

# **Integration of a bookstore into an e-commerce platform**

**Analysis of requirements, implementation & resources  
A guide to set-up an e-commerce platform  
A study for further functionalities**

**Symeon Kokovidis  
A study for the e-business course.  
Supervised by Dr. Evangelos Kalampokis**

**University of Macedonia, Thessaloniki, Greece, 2017**

# Index

1. Definitions
2. Introduction
3. Advance Parameters Section
4. Improve Section
  - 4.1. International, Payment, Shipping menus
  - 4.2. Design & Theme Modules
  - 4.3. Built-in Modules
5. Sales Section
  - 5.1. Setting-up
6. Front Office Demonstration
7. The Stats Dashboard
8. Further Suggestions
9. Appendix
10. References

# Definitions

## Prestashop I

**PrestaShop is a free, open source e-commerce solution.** The software is published under the Open Software License (OSL). It is written in the PHP programming language with support for the MySQL database management system. PrestaShop is currently used by 250,000 shops worldwide and is available in 60 different languages.

*en.wikipedia.org*

PrestaShop is an immensely feature-rich, free, open-source **e-commerce solution which you can use to run stores in the cloud or via self-hosting**. It's currently used by 250,000 shops worldwide and is available in 65 different languages.

*code.tutsplus.com*

## Prestashop II

PrestaShop is an open source e-commerce solution that is used freely by more than 120,000 online stores worldwide. **It comes with over 275 features being carefully developed in order to increase business owners' sales with minimal efforts required. All the software features are absolutely free.**

PrestaShop is free software as it's specified in the GNU General Public License and officially started in August 2007 for small and medium-size businesses. The software, based on the Smartly template engine, nowadays is used by more than 100,000 shops all over the world[...]

**It supports various payment systems such as PayPal, Google Checkout, Payments Pro via API, Authorize.net and Skrill. It is used on Apache web server 1.3 or later, with PHP 5 or later and MySQL 5 running on it.**

[www.carttuning.com](http://www.carttuning.com)

**The following definitions refer to the special terms that the Prestashop has.**

## **Module**

Are **small programs** that make use of PrestaShop's functionality and changes them or add to them in order to make PrestaShop easier to use or more customised.

## **Back-Office**

The PrestaShop back office is the name used to describe the administration panel of PrestaShop. We will spend most of our time in this panel, **as everything that the user sees is handled directly through the back office**: adding/editing/removing products, handling carriers, building packs, creating vouchers, keeping contact with customers, improving your shop, and other [paraphrased from ref.7.]

## **Front office**

The front-office is **what customers constantly see** when browsing your shop. It is the interface, the products, the pictures, the descriptions, the whole purchase process, etc.

## **Hosting costs**

All the **costs to maintain and make available our website to the world wide web** (www). These may include server costs (hardware), internet connection bandwidth, domain costs, server utilisation. Hosting costs do not include back office set-up, handling of the orders, maintenance of the website (front office).

## **Shopping card**

Shopping Card is the **virtual basket** of a customer in the web store. Customers can collect all the products they want to purchase in their shopping card and finally proceed to the checkout process.

## **Checkout**

Is the process where the customer will give his/her personal details and proceed with the **payment** or other actions to receive the products.

# Introduction

# The University of Macedonia Press

University of Macedonia, Thessaloniki, Greece, holds its own publications and bookstore namely “University of Macedonia Press” or equivalent “UOMPress”.

UOMPress was established in June 2001, offering solutions to various needs of the institute. UOMPress follows an open publishing policy where the publications are not limited only in scientific context but also to numerous historical, educational & arts material.

The publications follow the common Greek commercial law rules regarding book selling, and also they have the ability to offer products to other bookstores.

Among these activities, they are also able to design, produce, print and distribute from the very beginning every new publication.

The last years, also offers souvenir products, as for example, clothing items.

The UOMPress has its physical store in the ground floor of the University of Macedonia.

## **The current situation**

For the time being, the UOMPress can offer its products through the physical store to anyone who is interested in these. It keeps a website with the catalog, the prices, the variety of the products, but it does not offer any online purchase ability.

## **The purpose**

The purpose of this study is to integrate the pre-existing catalog of the physical store to a web store. The aim is to offer the same functionalities but under an online web store. Which can operate in parallel with the physical store.

# Implementation

In this study, we will try to demonstrate, step by step, how an online book store can be set up, based on our “University of Macedonia Press” store. We will use the Prestashop bundle and for the needs of this study and we will host our web store, in a virtual web server.

*More information regarding the installation of the virtual web server on our MacOS 10.12 Sierra machine and the installation of Prestashop bundle (1.6.1.7 & 1.7.0.3), can be found in the Appendix of this study.*

## Implementation II

In general, the UOMPress serves the faculty and the students of the University of Macedonia. External customers may also visit the store, but the publications are focused in the activities of the Institute. As University has around 10.000 students and a faculty of 200 members, this might mean that the web site will not have to deal with a lot of requests, comparing to other popular online book stores. Also the “peak” periods, where the most students and faculty members purchase their course books for the each semester, are in the months of October and March.

Considering all these we understand the following:

- We do not need to create our own web hosting facilities. The amount of people we serve every year is significant low to create our web hosting facilities.
- We will need a flexible web host, where can offer different process power and bandwidth in the months of October and March

**For this reason a Cloud Web Hosting Company, might be a good solution as could offer a processing power flexibility during the “peak” months, and maintain our web server in its facilities.**

# Costs Breakdown

The prices below are estimated and are not final. The aim of this section is to have a general idea for the costs of the project.

#	Description	Special notes	Price
1	Domain name	23.80€ for 2 years	12€
2.	Web hosting	Free SSL certificate, maintenance, 2GB ram, 100GB space, CentOS/Windows	400€
3.	Managing Costs	Unit price: 5€/hr 2hr X 5 days X 52 weeks	2600€
<b>Total Yearly Cost</b>			<b>3012€</b>

## Please note the following:

These costs do not include setting-up costs.

Web hosting costs may vary. Cloud hosting gives flexible pricing based on the workload.

The managing costs may vary. If the manager of the physical store can handle in parallel the web store, the total yearly cost will consist of the costs for the domain name and the web hosting only.

# Advanced Parameters

Design  
Shipping  
Payment  
International

**CONFIGURE**

Shop Parameters  
Advanced Parameters

Launch your shop! 0%

RESUME

Stop the OnBoarding

Enable brands and suppliers pages on your front office even when their respective modules are disabled.

Display best sellers

YES NO

Enable best sellers page on your front office even when its respective module is disabled.

Enable Multistore

YES NO

The multistore feature allows you to manage several e-shops with one Back Office. If this feature is enabled, a "Multistore" page will be available in the "Advanced Parameters" menu.

Main Shop Activity

Art and Culture

Save

In the Shop Parameters menu we choose as Main Shop Activity → Art and Culture. This step will give us the most appropriate functions to our shop (bookstore & boutique shop)

The screenshot shows the 'Order Settings' page. On the left, there's a sidebar with sections: SELL (Orders, Catalog, Customers, Customer Service, Stats), IMPROVE (Modules, Design, Shipping, Payment, International), and CONFIGURE (Shop Parameters, Advanced Parameters). A progress bar at the bottom says 'Launch your shop! 0%' with a 'RESUME' button. The main area has tabs 'Order Settings' (selected) and 'Statuses'. Under 'GENERAL', there are several settings with 'YES' or 'NO' buttons: 'Enable final summary' (YES), 'Enable guest checkout' (YES), 'Disable Reordering Option' (NO), 'Minimum purchase total required in order to validate the order' (0), 'Recalculate shipping cost after order edition' (YES), 'Delayed shipping' (NO), 'Terms of service' (YES), and 'Page for the Terms and conditions' (Terms and conditions of use).

In the order settings we choose to enable a final summary at the end of the order.  
(*EU e-commerce directive, more information can be found in the Appendix*)

We also let users without an account to make an order (guest checkout).



In the Customer Settings we enable the B2B mode so we can have some further functions in case we want to corporate with other enterprises / bookstores

The screenshot shows the 'Customer Settings / Groups' page. The interface includes a header with 'Dashboard', 'SELL', 'IMPROVE', and 'CONFIGURE' sections, and a sidebar with 'Customer Settings' selected. The main content area displays a table titled 'GROUPS' with 4 entries:

ID	Group name	Discount (%)	Members	Show prices	Creation date	Action
1	Visitor	0.00 %	0	Yes	11/24/2016	<input type="button" value="Edit"/>
2	Guest	0.00 %	0	Yes	11/24/2016	<input type="button" value="Edit"/>
3	Customer	0.00 %	1	Yes	11/24/2016	<input type="button" value="Edit"/>
4	ΔΕΠ	30.00 %	0	Yes	12/11/2016	<input type="button" value="Edit"/>

A 'Bulk actions' button is located at the bottom left of the table.

Again in the Customer Settings, in the subcategory Groups, we modify the existent client groups

The screenshot shows the 'Customer Settings / Groups' section of the PrestaShop back office. The left sidebar has sections for 'SELL', 'IMPROVE', and 'CONFIGURE'. Under 'Customer Settings', there are tabs for 'Customers' and 'Groups'. The 'Groups' tab is selected, showing a table with two entries:

ID	Group name	Discount (%)	Members	Show prices	Creation date
4	Μέλη ΔΕΠ ΠΑΜΑΚ	50.00 %	0	Yes	01/04/2017
5	ΜΕΛΗ ΔΕΠ ΑΕΙ/ΤΕΙ ΕΠΙΚΡΑΤΕΙΑΣ	30.00 %	0	Yes	01/04/2017

Each row includes 'Delete', 'View', and 'Edit' buttons at the bottom.

And we create two more special groups:

- 1) For the faculty members of our University (with discount in all products 50%)
- 2) For the faculty members of all other Universities (with discount 30%)

Dashboard

Search

**SELL**

- Orders
- Catalog
- Customers
- Customer Service
- Stats

**IMPROVE**

- Modules
- Design
- Shipping
- Payment
- International

**CONFIGURE**

- Shop Parameters
- Advanced Parameters

Launch your shop!

## INDEXING

The "indexed" products have been analyzed by PrestaShop and will appear in the results of a front office search.

Indexed products **7 / 7**.

Building the product index may take a few minutes. If your server stops before the process ends, you can resume the indexing by clicking "Add missing products to the index".

Add missing products to the index  
 Re-build the entire index

You can set a cron job that will rebuild your index using the following URL:

[http://192.168.1.4:8080/prestashop/administration/searchcron.php?  
full=1&token=eesE6ooS&id\\_shop=1](http://192.168.1.4:8080/prestashop/administration/searchcron.php?full=1&token=eesE6ooS&id_shop=1)

**Indexing**

YES       NO

*Enable the automatic indexing of products. If you enable this feature, the products will be indexed in the search automatically when they are saved. If the feature is disabled, you will have to index products manually by using the links provided in the field set.*

 Save

Moving to the submenu of Search, we enable the indexing of every product in our web store. This option will optimise any search query that will be made from our customers. Indexing in long-term leads to less processing resources, workload and finally to lower costs. (in large-scales)

The screenshot shows the PrestaShop back office interface. The left sidebar has sections for SELL (Orders, Catalog, Customers, Customer Service, Stats), IMPROVE (Modules, Design, Shipping, Payment, International), and CONFIGURE (Shop Parameters, Advanced Parameters). The main content area is titled 'Profiles' under 'Team / Profiles'. It displays a table with four rows of user profiles:

ID	Name	Action
1	SuperAdmin	<a href="#">Edit</a>
2	Logistician	<a href="#">Delete</a> <a href="#">Edit</a>
3	Translator	<a href="#">Delete</a> <a href="#">Edit</a>
4	Salesman	<a href="#">Delete</a> <a href="#">Edit</a>

At the top right, there are 'Add new' and 'Help' buttons. The top navigation bar includes a search bar and links for 'Team / Profiles'.

Going to the next menu of “Advanced Parameters”, we will modify the rights of back office users

The screenshot shows the PrestaShop Team Permissions interface. The top navigation bar includes 'Team / Permissions', a search icon, 'Team', and a help icon. The main title is 'Permissions'. Below it, there are tabs for 'Employees', 'Profiles', and 'Permissions', with 'Permissions' being the active tab. A sidebar on the left lists categories: 'SELL' (Orders, Catalog, Customers, Customer Service, Stats), 'IMPROVE' (Modules, Design, Shipping, Payment, International), and 'CONFIGURE' (Shop Parameters, Advanced Parameters). A progress bar at the bottom says 'Launch your shop!' and '0%'. The main content area displays a list of account types: SuperAdmin, Logistician (selected and highlighted in blue), Translator, and Salesman. Below this is a 'MENU' section with a table of permissions. The columns are 'View', 'Add', 'Edit', 'Delete', and 'All'. The rows are categorized under '»Sell' and include: Orders, Invoices, Credit Slips, Delivery Slips, Shopping Carts, Catalog, Products, Categories, Monitoring, Attributes & Features, and Attributes. Most items under 'Sell' have checked boxes in all columns except 'View'.

	View	Add	Edit	Delete	All
»Dashboard	<input type="checkbox"/>				
»Sell	<input checked="" type="checkbox"/>				
» Orders	<input checked="" type="checkbox"/>				
» Invoices	<input checked="" type="checkbox"/>				
» Credit Slips	<input checked="" type="checkbox"/>				
» Delivery Slips	<input checked="" type="checkbox"/>				
» Shopping Carts	<input type="checkbox"/>				
» Catalog	<input checked="" type="checkbox"/>				
» Products	<input checked="" type="checkbox"/>				
» Categories	<input checked="" type="checkbox"/>				
» Monitoring	<input checked="" type="checkbox"/>				
» Attributes & Features	<input type="checkbox"/>				
» Attributes	<input type="checkbox"/>				

For example we will restrict the rights of the “Logistician” account type. We will allow any full modification (add, edit, delete) for the section which are directly associated with the nature of this role...

The screenshot shows the PrestaShop back office interface. The left sidebar has sections for SELL (Orders, Catalog, Customers, Customer Service, Stats), IMPROVE (Modules, Design, Shipping, Payment, International), and CONFIGURE (Shop Parameters, Advanced Parameters). The main content area is titled 'Permissions' under 'Team / Permissions'. It lists user profiles: SuperAdmin, Logistician (selected), Translator, and Salesman. Below is a 'MENU' section with permission checkboxes for various shop sections. The 'Logistician' role has checked boxes for all menu items except 'Dashboard'.

Section	View	Add	Edit	Delete	All
»Dashboard	<input type="checkbox"/>				
»Sell	<input checked="" type="checkbox"/>				
» Orders	<input checked="" type="checkbox"/>				
» Orders	<input checked="" type="checkbox"/>				
» Invoices	<input checked="" type="checkbox"/>				
» Credit Slips	<input checked="" type="checkbox"/>				
» Delivery Slips	<input checked="" type="checkbox"/>				
» Shopping Carts	<input checked="" type="checkbox"/>				
» Catalog	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Products	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Categories	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Monitoring	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Attributes & Features	<input type="checkbox"/>				
» Attributes	<input type="checkbox"/>				
» Features	<input type="checkbox"/>				

... but we will also restrict the rights for secondary associated sections on the back office.

In a way to eliminate the probability of wrong interventions from other back office users.

Display discounted price

YES

NO

*In the volume discounts board, display the new price with the applied discount instead of showing the discount (ie. "-5%").*

We also request from the web store to show the final price (instead the base price) in a case of a discount.

## Contacts



Add new contact Recommended Modules and Services Help

Contacts Stores

CONTACTS 2				
ID ▾▲	Title ▾▲	Email address ▾▲	Description ▾▲	
-	<input type="text"/> <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="Search"/>
<input type="checkbox"/> 1	Webmaster	ba1361@uom.edu.gr	If a technical problem occurs on this website	<input type="button" value="Edit"/>
<input type="checkbox"/> 2	Customer service	ba1361@uom.edu.gr	For any question about a product, an order	<input type="button" value="Edit"/>

Bulk actions ▾

In the contacts submenu we assign our e-mail address with the webmaster and the e-mail of the bookstore with the customer service

Contacts Stores

 Successful update x

**STORES 1** + | Refresh | >\_ | Print

ID	Name	Address	City	Zip/postal code	State	Country	Phone	Fax	Enabled
6	Εκδόσεις Πανεπιστημίου Μακεδονίας	Εγνατία 156	Θεσσαλονίκη	54006	Θεσσαλονίκης	Greece	2310 891 741	2310 891 731	 <span>Edit</span> ▾

\* Latitude / Longitude  /

We also give the address and the coordinates of our “physical” store. Coordinates might be useful if we want to integrate our shop in an online map.

 SET SHOP URL

 Here you can set the URL for your shop. If you migrate your shop to a new URL, remember to change the values below.

Shop domain	127.0.0.1:8888
SSL domain	127.0.0.1:8888
Base URI	/prestashop/

If we upload our shop in a web server, is really important to update the url of our shop. We will need to do this also for our SSL certificate.  
*(More information regarding SSL certificates can be found at the “Further Suggestions” section)*

## SEARCH

Search within word

YES

NO

By default, to search for "blouse", you have to enter "blous", "blo", etc (beginning of the word) – but not "lous" (within the word). With this option enabled, it also gives the good result if you search for "lous", "ouse", or anything contained in the word.

Search exact end match

YES

NO

By default, if you search "book", you will have "book", "bookcase" and "bookend". With this option enabled, it only gives one result "book", as exact end of the indexed word is matching.

Minimum word length (in characters)

3

Blacklisted words

The "weight" represents its importance and relevance for the ranking of the products when completing a new search. A word with a weight of eight will have four times more value than a word with a weight of two.

We advise you to set a greater weight for words which appear in the name or reference of a product. This will allow the search results to be as precise and relevant as possible.

Setting a weight to 0 will exclude that field from search index. Re-build of the entire index is required when changing to or from 0

Product name weight 6

Reference weight 10

Short description weight 1

Description weight 1

Category weight 3

Brand weight 3

We enable the “Search within word” option so finally users can get further results. On the other hand we disable “Search exact end match” so users can get again, more results.

At the “Weight” sub-section we prioritise with a rank 1 to 10 , how the products will be displayed after a search. As users may use ISBN (reference) to find an exact book, we give the greatest weight on this value. This action aims to offer better search results to the customers. This function affects the way the database indexes the products.

## Performance

### ✗ CCC (COMBINE, COMPRESS AND CACHE)



CCC allows you to reduce the loading time of your page. With these settings you will gain performance, however, that your theme is compatible with PrestaShop 1.4+. Otherwise, CCC will cause problems.

Smart cache for CSS

YES  NO

Smart cache for JavaScript

YES  NO

Apache optimization

YES  NO

Prestashop gives also the option for smart cache and Apache optimisation. These options should be enabled with caution and after setting-up our web store, as could create general malfunctions in our shop.

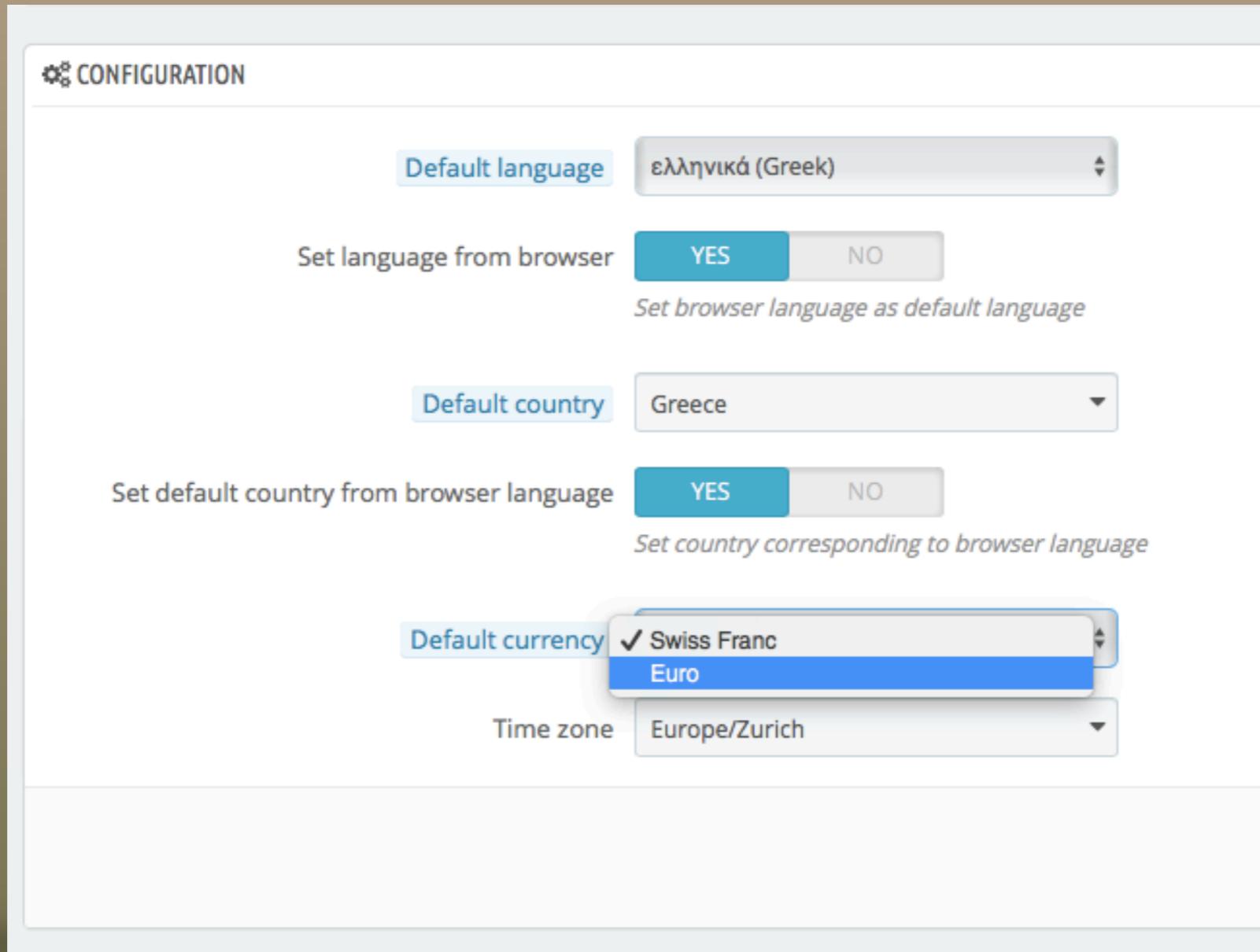
# Improve Section

International, Payment, Shipping menus

The screenshot shows the PrestaShop Localization module. The left sidebar has sections for Dashboard, SELL (Orders, Catalog, Customers, Customer Service, Stats), IMPROVE (Modules, Design, Shipping, Payment), International, and CONFIGURE (Shop Parameters, Advanced Parameters). The main area is titled 'Localization' with tabs for Localization, Languages, Currencies, and Geolocation. A sub-section titled 'IMPORT A LOCALIZATION PACK' is active. It includes a dropdown for 'Localization pack you want to import' set to 'Greece'. Below it, 'Content to import' includes checked boxes for States, Taxes, Currencies, Languages, and Units (e.g. weight, volume, distance), and an unchecked checkbox for 'Change the behavior of the price display for groups'. Under 'Download pack data', a radio button is selected for 'Yes'. A note below states: 'If set to yes then the localization pack will be downloaded from prestashop.com. Otherwise the local xml file found in the localization folder of your PrestaShop installation will be used.'

We choose the Greek Localisation pack, as our web shop will be based on greek customers.

We import all the special parameters based in Greek Language, Law, Tax, Units and other elements.



We change our default language to Greek and our default currency to Euro. Also time zone to Europe-Athens.

# Taxes



Add new tax

Recommended Modules and Services

Help

Taxes Tax Rules

TAXES 36



ID ▾▲ Name ▾▲

Rate ▾▲

Enabled

	ID	Name	Rate	Enabled	Action
<input type="checkbox"/>	1	TVA CH 8.0%	8.000 %	✓	<button>Edit</button>
<input type="checkbox"/>	2	TVA CH 3.8%	3.800 %	✓	<button>Edit</button>
<input type="checkbox"/>	3	TVA CH 2.5%	2.500 %	✓	<button>Edit</button>
<input type="checkbox"/>	4	ΦΠΑ GR 23%	23.000 %	✓	<button>Edit</button>
<input type="checkbox"/>	5	ΦΠΑ GR 13%	13.000 %	✓	<button>Edit</button>
<input type="checkbox"/>	6	ΦΠΑ GR 6.5%	6.500 %	✓	<button>Edit</button>
<input type="checkbox"/>	7	ΦΠΑ GR 16%	16.000 %	✓	<button>Edit</button>
<input type="checkbox"/>	8	ΦΠΑ GR 8%	8.000 %	✓	<button>Edit</button>
<input type="checkbox"/>	9	ΦΠΑ GR 4%	4.000 %	✓	<button>Edit</button>

We move on to the taxes sub-category. We disable all the taxes (VATs) which are not going to be used on our store.

Taxes

## Edit: ΦΠΑ GR 6% - ΒΙΒΛΙΑ-ΣΥΓΓΡΑΜΑΤΑ

Taxes Tax Rules

 TAXES

\* Name ΦΠΑ GR 6% - ΒΙΒΛΙΑ-ΣΥΓΓΡΑΜΑΤΑ

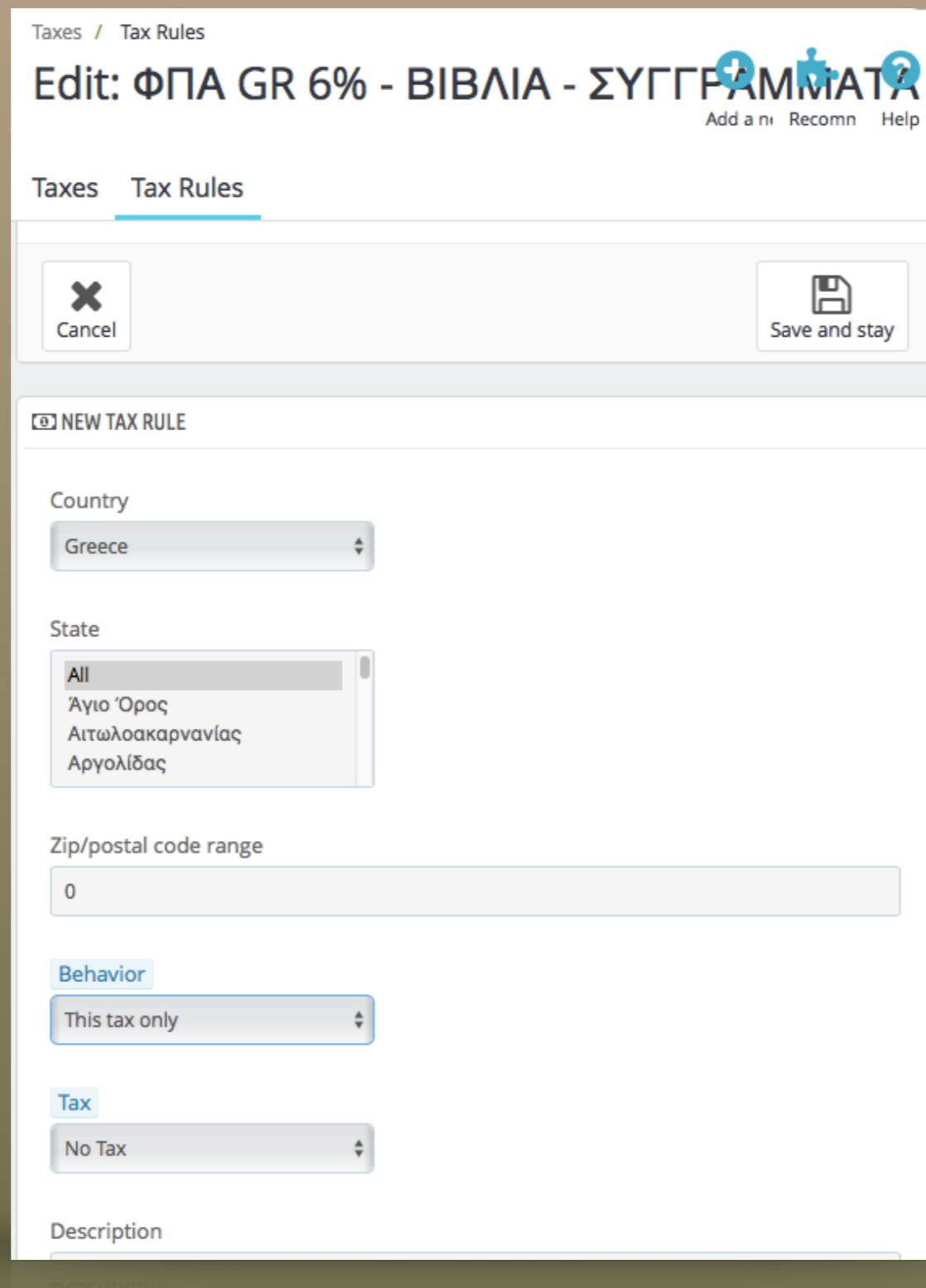
\* Rate 6.000

Enable YES NO



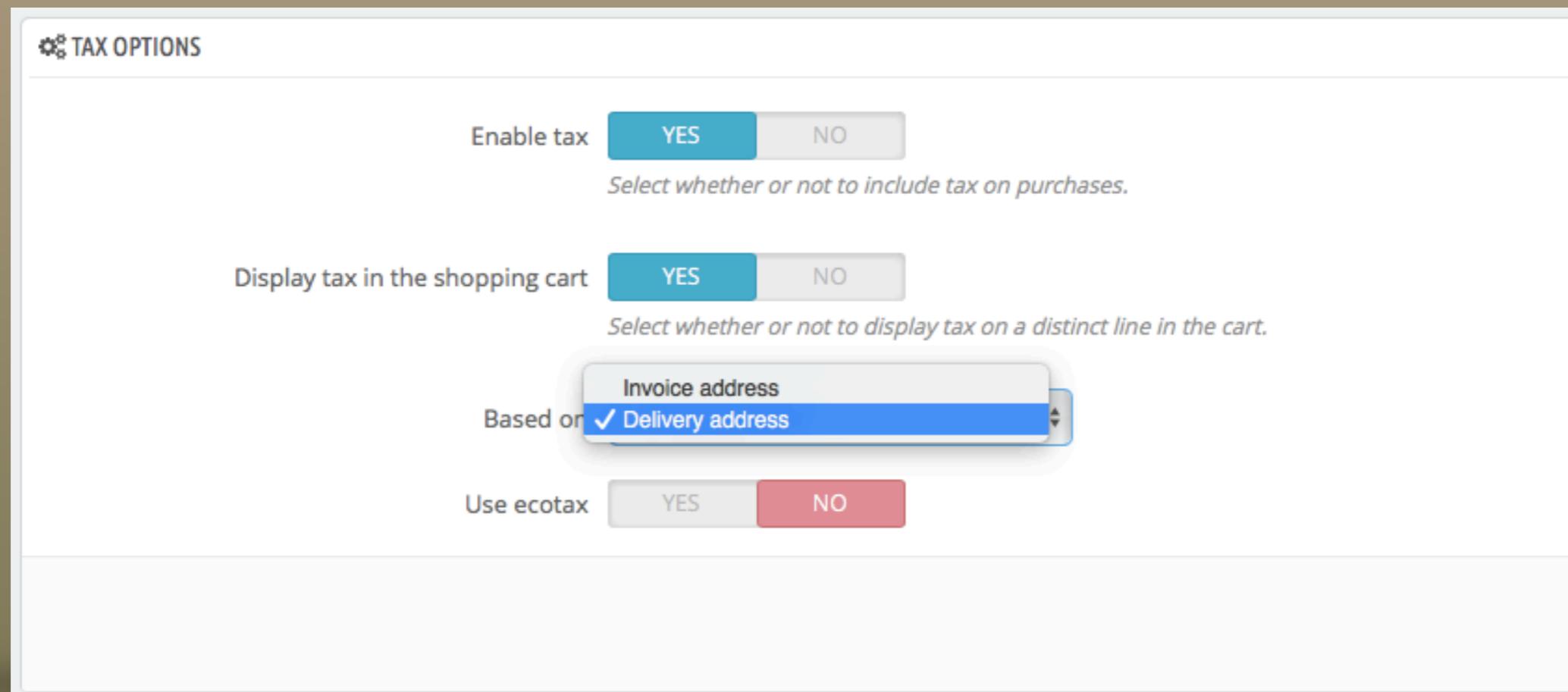
Cancel

In addition, we create some special taxes which are not included in the localisation pack. As in Greece book selling follows a special VAT rate, we create this tax.



However, if we want to use this tax in our store, we need to create an equivalent tax rule (located in the second tab).

We can also differentiate the rule based on different geographical areas, if necessary.



We also differentiate that the tax applied will be based on the invoice address and not in the shipping address. This might be useful for gift consignments, where the remunerator and receiver of the order, are different.

## Payment Methods

### ACTIVE PAYMENT



It seems there are no recommended payment solutions for your country.  
Do you think there should be one? Let us know!

### RECOMMENDED PAYMENT GATEWAYS

#### Payment Methods

#### Preferences



[Read more](#)

#### All-in-One solution to China - PILIBABA v1.2.9 - by PrestaShop Partners

Removes the barriers of cross-border eCommerce to China and Pilibaba gateway is a basic and essential tool for all existing western online stores into China

[Install](#)



#### Paybox (1.6 & 1.7) v5.0.0 - by PrestaShop -

Offer a secure payment option and increase sales with our Paybox module! Include all contract payments (credit card, Paypal, gift card, prepaid card..)

[€249.99](#)

[Read more](#)



#### Cash on delivery (COD) v1.0.2 - by PrestaShop

Accept cash on delivery payments

[Read more](#)

[Install](#)



[View all available payments solutions](#)

At the payment menu we add our possible payment methods:  
“Cash on Delivery” & Wire Transfer.

*We will parameterise “Wire Transfer” option later, at the Modules Section.*



Help

## Preferences



This is where you decide what payment modules are available for different variations like your customers' currency, group, and country. A check mark indicates you want the payment module available. If it is not checked then this means that the payment module is disabled. Please make sure to click Save for each section.

### CURRENCY RESTRICTIONS

Please mark each checkbox for the currency, or currencies, for which you want the payment module(s) to be available.

Currency restrictions	Cash on delivery (COD)	Payments by check	Wire payment
Swiss Franc (CHF)	--	<input type="checkbox"/>	<input type="checkbox"/>
Euro (EUR)	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Customer currency	--	--	--
Shop default currency	--	--	--



Save restrictions

At the preferences on the same menu, we will disable any other currency, as we want our shop to accept only the local currency (EUR). In case we have customers who possess other currency, most payments methods nowadays (for example, PayPal) can convert the amount into another currency (incl. handling fees).

## Carriers



Add new carrier

Recommended Modules and Services

Help

CARRIERS 2



Your online store needs to have a proper carrier registered in PrestaShop as soon as you start shipping your products. This means sending yours parcels using your local postal service, or having a contract with a private carrier which in turn will ship your parcels to your customers. In order to have PrestaShop suggest the most adequate carrier to your customers during their order checkout process, you need to register all the carriers with which you have chosen to work.

PrestaShop comes with a number of carrier modules that you can activate. You can also buy carrier modules on the PrestaShop Addons marketplace. Recommended modules are listed below: install the module that matches your carrier, and configure it!

If there is no existing module for your carrier, then you can register that carrier by hand using the information that it can provide you: shipping rates, regional zones, size and weight limits, etc. Click on the "Add new carrier" button below to open the Carrier Wizard, which will help you register a new carrier in a few steps.

Note: DO NOT register a new carrier if there already exists a module for it! Using a module will be much faster and more accurate!

ID ▾▲

Name ▾▲

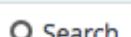
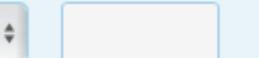
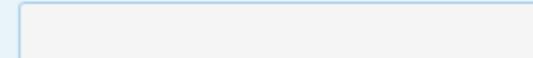
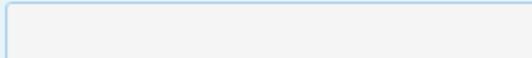
Logo

Delay

Status

Free Shipping

Position ▾▲



1 UOM e-shop

Pick up in-store



1



2 My carrier



Delivery next day!



2



Bulk actions ▾▲

BULK ACTIONS ▾

At the Shipping → Carriers menu we modify the alternative shipping methods. We enable the “pick up in-store” option and we create an alternative delivery carrier.

## My carrier

**1 General settings**

\* Carrier name: ΕΛΤΑ Courier

\* Transit time: 2-3 εργάσιμες μέρες

Speed grade: 7

Logo: elta\_fb.jpg

Format: JPG, GIF, PNG. Filesize: 8.00 MB max. Current size: undefined.

Tracking URL: https://track.aftership.com/elta-courier/@

For example: 'http://example.com/track.php?num=@'

**1 General settings**

Enter "0" for a longest shipping delay, or "9" for the shortest shipping delay.

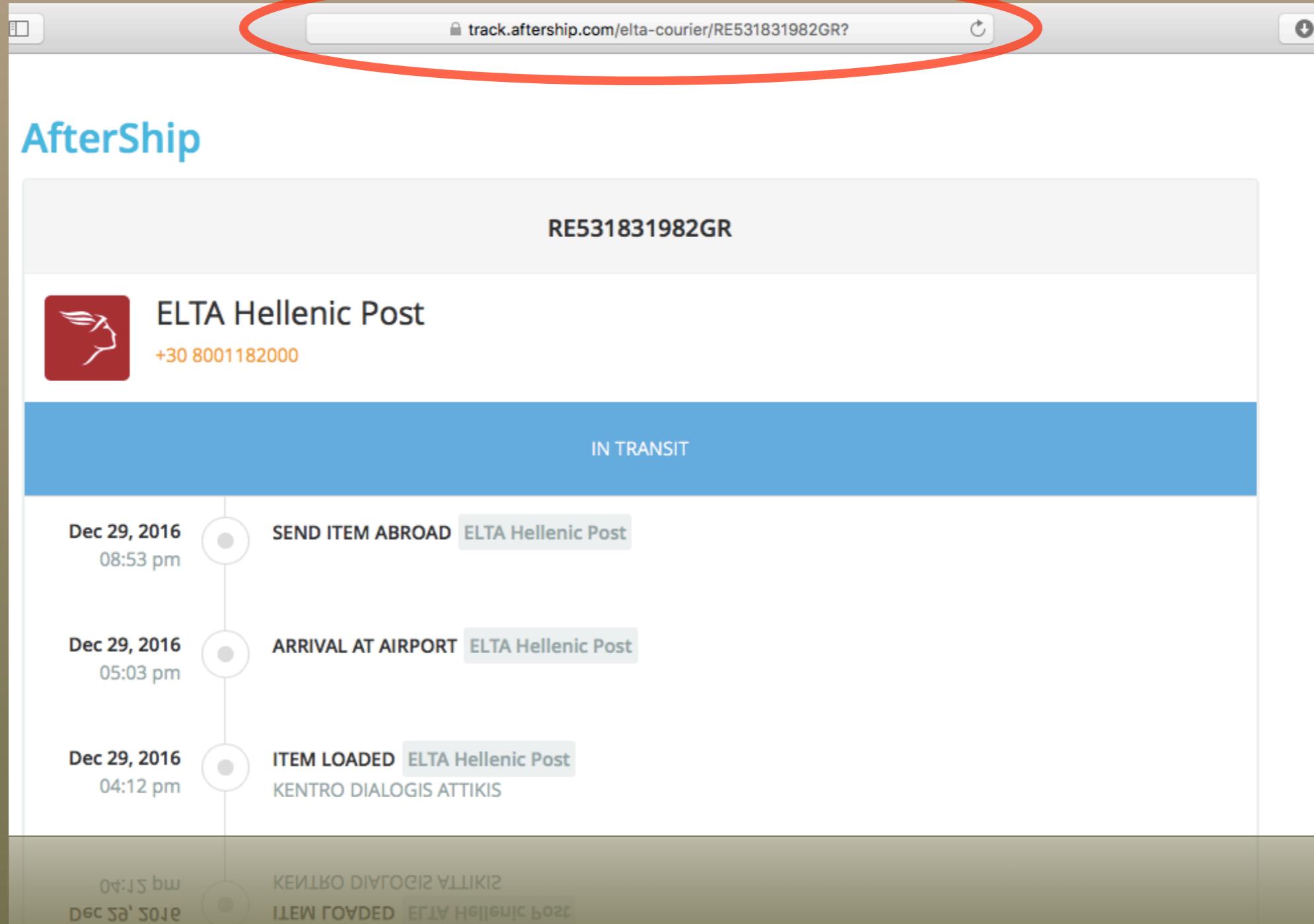
Speed grade: 7

Logo: Choose a file

Format: JPG, GIF, PNG. Filesize: 8.00 MB max. Current size: undefined.

We add the basic info of our carrier, the logo, the estimated transit time and the speed grade.

Speed grade indicates from a scale 0 to 10 how rapid our consignment will be delivered.



Also Prestashop offers a function for tracking your shipment through the given Shipping Tracking Number from the carrier.

However, our Carrier is not offering any direct query ability with a url.

For this reason we use a Third Party Page which let us to do this:

<https://track.aftership.com/elta-courier/@> , where @ will be the unique Shipping Tracking Number.



Add handling costs

Free shipping

Billing  According to total price.  
 According to total weight.

Tax

Out-of-range behavior

**Ranges**

Will be applied when the weight is >= kg	<input type="text" value="0.900"/>
Will be applied when the weight is < kg	<input type="text" value="0.900"/>
All	<input type="checkbox"/> € <input type="text"/>
Africa	<input type="checkbox"/> € <input type="text"/> € <input type="text"/>
Asia	<input type="checkbox"/> € <input type="text"/> € <input type="text"/>
Central America/Antilla	<input type="checkbox"/> € <input type="text"/> € <input type="text"/>
Europe	<input checked="" type="checkbox"/> € <input type="text" value="3"/> € <input type="text" value="7"/>
Europe (non-EU)	<input checked="" type="checkbox"/> € <input type="text" value="7"/> € <input type="text" value="15"/>
North America	<input type="checkbox"/> € <input type="text"/> € <input type="text"/>

We also create some rules to differentiate the cost depending on the weight of the shipment. The cost of the consignment may vary also depending the country (EU & Non-EU)

**1** General settings

**2** Shipping locations and costs

**3** Size, weight, and group access

**4** Summary

#### CARRIER NAME: ΕΛΤΑ COURIER

<span class="is\_free"></span>

This carrier will be proposed for those delivery zones:

**Europe**

**Europe (non-EU)**

And it will be proposed for those client groups:

**Visitor**

**Guest**

**Customer**

**Μέλη ΔΕΠ ΠΑΜΑΚ**

**ΜΕΛΗ ΔΕΠ ΑΕΙ/ΤΕΙ ΕΠΙΚΡΑΤΕΙΑΣ**

#### HANDLING



- If you set these parameters to 0, they will be disabled.
- Coupons are not taken into account when calculating free shipping.

Handling charges

0

€ (tax excl.)

Free shipping starts at

75

€

At the end of entering all these criteria, we have a synopsis, showing all of our constraints. We also add a general rule which offers a free shipping after 75€.

The screenshot shows the PrestaShop administration interface. The left sidebar has sections for Dashboard, SELL (Orders, Catalog, Customers, Customer Service, Stats), IMPROVE (Modules, Design, Shipping, Payment, International), and CONFIGURE (Shop Parameters, Advanced Parameters). A progress bar at the bottom says "Launch your shop! 0%" and has a "RESUME" button. The main content area is titled "DB Backup" and has tabs for "SQL Manager" and "DB Backup". A yellow box contains a warning titled "Disclaimer before creating a new backup" with 9 points. Below it is a blue button with a checkmark icon and the text "I have read the disclaimer. Please create a new backup." Another yellow box contains a question mark icon and the title "How to restore a database backup in 10 easy steps" followed by a numbered list of 10 steps. At the bottom, there's a table header for "DB BACKUP" with columns "Date", "Age", and "Filename".

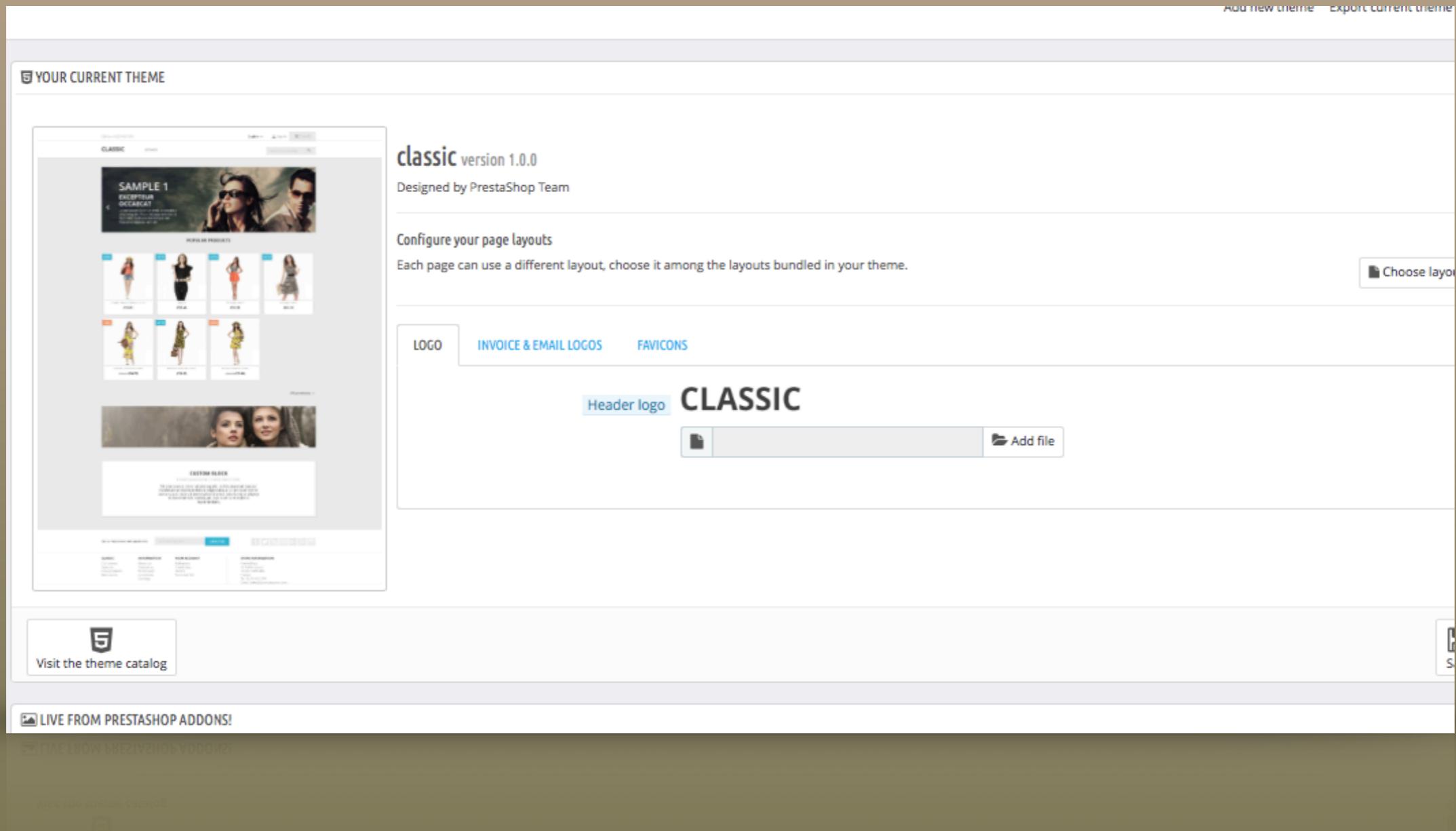
Closing with the menus of International, Payment and Shipping of “Improve” section, we will do our first Database Backup.

As in the next stages will do several modifications in a “dynamic content” (which will not be the same all the time), we would like to keep a DB Backup including the changes we did so far.

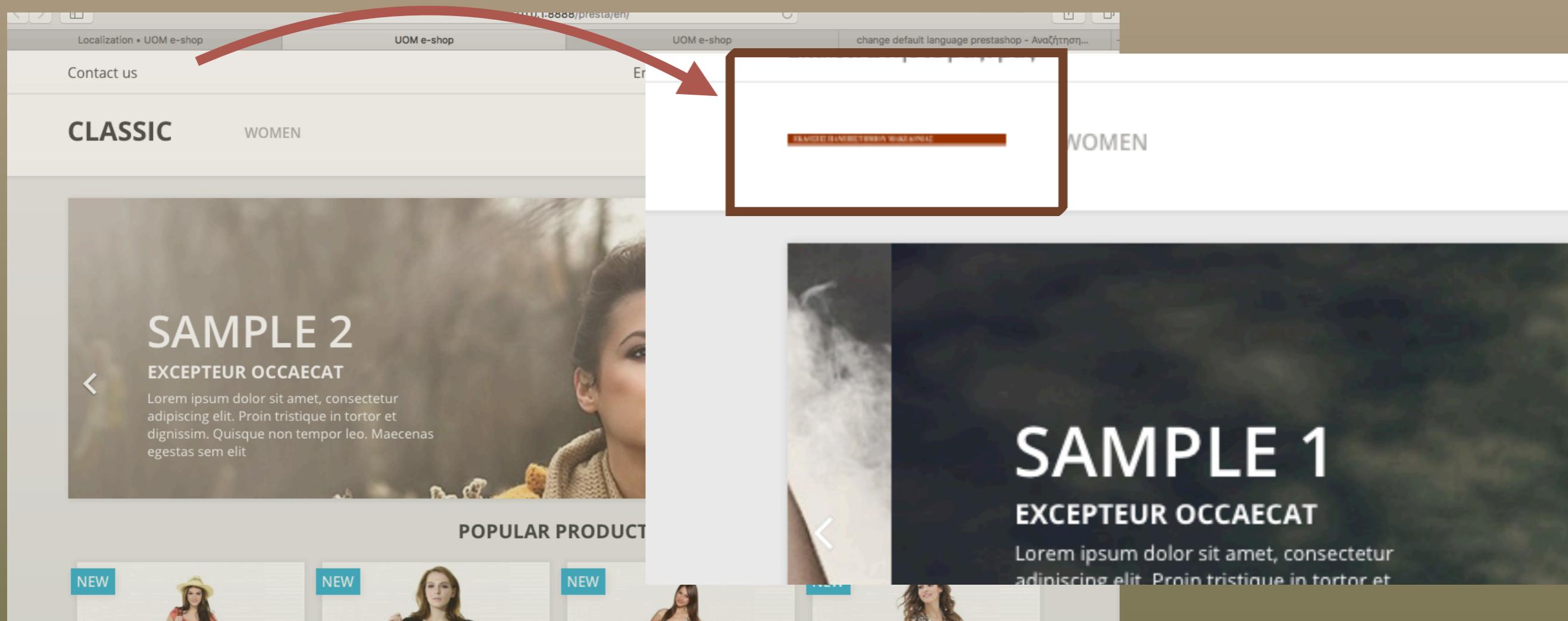
We follow the instructions to create a DB Backup as given.

# Improve Section

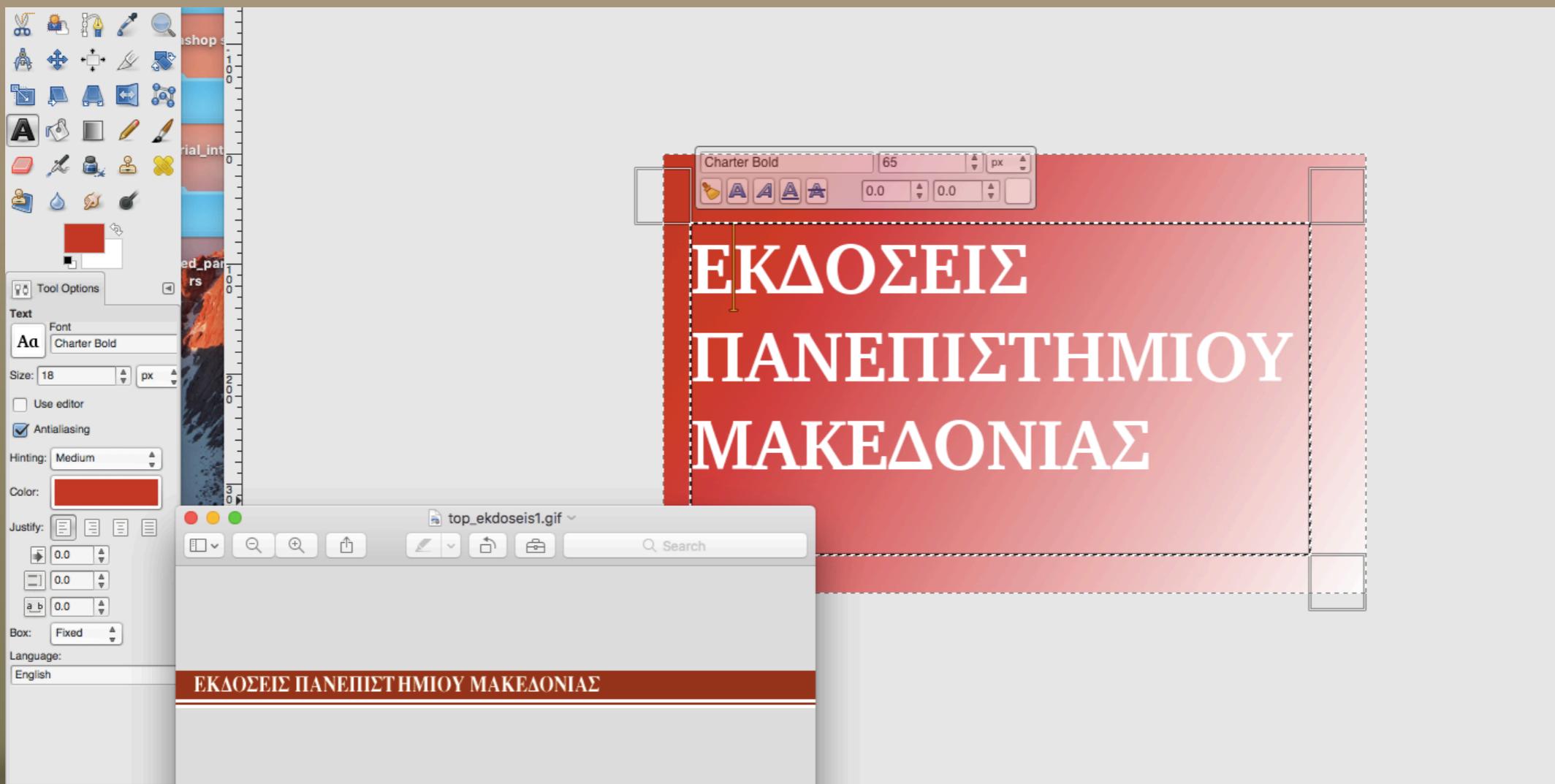
## Design & Theme Modules



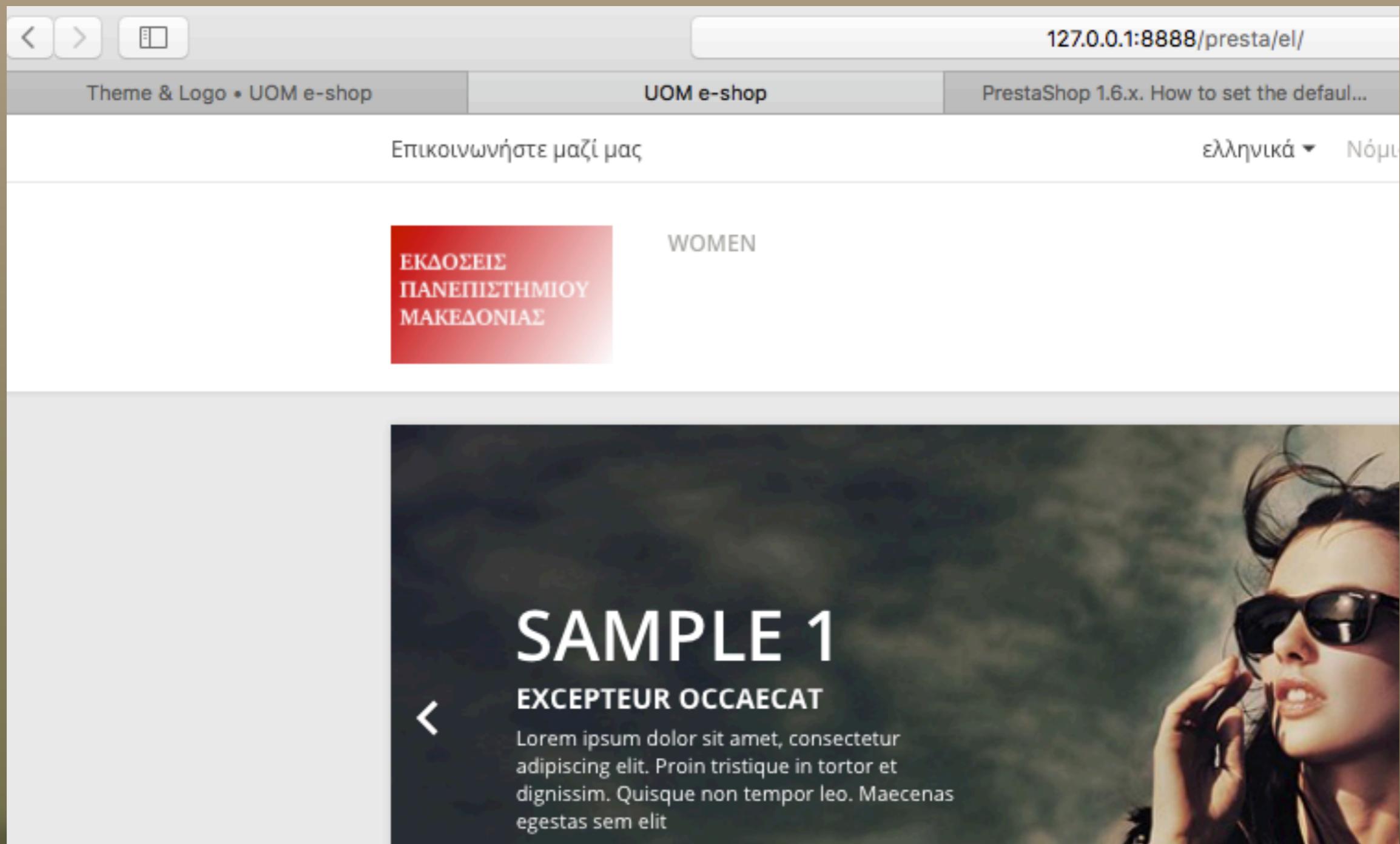
At the design menu we can find the template theme which is selected for our web store. In case we want a different page theme we have two options:  
Purchase one from the prestashop catalog or take a free copy from the prestashop developers forum.  
In any case, we must consider always the compatibility of the theme with our web store's language, as not every theme can support any language.  
In our case, we will continue with the template theme. At first we will try to upload the logo of our shop.



Unfortunately, the existent logo of our publications, is not displayed properly. For this reason we will create a new logo based on our previous one.



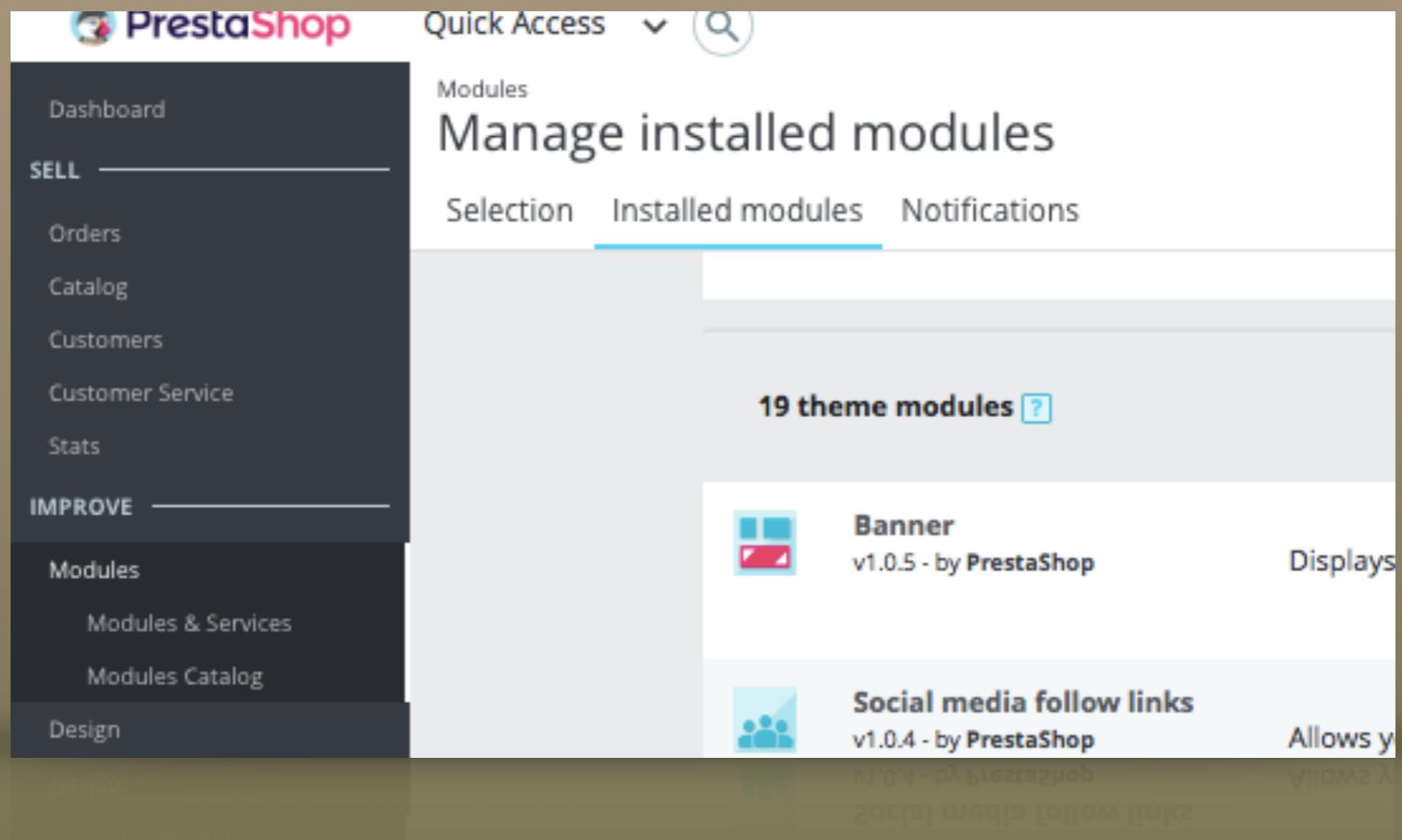
We try to keep the same colours and fonts and we create a logo in the aspects of our web store.



The new logo is now properly visualised on our web store (front office).

The screenshot shows the 'classic' theme configuration page in PrestaShop. At the top, it says 'classic version 1.0.0' and 'Designed by PrestaShop Team'. Below that, there's a section titled 'Configure your page layouts' with a note: 'Each page can use a different layout, choose it among the layouts bundled in your theme.' A 'Choose layouts' button is located in the top right of this section. The main area has three tabs: 'LOGO', 'INVOICE & EMAIL LOGOS', and 'FAVICONS', with 'FAVICONS' being the active tab. Under the 'FAVICONS' tab, there's a preview of a penguin icon and a file upload input field with a 'Add file' button. In the bottom right corner of the main area, there's a 'Save' button.

Is really important to change also the favicon (the logo which appears next to our web address on some browsers). In other case the default favicon is from prestashop. For this reason, we upload the favicon from the main page of our University.



Moving to the modules menu we will now select which modules we want to use and finally modify them. There are two kind of modules: theme modules and built-in modules: Theme modules aim to modify the environment of front office. Built-in modules aim to help back office functions, or offer some extra functions to the clients.

Screenshot of the PrestaShop back office configuration page for the 'ps\_banner' module.

The left sidebar shows the main menu with 'Dashboard', 'SELL' (Orders, Catalog, Customers, Customer Service, Stats), and 'IMPROVE' (Modules, Modules & Services, Modules Catalog, Design, Shipping, Payment).

The top header includes 'Quick Access', a search bar, and user icons for 'UOM e-shop', 'Back', 'Translate', 'Check update', and 'Manage hooks'.

The current page path is 'Modules / ps\_banner / Configure'.

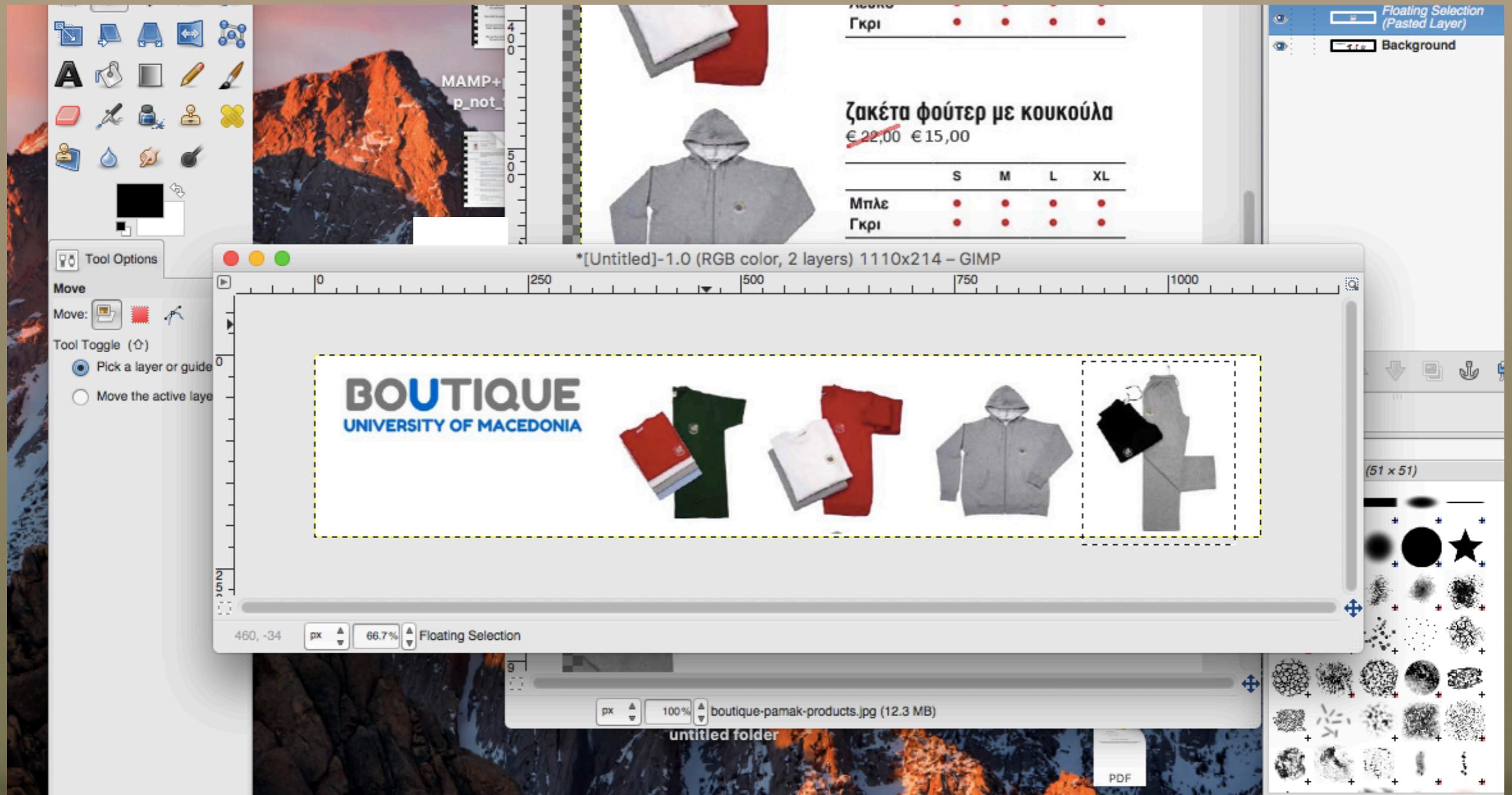
The main content area is titled 'Configure Banner' and contains a 'SETTINGS' section.

In the 'SETTINGS' section, there is a 'Banner Image' input field with a file selection button ('Choose a file') and a preview area showing a close-up photo of two women's faces.

Below the image preview, a text instruction reads: 'Upload an image for your top banner. The recommended dimensions are 1110 x 214px if you are using the default theme.'

At the bottom of the configuration page, there is a 'Banner Link' input field.

Editing the banner module, we will add a banner at the bottom of our page. As we would like to promote the second function of our shop (souvenir/boutique shop) we will create a banner for this reason.



Keeping the resolution of the demo banner, we transfer our existing promotional material into a new banner. The result will be visible in the main page of our web store

The screenshot shows the Prestashop back office interface. At the top, there are social media sharing icons (Twitter, Facebook, Google+, Print). Below them is a sidebar with three tabs: "Security policy (edit with module Customer reassurance)" (selected), "Delivery policy (edit with module Customer reassurance)", and "Return policy (edit with module Customer reassurance)". The main content area has a breadcrumb navigation: Modules > blockreassurance > Configure. A tooltip above the main content area says: "Click to close this tab; Option-click to close all tabs except this one". The main content area is titled "CUSTOMER REASSURANCE" and shows a table with three rows:

ID	Text
1	Security policy (edit with module Customer reassurance)
2	Delivery policy (edit with module Customer reassurance)
3	Return policy (edit with module Customer reassurance)

Prestashop by default gives a policy block next to each product. As we think this is not really useful, we disable this module (we can create an individual page with all the policies).

The screenshot shows the PrestaShop back-office interface for configuring the 'Image slider' module. The left sidebar has sections for SELL (Orders, Catalog, Customers, Customer Service, Stats), IMPROVE (Modules & Services, Modules Catalog, Design, Shipping, Payment, International), and CONFIGURE (Shop Parameters, Advanced Parameters). The main content area is titled 'Configure Image slider'. It shows a preview of three slides with book covers. Below the preview are fields for Title (set to 'Εκδόσεις'), Target URL (set to 'http://www.prestashop.com/?utm\_source=back-office&utm\_medium=v17\_homeslider&utm\_campaign=back-office-EN&utm\_content=do'), Caption (set to 'sample-3'), and Description (containing the Greek text 'Τμήματος Οικονομικών Επιστημών'). At the bottom, there is an 'Enabled' switch set to 'YES'.

Moving to the “image slider” module (known also as “carousel”) we will create some unique banners with our publications focusing to our faculties.  
 Image slider gives an interactive item in the web store, using moving banners (every 5sec) , representing some of our products.

Επικοινωνήστε μαζί μας

ελληνικά ▾

Νόμισμα: EUR € ▾

Σύνδεση

Καλάθι: (1)

ΕΚΔΟΣΕΙΣ  
ΠΑΝΕΠΙΣΤΗΜΙΟΥ  
ΜΑΚΕΔΟΝΙΑΣ

WOMEN DELIVERY ABOUT US SECURE PAYMENT

Ψάξτε στον κατάλογό μας



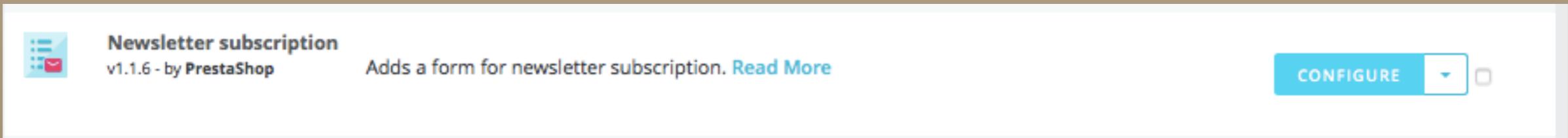
#### ΔΗΜΟΦΙΛΗ ΠΡΟΪΟΝΤΑ



At this stage is really important to mention that greek upper case letters do not take accent marks ('). However, when prestashop tries to convert lower case letters to upper, this rule is not taken into note. To bypass this issue we will enter in these fields only upper case letters.  
The latest version of Prestashop (1.7.0.3) or third party web store themes based in greek language, eliminate this issue.

# Improve Section

## Built-in Modules



The screenshot shows the 'Newsletter conditions' configuration section. It includes a question 'Would you like to send a verification email after subscription?' with 'YES' and 'NO' buttons, and another question 'Would you like to send a confirmation email after subscription?' with 'YES' and 'NO' buttons. Below these is a 'Welcome voucher code' input field with a note: 'Leave blank to disable by default.' A 'Newsletter conditions' tab is open, showing the text: 'Λάβετε ενημερώσεις με τα τελευταία συγγράμματα των εκδόσεων μας!' (Receive updates with the latest articles from our editions!). There is also a dropdown menu next to the text.

In the newsletter subscription built-in module we modify the text which invites visitors to register their e-mail address in the newsletter.

 **Custom text blocks**  
v1.0.5 - by PrestaShop

Integrates custom text blocks anywhere in your store front [Read More](#)

[CONFIGURE](#)  

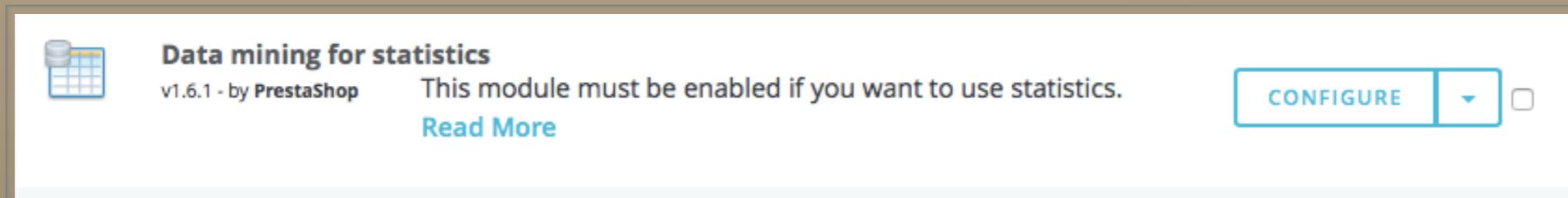
---

 **Customer "Sign in" link**

© Εκδόσεις Πανεπιστημίου Μακεδονίας, Εγνατία 156, 540 06, Θεσσαλονίκη

e-mail: uompress@uom.gr

Custom text blocks, let us place a default text in the bottom of our main page



A screenshot of the "Configure" page for the "Data mining for statistics" module. The top navigation bar shows "Modules / statsdata / Configure". On the right side of the bar are four icons: a back arrow, a translate flag, a circular refresh, and an anchor, with corresponding labels "Back", "Translate", "Check update", and "Manage hooks".

The main content area is titled "SETTINGS". It contains three configuration sections:

- Save page views for each customer:** A toggle switch is set to "YES". Below it is a note: "Storing customer page views uses a lot of CPU resources and database space. Only enable if your server can handle it."
- Save global page views:** A toggle switch is set to "YES". Below it is a note: "Global page views uses fewer resources than customer's, but it uses resources nonetheless."
- Plugins detection:** A toggle switch is set to "YES". Below it is a note: "Plugins detection loads an extra 20 kb JavaScript file once for new visitors."

In the bottom right corner of the settings area is a "Save" button with a disk icon.

Data Mining is a really important module in case we want to keep track of our customer's page views. This could help us in long-term to a customer centric marketing strategy. However, in case we will not use such function is better to disable this module as: consumes more processing and database resources, which may lead to higher hosting costs.



Wire payment  
v1.0.9 - by PrestaShop

Accept payments by bank transfer.

## ACCOUNT DETAILS

\* Account owner

Εκδόσεις Πανεπιστημίου Μακεδονίας

\* Account details

GRXXXXX31054857878161XXXX, PIRBGXXX

Such as bank branch, IBAN number, BIC, etc.

\* Bank address

AMERIKIS 4, ATHENS

## CUSTOMIZATION

Reservation period

3

Number of days the items remain reserved

Information to the customer

ΣΗΜΕΙΩΣΤΕ ΣΤΗΝ ΑΙΤΙΟΛΟΓΙΑ/ΣΧΟΛΙΑ ΠΛΗΡΩΜΗΣ ΤΟΝ ΚΩΔΙΚΟ ΤΗΣ ΠΑΡΑΓΓΕΛΙΑΣ ΣΑΣ

Η παραγγελία σας θα εκτελεσθεί μετά την επιβεβαίωση της παραλαβής της εμβάσματος/κατάθεσης σας.

Για την καλύτερη εξυπηρέτηση σας, παρακαλείσθε να αποστείλετε ηλεκτρονικό αντίγραφο ή φωτογραφία με την απόδειξη πληρωμής/κατάθεσης από την τράπεζα σας, στην ηλεκτρονική μας διεύθυνση: uompress@uom.gr

el ▾

Information on the bank transfer (processing time, starting of the shipping...)

Display the invitation to pay in the order confirmation page

YES

NO

Wire payment module gives an alternative payment way.

(aforementioned in the previous section)

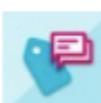
We enter the account details of our bank account and an information message to the customer. We also set, how many days this function will be available after the order.



**Customer follow-up**  
v1.0.2 - by PrestaShop

[Read More](#)

[CONFIGURE](#) ▾



**Product tooltips**  
v1.0.1 - by PrestaShop

Shows information on a product page: how many people are viewing it, the last time it was sold and the last time it was added to a cart ...

[Read More](#)

[INSTALL](#)



**Viewed products block**  
v1.0.1 - by PrestaShop

Adds a block displaying recently viewed products ...

[Read More](#)

[INSTALL](#)

We also add some extra modules from Prestashop.  
“Product tooltips” will give more info on each product.  
“Viewed products block” a block with recently viewed products to the customers.  
“Customer follow-up” will help to create special offer to existing customers.



## Customer follow-up

v1.0.2 - by PrestaShop

Follow-up with your customers by sending abandonment cart emails and other reminders. [Read More](#)

### INFORMATION



Four kinds of e-mail alerts are available in order to stay in touch with your customers!

Define the settings and paste the following URL in the crontab, or call it manually on a daily basis:

[http://192.168.1.4:8080/prestashop/modules/followup/cron.php?secure\\_key=MEWCQFGP5YMOFDNP](http://192.168.1.4:8080/prestashop/modules/followup/cron.php?secure_key=MEWCQFGP5YMOFDNP)

### RE-ORDER



For each validated order, generate a discount and send it to the customer.

Enable

YES

NO

Discount amount

0

%

Discount validity

0

day(s)



Next process will send: 0 e-mail(s)

Customer follow-up can create a discount voucher to 4 kind of customers. For example for a limited period, we can offer a 15% discount to customers who have successfully bought products from our web store.

# Sales Section

## Setting-up

# Categories


[Add new category](#) [Recommended Modules and Services](#)

Disabled Categories  
0

Empty Categories  
4

Top Category  
30 DAYS  
**ΣΥΓΓΡΑΜΜΑΤΑ**

Average number of products per category  
0

[Home](#) [Edit](#)
**CATEGORIES** (2)

ID	Name	Description	Position	Displayed	
-	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="Search"/>
<input type="checkbox"/> 12	ΣΥΓΓΡΑΜΜΑΤΑ		<input type="button" value="+"/> 1	<input checked="" type="checkbox"/>	<input type="button" value="View"/>
<input type="checkbox"/> 13	BOUTIQUE		<input type="button" value="+"/> 2	<input checked="" type="checkbox"/>	<input type="button" value="View"/>

[Bulk actions ▾](#)

Being at the sales main category, we access the catalog—>categories menu. We create the two basic categories of products for our store. Coursebooks & Boutique (souvenirs of our university).

CATEGORIES > ΣΥΓΓΡΑΜΜΑΤΑ (3)						
	ID	Name	Description	Position	Displayed	
<input type="checkbox"/>	14	Εκδόσεις τμ. Εκπαιδευτικής & Κοινωνικής Πολιτικής		<span style="border: 1px solid #ccc; padding: 2px;">1</span>	<span style="color: green;">✓</span>	<span style="border: 1px solid #ccc; padding: 2px;">Edit</span>
<input type="checkbox"/>	15	Εκδόσεις τμ. Οικονομικών Επιστημών		<span style="border: 1px solid #ccc; padding: 2px;">2</span>	<span style="color: green;">✓</span>	<span style="border: 1px solid #ccc; padding: 2px;">Edit</span>
<input type="checkbox"/>	16	Εκδόσεις τμ. Εφαρμοσμένης Πληροφορικής		<span style="border: 1px solid #ccc; padding: 2px;">3</span>	<span style="color: green;">✓</span>	<span style="border: 1px solid #ccc; padding: 2px;">Edit</span>

Bulk actions ▾

ΕΠΙΚ ΒΣΔΟΥΣ ▾

Then, we create three sub-categories of our main category “Coursebooks”

The image shows two overlapping windows from a CMS interface for managing attributes.

**Left Window (Foreground):**

- Title:** Add New Attribute
- Section:** ATTRIBUTES
- Fields:**
  - Name: Méγεθος
  - Public name: Méγεθος
  - Attribute type: Drop-down list

**Right Window (Background):**

- Title:** Add New Attribute
- Section:** ATTRIBUTES
- Fields:**
  - Name: Χρώμα
  - Public name: Χρώμα
  - Attribute type: Color or texture

At the Attributes menu we create the two basic attributes for our souvenir products. As we will sell clothes, we enter the size attribute and the colour with their associated type of attribute (for example, drop-down list).

**t-shirt**  
€7,00 € 5,00

	S	M	L	XL	XXL
Γαλάζιο	•	•	•	•	•
Γκρι	•	•	•	•	•
Πράσινο	•	•	•	•	
Λευκό	•	•	•	•	
Κόκκινο	•	•	•	•	

**μπλούζα φούτερ**  
€18,00 € 10,00

	S	M	L	XL
Κόκκινο	•	•	•	
Λευκό	•	•	•	•
Γκρι	•	•	•	•

**ζακέτα φούτερ με κουκούλα**  
€22,00 € 15,00

	S	M	L	XL
Μπλε	•	•	•	•
Γκρι	•	•	•	•

Attributes & Features / Attributes

## Add New Value

Attributes    Features

**VALUES**

\* Attribute group  ▼

\* Value

Color

<input type="checkbox"/> 30	Γαλάζιο	
<input type="checkbox"/> 31	Γκρι	
<input type="checkbox"/> 32	Πράσινο	
<input type="checkbox"/> 33	Λευκό	
<input type="checkbox"/> 34	Κόκκινο	

Then we enter in the colour attribute the colours of our stock. We follow the same procedure for the size attribute.

# Manufacturers

Manufacturers Suppliers

BRANDS

\* Name Ηλίας Κουσκοβέλης

Short description Καθηγητής Διεθνών Σχέσεων

Description Ο Ηλίας Κουσκούβελης γεννήθηκε στη Θεσσαλονίκη. Αποφοίτησε από το Λύκειο Νέων Θεοφάνειας και σπούδασε Μαθηματικά στην Επικαλλιέργεια. Υποφοιτήσεις από το Υπερτεχνολογικό Πανεπιστήμιο. Έχει διατελέσει διδάσκαλος σε διάφορες σχολές στην Ελλάδα.

At the manufacturers section we add the biography of a teacher who authored one of our coursebooks.

Later, we can associate this biography with the product (coursebook).

The screenshot shows the UOM e-shop product management interface. At the top, there is a 'Quick Access' dropdown and a search icon. On the right, it says 'UOM e-sho'. Below the header, the product title 'ΑΝΑΠΤΥΞΙΑΚΑ ΣΥΝΔΡΟΜΑ ΣΤΗΝ ΕΙΔΙΚΗ ΑΓΩΓΗ' is displayed. A language selector shows 'el' as the active language, with 'en' and another 'el' option below it. To the right are 'Sales' and 'Product list' icons. The main content area has tabs for 'Basic settings', 'Quantities', 'Shipping', 'Pricing', 'SEO', and 'Options'. The 'Basic settings' tab is active. It features a large '+' button and a thumbnail image of a book cover labeled 'Cover'. To the right, there are sections for 'Combinations' (with 'Simple product' selected), 'Reference' (ISBN: 960-8396-26-3), and 'Quantity'.

At the products section we will start entering our first coursebook.  
It is important to enter a title in the greek entry but also in the english entry (even with the greek title), if exists. Missing of the title in both entries will lead to malfunctions (bugs).

The screenshot shows a software interface for managing coursebooks. On the left, the 'Reference' section includes fields for ISBN (960-8396-26-3), Quantity (97), and Price (Tax excluded: 28,301,887 €; Tax included: 30 €). In the center, the 'Summary' and 'Description' tabs are visible, displaying product details like title, dimensions, pages, ISBN, and publication year. On the right, the 'Categories' section shows the book is associated with 'Home' and 'ΣΥΓΓΡΑΜΜΑΤΑ' categories, with options to expand or collapse category levels.

## Other basic details to include on every coursebook:

Reference, which is the ISBN (unique number of the coursebook)

Quantity

Tax rule (*created in the first section*)

Price with tax included or excluded (the other part will be filled automatically)

Summary & Description of the product

Category and sub-category (if exists) on which the coursebook belong.

## T-shirt UOM



Standard product ▾



Sales

Product list

Help

Basic settings

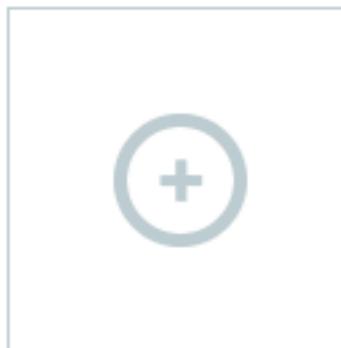
Combinations

Shipping

Pricing

SEO

Options



### Combinations

Simple product

Product with combinations

Advanced settings in [Combinations](#)

### Reference

For multidimensional products where there are different criteria (for example size, colour) for the same product, we click on the bullet “Product with combinations”.

The screenshot shows the 'Combinations' tab of a product configuration interface for a 'T-shirt UOM' product. The top navigation bar includes 'Standard product' dropdown, help icon, and links for 'Sales', 'Product list', and 'Help'. Below the tabs, a sidebar lists product attributes: 'Mέγεθος' (Size) with options S, M, L, XL, XXL; and 'Χρώματα' (Colors) with options Γαλάζιο, Γκρี, Πράσινο, Λευκό, and Κόκκινο. A central panel contains a help message about adding combinations, a 'Combine several' input field, a 'GENERATE' button, and a 'Bulk actions' dropdown showing '0/0 combination(s) selected'.

T-shirt UOM

Standard product ?

Sales Product list Help

Basic settings Combinations Shipping Pricing SEO Options

Manage your product combinations ?

To add combinations, enter the wanted attributes (like "size" or "color") and their respective values ("XS", "red", "all", etc.) in the field below; or select it in the right column. Then click on "Generate": it will automatically create all the combinations for you!

If you haven't got any attributes yet, you should first create some in [Attributes & Features](#).

Combine several GENERATE

Bulk actions (0/0 combination(s) selected)

Mέγεθος

- S
- M
- L
- XL
- XXL

Χρώματα

- Γαλάζιο
- Γκρี
- Πράσινο
- Λευκό
- Κόκκινο

At the combinations tab, we can now create different combinations which consist of a colour and a size.

**BOUTIQUE**  
UNIVERSITY OF MACEDONIA

**t-shirt**

€ 7,00 € 5,00

	S	M	L	XL	XXL
Γαλάζιο	.	.	.	.	.
Γκρι	.	.	.	.	.
Πράσινο	.	.	.	.	.
Λευκό	.	.	.	.	.
Κόκκινο	.	.	.	.	.

	S	M	L	XL	XXL
Κόκκινο	.	.	.	.	.
Γενικό	.	.	.	.	.
Πεταλούδη	.	.	.	.	.
Λευκή	.	.	.	.	.

Basic settings   Combinations   Shipping   Pricing   SEO

Manage your product combinations [?](#)

**?** To add combinations, enter the wanted attributes (like "size" or "color") and their respective values ("XS", "red", "all", etc.) in the field below; or select it in the right column. Then click on "Generate": it will automatically create all the combinations for you!  
If you haven't got any attributes yet, you should first create some in [Attributes & Features](#).

Xρώμα : Γκρι ×   Μέγεθος : S ×   Μέγεθος : M ×   Μέγεθος : L ×  
Μέγεθος : XL ×   Μέγεθος : XXL ×   Combine several attributes, e.g.: "Size: al

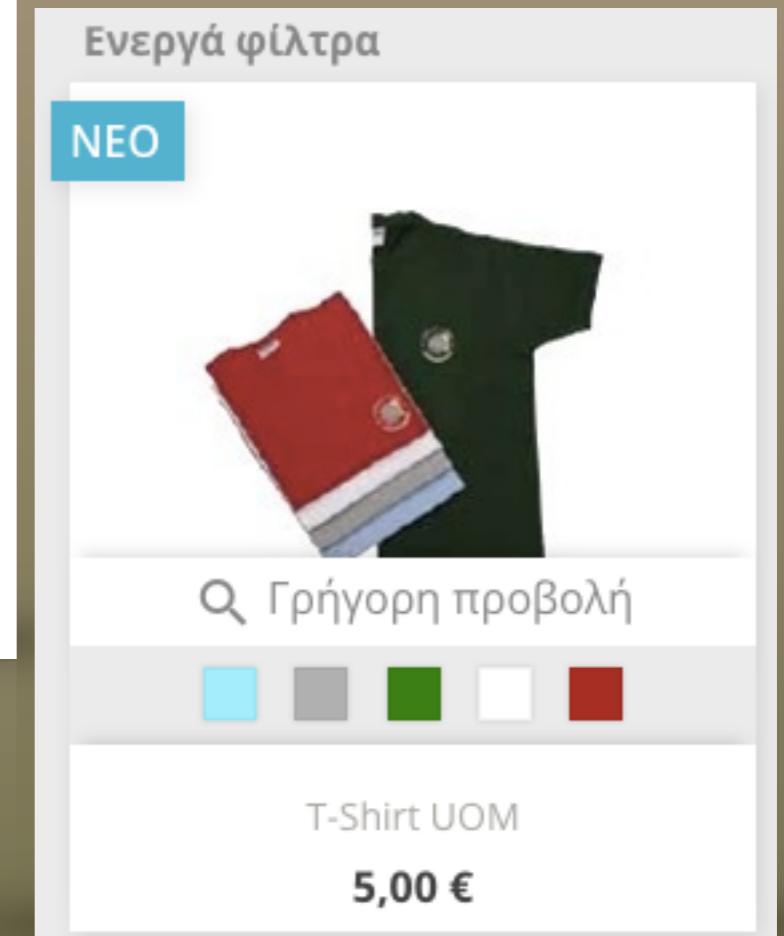
**GENERATE**

Bulk actions (0/0 combination(s) selected)

SELECT   COMBINATIONS   QUANTITY   DEFAULT COMBINATION

Transferring our previous stock we create the equivalent combinations, matching the colour and the size. Then we click the button “Generate”.

	Μέγεθος - M, Χρώμα - Λευκό	€ 0,0000C	4.032257 €	<input type="text" value="4"/>			
	Μέγεθος - L, Χρώμα - Λευκό	€ 0,0000C	4.032257 €	<input type="text" value="5"/>			
	Μέγεθος - XL, Χρώμα - Λευκό	€ 0,0000C	4.032257 €	<input type="text" value="2"/>			
	Μέγεθος - S, Χρώμα - Κόκκινο	€ 2,0000C	6.032257 €	<input type="text" value="10"/>			
	Μέγεθος - M, Χρώμα - Κόκκινο	€ 2,0000C	6.032257 €	<input type="text" value="15"/>			
	Μέγεθος - L, Χρώμα - Κόκκινο	€ 2,0000C	6.032257 €	<input type="text" value="20"/>			



To finally get the combinations for the product.

We can modify the impact on price for every combination (for example, red colour adds 2€ in the final price). We need also to indicate our stock for every combination. At the front office now the product will show all the available colours and sizes based on our stock.

## Manage your Customers



<input type="checkbox"/>	2	Mr.	Σπύρου	Σπυρίδων	example@uom.gr
<input type="checkbox"/>	1	Mr.	John	DOE	pub@prestashop.com

**!** How do you want to delete the selected customers?

There are two ways of deleting a customer. Please choose your preferred method.

I want my customers to be able to register again with the same email address. All data will be removed from the database.

I do not want my customer(s) to register again with the same email address. All selected customer(s) will be removed from this list but their corresponding data will be kept in the database.

**Delete**

Moving at the customers section we will try to delete a customer. The system will ask if we want to delete the customer and let him/her to register again or if we want to permanently delete the customer and keep in record his/her data.

We suggest the second choice, as the rare case of deleting a customer might mean also an important reason for doing this.

Catalog / Monitoring

## Monitoring

?

Help

LIST OF EMPTY CATEGORIES: 1

An empty category is a category that has no product directly associated to it. An empty category may however contain products through its subcategories.

ID	Name	Description	Status	Action
18	Αναμνηστικά		✓	Edit

At the monitoring section we can have a quick look about errors, missing entries or other info. At the moment we can see that a specific sub-category is without any product. This is really useful in case we forget to entry some products.

## Cart Rules



Recommended Modules and Services

[Cart Rules](#) [Catalog Price Rules](#)

**CART RULE**

**INFORMATION** **CONDITIONS** **ACTIONS**

\* Name

Description

Code  **Generate**

*Caution! If you leave this field blank, the rule will automatically be applied to benefiting customers.*

Highlight  YES  NO

Partial use  YES  NO

Priority

Status  YES  NO

In the Cart Rules, we can create some occasional rules (for a specific period of time) , which affect the price of all or part of the products (occasional discounts).

## Cart Rules



Recommended Modules and Services

[Cart Rules](#)   [Catalog Price Rules](#)[INFORMATION](#)[CONDITIONS](#)[ACTIONS](#)

Limit to a single customer



Valid

From

2016-12-20 11:00:00

To

2017-01-06 11:00:00

Minimum amount

0

EUR

Tax excluded

Total available

1

Total available for each user

1

Restrictions

 Country selection*This restriction applies to the country of delivery.* Carrier selection Customer group selection Product selection

January 2017

Mo Tu We Th Fr Sa Su

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Time

11:00:00

Hour

Minute

Now

Done



For this reason we will create a “New Year’s discount period” from 20 of December to 6 of January. We will apply a final discount at the checkout of 15%

**INFORMATION** **CONDITIONS** **ACTIONS**

Free shipping

Apply a discount  Percent (%)  
 Amount  
 None

Value  %

**⚠ Does not apply to the shipping costs**

Apply a discount to  Order (without shipping)  
 Specific product  
 Cheapest product  
 Selected product(s)  
**⚠ You must select some products before**

Exclude discounted products

Send a free gift



1 είδος	
<b>εμφάνιση λεπτομερειών</b>	
Υποσύνολο	40,00 €
Έκπτωση	6,00 €
Αποστολή	Δωρεάν
<b>Έκπτώσεις Εορτών</b> 	<b>-15.00%</b>
<b>Έχετε κωδικό προωθητικής ενέργειας:</b>	

Indeed, in the checkout we can see the title of the occasional discount and the percentage applied to the final price.

The image shows a two-part interface. The top part is a contact form titled "ΕΠΙΚΟΙΝΩΝΗΣΤΕ ΜΑΖΙ ΜΑΣ" (Contact Us). It includes fields for subject ("Θέμα") set to "Διαχειριστής", recipient email ("Διεύθυνση email") set to "example@uom.gr", and an attachment ("Συνημένο") file named "1.png". A note below states: "Προς διαχειριστή σελίδας, Θα ήθελα να σας ρωτήσω αν θα παραλάβω το παραστατικό μέσω της σελίδας ή με την παραλαβή των συγγραμμάτων". The bottom part is a "Customer Service" dashboard. It displays metrics: "Pending Discussion Threads" (1), "Average Response Time" (30 DAYS, 0.0 hours), and "Messages 30 DAY" (0). Below these are sections for "CUSTOMER SERVICE" and a table of customer requests. The table has columns: ID, Customer, Email, Type, Language, Status, Employee, and Messages. One row is shown: ID 1, Customer "Σπύρου Σπυρίδων", Email "example@uom.gr", Type "Webmaster", Language "ελληνικά (Greek)", Status (green dot), Employee (dash), and Messages "Προς διαχειριστή σελίδας, Θα ήθελα...". A large white curved arrow points from the contact form to the customer service dashboard.

ID	Customer	Email	Type	Language	Status	Employee	Messages
1	Σπύρου Σπυρίδων	example@uom.gr	Webmaster	ελληνικά (Greek)	●	-	Προς διαχειριστή σελίδας, Θα ήθελα...

At the Customer Service section we can reply and keep track of all the requests that have been made through the special “Contact Us” form on the web store.

## Edit: Delay

Recommended

## ORDER MESSAGES

**\* Name** Καθυστέρηση Αποστολής el ▾**\* Message** Αξιότιμε Κύριε/Κυρία,

Δυστυχώς λόγω έλλειψης αποθεμάτων η παραγγελία σας θα καθυστερήσει να αποσταλεί.  
Σας ευχαριστούμε για την κατανόηση σας. Θα προσπαθήσουμε να σας εξυπηρετήσουμε το  
συντομότερο δυνατό.

Με εκτίμηση,



Cancel

We can also create default messages, if for example, a consignment might be delayed to be delivered.

## Merchandise Returns

### MERCHANDISE RETURNS

ID	Order ID	Status

### ⚙ MERCHANDISE RETURN (RMA) OPTIONS

Enable returns	<input checked="" type="button"/> YES <input type="button"/> NO
<i>Would you like to allow merchandise returns in your shop?</i>	
Time limit of validity	14
<i>How many days after the delivery date does the customer have to return the item?</i>	
Returns prefix	#RE
<i>Prefix used for return name (e.g. RE00001).</i>	

At the Merchandise Returns we can create the rules for any product return. We can also keep track of any pending return.

# Front Office Demonstration



ΣΥΓΓΡΑΜΜΑΤΑ BOUTIQUE

Ψάξτε στον κατάλογό μας



The screenshot shows a website interface. At the top, there's a red header bar with the logo 'EKDOSESIS ΠΑΝΕΠΙΣΤΗΜΙΟΥ ΜΑΚΕΔΟΝΙΑΣ' and navigation links 'ΣΥΓΓΡΑΜΜΑΤΑ' and 'BOUTIQUE'. A search bar with the placeholder 'Ψάξτε στον κατάλογό μας' and a magnifying glass icon is also at the top. Below the header, there's a large image of a book cover with the title 'ΕΚΔΟΣΕΙΣ Τμήματος Οικονομικών Επιστημών'. To the right of this image is a slide show of three book covers: 'ΕΛΛΗΝΙΚΑ ΚΑΙ ΔΙΕΘΝΗ ΙΔΕΟΓΡΑΦΙΚΑ ΒΙΒΛΙΑ ΜΙΚΡΟΟΙΚΟΝΟΜΙΚΗΣ', 'Ανάλυση ΜΑΚΡΟΟΙΚΟΝΟΜΙΚΗΣ ΘΕΩΡΙΑΣ και ΠΟΛΙΤΙΚΗΣ', and 'ΟΙΔΡΙΑ ΗΛΙΟΥΝ ή Οικονομική Αρχή'. A large white arrow points downwards from the top right towards the login form. The main content area features a large button with the text 'Εισέλθετε στον λογαριασμό σας' (Log in). Below this, there are fields for 'e-mail' and 'Συνθηματικό' (password), with a 'ΕΜΦΑΝΙΣΗ' (View) button next to the password field. A link 'Ξεχάσατε τον κωδικό πρόσβασης?' (Forgot password?) and a blue 'ΣΥΝΔΕΣΗ' (Sign in) button are also present. A note at the bottom says 'Δεν έχετε λογαριασμό? Ανοίξτε έναν εδώ' (Don't have an account? Open one here).

From the main page we access the members login area and we proceed to create a demo (demonstrative) client account.

## Δημιουργία λογαριασμού

Ήδη έχετε λογαριασμό; [Προτιμήστε να εισέλθετε.](#)

Κοινωνικός τίτλος  Κος  Κα.  Δρ.

Όνομα

Επώνυμο

e-mail

Συνθηματικό  ΕΜΦΑΝΙΣΗ

Ημ/νία γέννησης  Προαιρετικό<sup>(Π.χ.: 1970-05-31)</sup>

Λάβετε προσφορές από τους συνεργάτες μας

Εγγραφείτε στο ενημερωτικό δελτίο μας  
Μάθετε για τις νέες εκδόσεις μας

ΑΠΟΘΗΚΕΥΣΗ

We enter all the requested fields.

In a previous step we created also the option of a title “Dr.” for a new account. This will help us determine if a user belongs to the faculty of our university and add him to our special discount group. (in any case is not limited to the Dr. title)

Αρχική / ΘΕΜΑΤΑ ΜΙΚΡΟΟΙΚΟΝΟΜΙΚΗΣ II

NEO



**ΘΕΜΑΤΑ ΜΙΚΡΟΟΙΚΟΝΟΜΙΚΗΣ II**

25,00 €

με ΦΠΑ

Τίτλος: ΘΕΜΑΤΑ ΜΙΚΡΟΟΙΚΟΝΟΜΙΚΗΣ II

Διαστάσεις: 170x240mm

Σελίδες: 174

ISBN: 960-83-96-13-1

Έτος έκδοσης: 2005

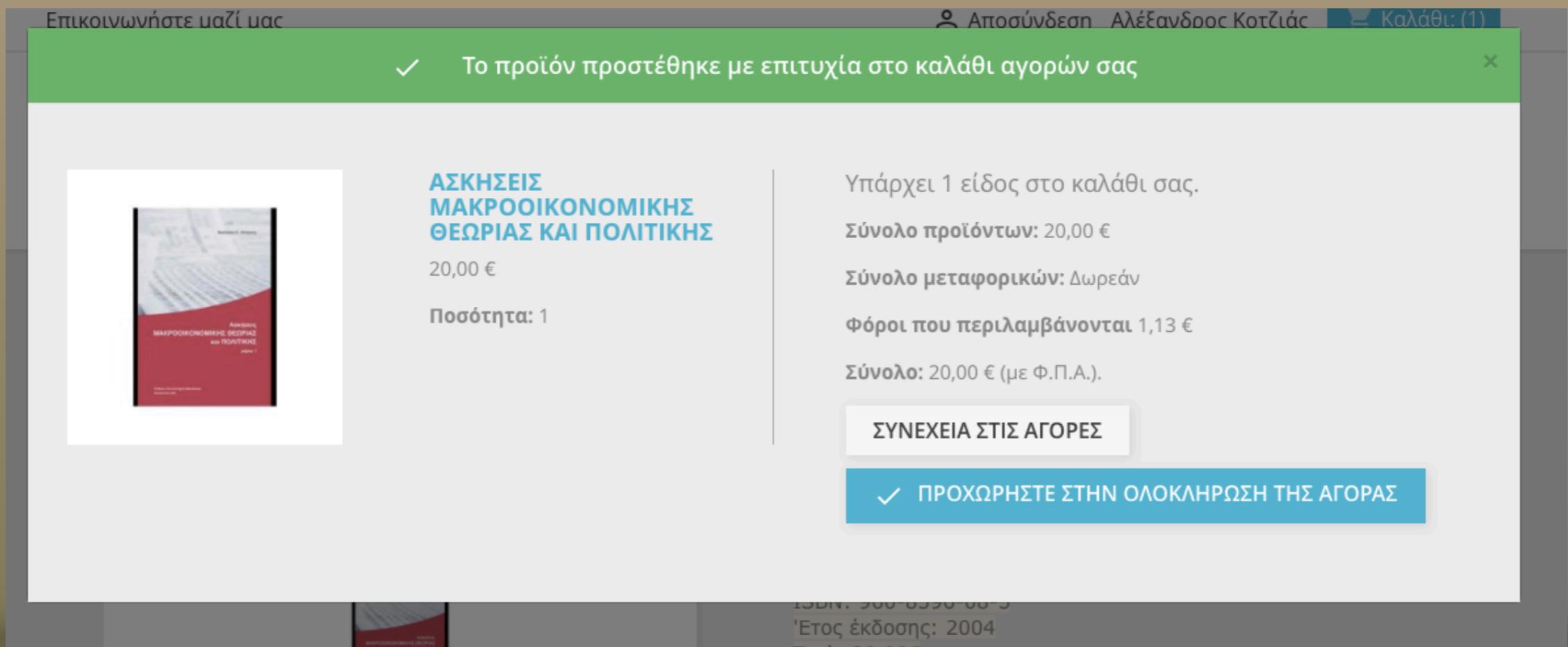
Τιμή: 25,00€

Ποσότητα

1   **ΑΓΟΡΑ**

Κοινή χρήση   

We access the page of our first coursebook to order. We click the BUY button.



A pop-up message will inform us that the product has successfully added to our shopping card. Giving us the option to continue buying or to checkout.

## ΚΑΛΑΘΙ ΑΓΟΡΩΝ

	<p>ΑΣΚΗΣΕΙΣ ΜΑΚΡΟΙΚΟΝΟΜΙΚΗΣ ΘΕΩΡΙΑΣ ΚΑΙ ΠΟΛΙΤΙΚΗΣ 20,00 €</p>	<input style="border: 1px solid #ccc; padding: 5px; margin-right: 5px;" type="button" value="1"/> <input style="border: 1px solid #ccc; padding: 5px; margin-right: 5px;" type="button" value="^"/> <input style="border: 1px solid #ccc; padding: 5px;" type="button" value="v"/>	<b>20,00 €</b>	<span style="font-size: 2em;">█</span>
	<p>ΘΕΜΑΤΑ ΜΙΚΡΟΙΚΟΝΟΜΙΚΗΣ II 25,00 €</p>	<input style="border: 1px solid #ccc; padding: 5px; margin-right: 5px;" type="button" value="1"/> <input style="border: 1px solid #ccc; padding: 5px; margin-right: 5px;" type="button" value="^"/> <input style="border: 1px solid #ccc; padding: 5px;" type="button" value="v"/>	<b>25,00 €</b>	<span style="font-size: 2em;">█</span>

Έχετε κωδικό προωθητικής ενέργειας:

---

Σύνολο (με Φ.Π.Α.). 50,00 €

Φόροι που περιλαμβάνονται 2,55 €

Clicking on checkout we can find a synopsis of our purchases.

According to *EU Electronic Commerce Directive 2000/31/EC* we must provide full price transparency and the total cost of the purchase. For this reason, until the last step of this procedure, a box on the right side will show the total payable amount.

*(more regarding the EU directive 2000/31/EC & regulations SI 2002/2013 can be found in the appendix of this presentation)*

Όνομα	Αλέξανδρος	
Επώνυμο	Κοτζιάς	
Εταιρεία		Προαιρετικό
ΑΦΜ		Προαιρετικό
Διεύθυνση	Εγνατία 99	
Συμπλήρωμα διεύθυνσης		Προαιρετικό
Ταχυδρομικός Κώδικας	51234	
Πόλη	Θεσσαλονίκη	
Χώρα	Greece	
Τηλέφωνο		Προαιρετικό

Να χρησιμοποιηθεί αυτή η διεύθυνση και για το τιμολόγιο

**ΣΥΝΕΧΕΙΑ**

Moving to the next step, we enter our local physical address. This step is mandatory regardless if the customer will get the products from our physical shop.

**ΠΡΟΣΩΠΙΚΑ ΣΤΟΙΧΕΙΑ**

**ΔΙΕΥΘΥΝΣΕΙΣ**

**3 ΜΕΘΟΔΟΣ ΑΠΟΣΤΟΛΗΣ**

<input type="radio"/>	<b>UOM e-shop</b>	Παραλαβή από το κατάστημα μας	Δωρεάν
<input checked="" type="radio"/>	<b>ΕΛΤΑ Courier</b>	2-3 εργάσιμες μέρες	5,00 € με ΦΠΑ

**ΣΥΝΕΧΕΙΑ**

2 είδη

εμφάνιση λεπτομερειών

Υποσύνολο	45,00 €
Αποστολή	5,00 €

Έχετε κωδικό προωθητικής ενέργειας:

Σύνολο (με Φ.Π.Α.)	50,00 €
Φόροι που περιλαμβάνονται	2,55 €

In the next step, the system prompts to use the courier carrier that we have created. However in the first example we will choose to pick-up the products from the physical store.

91

#### 4 ΠΛΗΡΩΜΗ

Pay by Cash on Delivery

You pay for the merchandise upon delivery

Σύνολο (με Φ.Π.Α.). 45,00 €  
Φόροι που περιλαμβάνονται 2,55 €

- Συμφωνώ με τους [όρους παροχής υπηρεσιών](#) και δεσμεύομαι να τους τηρώ απαρέγκλιτα.

**Ελέγξτε την παραγγελία πριν πληρώσετε**

Διευθύνσεις [edit](#)

**Διεύθυνση παράδοσης**

Αλέξανδρος Κοτζιάς  
Εγνατία 99  
51234 Θεσσαλονίκη  
Greece

**Η Διεύθυνση τιμολόγησης**

Αλέξανδρος Κοτζιάς  
Εγνατία 99  
51234 Θεσσαλονίκη  
Greece

Μέθοδος αποστολής [edit](#)

UOM e-shop

Παραλαβή από το  
κατάστημα μας

Δωρεάν

 **Η ΠΑΡΑΓΓΕΛΙΑ ΣΑΣ ΕΠΙΒΕΒΑΙΩΘΗΚΕ**

Έχει σταλεί email σε αυτήν τη διεύθυνση: ba1812@uom-test1.gr. Μπορείτε και να [κατεβάσετε το τιμολόγιο](#)

In the final step is the payment. For the first example we will use the only available option which is the pay by cash on delivery. This means that the customer will pay at the physical store, with the receipt of the products. Right after accepting the purchase, a confirmation message appears.

**ΕΚΔΟΣΕΙΣ  
ΠΑΝΕΠΙΣΤΗΜΙΟΥ  
ΜΑΚΕΔΟΝΙΑΣ**

**INVOICE**

2017-01-07

000001

**Διεύθυνση Παράδοσης**

UOM e-shop

Αλέξανδρος Κοτζιάς  
Εγνατία 99  
51234 Θεσσαλονίκη  
Greece

**Διεύθυνση τιμολόγησης**

Αλέξανδρος Κοτζιάς  
Εγνατία 99  
51234 Θεσσαλονίκη  
Greece

Αριθμός τιμολογίου	Ημ/νία Τιμολόγησης	Κωδικός Παραγγελίας	Order date
000001	2017-01-07	WHBJCMAYE	2017-01-07

Αναφορά	προϊόν	Συντελεστής Φ.Π.Α.	Τιμή μονάδος (χωρίς ΦΠΑ)	Ποσότητα	Σύνολο (χωρίς ΦΠΑ)
ISBN: 960-8396-08-5	ΑΣΚΗΣΕΙΣ ΜΑΚΡΟΟΙΚΟΝΟΜΙΚΗΣ ΘΕΩΡΙΑΣ ΚΑΙ ΠΟΛΙΤΙΚΗΣ	6 %	18,87 €	1	18,87 €
ISBN: 960-83-96-13-1	ΘΕΜΑΤΑ ΜΙΚΡΟΟΙΚΟΝΟΜΙΚΗΣ II	6 %	23,58 €	1	23,58 €

Δεπτομέρεις Φ.Π.Α.	Συντελεστής Φ.Π.Α.	Αρχ. τιμή	Σύνολο Φ.Π.Α.
Προϊόντα	6.000 %	42,45 €	2,55 €

Τρόπος Πληρωμής	Cash on delivery (COD)	45,00 €
Μεταφορέας	UOM e-shop	

Σύνολο Προϊόντων	42,45 €
Έξοδα αποστολής	Δωρεάν αποστολή
Total (Tax excl.)	42,45 €
Σύνολο Φ.Π.Α.	2,55 €
<b>Σύνολο</b>	<b>45,00 €</b>

An Invoice is issued for the name of the customer.  
In the next examples we will focus on the produced Invoice of the orders.  
The Invoice will summarise the needs of our different orders.

## Order WHBJCMAYE from Αλέξανδρος Κοτζιάς



Recommended Modules and Services Help

The screenshot shows a back-office interface for managing orders. At the top, there are four summary boxes: Date (01/07/2017), Total (€45.00), Messages (0), and Products (2). Below these are two main sections: ORDER and CUSTOMER.

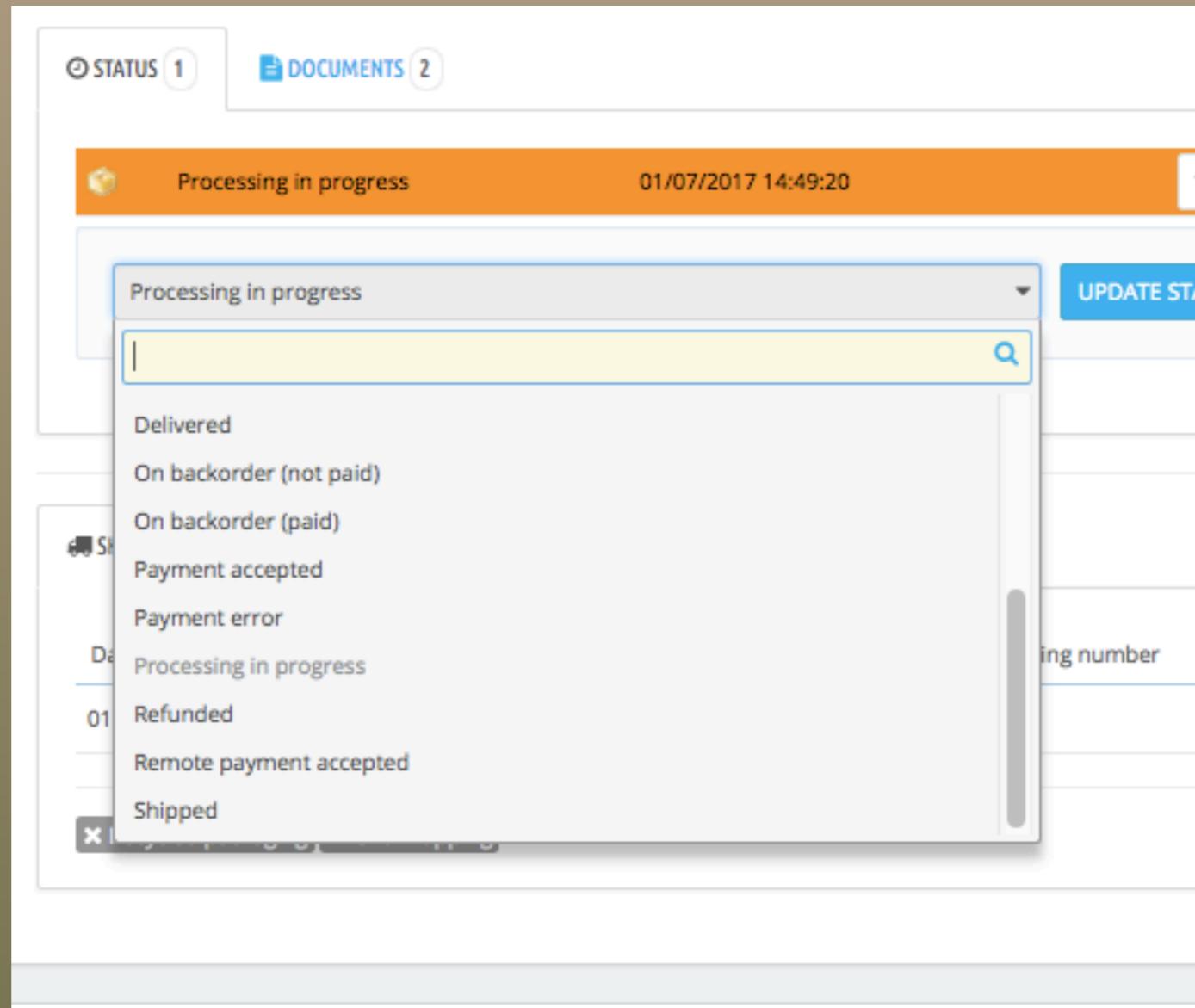
**ORDER Section:** Contains buttons for Print order, View invoice, View delivery slip, Standard refund, and Partial refund. It shows the status as Processing in progress, dated 01/07/2017 14:49:20, with a Resend email button. A dropdown menu shows "Processing in progress" and an UPDATE STATUS button.

**CUSTOMER Section:** Shows details for MR. ΑΛΕΞΑΝΔΡΟΣ ΚΟΤΖΙΑΣ (#9). It includes Email (ba1812@uom-test1.gr), Account registered (01/07/2017 14:38:57), Valid orders placed (1), and Total spent since registration (€45.00). There is also a PRIVATE NOTE section with a Save button. Shipping and Invoice addresses are listed below.

Is worth to mention that while the order has been placed properly, a new entry will be created at the back office. Here, the manager can edit the order, leave special comments and keep track of the progress of every order.

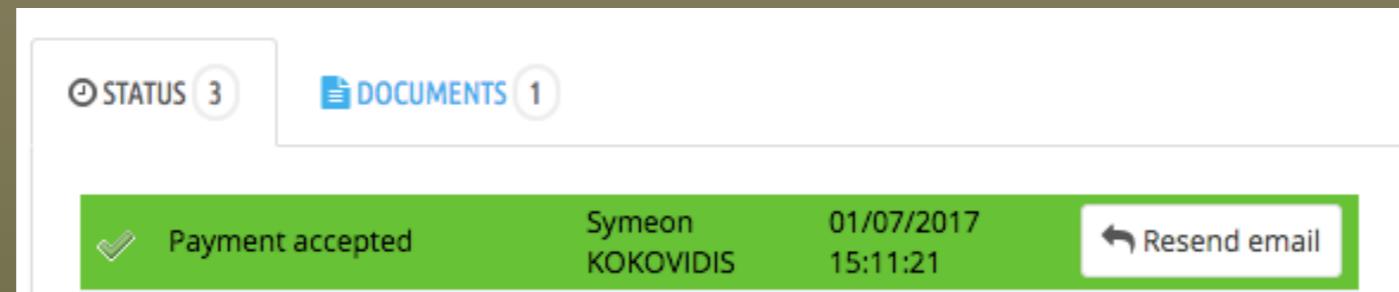
The screenshot shows two panels of a software application. The left panel, titled 'PAYMENT' with 0 notifications, displays a table header for Date, Payment method, Transaction ID, Amount, and Invoice. Below this, a large warning icon (a triangle with an exclamation mark) is centered, with the text 'No payment methods are available'. A date input field shows '2017-01-08' with a calendar icon, followed by empty input fields for Transaction ID, Amount, and Invoice, and a currency dropdown set to '€'. A blue 'ADD' button is at the top right. Below these, a 'Change currency' dropdown is set to 'US Dollar - \$' with a 'Change' button next to it. A note below says 'Do not forget to update your exchange rate before making this change.' The right panel, titled 'MESSAGES' with 0 notifications, shows a single message from 'Iwávva Iwávvou' dated '01/07/2017' labeled 'Private'. The message content is 'Manual order -- Employee: S. KOKOVIDIS'. Below the message, there are options to 'Choose a standard message' (with a dropdown menu and 'Configure predefined messages' link), 'Display to customer?' (with 'YES' and 'NO' buttons, where 'NO' is highlighted in red), and a 'Message' input field. At the bottom are 'Show all messages' and 'SEND MESSAGE' buttons.

Also the manager can have a look on the payment history or send a message to the customer. There are also other functions upon the need of every customer (for example, issuing credit slip, place discount). We will have a look on these in the next examples.



The progress of every order is based on the following statements.  
Every statement can help the manager to know what actions have to be done from the side of back office.

<p><input checked="" type="checkbox"/> <b>ΠΡΟΣΩΠΙΚΑ ΣΤΟΙΧΕΙΑ</b></p> <p><input checked="" type="checkbox"/> <b>ΔΙΕΥΘΥΝΣΕΙΣ</b></p> <p><input checked="" type="checkbox"/> <b>ΜΕΘΟΔΟΣ ΑΠΟΣΤΟΛΗΣ</b></p> <b>4 ΠΛΗΡΩΜΗ</b> <p><input type="radio"/> Pay by CashOnDelivery</p> <p><input checked="" type="radio"/> Πληρωμή μέσω τραπέζης</p> <p>Μεταφέρετε το ποσό του τιμολογίου στον τραπεζικό λογαριασμό μας. Θα λάβετε επιβεβαίωση παραγγελίας μέσω email, η οποία θα περιέχει τα στοιχεία του τραπεζικού λογαριασμού και τον αριθμό παραγγελίας. Θα κρατήσουμε τα αγαθά για εσάς για 7 μέρες και θα διεκπεραιώσουμε την παραγγελία αμέσως αφού λάβουμε την πληρωμή.</p> <p><input type="checkbox"/> Συμφωνώ με τους <a href="#">όρους παροχής υπηρεσιών</a> και δεσμεύομαι να τους τηρώ απαρέγκλιτα.</p>	<p><input type="button" value="edit"/></p> <p>1 είδος</p> <p>εμφάνιση λεπτομερειών</p> <table> <tr> <td>Υποσύνολο</td> <td>10,00 €</td> </tr> <tr> <td>Αποστολή</td> <td>5,00 €</td> </tr> </table> <p>Έχετε κωδικό προωθητικής ενέργειας:</p> <table> <tr> <td>Σύνολο (με Φ.Π.Α.).</td> <td>15,00 €</td> </tr> <tr> <td>Φόροι που περιλαμβάνονται</td> <td>0,57 €</td> </tr> </table>	Υποσύνολο	10,00 €	Αποστολή	5,00 €	Σύνολο (με Φ.Π.Α.).	15,00 €	Φόροι που περιλαμβάνονται	0,57 €
Υποσύνολο	10,00 €								
Αποστολή	5,00 €								
Σύνολο (με Φ.Π.Α.).	15,00 €								
Φόροι που περιλαμβάνονται	0,57 €								



In the next example, we will select to pay by bank and to receive the products with our courier carrier. As the order has been placed properly. We access the back office and mark the order with the statement “Payment accepted” - an Invoice automatically will be produced.

<b>ΕΚΔΟΣΕΙΣ ΠΑΝΕΠΙΣΤΗΜΙΟΥ ΜΑΚΕΔΟΝΙΑΣ</b>	<b>INVOICE</b> 01/07/2017 #IN000002												
<b>Delivery Address</b>	<b>Billing Address</b>												
UOM e-shop  <b>θοδωρής Γιαννακόπουλος Εγνατία 89 56472 Θεσσαλονίκη Greece</b>	θοδωρής Γιαννακόπουλος Εγνατία 89 56472 Θεσσαλονίκη Greece												
<b>Invoice Number</b> <b>Invoice Date</b> <b>Order Reference</b> <b>Order date</b>													
#IN000002	01/07/2017	HBZANWKNI	01/07/2017										
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; padding: 5px;">Reference</th><th style="text-align: left; padding: 5px;">Product</th><th style="text-align: center; padding: 5px;">Tax Rate</th><th style="text-align: center; padding: 5px;">Unit Price (Tax excl.)</th><th style="text-align: center; padding: 5px;">Qty</th><th style="text-align: center; padding: 5px;">Total (Tax excl.)</th></tr> </thead> <tbody> <tr> <td style="padding: 5px;">ISBN: 960-86767-1-1</td><td style="padding: 5px;">ΕΚΠΑΙΔΕΥΣΗ ΕΝΗΛΙΚΩΝ Β' ΔΙΔΑΚΤΙΚΗ ΕΝΗΛΙΚΩΝ</td><td style="text-align: center; padding: 5px;">6 %</td><td style="text-align: center; padding: 5px;">€9.43</td><td style="text-align: center; padding: 5px;">1</td><td style="text-align: center; padding: 5px;">€9.43</td></tr> </tbody> </table>		Reference	Product	Tax Rate	Unit Price (Tax excl.)	Qty	Total (Tax excl.)	ISBN: 960-86767-1-1	ΕΚΠΑΙΔΕΥΣΗ ΕΝΗΛΙΚΩΝ Β' ΔΙΔΑΚΤΙΚΗ ΕΝΗΛΙΚΩΝ	6 %	€9.43	1	€9.43
Reference	Product	Tax Rate	Unit Price (Tax excl.)	Qty	Total (Tax excl.)								
ISBN: 960-86767-1-1	ΕΚΠΑΙΔΕΥΣΗ ΕΝΗΛΙΚΩΝ Β' ΔΙΔΑΚΤΙΚΗ ΕΝΗΛΙΚΩΝ	6 %	€9.43	1	€9.43								
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; padding: 5px;">Tax Detail</th><th style="text-align: left; padding: 5px;">Tax Rate</th><th style="text-align: left; padding: 5px;">Base price</th><th style="text-align: left; padding: 5px;">Total Tax</th></tr> </thead> <tbody> <tr> <td style="padding: 5px;">Products</td><td style="text-align: center; padding: 5px;">6.000 %</td><td style="text-align: center; padding: 5px;">€9.43</td><td style="text-align: center; padding: 5px;">€0.57</td></tr> </tbody> </table>		Tax Detail	Tax Rate	Base price	Total Tax	Products	6.000 %	€9.43	€0.57				
Tax Detail	Tax Rate	Base price	Total Tax										
Products	6.000 %	€9.43	€0.57										
<table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td style="width: 50%; padding: 5px;">Payment Method</td><td style="width: 50%; padding: 5px;">Wire payment</td></tr> <tr> <td style="padding: 5px;">Carrier</td><td style="padding: 5px;">ΕΛΤΑ Courier</td></tr> </tbody> </table>		Payment Method	Wire payment	Carrier	ΕΛΤΑ Courier								
Payment Method	Wire payment												
Carrier	ΕΛΤΑ Courier												
<table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td style="width: 50%; padding: 5px;">Total Products</td><td style="width: 50%; padding: 5px;">€9.43</td></tr> <tr> <td style="padding: 5px;">Shipping Costs</td><td style="padding: 5px;">€5.00</td></tr> <tr> <td style="padding: 5px;"><b>Total (Tax excl.)</b></td><td style="padding: 5px;"><b>€14.43</b></td></tr> <tr> <td style="padding: 5px;">Total Tax</td><td style="padding: 5px;">€0.57</td></tr> <tr> <td style="padding: 5px;"><b>Total</b></td><td style="padding: 5px;"><b>€15.00</b></td></tr> </tbody> </table>		Total Products	€9.43	Shipping Costs	€5.00	<b>Total (Tax excl.)</b>	<b>€14.43</b>	Total Tax	€0.57	<b>Total</b>	<b>€15.00</b>		
Total Products	€9.43												
Shipping Costs	€5.00												
<b>Total (Tax excl.)</b>	<b>€14.43</b>												
Total Tax	€0.57												
<b>Total</b>	<b>€15.00</b>												

In the following Invoice we can see that the chosen carrier is our selected courier company (and not our physical address). Also the payment method is with wire payment.

 PAYMENT 1

Date	Payment method	Transaction ID	Amount	Invoice
01/07/2017 15:11:21	Wire payment		€15.00	#INooooo2

 CUSTOMER MR. ΘΟΔΩΡΗΣ ΓΙΑΝΝΑΚΟΠΟΥΛΟΣ #10

Email  
 giannakopoulos@xmo-test1.gr

Account registered  
 01/07/2017 15:05:43

Valid orders placed  
1

Total spent since registration  
€15.00

 PRIVATE NOTE

Shipping address

Θοδωρής Γιαννακόπουλος  
Εγνατία 89  
56472 Θεσσαλονίκη  
Greece

Invoice address

Θοδωρής Γιαννακόπουλος  
Εγνατία 89  
56472 Θεσσαλονίκη  
Greece

A shipping note is also produced which will accompany the consignment.

ΠΡΟΙΟΝΤΑ 1

προϊόν	Τιμή μονάδος με ΦΠΑ	Ποσότητα	Διαθέσιμη ποσότητα	Σύνολο με ΦΠΑ
ΑΝΑΠΤΥΞΙΑΚΑ ΣΥΝΔΡΟΜΑ ΣΤΗΝ ΕΙΔΙΚΗ ΑΓΩΓΗ Αριθμός αναφοράς: ISBN: 960-8396-26-3	30,00 €	1	97	30,00 €

Για αυτήν την ομάδα πελατών οι τιμές εμφανίζονται ως εξής: **με ΦΠΑ**

Περιγραφή Έκπτωσης Αξία

Όνομα

Τύπος

Αξία  Η τιμή αυτή πρέπει να περιλαμβάνει Φ.Π.Α.

Ακύρωση  Προσθήκη

In case we want to place a special discount this can be done from the back office panel.

# Παραγγελία MVKYXLWMS από πελάτη Ιωάννα Ιωάννου



Προτεινόμενα Πρόσθετα και Υπηρεσίες Βοήθεια

## ΠΡΟΙΟΝΤΑ 1

προϊόν	Τιμή μονάδος με ΦΠΑ	Ποσότητα	Διαθέσιμη ποσότητα	Σύνολο με ΦΠΑ
 <b>ΑΝΑΠΤΥΞΙΑΚΑ ΣΥΝΔΡΟΜΑ ΣΤΗΝ ΕΙΔΙΚΗ ΑΓΩΓΗ</b> Αριθμός αναφοράς: ISBN: 960-8396-26-3	30,00 €	1	97	30,00 €

Προσθήκη ενός προϊόντος

Προσθέστε μια νέα έκπτωση



Για αυτήν την ομάδα πελατών οι τιμές εμφανίζονται ως εξής: **με ΦΠΑ**

Περιγραφή Έκπτωσης

Αξία

ΕΥΔΟΞΟΣ - ΠΙΣΤΩΤΙΚΟ

-30,00 €

Διαγραφή κουπονιού

Προϊόντα:	30,00 €
Έκπτωσεις	-30,00 €
Αποστολή	0,00 €
<b>Σύνολο</b>	<b>0,00 €</b>

However this can only be done before issuing the invoice.

**ΕΚΔΟΣΕΙΣ  
ΠΑΝΕΠΙΣΤΗΜΙΟΥ  
ΜΑΚΕΔΟΝΙΑΣ**

**INVOICE**

07-01-2017

000005

**Διεύθυνση Παράδοσης**

UOM e-shop

Ιωάννα Ιωάννου  
Εγνατία 100  
56172 Θεσσαλονίκη  
Greece

**Διεύθυνση τιμολόγησης**

Ιωάννα Ιωάννου  
Εγνατία 100  
56172 Θεσσαλονίκη  
Greece

Αριθμός τιμολογίου	Ημ/νία Τιμολόγησης	Κεδικός Παραγγελίας	Order date
000005	07-01-2017	MVKYXLWMS	07-01-2017

Αναφορά	προϊόν	Συντελεστής Φ.Π.Α.	Unit Price (χωρίς Φ.Π.Α.)	Ποσότητα	Total (χωρίς Φ.Π.Α)
ISBN: 960-8396-26-3	ΑΝΑΠΤΥΞΙΑΚΑ ΣΥΝΔΡΟΜΑ ΣΤΗΝ ΕΙΔΙΚΗ ΑΓΩΓΗ	6 %	28,30 €	1	28,30 €
<b>Εκπτώσεις</b>					
			ΕΥΔΟΞΟΣ - ΠΙΣΤΩΤΙΚΟ	- 28,30 €	

Λεπτομέρειες Φ.Π.Α.	Συντελεστής Φ.Π.Α.	Αρχ. τιμή	Σύνολο Φ.Π.Α.	
Προϊόντα	6.000 %	0,00 €	0,00 €	
Τρόπος Πληρωμής				
Μεταφορέας				UOM e-shop

Σύνολο Προϊόντων	28,30 €
Total Discounts	- 28,30 €
Έξοδα αποστολής	Δωρεάν αποστολή
Total (Tax excl.)	0,00 €
<b>Σύνολο</b>	<b>0,00 €</b>

In this invoice we can see the discount applied.

**ΕΚΔΟΣΕΙΣ  
ΠΑΝΕΠΙΣΤΗΜΙΟΥ  
ΜΑΚΕΔΟΝΙΑΣ**

**INVOICE**

07-01-2017

000006

Διεύθυνση Παράδοσης	Διεύθυνση τιμολόγησης
UOM e-shop	Διαμαντής Διαμαντόπουλος Εγνατια 156 Πύργος ΗΘ - Γρ.399 54613 Θεσσαλονίκη Greece



Αριθμός τιμολογίου	Ημ/νία Τιμολόγησης	Κωδικός Παραγγελίας	Order date
00006	07-01-2017	CPHNXIDSK	07-01-2017

Αναφορά	προϊόν	Συντελεστής Φ.Π.Α.	Unit Price (χωρίς Φ.Π.Α.)	Ποσότητα	Total (χωρίς Φ.Π.Α)
ISBN: 960-8396-28-9	ΑΡΧΙΤΕΚΤΟΝΙΚΗ ΤΠΟΛΟΓΙΣΤΩΝ	6 %	18,87 €	1	18,87 €
hoodie-uom	Ζακέτα φούτερ με κουκούλα UOM - Μέγεθος : S, Χρώμα : Γκρί	24 %	6,05 €	1	6,05 €
ISBN: 978-960-8396-34-0	ΚΑΤΑΝΕΜΗΜΕΝΕΣ ΕΦΑΡΜΟΓΕΣ ΚΑΙ ΗΛΕΚΤΡΟΝΙΚΟ ΕΜΠΟΡΙΟ	6 %	21,23 €	1	21,23 €
sweater-pants-uom	Παντελόνι Φούτερ UOM - Μέγεθος : M, Χρώμα : Γκρί	24 %	4,84 €	1	4,84 €

Λεπτομέρειες Φ.Π.Α.	Συντελεστής Φ.Π.Α.	Αρχ. τιμή	Σύνολο Φ.Π.Α.
Προϊόντα	6.000 %	40,10 €	2,40 €
	24.000 %	10,89 €	2,61 €
Τρόπος Πληρωμής	Πληρωμή με τραπεζικό έμβασμα	56,00 €	
Μεταφορίας	UOM e-shop		

Σύνολο Προϊόντων	50,99 €
Έξοδα αποστολής	Δωρεάν αποστολή
Total (Tax excl.)	50,99 €
Σύνολο Φ.Π.Α.	5,01 €
<b>Σύνολο</b>	<b>56,00 €</b>

In the following Invoice we can see an example of different VATs applied but also with a different invoicing address

In this example we have added some extra fields, with special comments in the Invoice and our return policy. Small pictures of our products are also included.

**ΕΚΔΟΣΕΙΣ  
ΠΑΝΕΠΙΣΤΗΜΙΟΥ  
ΜΑΚΕΔΟΝΙΑΣ**

**INVOICE**  
 07-01-2017  
 #IN000040/2017

**Διεύθυνση Παράδοσης**  
  
 UOM e-shop  
  
 Δημήτρης Δημητρίου  
 Εγνατία 59  
 51234 Θεσσαλονίκη  
 Greece

**Διεύθυνση τιμολόγησης**  
  
 Δημήτρης Δημητρίου  
 Εγνατία 59  
 51234 Θεσσαλονίκη  
 Greece

Αριθμός τιμολογίου	Ημ/νία Τιμολόγησης	Κωδικός Παραγγελίας	Order date
#IN000040/2017	07-01-2017	KYYEDNDQZ	07-01-2017

Αναφορά	προϊόν	Συντελεστής Φ.Π.Α.	Unit Price (χωρίς Φ.Π.Α.)	Ποσότητα	Total (χωρίς Φ.Π.Α.)
hoodie-uom	 Ζακέτα φούτερ με κουκούλα UOM - Μέγεθος : M, Χρώμα : Γκρί	24 %	6,05 €	1	6,05 €

Λεπτομέρειες Φ.Π.Α.	Συντελεστής Φ.Π.Α.	Σύνολο Φ.Π.Α.
Προϊόντα	24.000 %	1,45 €

Σημείωση
ΠΑΡΑΔΟΣΗ ΜΕΤΑ ΤΙΣ 15:00

Τρόπος Πληρωμής	Wire payment	12,50 €
Μεταφοράς	EATA Courier	

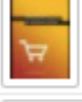
Έχετε το δικαίωμα να επιστρέψετε ολόκληρη την παραγγελία ή μέρος αυτής χωρίς να υποχρεούντε να μας ανακοινώσετε το λόγο για τον οποίο επιθυμείτε την επιστροφή των προϊόντων, εντός προθεσμίας 14 ημερολογιακών ημερών από την ημερομηνία που την παραλάβετε. Στην περίπτωση αυτή ουας επιβαρύνεται μόνο το άμεσο κόστος επιστροφής των προϊόντων. Στην περίπτωση που ο λόγος της επιστροφής ουας αφορά σε λάθος της εταιρείας δεσμευόμαστε να αναλάβουμε το κόστος επιστροφής του προϊόντος, υπό την προϋπόθεση πως η επιστροφή έχει γίνει με την μεταφορική εταιρεία EATA

Σύνολο Προϊόντων	6,05 €
Έξοδα αποστολής	5,00 €
<b>Total (Tax excl.)</b>	<b>11,05 €</b>
Σύνολο Φ.Π.Α.	1,45 €
<b>Σύνολο</b>	<b>12,50 €</b>

104

In this final example we combine all the previous examples.  
Different VATs , special discounts and small pictures of our products

ΕΚΔΟΣΕΙΣ ΠΑΝΕΠΙΣΤΗΜΙΟΥ ΜΑΚΕΔΟΝΙΑΣ		Delivery Address		Billing Address		
UOM e-shop		ΓΙΑΝΝΗΣ Δεσποτόπουλος Εγνατια 79 51234 Θεσσαλονίκη Greece		ΓΙΑΝΝΗΣ Δεσποτόπουλος Εγνατια 79 51234 Θεσσαλονίκη Greece		
Invoice Number	Invoice Date	Order Reference	Order date			
#IN000038/2017	01/07/2017	NZKODKZBZ	01/07/2017			
Reference	Product	Tax Rate	Unit Price (Tax excl.)	Qty	Total (Tax excl.)	
ISBN: 960-8396-28-9	 ΑΡΧΙΤΕΚΤΟΝΙΚΗ ΥΠΟΛΟΓΙΣΤΩΝ	6 %	€37.74	1	€37.74	
hoodie-uom	 Ζακέτα φούτερ με κουκούλα UOM - Μέγεθος : L, Χρώμα : Γκρί	24 %	€12.10	1	€12.10	
ISBN: 978-960-8396-34-0	 ΚΑΤΑΝΕΜΗΜΕΝΕΣ ΕΦΑΡΜΟΓΕΣ ΚΑΙ ΗΛΕΚΤΡΟΝΙΚΟ ΕΜΠΟΡΙΟ	6 %	€42.45	1	€42.45	
sweater-pants-uom	 Παντελόνι Φούτερ UOM - Μέγεθος : S, Χρώμα : Μπλέ	24 %	€9.68	1	€9.68	
Discounts						
ΕΥΔΟΞΟΣ - ΠΙΣΤΩΤΙΚΟ - ISBN: 960-8396-28-9					- €36.25	
ΕΥΔΟΞΟΣ - ΠΙΣΤΩΤΙΚΟ - ISBN: 978-960-8396-34-0					- €40.78	
Tax Detail	Tax Rate	Total Tax				
Products	6.000 %	€0.98				
	24.000 %	€1.08				
Payment Method	Πληρωμή με τραπεζικό έμβασμα		€32.00			
Carrier	ΕΛΤΑ Courier					
		Total Products		€101.97		
		Total Discounts		- €77.03		
		Shipping Costs		€5.00		
		Total (Tax excl.)		€29.94		
		Total Tax		€2.06		
		Total		€32.00		

προϊόν	Τιμή μονάδος με ΦΠΑ	Ποσότητα	Επιστρέψτε	Επανεισαγόμενα	Διαθέσιμη ποσότητα	Σύνολο με ΦΠΑ	Επιστροφή
 ΑΡΧΙΤΕΚΤΟΝΙΚΗ ΥΠΟΛΟΓΙΣΤΩΝ Αριθμός αναφοράς: ISBN: 960-8396-28-9	20,00 €	1		0	156	20,00 €	<input type="checkbox"/> 0/1
 ΚΑΤΑΝΕΜΗΜΕΝΕΣ ΕΦΑΡΜΟΓΕΣ ΚΑΙ ΗΛΕΚΤΡΟΝΙΚΟ ΕΜΠΟΡΙΟ Αριθμός αναφοράς: ISBN: 978-960-8396-34-0	22,50 €	1		0	74	22,50 €	<input type="checkbox"/> 0/1
 Ζακέτα φούτερ με κουκούλα UOM - Μέγεθος : S, Χρώμα : Γκρί <sup>+</sup> Αριθμός αναφοράς: hoodie-uom	7,50 €	1		0	9	7,50 €	<input checked="" type="checkbox"/> 1 0/1
 Παντελόνι Φούτερ UOM - Μέγεθος : M, Χρώμα : Γκρί <sup>+</sup> Αριθμός αναφοράς: sweater-pants-uom	6,00 €	1		0	4	6,00 €	<input type="checkbox"/> 0/1

- Re-stock προϊόντων
- Δημιουργήστε ένα πιστωτικό δελτίο
- Δημιουργήστε ένα κουπόνι
- Επιστρέψτε τα έξοδα αποστολής

[Επιστροφή προϊόντων](#)

We will try now to issue a credit slip. We choose the product which will be returned and we click to issue a credit slip. Consequently, we will return the equivalent value in cash to the customer. Alternative option is to issue a voucher.

**ΕΚΔΟΣΕΙΣ  
ΠΑΝΕΠΙΣΤΗΜΙΟΥ  
ΜΑΚΕΔΟΝΙΑΣ**

**CREDIT SLIP**

07-01-2017

000001

**Διεύθυνση Παράδοσης**

Διαμαντής Διαμαντόπουλος  
Εγνατια 156  
Πύργος ΗΘ - Γρ.399  
54613 Θεσσαλονίκη  
Greece

**Διεύθυνση τιμολόγησης**

Διαμαντής Διαμαντόπουλος  
Εγνατια 39  
51234 Θεσσαλονίκη  
Greece

Κωδικός Παραγγελίας	Ημερομηνία Παραγγελίας		
CPHNXIDSK	07-01-2017		
Ζακέτα φούτερ με κουκούλα ΙΩΜ - Μέγεθος : S, Χρώμα : Γκρί	1	- 7,50 €	- 7,50 €
<b>Λεπτομέρειες Φ.Π.Α.</b>	<b>Συντελεστής Φ.Π.Α.</b>	<b>Σύνολο Φ.Π.Α.</b>	
Προϊόντα	24.000 %	- 1,45 €	
			<b>Σύνολο Προϊόντων (μετά Φ.Π.Α.)</b> - 7,50 €
			<b>Σύνολο Φ.Π.Α.</b> - 1,45 €
			<b>Σύνολο (Με ΦΠΑ)</b> - 7,50 €
<b>Τρόπος Πληρωμής</b>	<b>Πληρωμή με τραπεζικό έμβασμα</b>		

Here is the credit slip for the returned product.

# The Stats Dashboard

Modules

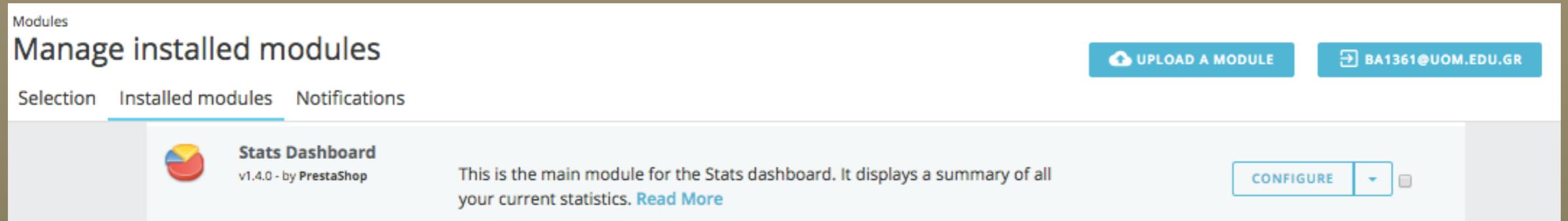
## Manage installed modules

Selection   Installed modules   Notifications

 Stats Dashboard  
v1.4.0 - by PrestaShop

This is the main module for the Stats dashboard. It displays a summary of all your current statistics. [Read More](#)

[CONFIGURE](#)  



In the built-in pre-installed modules we can find the Stats Dashboard. Stats Dashboard offers a group of statistics measures which can help us in the long-term to better manage our web store but also to grow our sales. When Stats Dashboard is enabled, a menu called “Stats” is available in the “Sell” section. Stats is the final section of the back office presentation.

## STATS DASHBOARD



The listed amounts do not include tax.

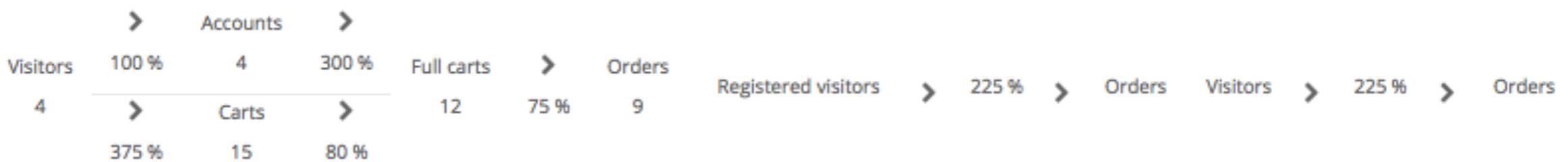
Time frame

Daily



	Visits	Registrations	Placed orders	Bought items	Percentage of registrations	Percentage of orders	Revenue
2017-01-05	5	1	0	0	20 %	0 %	€0.00
2017-01-06	2	1	0	0	50 %	0 %	€0.00
2017-01-07	4	8	9	25	200 %	225 %	€355.29
	Visits	Registrations	Placed orders	Bought items	Percentage of registrations	Percentage of orders	Revenue
Total	11	10	9	25	--	--	€355.29
Average	3	3	3	8	90.91 %	81.82 %	€120.91
Forecast	11	10	9	25	--	--	€362.72

### Conversion



In the main page of stats we can see a summary of the visitors, registrations, placed orders, bought items, the revenue.

Conversion shows a path, where indicates how many visitors of the website, have created an account, how many of them a shopping card, and how many of them an order.

Is a really important overall measure which can show how much “attractive to buy” is our web store.



A simple statistical calculation lets you know the monetary value of your visitors:

On average, each visitor places an order for this amount: €88.82.

On average, each registered visitor places an order for this amount: €88.82.

#### Payment distribution



The amounts include taxes, so you can get an estimation of the commission due to the payment method.

Zone: -- No filter --

Module	Orders	Sales	Average cart value
Πληρωμή με τραπεζικό έμβασμα	4	€292.00	€73.00
Wire payment	3	€47.50	€15.83
Cash on delivery (COD)	1	€45.00	€45.00

#### Category distribution

Zone: -- No filter --

Category	Products sold	Sales	Percentage of products sold	Percentage of sales	Average price
Home	25	€430.60	100.0%	121.2%	€17.75

#### Language distribution

Language

Sales

Percentage

Growth

el

€355.29

100.0%



+∞%

In the payment distribution tab we can find ascertain which channel is more attractive to our customers to pay. In case of third party payment subscriptions (for example, bank charges for handling a specific card type), this tab may help us if we want to change or stop a subscription for a service.

### 📍 Zone distribution

Zone	Orders	Sales	Percentage of orders	Percentage of sales
Europe	9	€355.29	100.0%	100.0%

### ⓧ Currency distribution

Zone: -- No filter --

Currency	Orders	Sales (converted)	Percentage of orders	Percentage of sales
Euro	9	€355.29	100.0%	100.0%

### ❖ Attribute distribution

Group	Attribute	Quantity of products sold
Μέγεθος	S	4
Μέγεθος	M	2
Μέγεθος	L	2
Χρώμα	Γκρι	5
Χρώμα	Μπλέ	3

Another measures include, which Geographic zone/Currency makes orders and sales and up to which percent.

The attribute distribution helps to understand which attribute is more attractive and makes the best sales.

## ORIGIN



In the tab, we break down the 10 most popular referral websites that bring customers to your online store.

### Guide



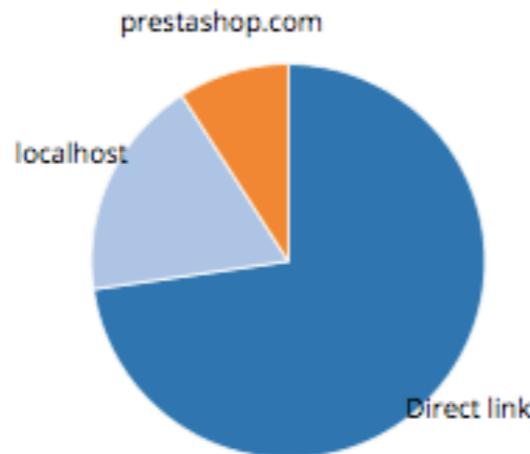
#### What is a referral website?

The referrer is the URL of the previous webpage from which a link was followed by the visitor.

A referrer also enables you to know which keywords visitors use in search engines when browsing for your online store.

A referrer can be:

- Someone who posts a link to your shop.
- A partner who has agreed to a link exchange in order to attract new customers.



CSV Export

In the origin tab, we understand how our customers have found our website. This tab will be very useful if we decide to promote/advertise our website through other websites or Google AdWords.

## SALES AND ORDERS

### Guide

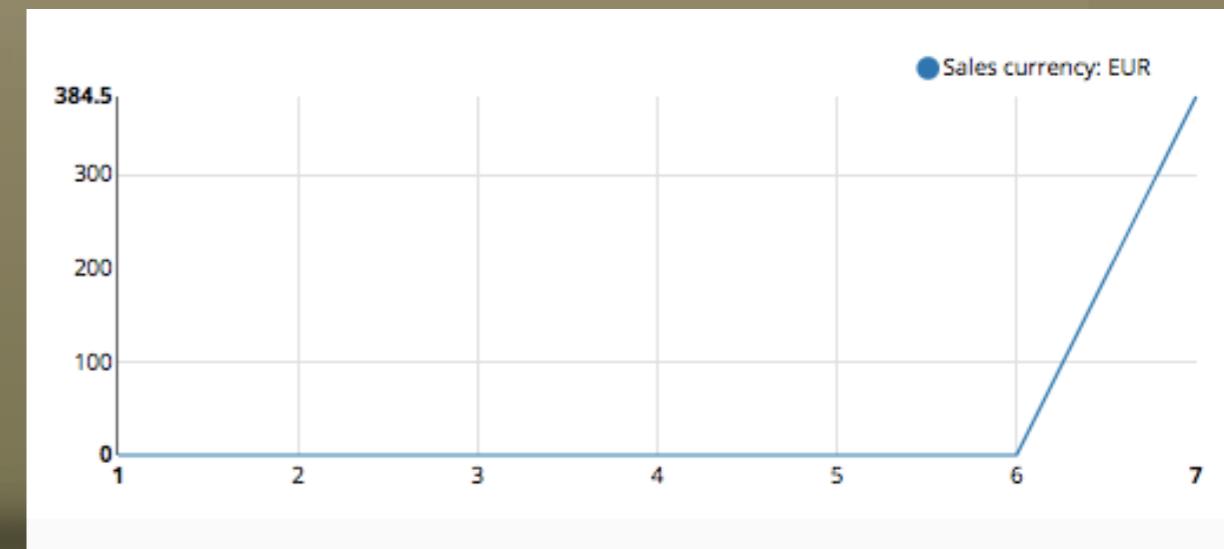
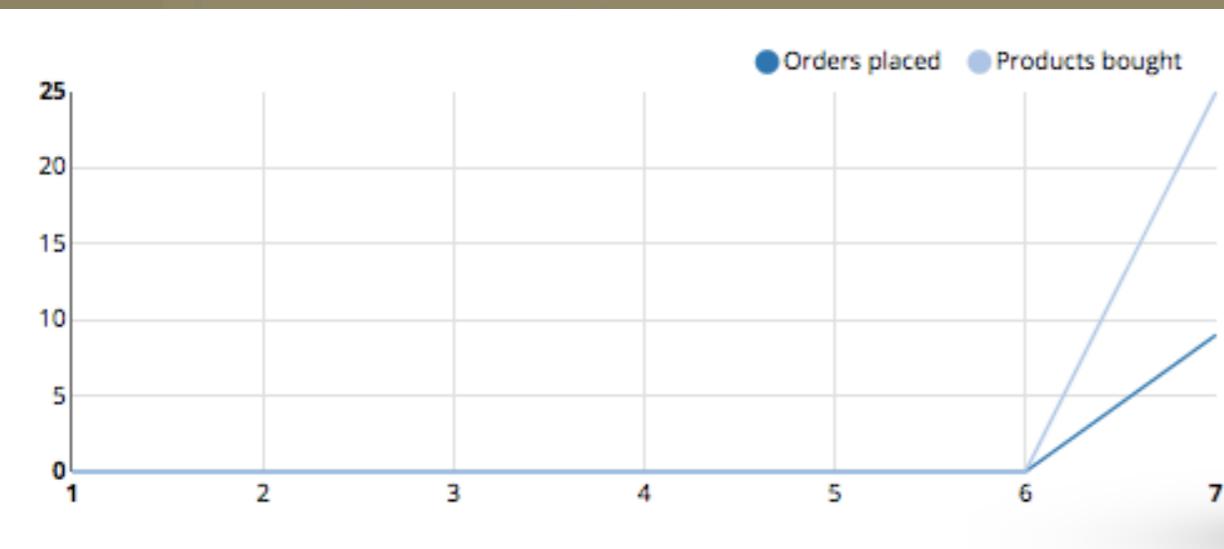


#### About order statuses

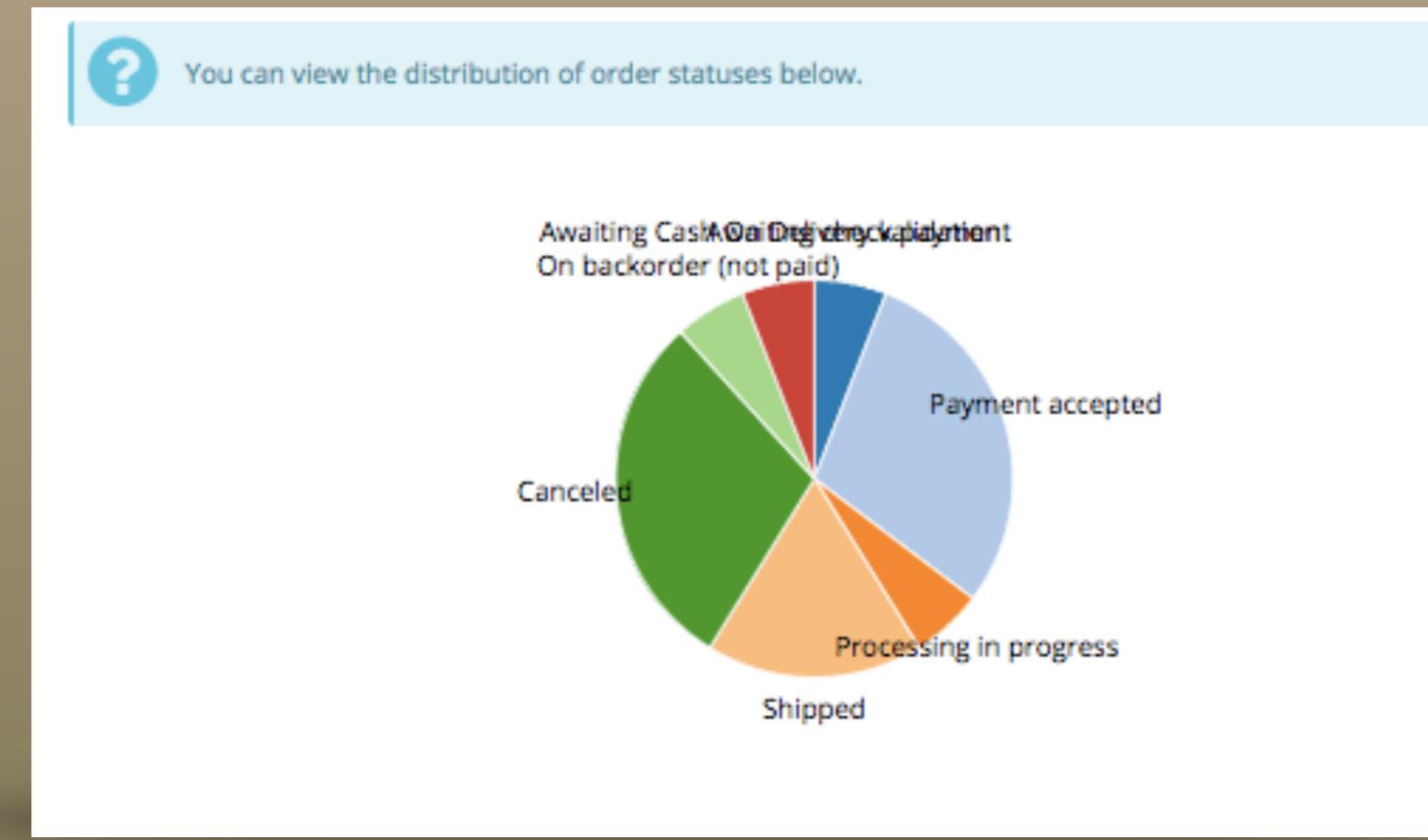
In your Back Office, you can modify the following order statuses: Awaiting Check Payment, Payment Accepted, Preparation in Progress, Shipping, Delivered, Canceled, Refund, Payment Error, Out of Stock, and Awaiting Bank Wire Payment. These order statuses cannot be removed from the Back Office; however you have the option to add more.



The following graphs represent the evolution of your shop's orders and sales turnover for a selected period. You should often consult this screen, as it allows you to quickly monitor your shop's sustainability. It also allows you to monitor multiple time periods. Only valid orders are graphically represented.



In the Sales and Orders we see graphs showing *changes over time* based on Orders, products bought and total sales.



Day	Month	Year	Day-1	Month-1	Year-1	From: 2017-01-01	To: 2017-01-07	<input type="button" value="Save"/>
-----	-------	------	-------	---------	--------	------------------	----------------	-------------------------------------

At this pie chart is the distribution of our order statuses. This pie is a good indicator to understand our current situation. However, as final statements-statuses (for example, shipped) will become more and more in the long-term, this measurement might not be really useful. For this reason, comparing the charts between the months, trimesters, years, might be a good way to see if our web store is in prosperity.

## REGISTERED CUSTOMER INFORMATION

### Guide



#### Target your audience

In order for each message to have an impact, you need to know who it is being addressed to.

Defining your target audience is essential when choosing the right tools to win them over.

It is best to limit an action to a group -- or to groups -- of clients.

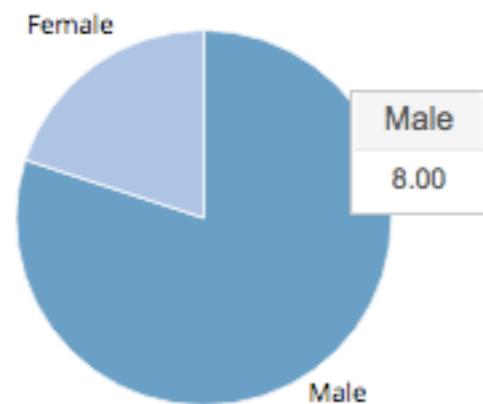
Storing registered customer information allows you to accurately define customer profiles so you can adapt your special deals and promotions.

You can increase your sales by:

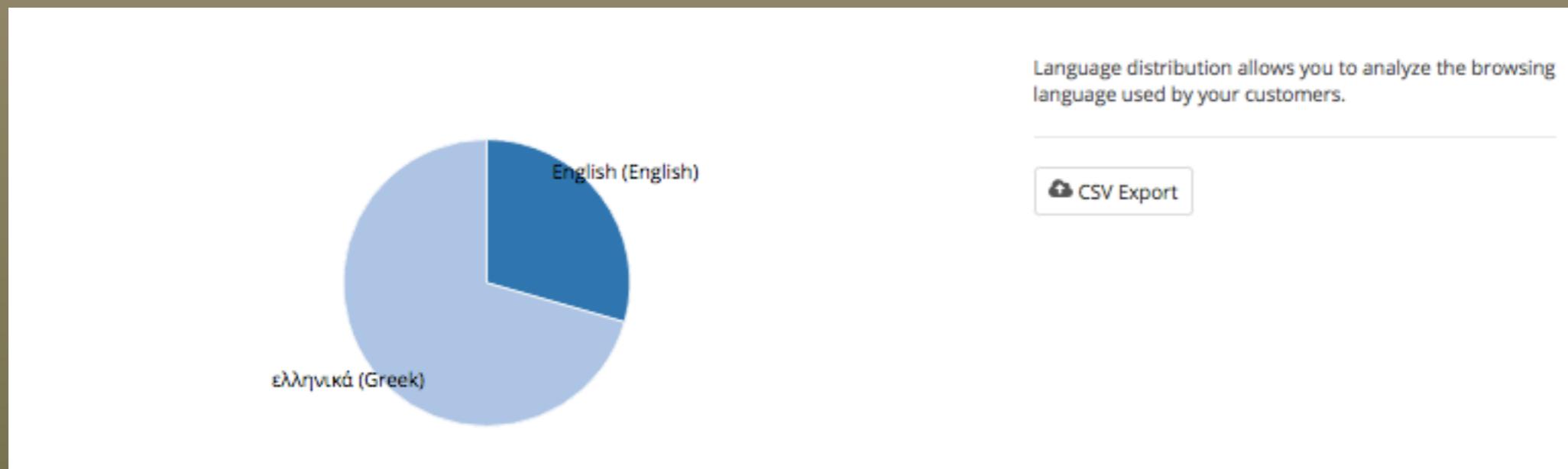
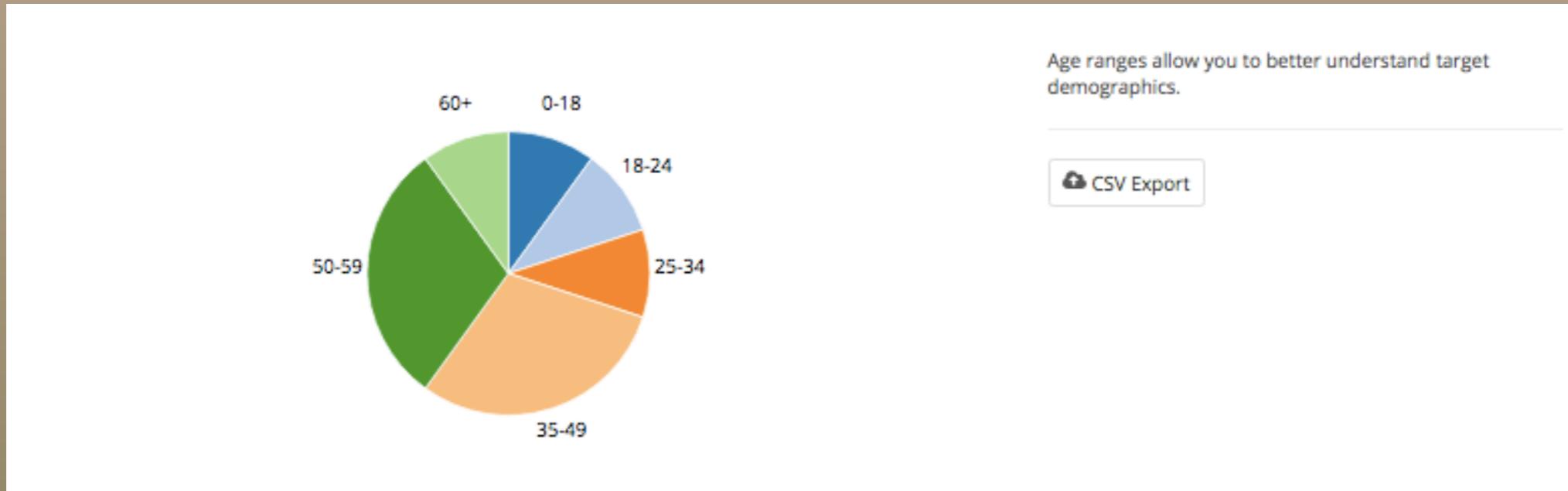
- Launching targeted advertisement campaigns.
- Contacting a group of clients by email or newsletter.

Gender distribution allows you to determine the percentage of men and women shoppers on your store.

CSV Export



These charts shows the demographic data of our registered customers.



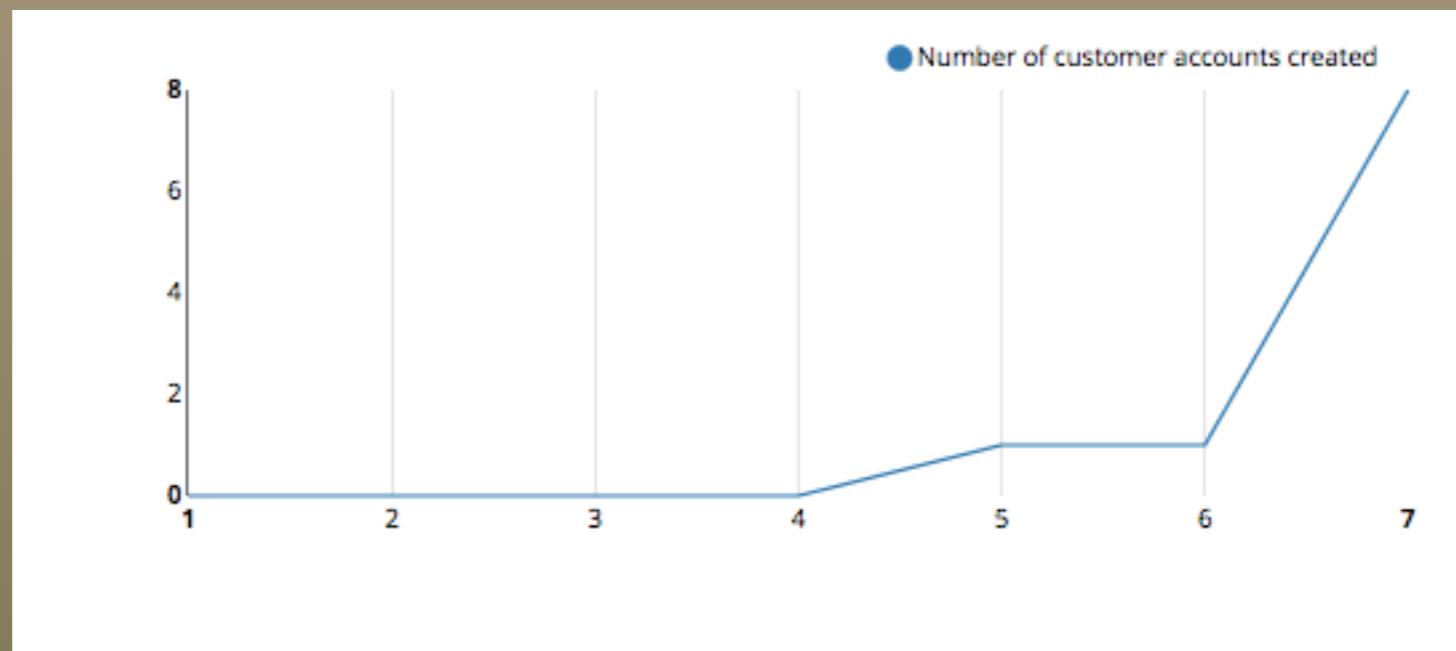
In the case of a marketing campaign, we will be able to find our target groups through these statistics.

## Products available

Reference	Name	Available quantity for sale
t-shirt-uom	T-shirt UOM	124
ISBN: 960-8396-26-3	ΑΝΑΠΤΥΞΙΑΚΑ ΣΥΝΔΡΟΜΑ ΣΤΗΝ ΕΙΔΙΚΗ ΑΓΩΓΗ	97
ISBN: 960-8396-28-9	ΑΡΧΙΤΕΚΤΟΝΙΚΗ ΥΠΟΛΟΓΙΣΤΩΝ	156
ISBN: 960-8396-08-5	ΑΣΚΗΣΕΙΣ ΜΑΚΡΟΟΙΚΟΝΟΜΙΚΗΣ ΘΕΩΡΙΑΣ ΚΑΙ ΠΟΛΙΤΙΚΗΣ	297
ISBN: 960-87947-9-5	ΕΙΔΙΚΕΣ ΕΚΠΑΙΔΕΥΤΙΚΕΣ ΑΝΑΓΚΕΣ ΣΤΗ ΣΥΓΧΡΟΝΗ ΕΠΟΧΗ	152
ISBN: 960-8396-06-9	ΕΙΔΙΚΗ ΑΓΩΓΗ - ΑΝΑΠΤΥΞΙΑΚΕΣ ΔΙΑΤΑΡΑΧΕΣ ΚΑΙ ΧΡΟΝΙΣ ΜΕΙΟΝΕΞΙΕΣ	84
ISBN: 960-86767-8-9	ΕΚΠΑΙΔΕΥΣΗ ΕΝΗΛΙΚΩΝ Α' ΓΕΝΙΚΑ ΕΙΣΑΓΩΓΙΚΑ ΘΕΜΑΤΑ	166
ISBN: 960-86767-1-1	ΕΚΠΑΙΔΕΥΣΗ ΕΝΗΛΙΚΩΝ Β' ΔΙΔΑΚΤΙΚΗ ΕΝΗΛΙΚΩΝ	186
ISBN: 978-960-8396-75-3	Επικοινωνία και εκπαίδευση ατόμων με διάχυτες αναπτυξιακές διαταραχές / αυτισμό	149
ISBN: 978-960-8396-47-0	ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ ΚΑΙ ΕΠΙΧΕΙΡΗΜΑΤΙΚΕΣ ΑΠΟΦΑΣΕΙΣ	355
hoodie-uom	Ζακέτα φούτερ με κουκούλα UOM	70
ISBN: 960-83-96-13-1	ΘΕΜΑΤΑ ΜΙΚΡΟΟΙΚΟΝΟΜΙΚΗΣ II	30
ISBN: 960-8396-33-6	ΘΕΩΡΙΑ ΜΕΓΕΘΥΝΣΗΣ - Μια αναλυτική παρουσίαση	230
ISBN: 960-86767-9-7	ΘΕΩΡΙΑ ΠΑΙΓΝΙΩΝ ΓΙΑ ΟΙΚΟΝΟΜΟΛΟΓΟΥΣ	77
ISBN: 978-960-8396-34-0	ΚΑΤΑΝΕΜΗΜΕΝΕΣ ΕΦΑΡΜΟΓΕΣ ΚΑΙ ΗΛΕΚΤΡΟΝΙΚΟ ΕΜΠΟΡΙΟ	74
jumper-uom	Μπλούζα Φούτερ UOM	116
sweater-pants-uom	Παντελόνι Φούτερ UOM	42

 CSV Export

In the “Products available” tab, the available quantity for sale of every product, help us to create our inventory



"Number of customer accounts" chart created shows the *changes over time* regarding the account creations.

#### PRODUCTS NEVER PURCHASED

ID	Name	Edit / View
27	T-shirt UOM	 Edit ▾
28	Μπλούζα Φούτερ UOM	 Edit ▾
19	ΕΚΠΑΙΔΕΥΣΗ ΕΝΗΛΙΚΩΝ Α' ΓΕΝΙΚΑ ΕΙΣΑΓΩΓΙΚΑ ΘΕΜΑΤΑ	 Edit ▾
24	ΘΕΩΡΙΑ ΠΑΙΓΝΙΩΝ ΓΙΑ ΟΙΚΟΝΟΜΟΛΟΓΟΥΣ	 Edit ▾
25	ΘΕΩΡΙΑ ΜΕΓΕΘΥΝΣΗΣ - Μια αναλυτική παρουσίαση	 Edit ▾

We also have a list with the products that never purchased.

<span style="color: red;">●</span> Not enough				<span style="color: green;">●</span> Alright			
Descriptions	Less than	-1	chars (without HTML)	Greater than	-1	chars (without HTML)	
Images	Less than	1	images	Greater than	1	images	
Sales	Less than	1	orders / month	Greater than	2	orders / month	
Available quantity for sale	Less than	5	items	Greater than	10	items	
<input type="button" value="Save"/>							

ID	Item	Active	Desc. (EN)	Desc. (EL)	Images	Sales	Available quantity for sale	Global
9	ΑΝΑΠΤΥΞΙΑΚΑ ΣΥΝΔΡΟΜΑ ΣΤΗΝ ΕΙΔΙΚΗ ΑΓΩΓΗ	<span style="color: green;">●</span>	856	859	1 <span style="color: yellow;">●</span>	3 <span style="color: red;">●</span>	97 <span style="color: green;">●</span>	<span style="color: yellow;">●</span>
14	ΑΡΧΙΤΕΚΤΟΝΙΚΗ ΥΠΟΛΟΓΙΣΤΩΝ	<span style="color: green;">●</span>	1614	1614	1 <span style="color: yellow;">●</span>	2 <span style="color: red;">●</span>	156 <span style="color: green;">●</span>	<span style="color: yellow;">●</span>
15	ΑΣΚΗΣΕΙΣ ΜΑΚΡΟΟΙΚΟΝΟΜΙΚΗΣ ΘΕΩΡΙΑΣ ΚΑΙ ΠΟΛΙ	<span style="color: green;">●</span>	613	609	1 <span style="color: yellow;">●</span>	2 <span style="color: red;">●</span>	297 <span style="color: green;">●</span>	<span style="color: yellow;">●</span>
16	ΕΙΔΙΚΕΣ ΕΚΠΑΙΔΕΥΤΙΚΕΣ ΑΝΑΓΚΕΣ ΣΤΗ ΣΥΓΧΡΟΝΗ	<span style="color: green;">●</span>	0	1756	1 <span style="color: yellow;">●</span>	2 <span style="color: red;">●</span>	152 <span style="color: green;">●</span>	<span style="color: yellow;">●</span>
18	ΕΙΔΙΚΗ ΑΓΩΓΗ - ΑΝΑΠΤΥΞΙΑΚΕΣ ΔΙΑΤΑΡΑΧΕΣ ΚΑΙ	<span style="color: green;">●</span>	0	1233	1 <span style="color: yellow;">●</span>	2 <span style="color: red;">●</span>	84 <span style="color: green;">●</span>	<span style="color: yellow;">●</span>
19	ΕΚΠΑΙΔΕΥΣΗ ΕΝΗΛΙΚΩΝ Α' ΓΕΝΙΚΑ ΕΙΣΑΓΩΓΙΚΑ Θ	<span style="color: green;">●</span>	0	0	1 <span style="color: yellow;">●</span>	0 <span style="color: red;">●</span>	166 <span style="color: green;">●</span>	<span style="color: yellow;">●</span>
20	ΕΚΠΑΙΔΕΥΣΗ ΕΝΗΛΙΚΩΝ Β' ΔΙΔΑΚΤΙΚΗ ΕΝΗΛΙΚΩΝ	<span style="color: green;">●</span>	0	0	1 <span style="color: yellow;">●</span>	1 <span style="color: red;">●</span>	186 <span style="color: green;">●</span>	<span style="color: yellow;">●</span>

We can also evaluate our products, based on some rules.

For example if we want to get informed for low stock on a specific product, we set the rule “Not enough” for 5 items of every product.

Then the module evaluates every product based on this rule. If a product has less than 5 items on stock, a red dot will appear.

Other rules may be: length of description, total images, total sales per month.

ID	Item	Active	Desc. (EN)	Desc. (EL)	Images	Sales	Available quantity for sale	Global
9	ΑΝΑΠΤΥΞΙΑΚΑ ΣΥΝΔΡΟΜΑ ΣΤΗΝ ΕΙΔΙΚΗ ΑΓΩΓΗ	●	856	859	1	3	97	●
14	ΑΡΧΙΤΕΚΤΟΝΙΚΗ ΥΠΟΛΟΓΙΣΤΩΝ	●	1614	1614	1	2	156	●
15	ΑΣΚΗΣΕΙΣ ΜΑΚΡΟΟΙΚΟΝΟΜΙΚΗΣ ΘΕΩΡΙΑΣ ΚΑΙ ΠΟΛΙ	●	613	609	1	2	297	●
16	ΕΙΔΙΚΕΣ ΕΚΠΑΙΔΕΥΤΙΚΕΣ ΑΝΑΓΚΕΣ ΣΤΗ ΣΥΓΧΡΟΝΗ	●	0	1756	1	2	152	●
18	ΕΙΔΙΚΗ ΑΓΩΓΗ - ΑΝΑΠΤΥΞΙΑΚΕΣ ΔΙΑΤΑΡΑΧΕΣ ΚΑΙ	●	0	1233	1	2	84	●
19	ΕΚΠΑΙΔΕΥΣΗ ΕΝΗΛΙΚΩΝ Α' ΓΕΝΙΚΑ ΕΙΣΑΓΩΓΙΚΑ Θ	●	0	0	1	0	166	●
20	ΕΚΠΑΙΔΕΥΣΗ ΕΝΗΛΙΚΩΝ Β' ΔΙΔΑΚΤΙΚΗ ΕΝΗΛΙΚΩΝ	●	0	0	1	1	186	●
21	ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ ΚΑΙ ΕΠΙΧΕΙΡΗΜΑΤΙΚΕΣ ΑΠΟ	●	0	0	1	1	355	●
22	Επικοινωνία και εκπαίδευση ατόμων με διάχυ	●	0	881	1	1	149	●
23	ΘΕΜΑΤΑ ΜΙΚΡΟΟΙΚΟΝΟΜΙΚΗΣ II	●	0	493	1	1	30	●
24	ΘΕΩΡΙΑ ΠΑΙΓΝΙΩΝ ΓΙΑ ΟΙΚΟΝΟΜΟΛΟΓΟΥΣ	●	0	1425	1	0	77	●
25	ΘΕΩΡΙΑ ΜΕΓΕΘΥΝΣΗΣ - Μία αναλυτική παρουσία	●	0	1888	1	0	230	●
26	ΚΑΤΑΝΕΜΗΜΕΝΕΣ ΕΦΑΡΜΟΓΕΣ ΚΑΙ ΗΛΕΚΤΡΟΝΙΚΟ ΕΜ	●	0	2062	1	2	74	●
27	T-shirt UOM	●	0	0	1	0	124	●
28	Μπλούζα Φούτερ UOM	●	0	0	1	0	116	●
29	Ζακέτα φούτερ με κουκούλα UOM	●	0	0	1	5	70	●
30	Παντελόνι Φούτερ UOM	●	0	0	1	3	42	●
		Active	Desc. (EN)	Desc. (EL)	Images	Sales	Available quantity for sale	Global
		●	●	●	●	●	●	●

In the end of this table an overall score will help us determine if we need to focus on a specific area.

## CARRIER DISTRIBUTION

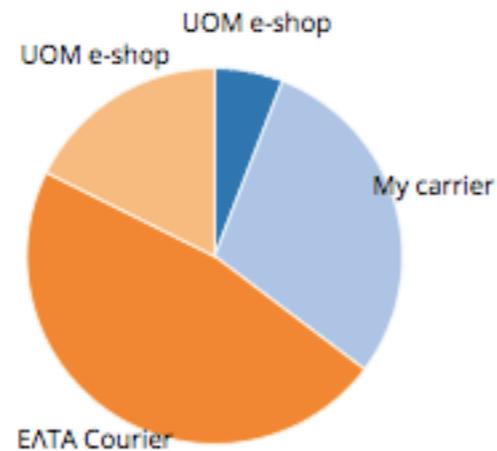
All

Filter



This graph represents the carrier distribution for your orders. You can also narrow the focus of the graph to display distribution for a particular order status.

CSV Export



Carrier distribution help us understand which shipping carrier is the most popular.

BEST-SELLING PRODUCTS									
Reference	Name	Quantity sold	Price sold	Sales	Quantity sold in a day	Page views	Available quantity for sale	Active	
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ISBN: 960-8396-28-9	ΑΡΧΙΤΕΚΤΟΝΙΚΗ ΥΠΟΛΟΓΙΣΤΩΝ	2	€28.30	€56.60	0.67	0	156	1	
ISBN: 978-960-8396-47-0	ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ ΚΑΙ ΕΠΙΧΕΙΡΗΜΑΤΙΚΕΣ ΑΠΟΦΑΣΕΙΣ	1	€49.06	€49.06	0.33	0	355	1	
hoodie-uom	Ζακέτα φούτερ με κουκούλα UOM	5	€9.68	€48.39	1.67	0	70	1	
ISBN: 960-8396-06-9	ΕΙΔΙΚΗ ΑΓΩΓΗ - ΑΝΑΠΤΥΞΙΑΚΕΣ ΔΙΑΤΑΡΑΧΕΣ ΚΑΙ ΧΡΟΝΙΕΣ ΜΕΙΟΝΕΞΙΕΣ	2	€18.87	€37.74	0.67	0	84	1	
ISBN: 960-8396-08-5	ΑΣΚΗΣΕΙΣ ΜΑΚΡΟΟΙΚΟΝΟΜΙΚΗΣ ΘΕΩΡΙΑΣ ΚΑΙ ΠΟΛΙΤΙΚΗΣ	2	€18.87	€37.74	0.67	0	297	1	
sweter...	ΘΕΣΒΙΝΣ ΚΥΤ ΠΟΥΛΙΚΗΣ ΑΣΚΗΣΕΙΣ ΜΑΚΡΟΟΙΚΟΝΟΜΙΚΗΣ ΘΕΩΡΙΑΣ ΚΑΙ ΠΟΛΙΤΙΚΗΣ	5	€18.83	€37.54	0.63	0	581	1	
ISBN: 960-8396-09-3	ΘΕΣΒΙΝΣ ΚΥΤ ΠΟΥΛΙΚΗΣ ΑΣΚΗΣΕΙΣ ΜΑΚΡΟΟΙΚΟΝΟΜΙΚΗΣ ΘΕΩΡΙΑΣ ΚΑΙ ΠΟΛΙΤΙΚΗΣ	1	€18.83	€37.54	0.63	0	581	1	

Best-Selling Products tab, shows the most selling products.

## BEST CUSTOMERS

### Guide



#### Develop clients' loyalty

Keeping a client can be more profitable than gaining a new one. That is one of the many reasons it is necessary to cultivate customer loyalty. Word of mouth is also a means for getting new, satisfied clients. A dissatisfied customer can hurt your e-reputation and obstruct future sales goals. In order to achieve this goal, you can organize:

- Punctual operations: commercial rewards (personalized special offers, product or service offered), non commercial rewards (priority handling of an order or a product), pecuniary rewards (bonds, discount coupons, payback).
- Sustainable operations: loyalty points or cards, which not only justify communication between merchant and client, but also offer advantages to clients (private offers, discounts).

These operations encourage clients to buy products and visit your online store more regularly.

Last Name	First Name	Email	Visits	Valid orders	Money spent (EUR)
Κοτζιάς	Αλέξανδρος	ba1812@uom-test1.gr	1	1	45.00
Γιαννακόπουλος	Θεοδωρής	giannakopoulos@xmo-test1.gr	2	1	15.00
DOE	John	pub@prestashop.com	1	0	0.00
Σπυρίδων	Σπύρου	spirou@uom_test1.gr	7	0	0.00

Displaying 1 - 4 of 4

CSV Export

CSV Export

Displaying 1 - 4 of 4

And at “Best Customers”, the customers who spent the most to our web store. CSV Export option may could help us if we want to fetch their e-mails and finally reward them (maybe with a voucher or a gift).

# Further Suggestions

# A module for “Eudoxus” Platform

In Greece, the coursebooks to undergraduate students are provided free of charge.

For this reason an online platform called “Eudoxus” has been created, that offers all the alternative coursebooks.

Students can make their choice and finally visit the matched bookstore to get their coursebook.

Unfortunately the online platform “Eudoxus” at the moment is not offering any Application Programming Interface (API).

However, in the next slides we will try to note all the necessary parts to create a module which could be integrated in our web store.

Also, an alternative solution will be given, so manually (without a module) the store manager can offer the coursebooks through the web store.

Is worth to mention that there is lack of a legislation scheme which covers such activities. In case of implementation a previous communication with the managers of “Eudoxus” is indicated.

# Requirements

The **bookstore** should have:

- Coursebooks which are registered and offered in “Eudoxus” Platform.
- Login credentials given from the “Eudoxus” Managers

The **clients/students** should have:

- Chosen in advance their coursebooks from “Eudoxus” Platform
- Their order PIN given from the Platform (for example, 4503488XXXX) & the last 4 digits of their Academic ID.

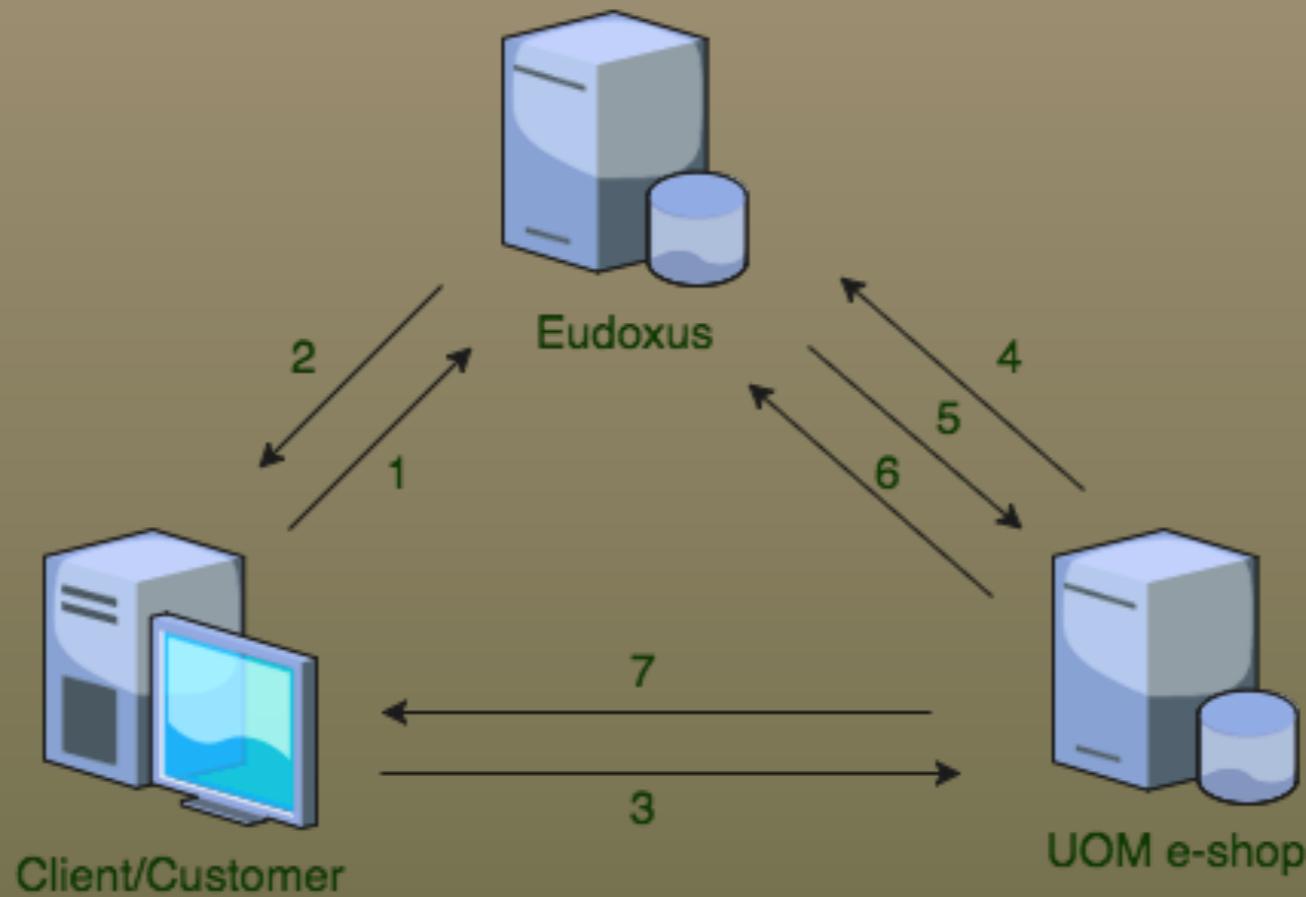
The managers of **“Eudoxus” Platform** should have:

- An API to receive queries from the bookstores and the confirmations of the distributions

# The scenario

Step	Description
1.	The <b>client/student</b> make his/her choice of course books restricted to its semester from the “Eudoxus” Platform list.
2.	The “Eudoxus” Platform returns an order PIN to the <b>client/student</b> .
3.	The <b>client/student</b> visits the <b>online bookstore</b> which sells the coursebooks with the regular price.
4.	The client/student follows the normal procedure and at the check out is prompted to give if provided their order PIN from step 1 & also the last 4 digits from their academic ID (preowned)
5.	The module of the <b>online bookstore</b> makes a query through the API of the “Eudoxus” Platform. The module asks if the order PIN + the academic ID match in the entries of the database of “Eudoxus” Platform.
6.	If yes, then the database of “Eudoxus” Platform will return a positive result with all the coursebooks assigned to the <b>online bookstore</b> .
7.	The <b>online bookstore</b> confirms the transaction to the “Eudoxus” Platform - for the selected (and available) coursebooks of the client/student.
8.	The <b>online bookstore</b> adds a special discount/reduction to the final <b>client's/student's</b> checkout card. The client/student may be charged only with the shipping costs.
9.	The <b>online bookstore</b> will be refunded later for the cost of the coursebook (for example, at the end of the coursebook distribution period) from the “Eudoxus” Platform .

# The scenario II



# Alternative solution

Unfortunately, the previous solution can only be implemented if Eudoxus Managers can create an Application Programming Interface (API).

For this reason we suggest an alternative solution which is easy to use, but needs actions to be taken from the back office manager.

In that case

1. The customer is prompted at the checkout to give if has any order PIN from the Eudoxus Platform.
2. Then the back office manager has to manually check if the order is correct, check the order on the web store, and apply a manual discount as demonstrated before.

# SSL certificates

*SSL Certificates are small data files that digitally bind a cryptographic key to an organisation's details. When installed on a web server, it activates the padlock and the https protocol and allows secure connections from a web server to a browser. Typically, SSL is used to secure credit card transactions, data transfer and logins, and more recently is becoming the norm when securing browsing of social media sites.*

[www.globalsign.com](http://www.globalsign.com)

SSL certificates are a vital part of a web store, if the customer is about to give personal, sensitive information.

SSL certificates most of the time are offered free of charge, if we host our web store in a dedicated server or cloud hosting.

However, if we use our own web server, the cost of a SSL certificate vary from 20 to 300 € per year.

The SSL certificate can be used in the whole web store, or in the critical web pages of our store (for example in the payment section).

The activation is an easy process and the authorisation can take from 5 minutes to 5 days.

# Appendix

# Directive 2000/31/EC synopsis for e-commerce

- Customers in the EU have 14 calendar days to cancel a purchase. If your customers are not informed of their 14-day cancellation before payment, the cancellation period is extended to one year.
- You can provide this Return Policy notice through the use of our Return Policy field, found under the General section of Settings in your Store tab. This will display the policy on your store's checkout page, ensuring any shoppers can see it.
- You must refund your customers within 14 calendar days of cancellation.
- **You must provide full price transparency. Show your customers the total cost of their purchases.**
- **You may not provide any pre-checked boxes or default options for additional goods or services.**
- At the time of sale, you must state clearly and prominently who will be responsible for the cost of returning the items.
- You must deliver goods without undue delay and within 30 calendar days of the contract being entered into.

<https://hc.weebly.com/hc/en-us/articles/208931148-EU-eCommerce-Directive-Requirements-for-Online-Businesses>

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