



Univerzitet Singidunum  
Poslovni fakultet

*PROJEKTNI RAD IZ PREDMETA ELEKTRONSKO  
POSLOVANJE*

MAGENTO CMS ADMINISTRATOR

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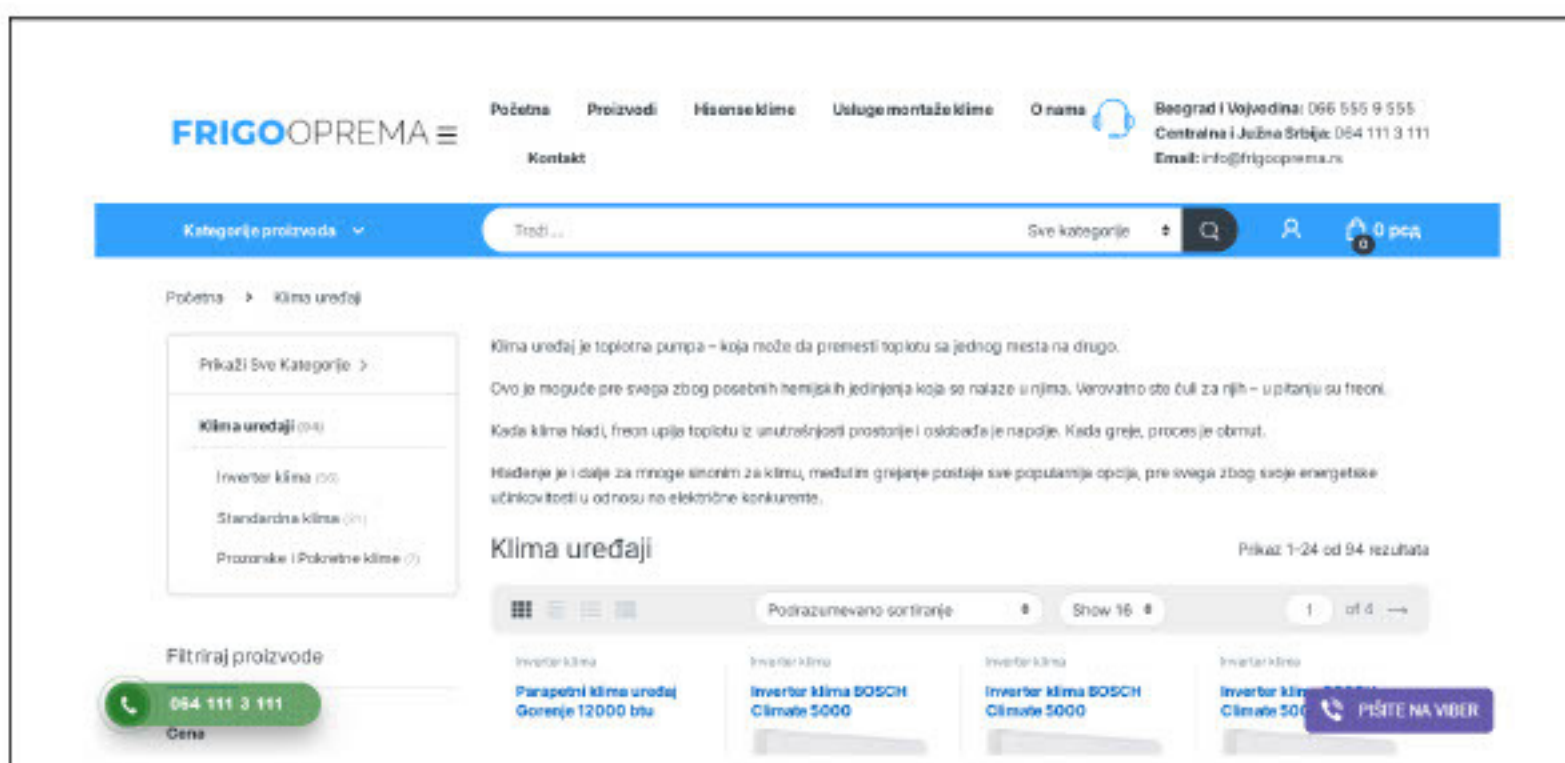
## 1. Tržište Srbije

Tema Magento prodavnice je prodajni objekat rashladnih sistema na teritoriji Srbije.

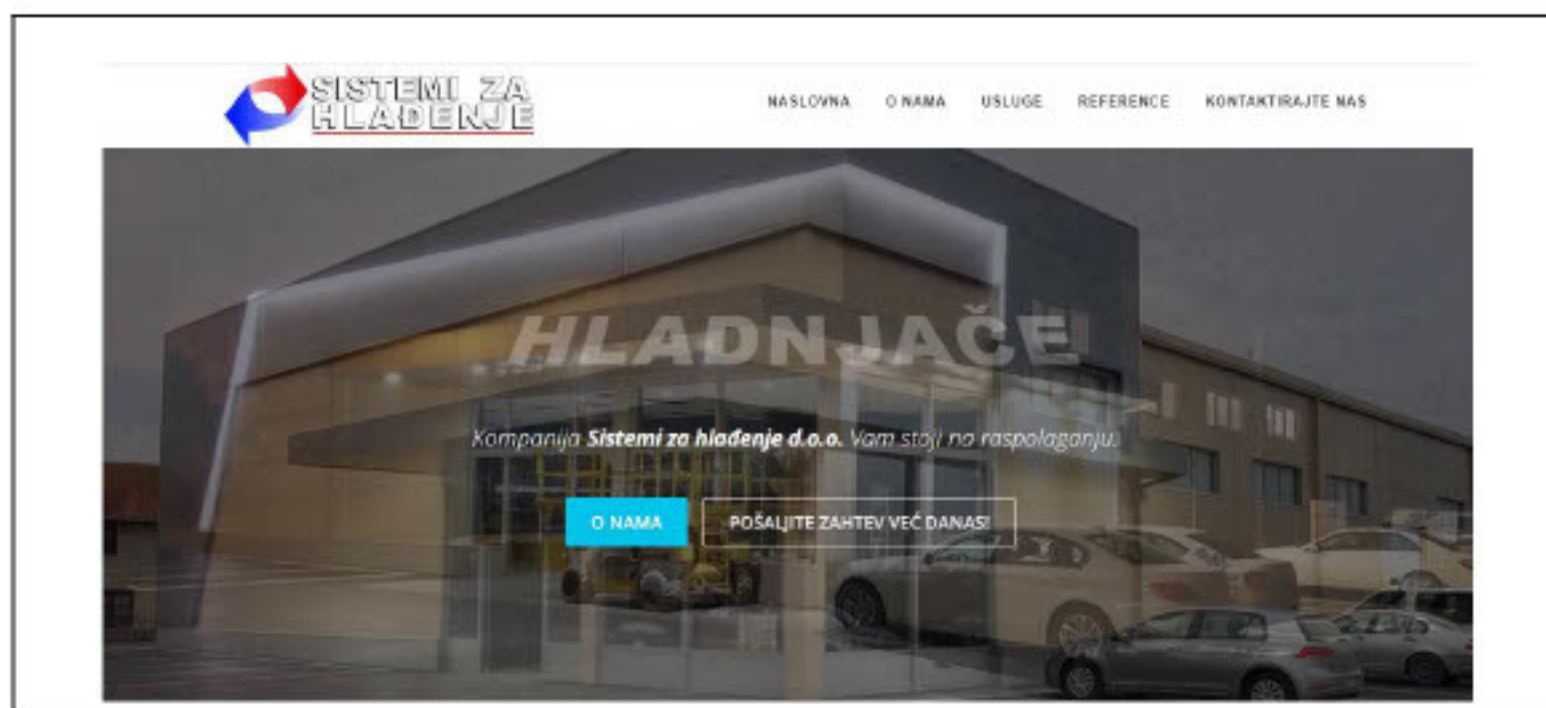
Dostupne *online* prodavnice na teritoriji Srbije se dele na velike lance prodaje bele tehnike, među kojima su i rashladni sistemi, pre svega ventilatori i klime, i specijalizovane prodavnice koje se bave isključivo prodajom kućnih i profesionalnih rashladnih sistema.

Kao inspiracija za kreiranje prodavnice korišćena je firma **Frigo oprema**, kao i:

- Gigatron
- Emmi
- Tehnomanija
- Win Win



Slika 1: Sajt kompanije Frigo oprema

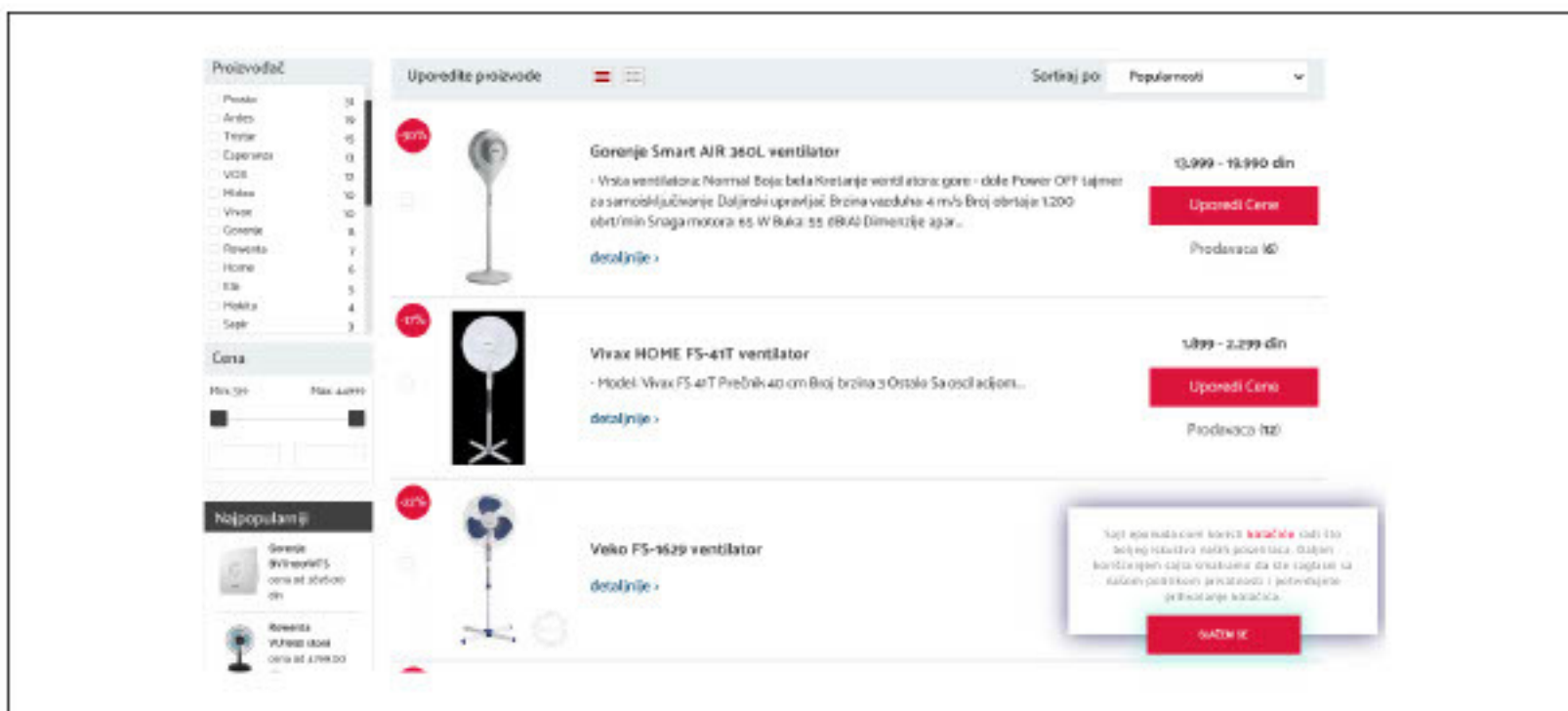


Slika 2: Primer B2B prodavnice koja nudi profesionalne sisteme za hlađenje



### 1.1. Sajtovi za poređenje cena

Sajt **eponuda.com** nudi listu proizvoda rashladnih sistema u različitim prodavnicama i pruža priliku potencijalnim kupcima da nađu najpovoljnije proizvode i mesto za kupovinu.



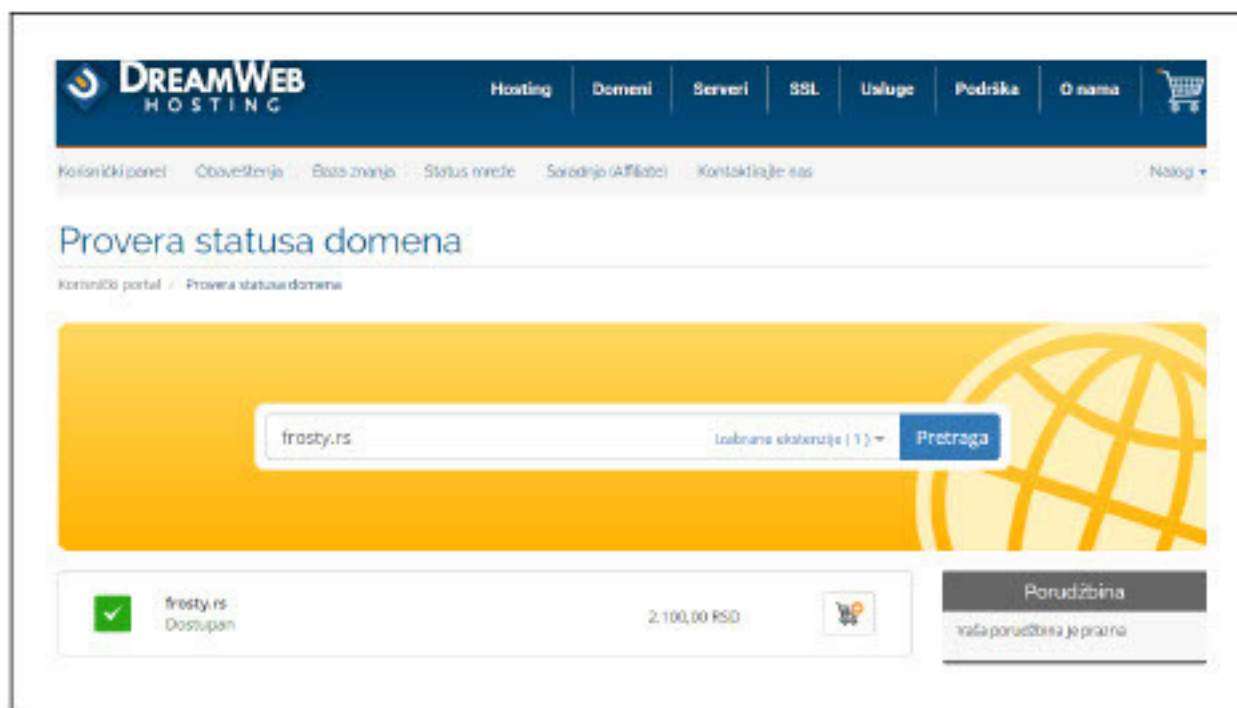
Slika 3: Sajt za poređenje cena proizvoda

## 2. Domen

Izabran naziv prodavnice: **Frosty** (frost - zaleđen, smrznut, leden)

Provera dostupnosti domena se može vršiti na specijalizovanim sajtovima poput:

- <https://www.dreamclients.com/portal/dwdomainchecker.php>



4. slika: Provera statusa domena

### 3. Pravljenje prodavnice

Uključivanjem **Demo store** obaveštenja, posetioци sajta se obaveštavaju da prodavnica nije prava i da se u njoj ne može kupovati.

Ovo je demo radnja. Bilo koja porudžbina koja se napravi preko ovog sajta neće biti uvažena niti izvršena.

#### 5. slika: Demo store obaveštenje

Da bi se prikazivanje poruke uključilo, potrebno je uraditi sledeće:

SYSTEM > CONFIGURATION > GENERAL > DESIGN > HTML HEAD

Display Demo Store Notice	Yes	[STORE VIEW]
---------------------------	-----	--------------

#### 6. slika: Podešavanje Demo store obaveštenja



#### 7. slika: Prikaz Demo store obaveštenja

Sledi popunjavanje osnovnih informacija vezanih za prodavnicu:

**SYSTEM > CONFIGURATION > GENERAL > STORE INFORMATION**

The screenshot shows the 'STORE INFORMATION' configuration page in Magento. At the top, there are four tabs: 'Countries Options', 'States Options', 'Locale Options', and 'Store Information', with 'Store Information' being the active tab. Below the tabs, there are several input fields and a button. The 'Store Name' field contains 'Frosty'. The 'Store Contact Telephone' field contains '064 555 555'. The 'Store Hours of Operation' field is empty. The 'Country' dropdown menu is set to 'Srbija'. The 'VAT Number' field is empty, and there is a 'Validate VAT Number' button next to it. The 'Store Contact Address' field contains 'Danjelova 32, Beograd'. To the right of each input field, there is a link in brackets: '[STORE VIEW]' for Store Name, Store Contact Telephone, and Store Hours of Operation; '[WEBSITE]' for Country and VAT Number; and '[STORE VIEW]' for Store Contact Address.

**8. slika:** Osnovne informacije vezane za Magento prodavnicu

**SYSTEM > CONFIGURATION > GENERAL > LOCALE OPTIONS**

The screenshot shows the 'LOCALE OPTIONS' configuration page in Magento. At the top, there are three tabs: 'Countries Options', 'States Options', and 'Locale Options', with 'Locale Options' being the active tab. Below the tabs, there are several dropdown menus. The 'Timezone' dropdown is set to 'Central Europe Standard Time (Europe/Belgrade)'. The 'Locale' dropdown is set to 'Srpski (Srbija)'. The 'First Day of Week' dropdown is set to 'ponedeljak'. The 'Weekend Days' dropdown is set to 'nedelja'. To the right of each dropdown menu, there is a link in brackets: '[WEBSITE]' for Timezone; '[STORE VIEW]' for Locale, First Day of Week, and Weekend Days.

**9. slika:** Podešavanje radnog vremena Magento prodavnice

SYSTEM > CONFIGURATION > GENERAL > DESIGN > HEADER

U **header** je upisan naziv teme, ime, prezime i broj indeksa studentkinje:  
Rashladni sistemi – Jelisaveta Đukanović – 2019104354

SYSTEM > CONFIGURATION > GENERAL > DESIGN > FOOTER

U **footer** je dodata rečenica: Projekat iz predmeta elektronsko poslovanje.

Current Configuration Scope: Default Config

Design

Package

Themes

HTML Head

Header

Footer

Copyright

Projekat iz predmeta elektronsko poslovanje.

[STORE VIEW]

Miscellaneous HTML

[STORE VIEW]

This will be displayed just before body closing tag.

10. slika: Podešavanje footer prikaza

Header

Logo Image

Odaberi datoteku

Hi je oabrano

[STORE VIEW]

Delete Image

Allowed file types: jpg, jpeg, gif, png

Logo Image Alt

Magento Commerce

[STORE VIEW]

Small Logo Image Src

images/logo.gif

[STORE VIEW]

Welcome Text

Rashladni sistemi - Jelisaveta Đukanović - 2019104

[STORE VIEW]

11. slika: Podešavanje teksta dobrodošlice



**SYSTEM > CONFIGURATION > GENERAL > CURRENCY SETUP > CURRENCY OPTIONS**

**Currency Options**

Base Currency: Srpski dinar [WEBSITE]  
▲ Base currency is used for all online payment transactions. Scope is defined by the catalog price scope ("Catalog" > "Price" > "Catalog Price Scope").

Default Display Currency: Srpski dinar [STORE VIEW]

Allowed Currencies: [STORE VIEW]

- Saudijski rijal
- Sejšelska rupija
- Severnokorejski von
- Sijera-leonški leone
- Singapurski dolar
- Sirijska funta
- Slovačka kruna
- Solomonsko-ostrijski dolar
- Somalijski šiling
- Srpski dinar

**12. slika:** Izbor glavne valute Magento prodavnice

Kao glavna valuta je izabran srpski dinar.

Prilikom bilo koje promene na sajtu prodavnice, potrebno je uraditi brisanje keš memorije:

**SYSTEM > CACHE MANAGEMENT > SELECT ALL > ACTION = REFRESH > SUBMIT**

**Cache Storage Management** Flush Magento Cache Flush Cache Storage

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected

Cache Type	Description	Associated Tags	Status
<input type="checkbox"/> Configuration	System(config.xml, local.xml) and modules configuration files(config.xml).	CONFIG	<span>ENABLED</span>
<input type="checkbox"/> Layouts	Layout building instructions.	LAYOUT_GENERAL_CACHE_TAG	<span>ENABLED</span>
<input type="checkbox"/> Blocks HTML output	Page blocks HTML.	BLOCK_HTML	<span>ENABLED</span>
<input type="checkbox"/> Translations	Translation files.	TRANSLATE	<span>ENABLED</span>
<input type="checkbox"/> Collections Data	Collection data files.	COLLECTION_DATA	<span>ENABLED</span>
<input type="checkbox"/> EAV types and attributes	Entity types declaration cache.	EAV	<span>ENABLED</span>
<input type="checkbox"/> Web Services Configuration	Web Services definition files (api.xml).	CONFIG_API	<span>ENABLED</span>
<input type="checkbox"/> Web Services Configuration	Web Services definition files (api2.xml).	CONFIG_API2	<span>ENABLED</span>

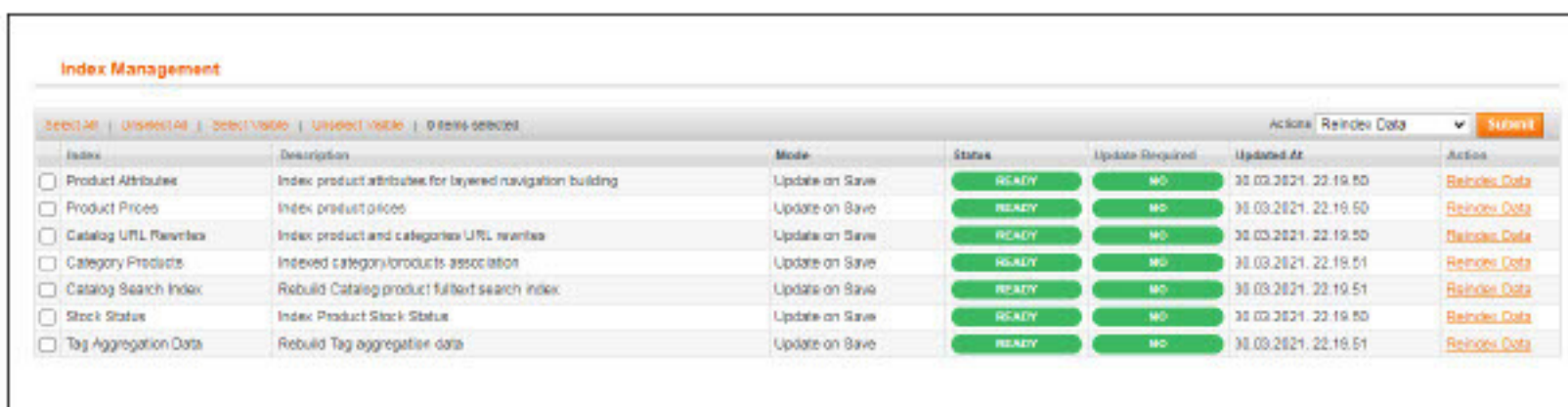
Actions: Refresh Submit

**13. slika:** Brisanje keš memorije



Nekad je potrebno uraditi i reindexiranje:

**SYSTEM > INDEX MANAGEMENT > SELECT ALL > ACTION = REINDEX DATA > SUBMIT**



The screenshot shows the 'Index Management' interface. At the top, there are tabs for 'SELECT ALL', 'UNSELECT ALL', 'SELECT VISIBL', 'UNSELECT VISIBL', and '0 items selected'. Below the tabs is a table with the following columns: Index, Description, Mode, Status, Update Required, Updated At, and Action. The table contains seven rows of indexes, all with a status of 'READY' and 'Update Required' set to 'NO'.

Index	Description	Mode	Status	Update Required	Updated At	Action
<input type="checkbox"/> Product Attributes	Index product attributes for layered navigation building	Update on Save	READY	NO	30.03.2021. 22:19:50	<a href="#">Reindex Data</a>
<input type="checkbox"/> Product Prices	Index product prices	Update on Save	READY	NO	30.03.2021. 22:19:50	<a href="#">Reindex Data</a>
<input type="checkbox"/> Catalog URL Rewrite	Index product and categories URL rewrite	Update on Save	READY	NO	30.03.2021. 22:19:50	<a href="#">Reindex Data</a>
<input type="checkbox"/> Category Products	Indexed category/products association	Update on Save	READY	NO	30.03.2021. 22:19:51	<a href="#">Reindex Data</a>
<input type="checkbox"/> Catalog Search Index	Rebuild Catalog product fulltext search index	Update on Save	READY	NO	30.03.2021. 22:19:51	<a href="#">Reindex Data</a>
<input type="checkbox"/> Stock Status	Index Product Stock Status	Update on Save	READY	NO	30.03.2021. 22:19:50	<a href="#">Reindex Data</a>
<input type="checkbox"/> Tag Aggregation Data	Rebuild Tag aggregation data	Update on Save	READY	NO	30.03.2021. 22:19:51	<a href="#">Reindex Data</a>

**14. slika:** Reindeksiranje

Nakon brisanja keš memorije i reindeksiranja sadržaja, sve promene koje su napravljene moraju biti vidljive.

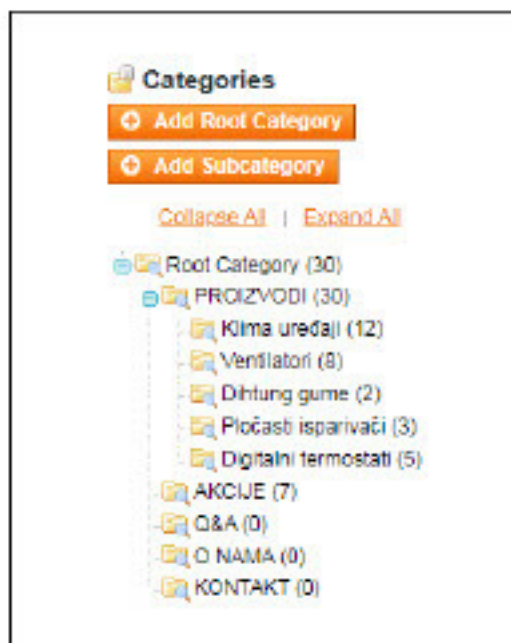
## 4. Kreiranje kategorija

**CATALOG > MANAGE CATEGORIES**

Klikom na dugme **Add Subcategory** kreira se nova kategorija.

Klikom na dugme **Add Root Category** dodaje se glavna (root) kategorija.

Prodavnica napravljena u sklopu studentskog projekta ima pet kategorija i nema detaljniju pretragu velikih kategorija u vidu podkategorija.



**15. slika:** Kreiranje kategorija

## 5. Rad sa atributima

### 5.1. Pregled svih atributa

Manage Attributes

Add New Attribute

Page 1 of 3 pages | View 20 per page | Total 57 records found

Reset Filter Search

Attribute Code	Attribute Label	Required	System	Visible	Scope	Searchable	Use in Layered Navigation	Comparable
color	Color	No	No	No	Global	Yes	Filterable (with results)	Yes
cost	Cost	No	No	No	Website	No	No	No
country_of_manufacture	Country of Manufacture	No	Yes	No	Website	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_update	Custom Layout Update	No	Yes	No	Store View	No	No	No
description	Description	Yes	Yes	No	Store View	Yes	No	Yes
digitaltermstat_boja	Boja	Yes	No	Yes	Global	Yes	Filterable (with results)	Yes
digitaltermstat_brend	Brend	Yes	No	Yes	Global	Yes	Filterable (with results)	Yes
digitaltermstat_tip	Tip	Yes	No	Yes	Global	Yes	Filterable (with results)	Yes
dijungume_boja	Boja	Yes	No	Yes	Global	Yes	Filterable (with results)	Yes
dijungume_namena	Namena	Yes	No	Yes	Global	Yes	Filterable (with results)	Yes
dijungume_proizvodjac	Proizvođač	Yes	No	Yes	Global	Yes	Filterable (with results)	Yes
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	Website	No	No	No
image	Base Image	No	Yes	No	Store View	No	No	No
is_recurring	Enable Recurring Profile	No	Yes	No	Global	No	No	No
klima_brand	Brand	Yes	No	Yes	Global	Yes	Filterable (with results)	Yes

Manage Attributes

Add New Attribute

Page 2 of 3 pages | View 20 per page | Total 57 records found

Reset Filter Search

Attribute Code	Attribute Label	Required	System	Visible	Scope	Searchable	Use in Layered Navigation	Comparable
klima_kapacitetima	Kapacitet Klima	Yes	No	Yes	Global	Yes	Filterable (with results)	Yes
klima_tipklima	Tip Klima	Yes	No	Yes	Global	Yes	Filterable (with results)	Yes
manufacturer	Manufacturer	No	No	No	Global	Yes	Filterable (with results)	Yes
media_gallery	Media Gallery	No	Yes	No	Global	No	No	No
meta_description	Meta Description	No	Yes	No	Store View	No	No	No
meta_keyword	Meta Keywords	No	Yes	No	Store View	No	No	No
meta_title	Meta Title	No	Yes	No	Store View	No	No	No
msrp	Manufacturer's Suggested Retail Price	No	Yes	No	Website	No	No	No
msrp_display_actual_price_type	Display Actual Price	No	Yes	No	Website	No	No	No
msrp_enabled	Apply MAP	No	Yes	No	Website	No	No	No
name	Name	Yes	Yes	No	Store View	Yes	No	No
news_from_date	Set Product as New from Date	No	Yes	No	Website	No	No	No
news_to_date	Set Product as New to Date	No	Yes	No	Website	No	No	No
options_container	Display Product Options In	No	Yes	No	Store View	No	No	No
page_layout	Page Layout	No	Yes	No	Store View	No	No	No
placastisparivaci_dimenzije	Dimenzija	Yes	No	Yes	Global	Yes	Filterable (with results)	Yes
placastisparivaci_proizvodjac	Proizvođač	Yes	No	Yes	Global	Yes	Filterable (with results)	Yes
placastisparivaci_tip	Tip	Yes	No	Yes	Global	Yes	Filterable (with results)	Yes
price	Price	Yes	Yes	No	Website	Yes	Filterable (with results)	No
price_view	Price View	Yes	Yes	No	Global	No	No	No

**Manage Attributes** [Add New Attribute](#)

Page 3 of 3 pages | View 20 per page | Total 57 records found [Reset Filter](#) [Search](#)

Attribute Code	Attribute Label	Required	System	Visible	Scope	Searchable	Use in Layered Navigation	Comparable
recurring_profile	Recurring Payment Profile	No	Yes	No	Global	No	No	No
short_description	Short Description	Yes	Yes	No	Store View	Yes	No	Yes
sku	SKU	Yes	Yes	No	Global	Yes	No	Yes
small_image	Small Image	No	Yes	No	Store View	No	No	No
special_from_date	Special Price From Date	No	Yes	No	Website	No	No	No
special_price	Special Price	No	Yes	No	Website	No	No	No
special_to_date	Special Price To Date	No	Yes	No	Website	No	No	No
status	Status	Yes	Yes	No	Website	Yes	No	No
tax_class_id	Tax Class	Yes	Yes	No	Website	Yes	No	No
thumbnail	Thumbnail	No	Yes	No	Store View	No	No	No
tier_price	Tier Price	No	Yes	No	Website	No	No	No
url_key	URL Key	No	Yes	No	Store View	No	No	No
ventilator_boja	Boja	Yes	No	Yes	Global	Yes	Filterable (with results)	Yes
ventilator_brand	Brand	Yes	No	Yes	Global	Yes	Filterable (with results)	Yes
ventilator_fip	Tip	Yes	No	Yes	Global	Yes	Filterable (with results)	Yes
viability	Viability	Yes	Yes	No	Store View	No	No	No
weight	Weight	Yes	Yes	No	Global	No	No	No

**16, 17. i 18. slika:** Prikaz svih atributa Magento prodavnice

Dodavanje novog atributa:

**CATALOG > ATTRIBUTES > MANAGE ATTRIBUTES > ADD NEW ATTRIBUTE**

## 5.2. Kreiranje atribut seta

Pravljenje novog seta atributa:

**CATALOG > ATTRIBUTES > MANAGE ATTRIBUTE SETS > ADD NEW SET**

**Manage Attribute Sets** [Add New Set](#)

Page 1 of 1 pages | View 20 per page | Total 6 records found [Reset Filter](#) [Search](#)

Set Name
Default
Digitálni termometar
Ortong gume
Klima
Placasti isparivači
Ventilator

**19. slika:** Kreiranje atribut seta



Page 1 of 1

Set Name

Default

Digitalni termostati

Dihtung gume

Klima

Pločasti isparivaci

Ventilatori

20. slika: Lista kreiranih atribut setova

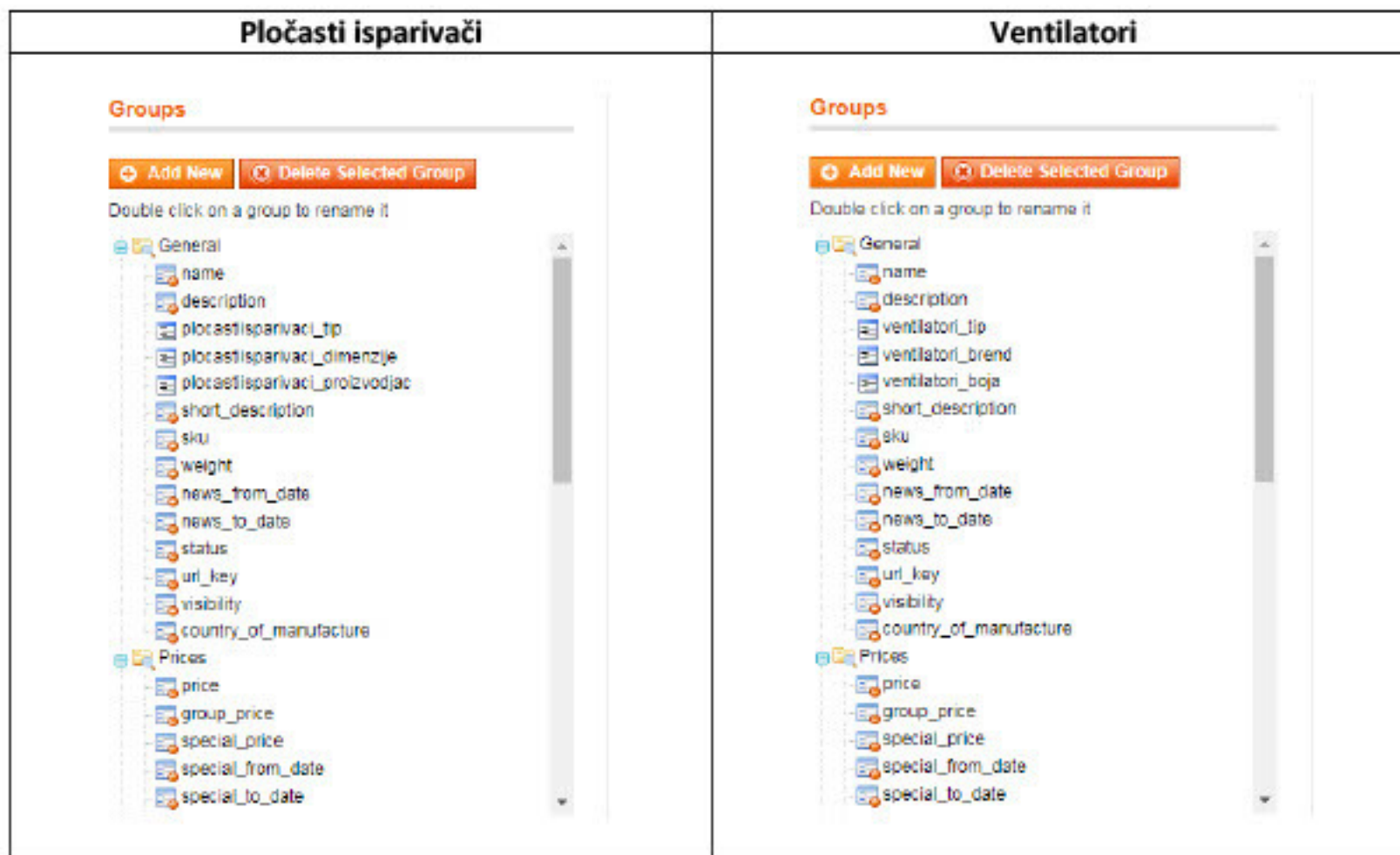
U sklopu rada je napravljeno pet atribut setova sa po tri atributa. Kreirani atributi se prebacuju u atribut set jednostavnim **drag and drop** načinom.

Prikaz svih atribut setova i njihovih atributa:

1. Digitalni termostati: tip, brend, boja
2. Dihtung gume: namena, proizvođač, boja
3. Klima uređaji: tip klime, kapacitet klime, brend
4. Pločasti isparivači: tip, dimenzije, proizvođač
5. Ventilatori: tip, brend, boja

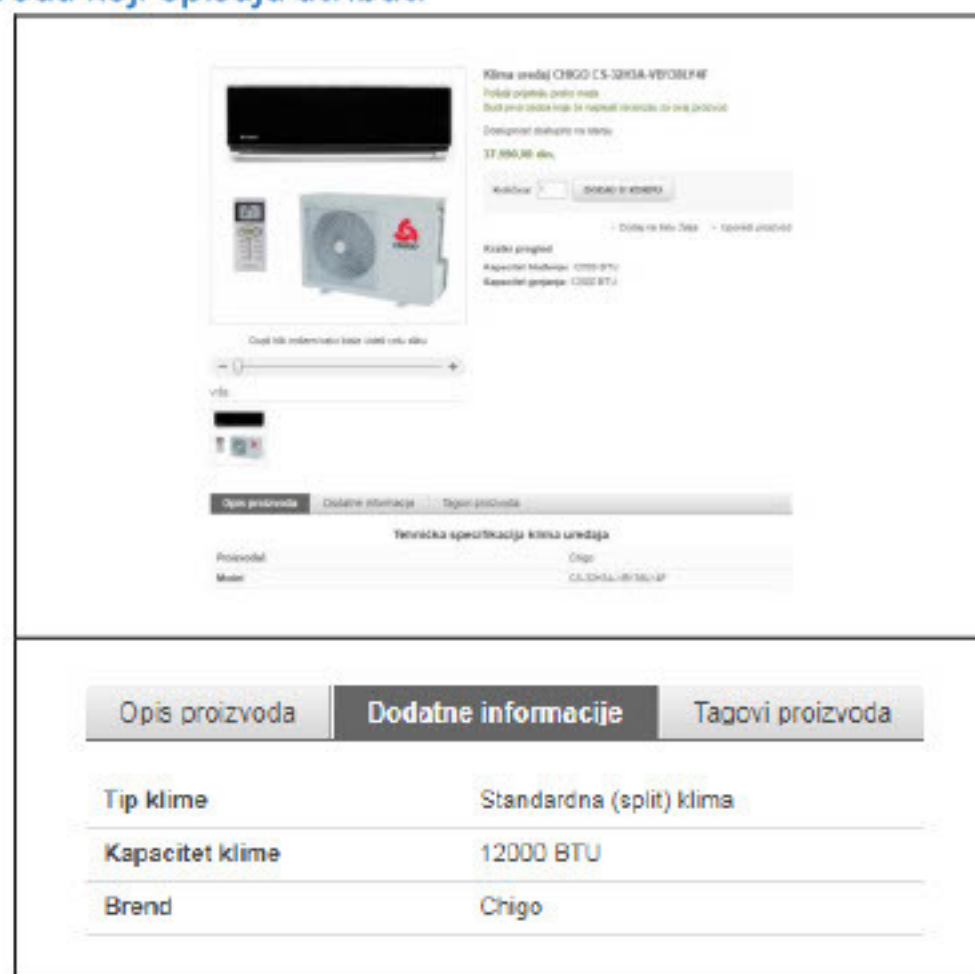
Digitalni termostati	Dihtung gume	Klima uređaji
<p>Groups</p> <p>+ Add New - Delete Selected Group</p> <p>Double click on a group to rename it</p> <ul style="list-style-type: none"> <li>General <ul style="list-style-type: none"> <li>name</li> <li>description</li> <li>digitalni_termostati_tip</li> <li>digitalni_termostati_brend</li> <li>digitalni_termostati_boja</li> <li>short_description</li> <li>sku</li> <li>weight</li> <li>news_from_date</li> <li>news_to_date</li> <li>status</li> <li>url_key</li> <li>visibility</li> <li>country_of_manufacture</li> </ul> </li> <li>Prices <ul style="list-style-type: none"> <li>price</li> <li>group_price</li> <li>special_price</li> <li>special_from_date</li> <li>special_to_date</li> </ul> </li> </ul>	<p>Groups</p> <p>+ Add New - Delete Selected Group</p> <p>Double click on a group to rename it</p> <ul style="list-style-type: none"> <li>General <ul style="list-style-type: none"> <li>name</li> <li>description</li> <li>dihtung_gume_namena</li> <li>dihtung_gume_proizvodjac</li> <li>dihtung_gume_boja</li> <li>short_description</li> <li>sku</li> <li>weight</li> <li>news_from_date</li> <li>news_to_date</li> <li>status</li> <li>url_key</li> <li>visibility</li> <li>country_of_manufacture</li> </ul> </li> <li>Prices <ul style="list-style-type: none"> <li>price</li> <li>group_price</li> <li>special_price</li> <li>special_from_date</li> <li>special_to_date</li> </ul> </li> </ul>	<p>Groups</p> <p>+ Add New - Delete Selected Group</p> <p>Double click on a group to rename it</p> <ul style="list-style-type: none"> <li>General <ul style="list-style-type: none"> <li>name</li> <li>description</li> <li>klima_tipklime</li> <li>klima_kapacitetklime</li> <li>klima_brend</li> <li>short_description</li> <li>sku</li> <li>weight</li> <li>news_from_date</li> <li>news_to_date</li> <li>status</li> <li>url_key</li> <li>visibility</li> <li>country_of_manufacture</li> </ul> </li> <li>Prices <ul style="list-style-type: none"> <li>price</li> <li>group_price</li> <li>special_price</li> <li>special_from_date</li> <li>special_to_date</li> </ul> </li> </ul>





21. i 22. slika: Prikaz svih kreiranih atribut setova i njihovih atributa

### 5.3. Primer proizvoda koji opisuju atributi



23. i 24. slika: Primer proizvoda koji opisuju atributi

## 6. Dodavanje proizvoda

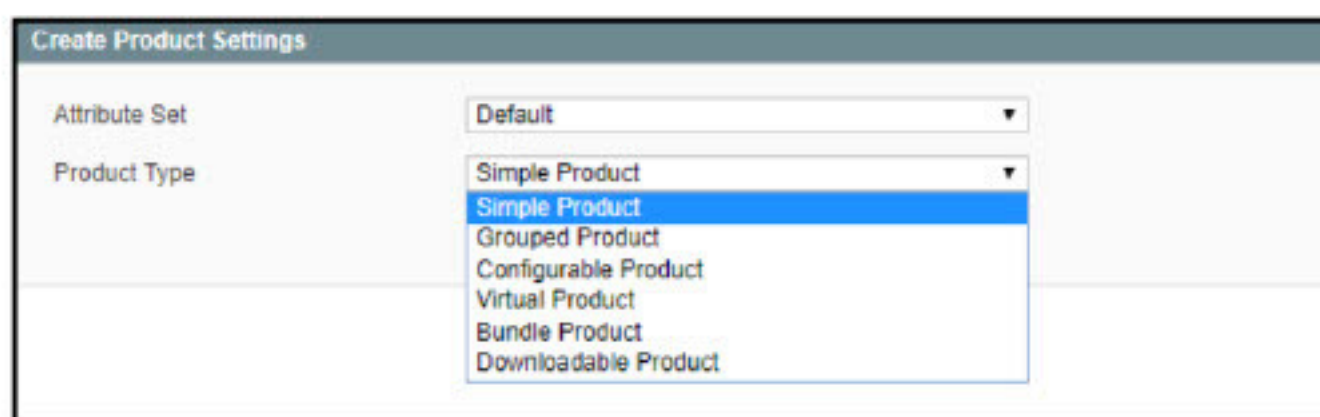
Način dodavanja novog proizvoda u Magento prodavnicu:

CATALOG > MANAGE PRODUCTS > ADD PRODUCT

Prodavnica u sklopu projekta ima 30 proizvoda. Svi proizvodi su definisani kao tip *Simple Product*.

Vrste proizvoda u Magento prodavnici:

1. Simple Product;
2. Configurable Product;
3. Grouped Product;
4. Bundle Product;
5. Virtual Product;
6. Downloadable Product.



25. slika: Vrste proizvoda u Magento prodavnici

### 6.1. Opis proizvoda

Primer dodavanja novog proizvoda: Klima uređaj CHIGO CS-32H3A-VB138LY4F



26. slika: Primer opisa proizvoda

Pri dodavanju novog proizvoda, potrebno je uneti:

- naziv proizvoda;
- atribut set;
- dugi i kratki opis;
- šifru proizvoda;
- težinu proizvoda;
- aktivan/neaktivan;
- vidljivost proizvoda;
- cenu proizvoda;
- da li je proizvod na sniženju;
- fotografiju proizvoda;
- da li je proizvod na stanju; i
- odrediti kojoj kategoriji proizvod pripada.

Product Information

Klima uređaj CHIGO CS-32H3A-VB138LY4F (Klima)

[Back](#)
[Reset](#)
[Delete](#)
[Duplicate](#)
[Save](#)
[Save and Continue Edit](#)

General

Prices

Data Information

Images

Returning Profile

Design

Gift Options

Inventory

Catalogues

Related Products

Upsells

Cross-sells

Product Reviews

Product Tags

Customers Tagged Product

Custom Options

General

Create New Attribute

Name \*

Klima uređaj CHIGO CS-32H3A-VB138LY4F

Description \*

<h3 style="text-align: center;">Tehnička specifikacija klima uređaja</h3>

Tip klime \*

Standardna (split) klima

Kapacitet klime \*

12000 BTU

Brand \*

Chigo

Short Description \*

<p><strong>Kapacitet hlađenja:</strong> 12000 BTU <br /><strong>Kapacitet grijanja:</strong> 12500 BTU</p>

Klima uređaj CHIGO CS-32H3A-VB138LY4F (Klima)

Back

Reset

Delete

Duplicate

Save

Save and Continue Edit

Product Reviews

Product Tags

Customers Tagged Product

Custom Options

Tip klima \*

Standardna (split) klima

Kapacitet klima \*

12000 BTU

Brand \*

Chigo

Short Description \*

<p><strong>Kapacitet hlađenja</strong> 12000 BTU </p></strong>Kapacitet grejanja<strong> 12500 BTU</strong></p>

WYSIWYG Editor

SKU \*

27

Weight \*

29.0003

Set Product as New from Date

Set Product as New to Date

Status \*

Enabled

URL Key

klima-uredaj-chigo-cs-32h3a-vb138ly4f

Create Permanent Redirect for old URL

☐

Visibility \*

Catalog Search

Country of Manufacture

Product Information

General

Prices

Meta Information

Images

Recurring Profile

Design

Gift Options

Inventory

Categories

Related Products

Up-sells

Cross-sells

Product Reviews

Product Tags

Customers Tagged Product

Custom Options

Klima uređaj CHIGO CS-32H3A-VB138LY4F (Klima)

Back

Reset

Delete


Duplicate

Save

Save and Continue Edit

Images

Image type and information need to be specified for each store view.

Image	Label	Sort Order	Base Image	Small Image	Thumbnail	Exclude	Remove
No image		1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>

Maximum width and height dimension for upload image is 5000.

Browse Files...

Upload Files

Product Information

General

Prices

Meta Information

Images

Recurring Profile

Design

Gift Options

Inventory

Categories

Related Products

Up-sells

Cross-sells

Product Reviews

Product Tags

Customers Tagged Product

Custom Options

Klima uređaj CHIGO CS-32H3A-VB138LY4F (Klima)

Back

Reset

Delete

Duplicate

Save

Save and Continue Edit

Product Categories

☒ Root Category (30)
 

☒ PROIZVODI (30)
 

☒ Klima uređaji (12)
 

☐ Ventilatori (8)
 

☐ Dribing garnje (2)
 

☐ Pročasti isparivači (3)
 

☐ Digitalni termostati (3)
 

☐ AKCIJE (7)
 

☐ Q&A (0)
 

☐ O NAMA (0)
 

☐ KONTAKT (0)

15



Product Information

General

Prices

Meta Information

Images

Recurring Profile

Design

Gift Options

Inventory

Categories

Related Products

Up-sells

Cross-sells

Product Reviews

Product Tags

Customers Tagged Product

Custom Options

Klima uređaj CHIGO CS-32H3A-VB138LY4F (Klima)

Back

Reset

Delete

Duplicate

Save

Save and Continue Edit

Inventory

Manage Stock

Yes

[GLOBAL]

☒ Use Config Settings

Qty\*

8

[GLOBAL]

Qty for Item's Status to Become Out of Stock

0

[GLOBAL]

☒ Use Config Settings

Minimum Qty Allowed in Shopping Cart

1

[GLOBAL]

☒ Use Config Settings

Maximum Qty Allowed in Shopping Cart

10000

[GLOBAL]

☒ Use Config Settings

Qty Uses Decimals

No

[GLOBAL]

Backorders

No Backorders

[GLOBAL]

☒ Use Config Settings

Notify for Quantity Below

1

[GLOBAL]

☒ Use Config Settings

Enable Qty increments

No

[GLOBAL]

☒ Use Config Settings

Stock Availability

In Stock

[GLOBAL]

Product Information

General

Prices

Meta Information

Images

Recurring Profile

Design

Gift Options

Inventory

Categories

Related Products

Up-sells

Cross-sells

Product Reviews

Product Tags

Customers Tagged Product

Custom Options

Klima uređaj CHIGO CS-32H3A-VB138LY4F (Klima)

Back

Reset

Delete

Duplicate

Save

Save and Continue Edit

Prices

Price \*

37990.00

[RSD]

Group Price

Customer Group	Cent	Action
GOLD kupci	32990.00	<div>✕</div>
SILVER kupci	35990.00	<div>✕</div>

Add Group Price

Special Price

[RSD]

Special Price From Date

Special Price To Date

Tier Price

Customer Group	Qty	Cent	Action
----------------	-----	------	--------

Add Tier

Apply MAP

Use config

Display Actual Price

Use config

Manufacturer's Suggested Retail Price

[RSD]

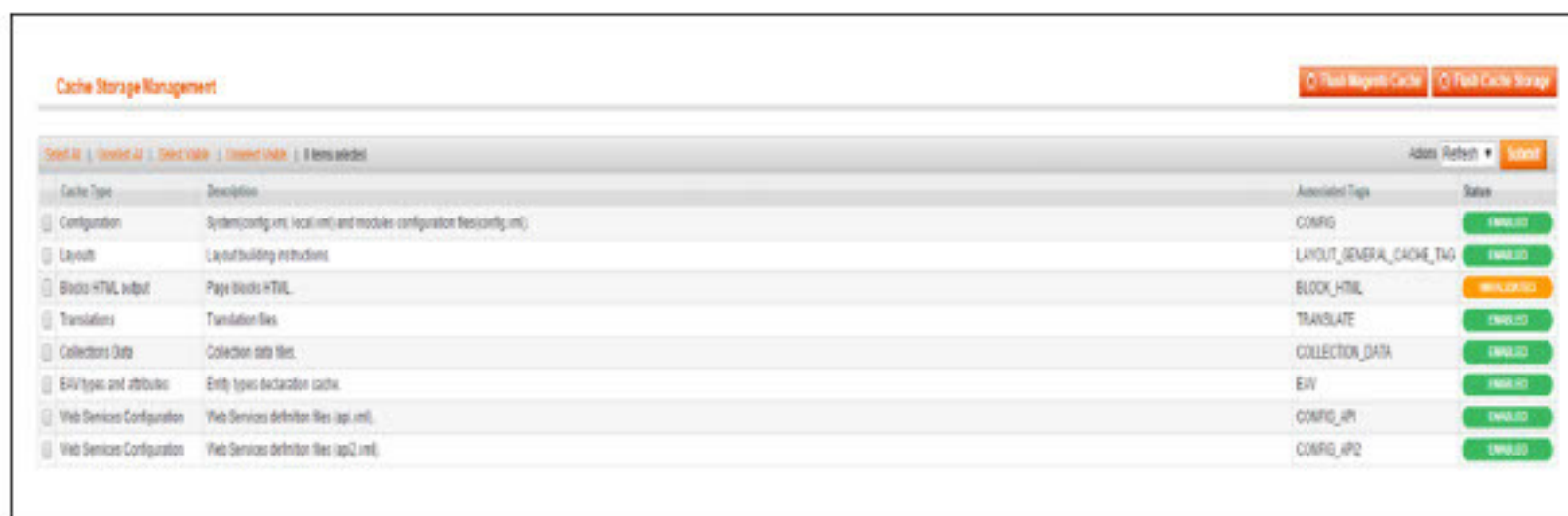
Tax Class \*

Shipping

27, 28, 29, 30, 31. i 32. slika: Primer dodavanja opisa proizvoda

## 6.2. Brisanje keš memorije nakon dodavanja novog proizvoda

Nakon dodavanja novog proizvoda, potrebno je obrisati keš memoriju.



33. slika: Brisanje keš memorije nakon dodavanja novog proizvoda u Magento prodavnicu

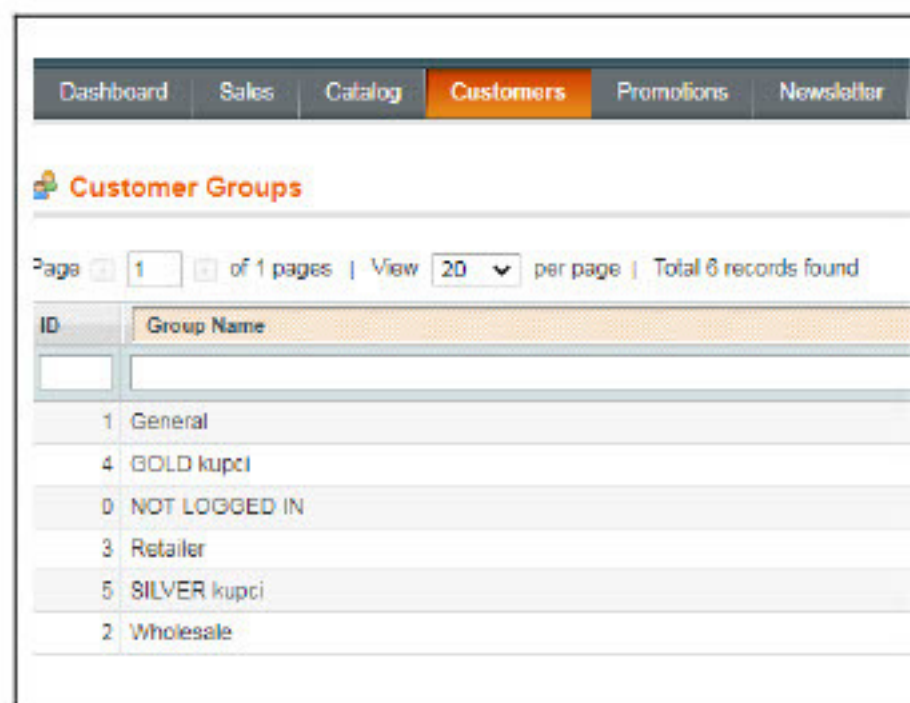
## 7. Rad sa kupcima

Kreiranje nove grupe kupaca:

CUSTOMERS > CUSTOMER GROUPS > ADD NEW CUSTOMER GROUP

Pored četiri standardne grupe kupaca, u okviru projekta su dodate dve grupe kupaca:

1. GOLD kupci
2. SILVER kupci



34. slika: Dodavanje novih grupa kupaca u Magento prodavnicu

U svaku od nove dve grupe kupaca je dodato po pet pojedinačnih kupaca. Pojedinačni kupci se prave na sledeći način:

**CUSTOMERS > MANAGE CUSTOMERS > ADD NEW CUSTOMER**

The screenshot shows the 'Manage Customers' page in Magento. At the top, there's a 'Manage Customers' header with an 'Add New Customer' button. Below it, there are filters for 'Select All', 'Unselected All', 'Selected Visible', 'Unselected Visible', and 'Items selected'. There are also 'Export to CSV', 'Export', 'Reset Filter', and 'Search' buttons. The main table lists 10 customers. The first five are in the 'SILVER kupci' group, and the next five are in the 'GOLD kupci' group. Each row has an 'Edit' link in the 'Action' column.

ID	Name	Email	Group	Telephone	ZIP	Country	State/Province	Customer Since	Action
10	Sara Novakovic	saranovakovic1@gmail.com	SILVER kupci	06412121212	11010	Srbija		26.03.2021. 17:19:39	<a href="#">Edit</a>
9	Nevena Lazić	nevenalazi1@gmail.com	SILVER kupci					26.03.2021. 17:19:32	<a href="#">Edit</a>
8	Zorica Mihic	zorizamihic1@gmail.com	SILVER kupci					26.03.2021. 17:17:49	<a href="#">Edit</a>
7	Radekav Kokić	radekavkoci1@gmail.com	SILVER kupci					26.03.2021. 17:17:04	<a href="#">Edit</a>
6	Slavica Popovic	slavicaopovic1@gmail.com	SILVER kupci					26.03.2021. 17:16:19	<a href="#">Edit</a>
5	Bohdan Svorcan	bohdansvorcan1@gmail.com	GOLD kupci					26.03.2021. 17:15:39	<a href="#">Edit</a>
4	Mina Colovic	minacolovic1@gmail.com	GOLD kupci	062399545	11030	Srbija		26.03.2021. 17:15:05	<a href="#">Edit</a>
3	Petar Matić	petamati1@gmail.com	GOLD kupci	069699999	11020	Srbija		26.03.2021. 17:14:09	<a href="#">Edit</a>
2	Stefan Prokić	stefanproki1@gmail.com	GOLD kupci	0663439363	11000	Srbija		26.03.2021. 17:13:30	<a href="#">Edit</a>
1	Marija Petrović	marijapetrovic1@gmail.com	GOLD kupci	06512121212	11000	Srbija		26.03.2021. 16:41:53	<a href="#">Edit</a>

**35. slika:** Dodavanje novih pojedinačnih kupaca u Magento prodavnicu

Prilikom dodavanja novog kupca, potrebno je odrediti:

- ime i prezime kupca;
- mejl adresu;
- lozinku; i
- grupu kupaca kojoj pripada.

Postoji mogućnost dodavanja:

- adrese;
- grada;
- države;
- poštanskog broja; i
- telefona kupca.

## 7.1. Primer pojedinačnog kupca

The screenshot shows the 'Add New Customer' form in Magento. The customer's name is 'Sara Novakovic'. The form includes fields for 'Associate to Website', 'Created From', 'Group', 'Prefix', 'First Name', 'Middle Name Initial', 'Last Name', 'Suffix', 'Email', 'Date of Birth', 'Tax/VAT Number', and 'Gender'. The 'Group' is set to 'SILVER kupci'. The 'Email' is 'saranovakovic1@gmail.com'. The 'Date of Birth' is '26.03.2021'. The 'Gender' is 'Female'.

**36. slika:** Primer dodavanja pojedinačnog kupca u Magento prodavnicu



## 8. Proizvodi na popustu

Proizvodi na popustu se mogu dodati na dva načina:

1. **PROMOTIONS > CATALOG PRICE RULES > ADD NEW RULE**
2. **PROMOTIONS > SHOPPING CART PRICE RULES > ADD NEW RULE**

### 8.1. Primer davanja popusta grupi kupaca

U prodavnici u okviru projekta su napravljena dva popusta, jedan za GOLD i jedan za SILVER kupce.

ID	Rule Name	Date Start	Date Expire	Status
2	10% popusta za SILVER kupce	From: To:	From: To:	Active
1	15% popusta za Gold kupce	From: To:	From: To:	Active

ID	Rule Name	Coupon Code	Date Start	Date Expire	Status	Priority
1	15% popusta za Gold kupce	15gold	From: To:	From: To:	Active	0
2	10% popusta za SILVER kupce	10silver	From: To:	From: To:	Active	0

**37. i 38. slika:** Dodavanje popusta određenim grupama kupaca

Razlika između pravljenja kupona i promocije je u tome što kupon ima jedinstveni broj koji otključava dati kupon. Na sajtu u okviru projekta postoje dva kupona, jedan je namenjen GOLD kupcima kojima omogućava 15% popusta na sve proizvode, dok drugi SILVER kupcima omogućava 10% popusta, takođe, na sve proizvode.

Definisani kuponi su:

- 10%silver
- 15%gold



## 9. Načini plaćanja proizvoda

Prodavnica u okviru projekta ima aktivirane i podešene dve opcije za plaćanje:

1. **Cash on delivery** (plaćanje pouzećem)
2. **Bank transfer payment** (plaćanje putem bankovnog računa)

**Payment Methods** Save Config

Not sure what PayPal payment method to use? Click [here](#) to learn more.

Merchant Location	▼
PayPal All-in-One Payment Solutions <small>Accept and process credit cards and PayPal payments.</small>	▼
PayPal Payment Gateways	▼
PayPal Express Checkout	▼
Saved CC	▼
Check / Money Order	▼
Zero Subtotal Checkout	▼
Bank Transfer Payment	▼
Cash On Delivery Payment	▼
Purchase Order	▼
Authorize.net	▼
Authorize.net Direct Post	▼

39. slika: Načini plaćanja proizvoda

### 9.1. Plaćanje preko bankovnog računa

SYSTEM > CONFIGURATION > SALES > PAYMENT METHODS

Prilikom plaćanja preko bankovnog računa, kupac mora da uplati sredstva na račun firme, u suprotnom porudžbina neće biti izvršena. Kupac mora da živi na teritoriji Srbije. Minimalan iznos za plaćanje nije definisan.

Broj računa prodavnice u okviru projekta je: 123 - 123456789 – 11.

Payment Methods

Reports

Content Management

CATALOG

Catalog

Configurable Swatches

Inventory

Google Sitemap

RSS Feeds

Email to a Friend

CUSTOMERS

Newsletter

Customer Configuration

Wishlist

Promotions

Persistent Shopping Cart

SALES

Sales

Sales Emails

PDF Print-outs

Tax

Checkout

Shipping Settings

1 of 10 | 10 items

Save Config

Bank Transfer Payment

Enabled

Yes

[v]

[WEBSITE]

Title

Plaćanje preko bankovnog računa

[STORE VIEW]

New Order Status

Pending

[v]

[WEBSITE]

Payment from Applicable Countries

Specific Countries

[v]

[WEBSITE]

Payment from Specific Countries

Selema Marjanaka Ostva

[x]

Šjora Leove

Singapur

Širja

Šjedinjene Amerike Države

Slovačka

Slovenija

Solomonska Ostva

Sonijsa

Srija

[v]

[WEBSITE]

Instructions

Plaćanje se vrši uplatom sredstava na bankovni račun.

Broj računa:

123 - 123456789 - 11

[STORE VIEW]

## 9.2. Plácanje pouzečem

SYSTEM &gt; CONFIGURATION &gt; SALES &gt; PAYMENT METHODS

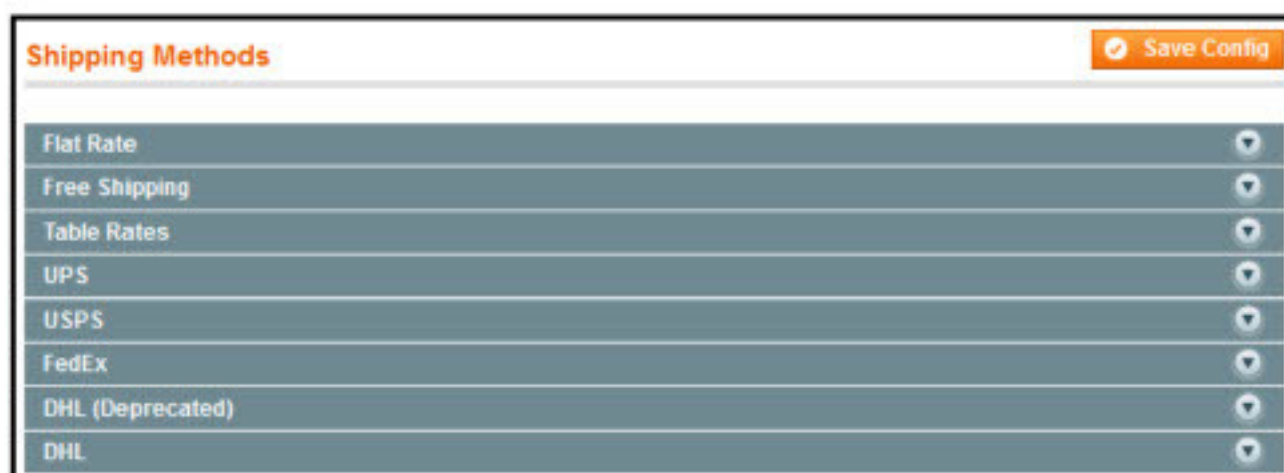
Prilikom plaćanja pouzećem, kupac je dužan da prilikom preuzimanja pošiljke, robu plati kuriru. U suprotnom, kupovina i predaja pošiljke neće biti izvršeni. Kupac mora da živi na teritoriji Srbije. Mogućnost plaćanja proizvoda je samo u dinarima i nije definisan neophodan minimalan iznos za plaćanje.

Payment Methods			Save Config
RECORD	Bank Transfer Payment		
Content Management	Cash On Delivery Payment		
CATALOG	Enabled	Yes	[WEBSITE]
Catalog	Title	Plaćanje pouzdom	[STORE VIEW]
Configurable Swatches	New Order Status	Pending	[WEBSITE]
Inventory	Payment from Applicable Countries	Specific Countries	[WEBSITE]
Google Shopping	Payment from Specific Countries	<div> <div>Sjeverna Marjanska Ostrva</div> <div>Sjeverna Leone</div> <div>Singapur</div> <div>Srija</div> <div>Sjedinjene Američke Države</div> <div>Slovačka</div> <div>Slovenija</div> <div>Salomonska Ostrva</div> <div>Somalijska</div> <div>Srija</div> </div>	[WEBSITE]
RSS Feeds	Instructions	Plaćanje se vrši prihvatom preuzimanja proizvoda.	[STORE VIEW]
Email to a Friend			
CUSTOMERS			
Newsletter			
Customer Configuration			
Wishlist			
Promotions			
Persistent Shopping Cart			
SALES			
Sales			
Sales Emails			
PDF Print-outs			
Tax			
Checkout			
Shipping Settings			
Shipping Methods			

## 10. Načini isporuke proizvoda

Prodavnica u okviru projekta ima aktivirana i podešena dva načina isporuke:

1. Fiksna cena isporuke
2. Besplatna dostava

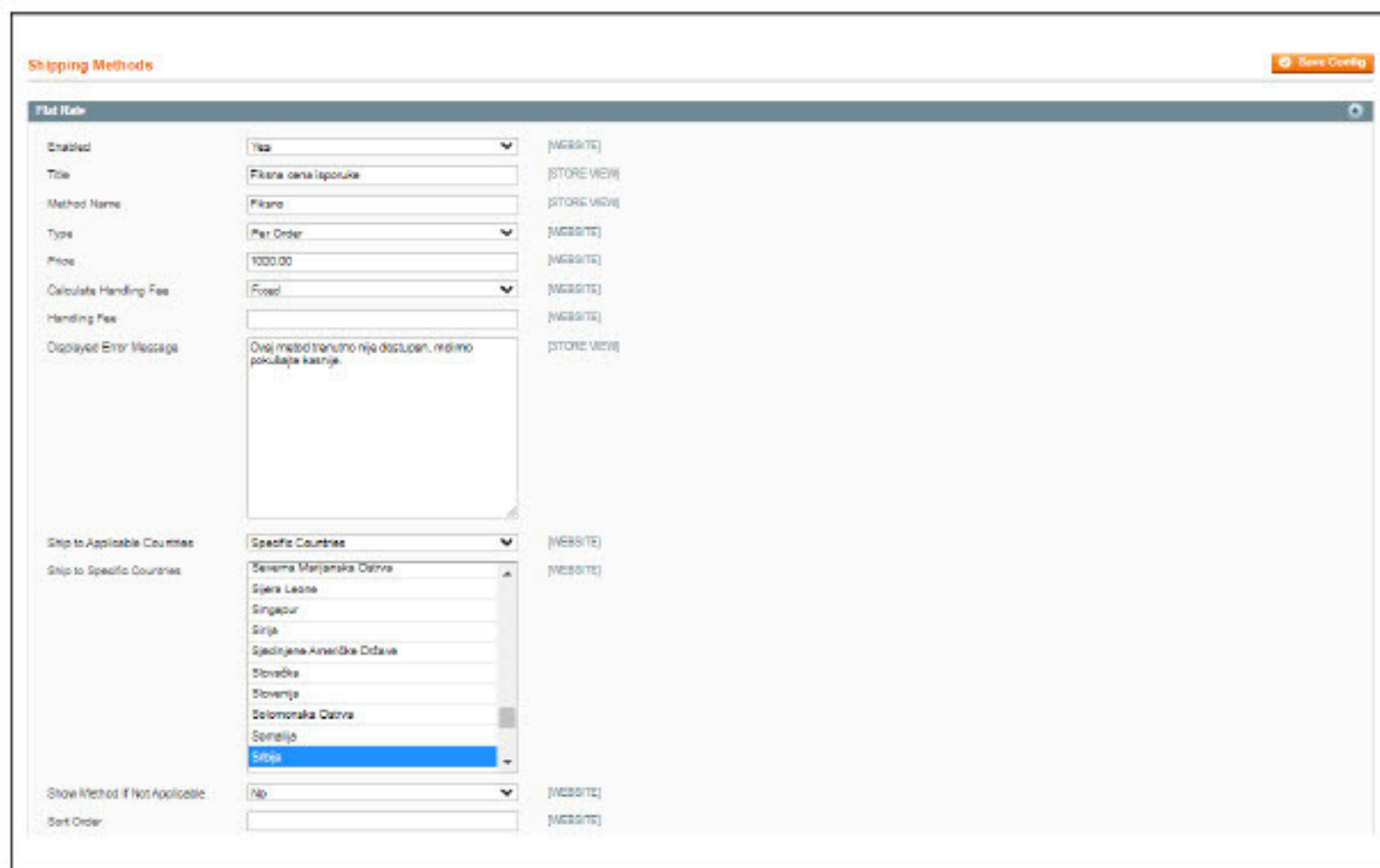


42. slika: Načini isporuke proizvoda

### 10.1. Fiksna cena isporuke

SYSTEM > CONFIGURATION > SALES > SHIPPING METHODS > Flat Rate

U prodavnici u okviru projekta, fiksna cena dostave je definisana u iznosu od 1000 RSD. Ovakav vid isporuke se vrši samo na teritoriji Srbije.



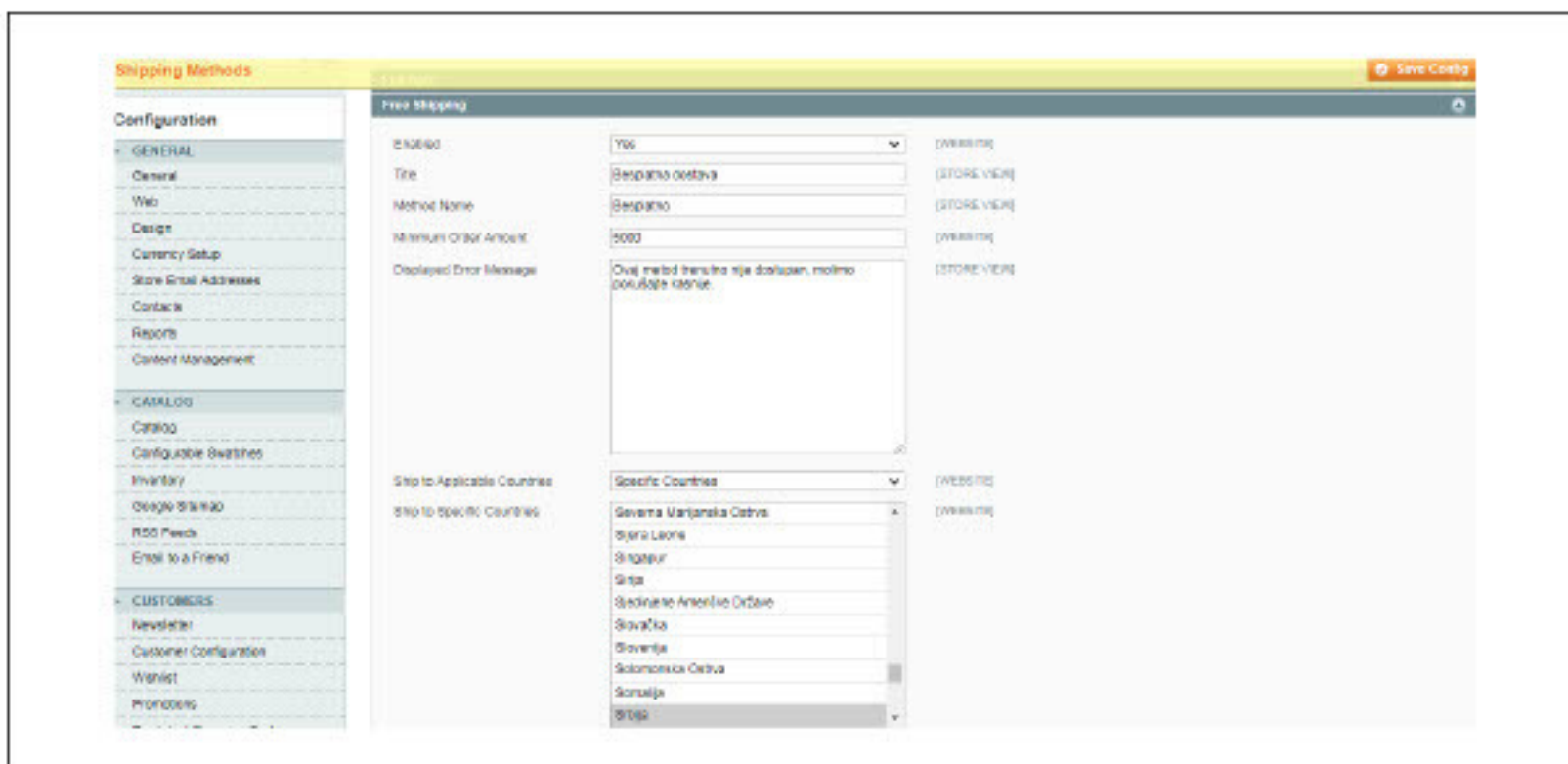
43. slika: Definisanje cene isporuke proizvoda



## 10.2. Besplatna dostava

**SYSTEM > CONFIGURATION > SALES > SHIPPING METHODS > Free Shipping**

U Magento prodavnici u okviru projekta definisan je minimalan iznos koji kupac mora da potroši u jednoj porudžbini, kako bi bila odobrena besplatna dostava. Porudžbina mora biti u minimalnom iznosu od 5000 RSD. Ovaj vid isporuke se vrši samo na teritoriji Srbije.



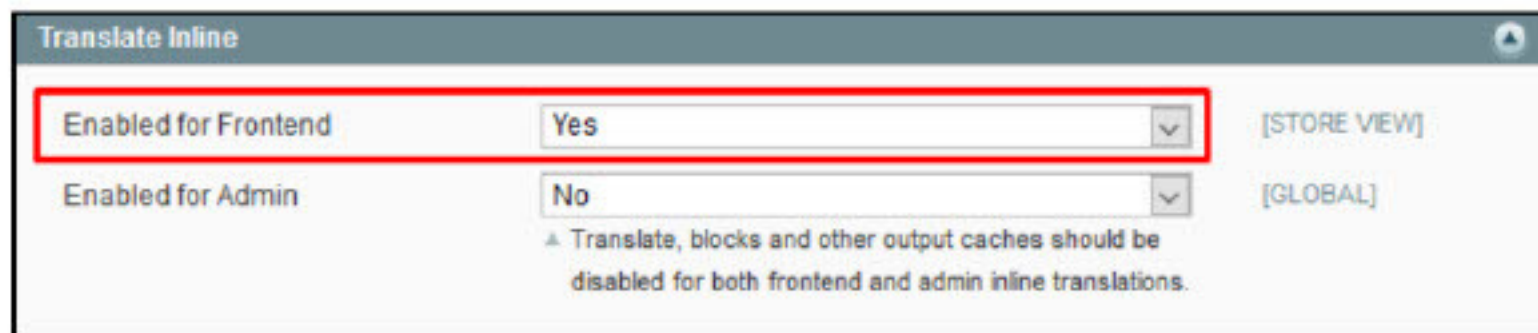
The screenshot shows the 'Shipping Methods' configuration page in Magento. The left sidebar contains a 'Configuration' menu with options like General, Design, Currency Setup, etc. The main content area is titled 'Free Shipping'. It includes fields for 'Enabled' (set to 'Yes'), 'Title' ('Besplatna dostava'), 'Method Name' ('Besplatno'), 'Minimum Order Amount' ('5000'), and 'Displayed Error Message' ('Ovaj metod isporuke nije dostupan, molimo pokušajte kasnije.'). There are also dropdowns for 'Ship to Applicable Countries' (set to 'Specific Countries') and 'Ship to Specific Countries' (listing various countries like Germany, France, etc.). A 'Save Config' button is in the top right corner.

44. slika: Definisanje besplatne dostave

## 11. Prevođenje Magento prodavnice

**SYSTEM > CONFIGURATION > ADVANCED > DEVELOPER > TRANSLATE INLINE**

Kada se prevođenje završi, neophodno je vratiti na **NO**, u suprotnom bi svako ko poseti adresu sajta mogao da menja sadržaj.

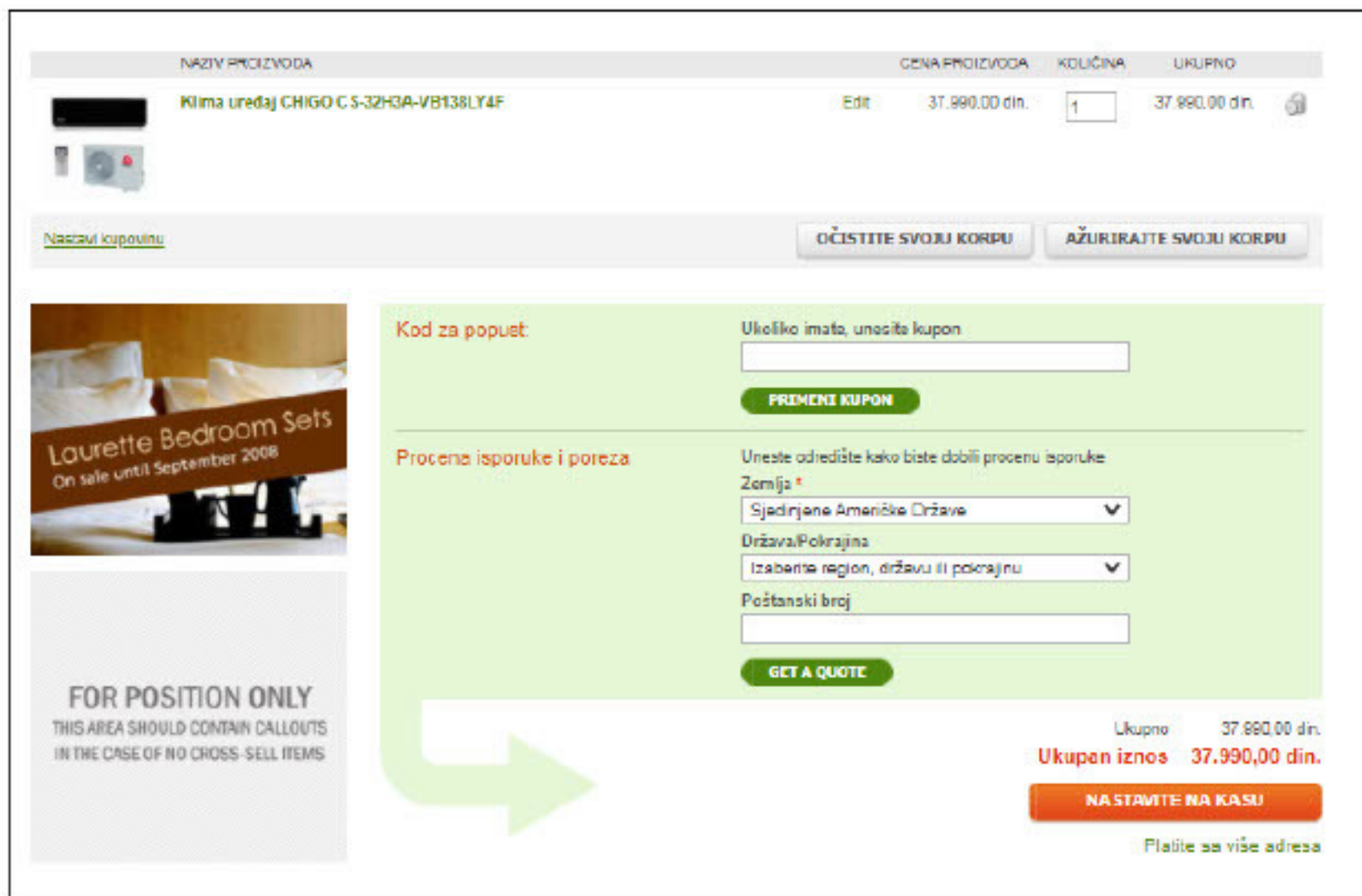



The screenshot shows the 'Translate Inline' configuration page in Magento. It has two main settings: 'Enabled for Frontend' (set to 'Yes') and 'Enabled for Admin' (set to 'No'). Each setting has a '[STORE VIEW]' or '[GLOBAL]' label. A warning message at the bottom states: 'Translate, blocks and other output caches should be disabled for both frontend and admin inline translations.'

45. slika: Omogućavanje prevođenja Magento prodavnice



Primer prevođenja Magento prodavnice:



NAZIV PROIZVODA	CENA PROIZVODA	KOLIČINA	UKUPNO
 Klima uređaj CHIGO C S-32H3A-VB138LY4F	37.990.00 din.	1	37.990.00 din.

[Nastavi kupovinu](#) [OČISTITE SVOJU KORPU](#) [AŽURIRAJTE SVOJU KORPU](#)

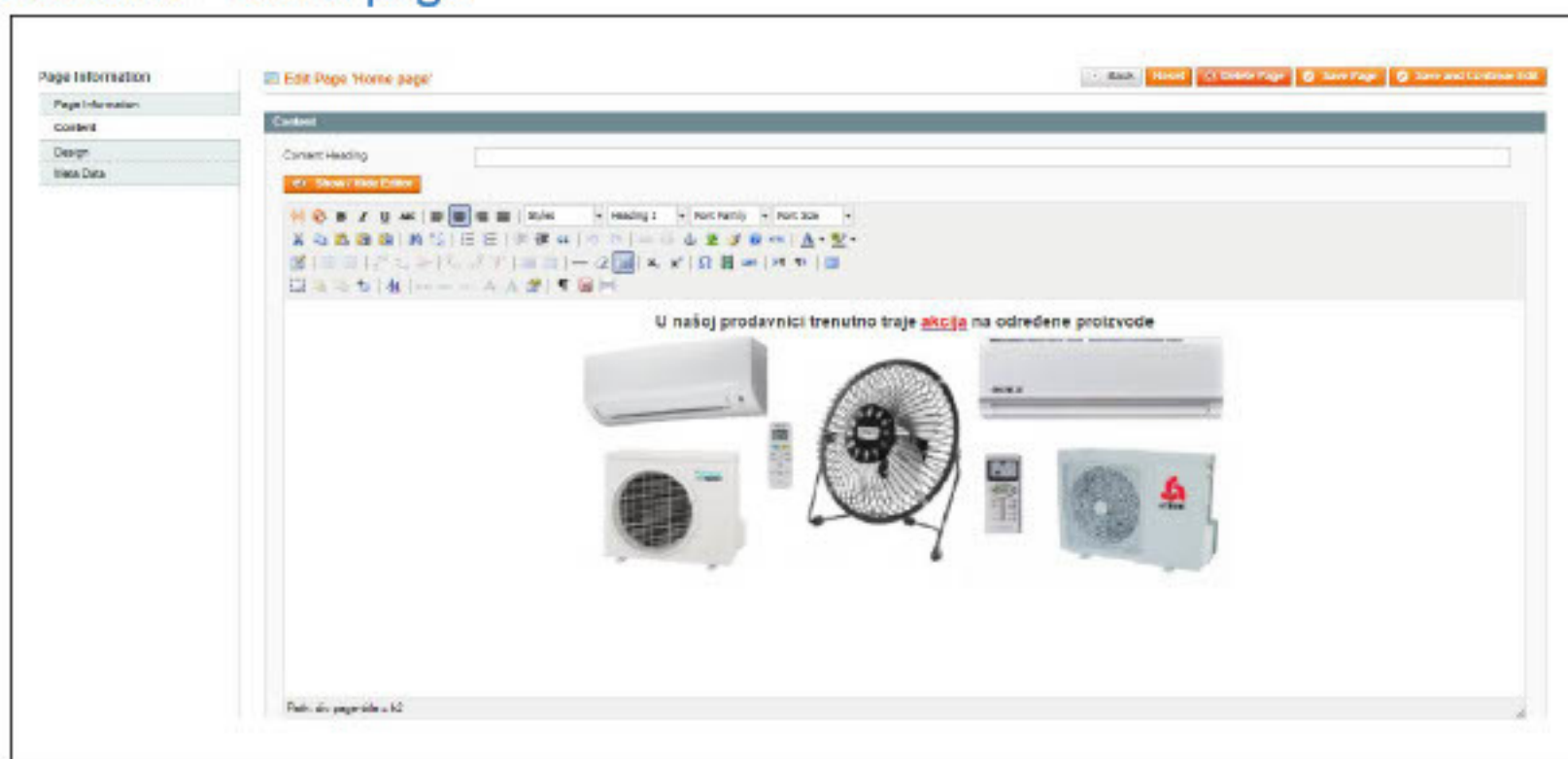
**Kod za popust:** Ukoliko imate, unesite kupon  
  
[PRIMENI KUPON](#)

**Procena isporuke i poreza** Uneste odredište kako biste dobili procenu isporuke  
Zemlja \*  
Sjedinjene Američke Države  
Država/Pokrajina  
Izaberi region, državu ili pokrajinu  
Poštanski broj  
  
[GET A QUOTE](#)

Ukupno 37.990.00 din.  
**Ukupan iznos 37.990.00 din.**  
[NA STAVITE NA KASU](#)  
[Platite sa više adresa](#)

46. slika: Primer prevođenja Magento prodavnice sa engleskog na srpski jezik

## 12. CMS - Home page



47. slika: CMS Magento prodavnice



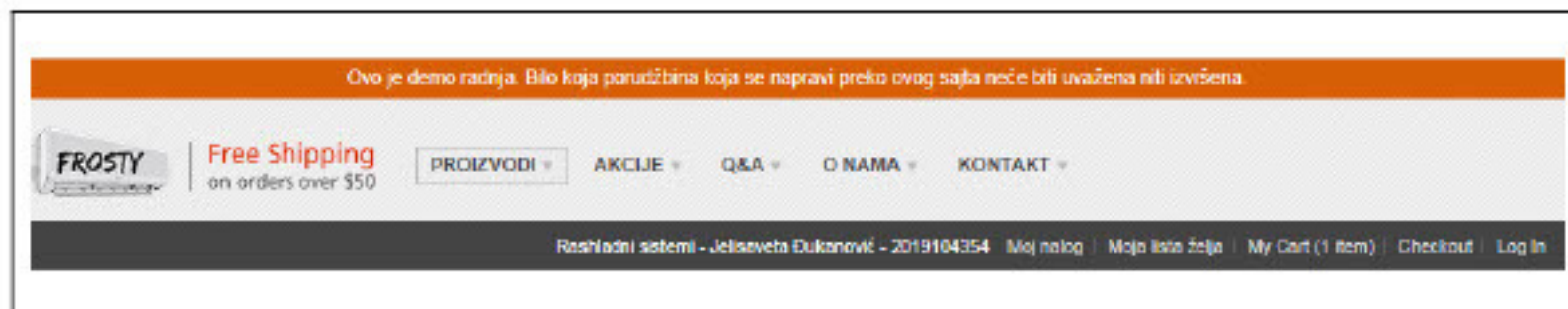
48. slika: Klijentski prikaz Magento prodavnice

### 13. Logo Magento prodavnice

U okviru projekta studenti sami prave logo prodavnice. Napravljene su tri opcije. Izabrana je opcija dva.

Alati korišćeni za kreiranje logoa:

- Adobe Photoshop
- Canva



49. slika: Izabran logo Magento prodavnice

LOGO PRODAVNICE		
Primer 1	Primer 2	Primer 3

50. slika: Logo primeri

## 14. Reklamiranje prodavnice

**Primer: Marketing tim ima budžet od 100 000 RSD za reklamiranje prodavnice. U par rečenica odrediti alokaciju budžeta.**

Targetirati porodice sa decom, jer oni posebno brinu o tome da prostorija u kojoj deca borave bude dovoljno topla ili hladna. Druga grupa su ljudi u tridesetim i četrdesetim godinama, koji žive na teritoriji Beograda i koji su u skorije vreme kupili stan ili ga trenutno renoviraju.

Reklamirati se na Facebook-u, gde je prvo potrebno pustiti kampanju koja predstavlja prodavnicu, kako bi ciljne grupe saznale da prodavnica postoji i kako bi im se dala prilika i vreme da prepoznaju potrebu za nekim od proizvoda iz prodavnice. U ovaj tip kampanje uložiti 20 000 RSD.

U drugoj kampanji na Facebook-u, koja bi se odvijala pre i tokom letnjih najavljenih najtoplijih dana, reklamirati jedan tip proizvoda - klima uređaje. U ovaj tip kampanje uložiti 80 000 RSD.

Cilj prve kampanje je da se dopre do što više ljudi kako bi saznali da prodavnica postoji i posetili njen sajt gde bi se upoznali sa asortimanom, dok je cilj druge kampanje da ciljna grupa obavi kupovinu na sajtu koji im je već poznat i u koji imaju poverenje.