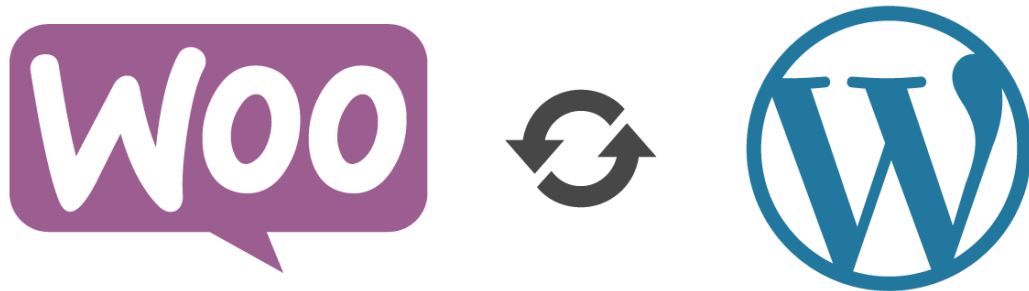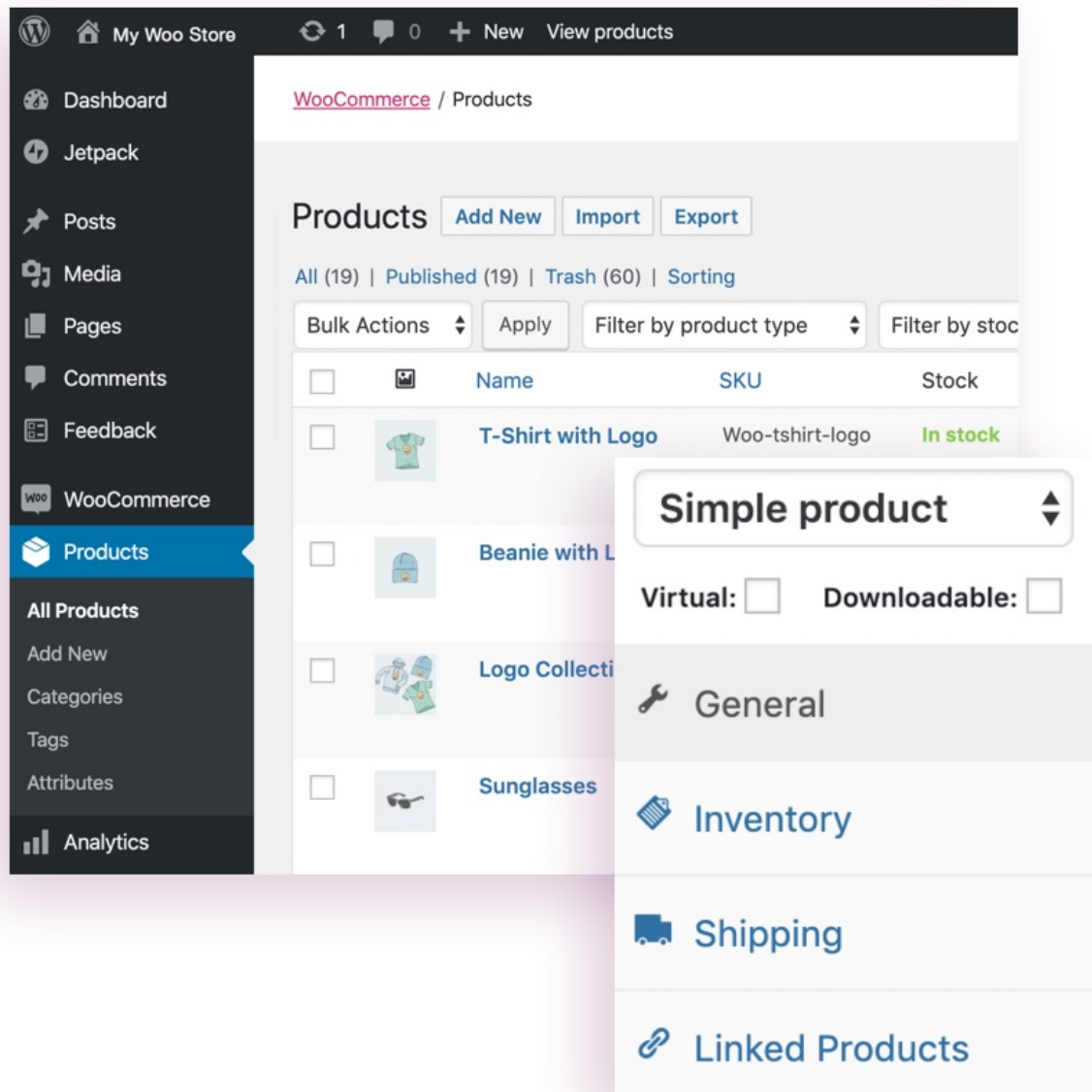# Why woocommerce

## Robust

- Built on Wordpress which powers 34% of the web
- Compatible with other Wordpress plugins



## Adaptive

- Sell physical, digital products, services, content, appointments, anything!



Scalable

- Opensource, meaning unlimited products and users



# Developper-oriented

- Open development
- 400 official extensions
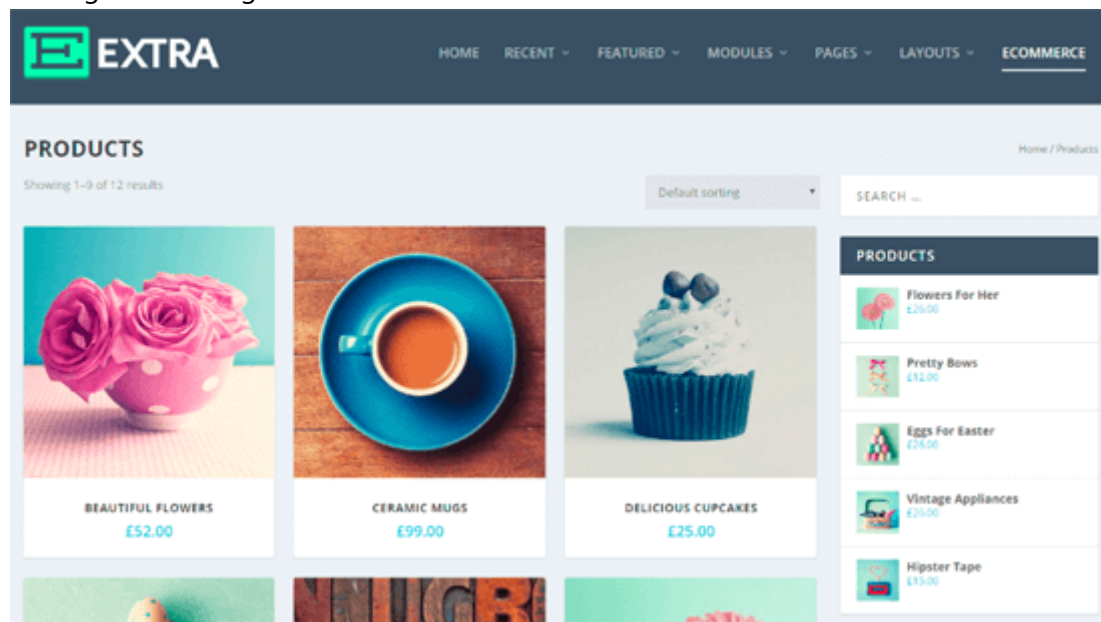- AJAX, endpoints, webhooks
- REST API

- Well-documented



# Sell beautifully

- Variety of themes
- Customizable parts
- Categorized, tagged, attributed products
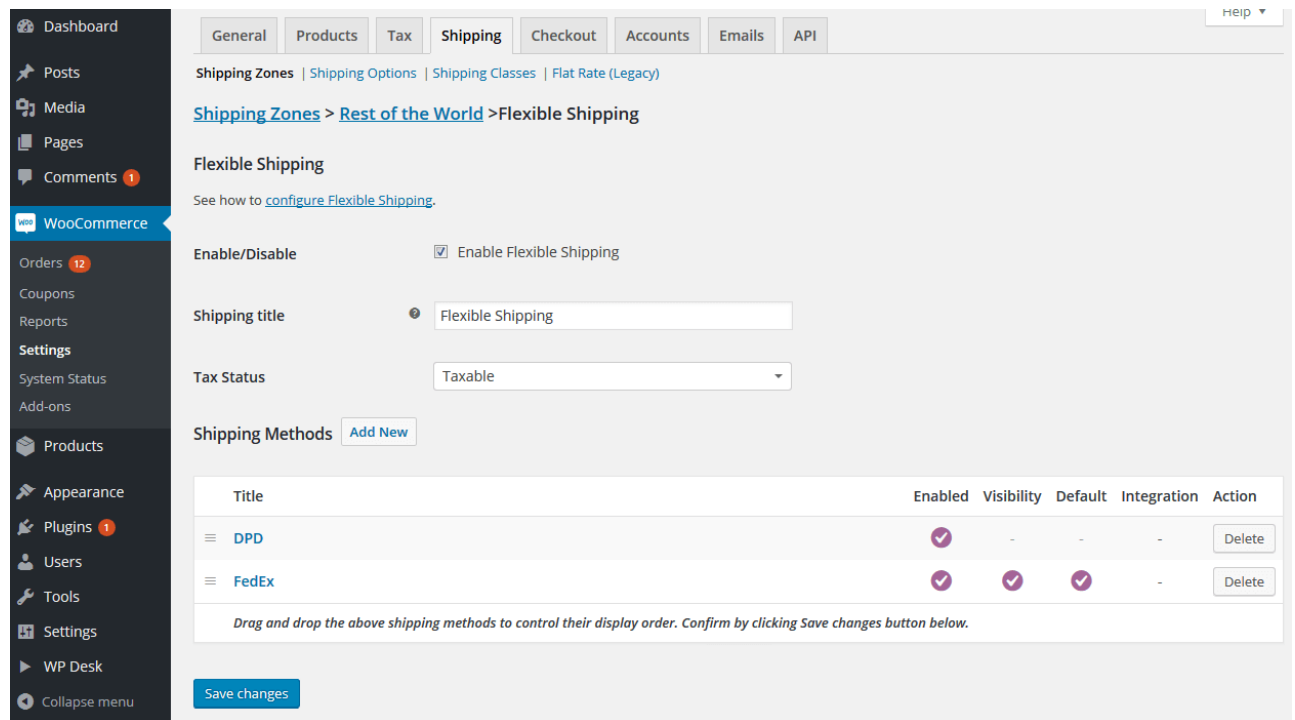- Product ratings and reviews

- Sorting and filtering



# Sell anywhere

- Physical products to be shipped or digital downloadable products
- Affiliate products
- Product variation : color, size, fabric
- Import, export, update product using CSV

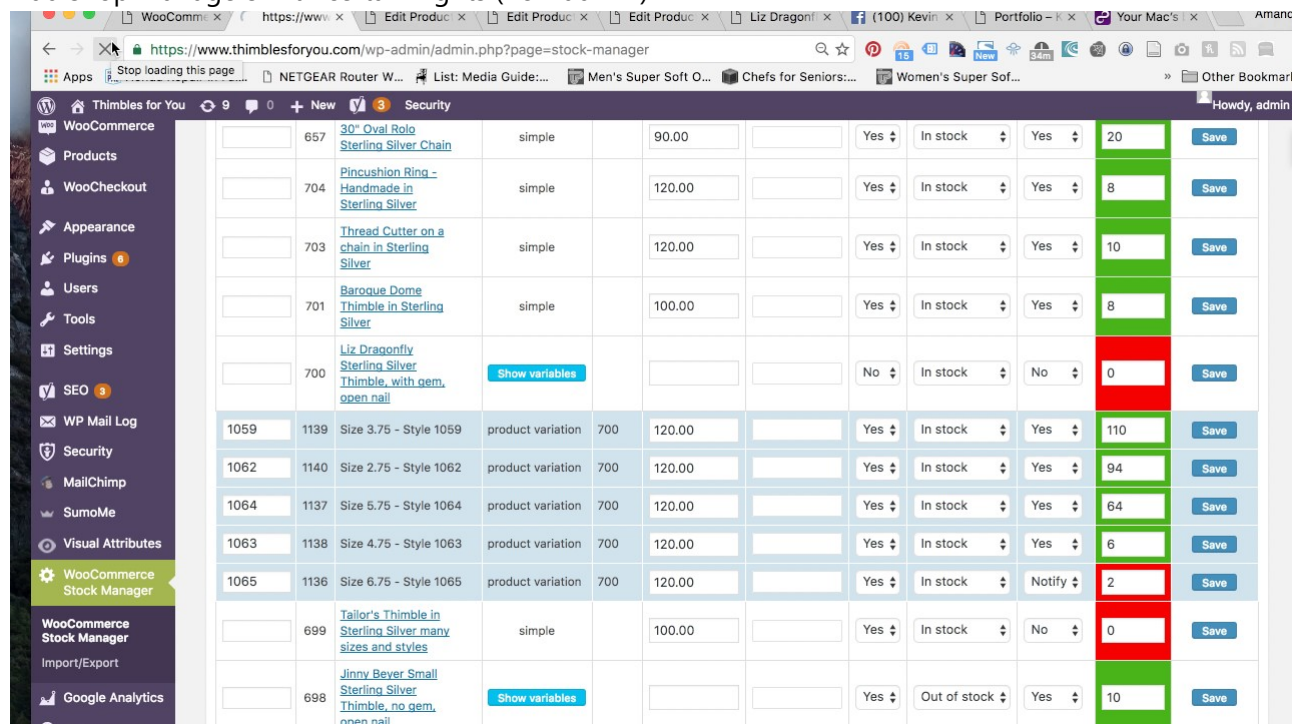| | ID | Type | SKU | Name | Published | Is featured? | Visibility in catalog | Short description | Description |
|---|---|---|---|---|---|---|---|---|---|
| 1 | ID | Type | SKU | Name | Published | Is featured? | Visibility in catalog | Short description | Description |
| 2 | 44 | variable | woo-vneck-tee | V-Neck T-Shirt | 1 | 1 | visible | This is a variable product. | Pellentesque habitant morbi tristique senectus et |
| 3 | 45 | variable | woo-hoodie | Hoodie | 1 | 0 | visible | This is a variable product. | Pellentesque habitant morbi tristique senectus et |
| 4 | 46 | simple | woo-hoodie-with-logo | Hoodie with Logo | 1 | 0 | visible | This is a simple product. | Pellentesque habitant morbi tristique senectus et |
| 5 | 47 | simple | woo-tshirt | T-Shirt | 1 | 0 | visible | This is a simple product. | Pellentesque habitant morbi tristique senectus et |
| 6 | 48 | simple | woo-beanie | Beanie | 1 | 0 | visible | This is a simple product. | Pellentesque habitant morbi tristique senectus et |
| 7 | 58 | simple | woo-belt | Belt | 1 | 0 | visible | This is a simple product. | Pellentesque habitant morbi tristique senectus et |
| 8 | 60 | simple | woo-cap | Cap | 1 | 1 | visible | This is a simple product. | Pellentesque habitant morbi tristique senectus et |
| 9 | 62 | simple | woo-sunglasses | Sunglasses | 1 | 1 | visible | This is a simple product. | Pellentesque habitant morbi tristique senectus et |
| 10 | 64 | simple | woo-hoodie-with-pocket | Hoodie with Pocket | 1 | 1 | hidden | This is a simple product. | Pellentesque habitant morbi tristique senectus et |
| 11 | 66 | simple | woo-hoodie-with-zipper | Hoodie with Zipper | 1 | 1 | visible | This is a simple product. | Pellentesque habitant morbi tristique senectus et |
| 12 | 68 | simple | woo-long-sleeve-tee | Long Sleeve Tee | 1 | 0 | visible | This is a simple product. | Pellentesque habitant morbi tristique senectus et |
| 13 | 70 | simple | woo-polo | Polo | 1 | 0 | visible | This is a simple product. | Pellentesque habitant morbi tristique senectus et |
| 14 | 73 | simple, downloadable, virtual | woo-album | Album | 1 | 0 | visible | This is a simple, virtual product. | Lorem ipsum dolor sit amet, consectetur adipiscin |
| 15 | 75 | simple, downloadable, virtual | woo-single | Single | 1 | 0 | visible | This is a simple, virtual product. | Lorem ipsum dolor sit amet, consectetur adipiscin |
| 16 | 76 | variation | woo-vneck-tee-red | V-Neck T-Shirt - Red | 1 | 0 | visible | | Lorem ipsum dolor sit amet, consectetur adipiscin |
| 17 | 77 | variation | woo-vneck-tee-green | V-Neck T-Shirt - Green | 1 | 0 | visible | | Lorem ipsum dolor sit amet, consectetur adipiscin |
| 18 | 78 | variation | woo-vneck-tee-blue | V-Neck T-Shirt - Blue | 1 | 0 | visible | | Lorem ipsum dolor sit amet, consectetur adipiscin |
| 19 | 79 | variation | woo-hoodie-red | Hoodie - Red, No | 1 | 0 | visible | | Lorem ipsum dolor sit amet, consectetur adipiscin |

- Stripe and paypal payments
- Shipping options : pickup, local delivery, shipping
- Shipping rates : flat rate, specific rate…
- Geo-location integrated
- Tax rates options

- Product vendors extension : allow multi-vendors and set commission rate



# Store management

- Customer account management & guest checkout
- One-click refund
- Inventory management
- Full order management : notes, edit stock, mark shipped items…
- Email templates for different stages
- Add shop managers with certain rights (non-admin)



# Optimize

- SEO
- Coupons
- Related product recommendation
- Widget recently purchased, popular this month...
- Reporting : sales, refunds, top products...
- Dashboard : see how store is doing