Discounts

alexanderommel

Documentation

DESCRIPTION

Tongue Shopping Service define the necessary tools to give merchants the capability to create dynamic and varied discounts for their stores, by combining a set of attributes and following a set of well defined rules, you can create discounts like.

1. Discounts applied to the catalogue of the store.
2. Discounts applied to subsets of products.
3. Discounts applied to the whole catalogue, but with some products excluded from the discount.
4. Discounts applied to the shipping rate.
5. Discounts appied to a subset of products inside the shopping cart.
6. Discounts applied to a subset of products, but excluding those who doesn't satisfy some pricing conditions.

Discounts can be created following some of the next criterias:

- **Scope**: The scope of the discount defines its applicability with respect to a set of products, customers and the final amount. With the scope attributes, you can create rules such as: Decide if the discount will apply to all the products in your store or to a subset of them. Decide the set of customers that can use it, and decide if the discount is made at the price of each product or the subtotal of the shopping cart.

- **Exclusions**: You can combine exclusions with other criteria to exclude customers, products, product groups from the discount. It is generally used when the scope is global. This means that a discount is applied to all the products in the store, except for a couple of them.

- **Conditionals**: We can apply certain conditions such as: apply the discount only to products whose price is higher or lower than X, apply the discount only when the shopping cart subtotal is higher than Z, apply the discount only when the travel rate is lower than M, apply only if at least X products of the same type are purchased, apply the discount only if the products are purchased together with others, etc.

FIELDS

Dates

Attributes such as expires and starts, allow you to define when your discount will be available to customers and when it will be invalidated.

Code and Self applying

If you wish that the discount is available as soon as the start date is accomplished, you can set the attribute *selfApplying* to True, in contrast, if you wish to make it available to customers by activating a code, you can set it to False and fill the attribute *code* with the value that customers must insert on Tongue Customers App.

Customer Scope

The attribute *customerScope*, defines the scope of applicability of the discount for the customers, if the scope is *ALL*, it will be available for each customer on the application. Instead, if you set it to *ENTITLED_ONLY*, it will be available only to a set of entitled customers.

Product Scope

The attribute *productScope* if set to *ALL*, will make each product a possible candidate for the discount, if there are no conditions on the discount, the discount will be available for all products in your store. If the attribute is set to *ENTITLED_ONLY*, it will be available only for a subset of products.

Discount Scope

The attribute *discountScope* defines if the discounted amount will be applied to each item in the shopping cart, or if it will be applied to the subtotal. Example, suppose that you have a shopping cart with two items, whose final price is 5.00$ for each one, and a discount with a discount amount of 1.00$. If the attribute *discountScope* is set to *LINE_ITEMS*, then the discount will be applied to each one, meaning that we get a shopping cart final price of 8.00$, instead, if you set it to *SUBTOTAL*, we get a shopping cart final price of 9.00$.

Entitlement attributes (Nullable)

The attributes *entitledProducts* and *entitledCustomers*, contain a list of Products and Customers if its scopes have been set to *ENTITLED_ONLY*.

Value type

This attribute defines the strategy of discounting, if set to *FIXED_AMOUNT*, then the discounted amount quantity will be exactly as defined in the attribute *value* with the corresponding currency established on the store. If set to *PERCENTAGE*, then the discount will reduce a quantity based on the percentage of the price.

Value

This attribute contains the amount that will be discounted. If *valueType* is set to PERCENTAGE, this attribute permits values from 0 to 100, where 100 means that the product is free.

Maximum Amount

If you don't know exactly the amount that is going to be discounted from your products or the shopping cart of your store, you can set a discounted amount limit.

Price Conditions (Nullable)

The attributes related with conditions are applied independently of the attribute scopes. These attributes serve as extra rules of applicability, so it will ignore the other attributes. With *lineItemPriceCondition* and *valueSubtotalCondition* you can restrict discounts to products and shopping carts, whose prices are inside the ranges defined on any of these conditions. The ranges are built using the keys *LEQ*, *EQ* and *HEQ*. For example, to restrict the discount to products whose price is inside the range [10,20], the attribute *lineItemPriceCondition* is set to {LEQ=10, EQ=null, HEQ=20}.

RULES

Discount Intersections

Since, there might be more than one discount in a shopping cart, Tongue Shopping Service will ignore the discounts applied on item level and if there's two discounts on cart level, it will consider only one.