

1. **Categories, tags and attributes make products easier to find:** Help customers find what they want by adding tags to describe a product. Add attributes like size so customers can search for items most relevant to them.
2. Set the currency, language and measurement units (inches, centimeters or anything else) that's right.
3. Set a featured image to highlight the best photo site-wide.
4. **Shipping options:** Give customers the option of pickup, local delivery or shipping. Restrict options available based on customer location.
5. Set a flat rate or define specific rates for different products, like extra charges for heavy products.
6. Calculate and show the right rates to customers at checkout.
7. Offer free shipping for certain products or certain locations.
8. Enable guest checkout for those who don't want to register. (**Note:** Decision to be taken).
9. **Inventory management:** Track stock levels, hold stock after an order is cancelled, get notifications for low and out-of-stock items, hide out-of-stock items and more.
10. **Order management:** Add customer notes, edit stock manually, mark items you shipped, and manage the fulfillment process.
11. **Email templates:** Send notifications to customers at critical stages, e.g., after they make a purchase or when their order is complete.
12. **Coupons:** Give customers coupons for a fixed amount, a percentage off or special offers like free shipping. Offer coupons for their whole cart or certain products.
13. **Related products:** Show related products to help customers find complementary products or encourage them to purchase more.
14. During checkout they can see how much they saved.
15. **Reporting:** View sales, refunds and coupons over time. See top products and categories.
16. **Highlight important products throughout store:** A widget to showcase top products, a specific category or tag, products on sale, featured products or recently viewed products on any page of your store.
17. Add to Wish Lists, Add to card without login or register
18. Frequently Asked Questions (FAQ) section for listing and ecommerce section.
19. It's also helpful to include delivery time.
20. Customers can choose delivery options like COD, Debit/Credit etc.
21. Return Policy Page
22. Manage categories and sub-categories
23. Feature categories within navigation or on the homepage
24. Set categories as "active" or "inactive"
25. Set page URL's and SEO elements for categories
26. Manage categories thumbnails and images
27. Manage brands
28. Feature brands on the homepage
29. Set brands as "active" or "inactive"
30. Set page URL's and SEO elements for brands
31. Manage brand logos
32. Easily manage and edit products
33. Product fields include name, SKU, product details, additional details, list price, our price, weight, stock, minimum quantity order amount, handling fee and more.
34. Ability to select options such as featured, free shipping, reviews allowed, require moderation for reviews and more
35. Add and manage main product image and additional product images
36. Feature products on the homepage
37. Set products as "active" or "inactive"

38. Manage tax rates for each product.
39. Add products to a single category or multiple categories
40. Select product brand
41. Add and manage product options and option groups
42. Add and manage related products
43. Add and manage accessories
44. Attach and embed YouTube videos (right now we are able to post only links).
45. Manage (approve and delete) product reviews
46. Set product page URL and SEO elements for products.
47. Create new content pages
48. Image editing and cropping tool
49. Set page URL and SEO elements
50. Manage homepage banners.
51. Set banner sort orders
52. Set banner URL or leave unlinked
53. Set banners as “active” or “inactive”.
54. Manage main email template design.
55. Set messaging for order status emails.
56. Set messaging for thank you email on product reviews

Customers Management

1. Search and sort to easily find customers by first name and last name
2. Manage customer accounts
3. View customer details and previous orders
4. View individual customers product reviews
5. Delete customer accounts
6. Reset customer passwords
7. Export customers to Excel
8. Export customer subscribed to email newsletter to Excel (import capabilities for 3rd party email systems)

Orders Management

1. Search and sort to easily find orders by specific variables
2. Manage and updated order status
3. View order number and all customer information
4. View order information and purchase details (products, tax, shipping, addresses, etc.)
5. Add private notes to the order
6. View shipping and billing address.
7. Create and manage custom order statuses
8. Receive email when order is placed
9. Export orders to Excel

Discount & Promotion

1. Create and manage discount codes
2. Add discount codes to categories, brand or products
3. Add discount codes that affect shipping
4. Set codes as “active” or “inactive”
5. Ability to set percentages off, amount off or a set price
6. “Auto Apply” discount codes when product added to cart option
7. Set and manage dates code is active
8. Set minimum and maximum quantity requirements for discount codes
9. Set number of times code can be used before automatically becoming inactive

Dashboard

1. Interactive administrative dashboard with charts and statistics
2. Ability to change dashboard statistics to reflect specific date ranges
3. Dashboard date-range reports include store sales by amount, store sales order volume, new customers vs. returning, top selling products, top selling brands, most used discount codes
4. Dashboard general reports (not based on date range) include low inventory reporting, total products in store, total categories in store, customer count, lifetime orders and lifetime revenue.
5. Single reports, outside of the dashboard, include sales by date range, top selling product by date range, low inventory by quantity and new customer by date range.

Dynamic Titles

1. Manage all dynamic title tag structure throughout the website
2. Configure dynamic title and META tags for categories and sub-categories
3. Configure dynamic title and META tags for brand pages
4. Configure dynamic title and META tags for product pages
5. Configure site wide default title and META tags
6. Configure homepage title and META tags
7. Set unique title, META tags and URL information for specific content pages, category, brand or product pages