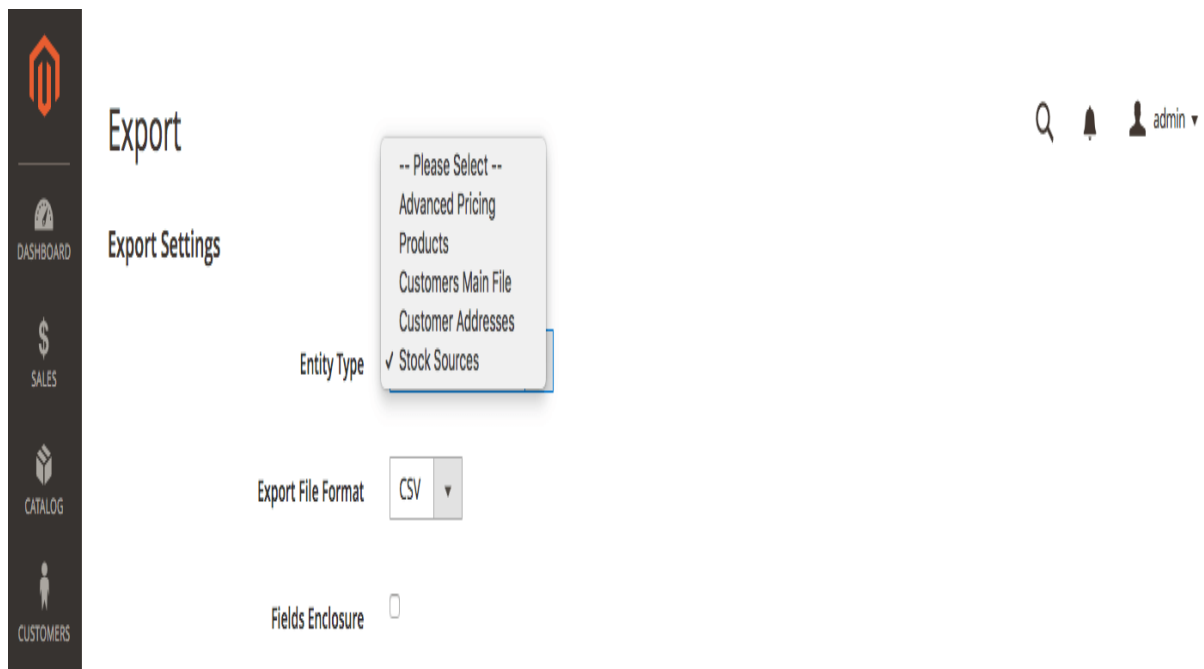
To export categories in Magento2, follow these steps:

Step 1. Firstly, go to **System > Data Transfer > Export** on the **Admin** sidebar.

Step 2. Choose **Stock Sources** for the **Entity Type** menu. The export will only extract data for Magento category products with an SKU.

Step 3. Then click the **Continue** button.

Step 4. The file will be generated and downloaded to open and edit. You need to import the file back into Magento after updating inventory amounts and product data.



That was a guide on how to export data for **all** sources. If you want to export data from a **specific** source, you need to add one more step between **Step2** and **Step3**. Here it is:

Additional step. Use the **Entity Attributes** to filter the exported products for a specific source.

Enter the code for the source in the filter field for **source_code**.

Example: import products to Magento2

To import categories in Magento 2, follow these steps:

Step 1. Go to **System > Data Transfer > Import** on the **Admin** sidebar.

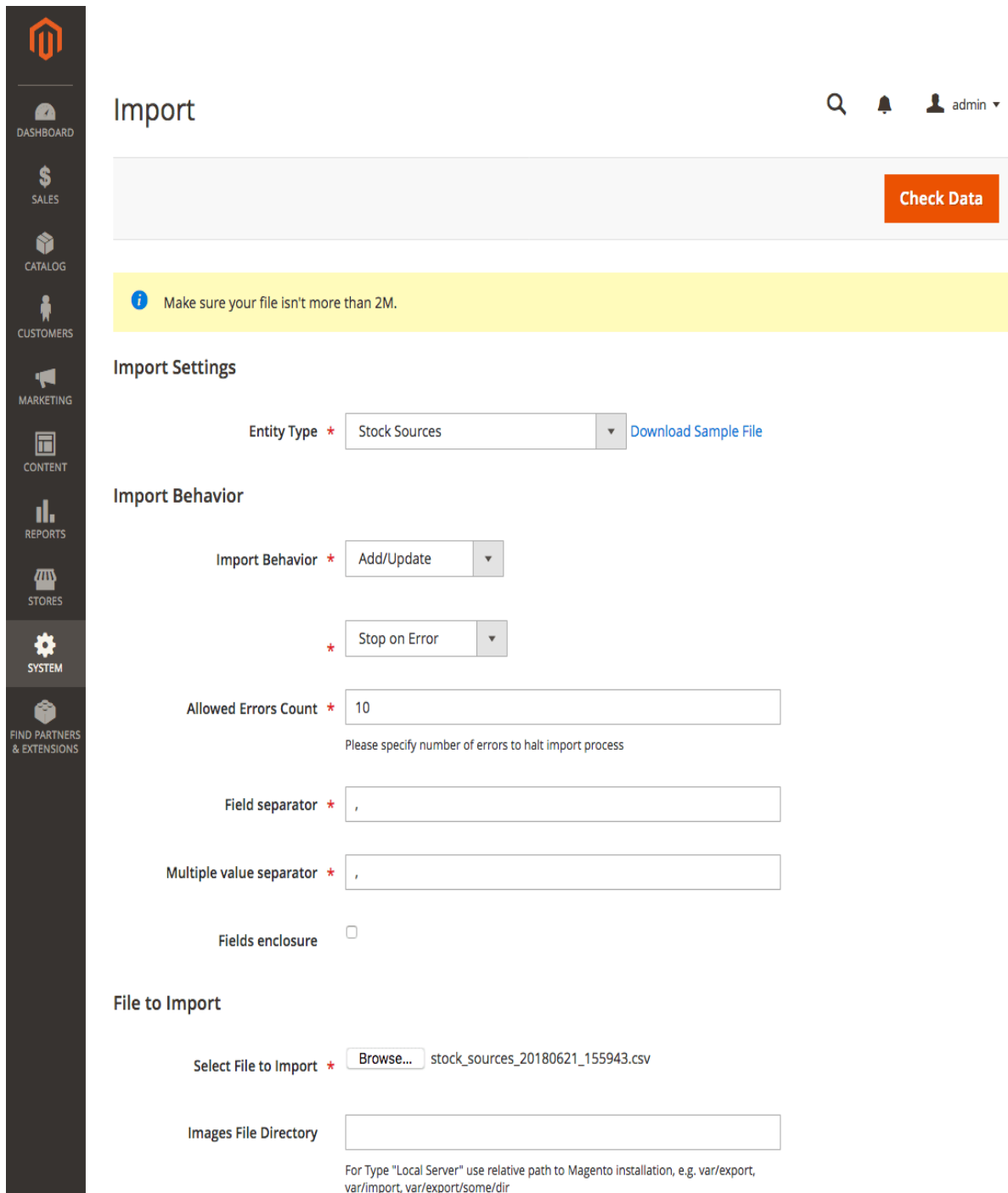
Step 2. Then choose **Stock Sources** for the Entity **Type** menu.

The export will only extract data for products with an SKU.

Step 3. Select configurations for the **Import Behavior** field.

Step 4. Now select the **.csv** file to import.

Step 5. Click **Check Data** to complete the import.



The screenshot shows the Magento 2 Admin interface for the Import tool. On the left is a dark sidebar with navigation icons for Dashboard, Sales, Catalog, Customers, Marketing, Content, Reports, Stores, System, and Find Partners & Extensions. The main content area is titled 'Import' and includes a search bar, a notification bell, and a user profile dropdown for 'admin'. A prominent orange 'Check Data' button is located in the top right. Below this is a yellow informational banner stating: 'Make sure your file isn't more than 2M.' The 'Import Settings' section contains a dropdown for 'Entity Type' set to 'Stock Sources', with a 'Download Sample File' link. The 'Import Behavior' section includes dropdowns for 'Import Behavior' (set to 'Add/Update') and 'Stop on Error'. Below these are input fields for 'Allowed Errors Count' (set to 10) with a note 'Please specify number of errors to halt import process', 'Field separator' (set to comma), 'Multiple value separator' (set to comma), and a checkbox for 'Fields enclosure'. The 'File to Import' section features a 'Select File to Import' field with a 'Browse...' button and the filename 'stock_sources_20180621_155943.csv', and an 'Images File Directory' input field. A note at the bottom explains that for 'Local Server', a relative path to the Magento installation should be used.

Import

Check Data

Make sure your file isn't more than 2M.

Import Settings

Entity Type * Stock Sources [Download Sample File](#)

Import Behavior

Import Behavior * Add/Update

* Stop on Error

Allowed Errors Count * 10
Please specify number of errors to halt import process

Field separator * ,

Multiple value separator * ,

Fields enclosure ☐

File to Import

Select File to Import * stock_sources_20180621_155943.csv

Images File Directory

For Type "Local Server" use relative path to Magento installation, e.g. var/export, var/import, var/export/some/dir

Part - A

1. What is Magento store?
2. What is contact?
3. What is product?
4. What is attributes?
5. What is quantity?
6. What is special price?
7. What is order?
8. What is CSV file?
9. What is import?
10. What is export?

Part - B

1. Write short notes about the contact in Magento.
2. Explain the storefront branding in Magento.
3. Explain the catalogs and categories in Magento.
4. Explain the category management in special prices in Magento.
5. Write a short notes about the managing products to the customer in Magento
6. Explain the types of product in Magento.
7. Write short notes about the Related Products: in Magento

Part - C

1. Explain the strategies for backups and security in Magento.
2. Explain the up-sells, and cross-sells in Magento with example