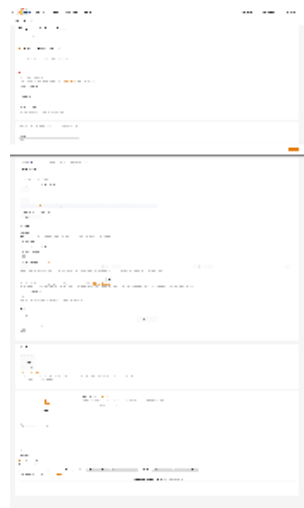


# 01\_Create New Item

## 目录

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create item , new item , create new item

## 业务简介

创建一个全新的item，即Newegg网站没有的item。

## 业务详述

### 权限控制

对于Item Creation菜单有View & Edit权限的seller或者内部用户才能进行创建item操作。

new--inactive的seller：2.0和3.0只能看到部分菜单，内部用户和seller都不可以创建sub user



new-inactive-active的seller：2.0和3.0可以看到全部菜单，内部用户和seller都可以创建sub user

active-inactive的seller：2.0和3.0可以看到全部菜单，内部用户和seller都可以创建sub user

## 选择Subcategory

在item creation首页，点击"Create an item not listed in Newegg"，进入创建全新item页面。

首先需要选择subcategory，即这个item要创建在哪个类目下面，类目决定了item的property。有两种方式可以选择subcategory：1、通过search查询相关的subcategory，2、直接查看当前Marketplace支持的所有subcategory。

通过search查询相关的subcategory：

Item Creation

Subcategory Selection

Choosing the best category ensures that you see the most appropriate data fields for your item. It will affect your sales if you put your item in the wrong subcategory get more information. [See if your item already exists on Newegg.](#)

Search

Browsing

Recently: 2013-01-24 test3 | Monitors - CRT | Hard Drives | Franktest

Item Title, Manufacture, Manufacture Part#, UPC/ISBN

Search

Tips: Please use the Keywords of item to find the best matched subcategory, e.g [ **Cellphone** ] or [ **Monitor** ]

查看当前Marketplace支持的所有subcategory：

Item Creation

Subcategory Selection

Choosing the best category ensures that you see the most appropriate data fields for your item. It will affect your sales if you put your item in the wrong subcategory get more information. [See if your item already exists on Newegg.](#)

Search

Browsing

Recently: TestOnly | Production Testing Sub-Category ONLY

Industry Name, Subcategory ID, Subcategory Name

Accessories

Apparel

Appliance

Arts & Crafts

Auto & Hardware

Baby

Bags & Luggage

Beauty

Books, Media & Entertainment

Camera & Photo

Belts & Suspenders

Buckles

Childrens Activewear

Childrens Dresses & Skirts

Childrens Outerwear

Childrens Pants & Shorts

Childrens Sleepwear & Robes

Childrens Socks & Tights

Childrens Special Occasion

Select Subcategory

Select Subcategory

Select Subcategory

Select Subcategory

Select Subcategory

Select Subcategory

Select Subcategory

Select Subcategory

选择Subcategory后，进入填写item详情页面。此页面一共分了5个大块：Basic、Property、Selling、Illustration、Description。

## Basic

Basic部分需要填写的信息包括：Condition、Condition Details ( Used类型 )、Website Short Title、Manufacturer、Manufacturer Part#、UPC /ISBN、Packs or Sets。

\* Condition

☐ New ☐ Refurbished ☒ Used

☐ Like New ☐ Very Good ☐ Good ☐ Acceptable

Condition Details

\* Website Short Title

If the package has more than one item, please include it in title

\* Manufacturer

Input manufacture name

Can't find it? Please check [manufacturer list](#) or [Click Here to apply](#) a new one [Learn More](#)

\* Manufacturer Part#

UPC/ISBN

\* Packs or Sets

Specify the amount of single item in one package

各个栏位说明：

- **Condition**：根据当前选择的Subcategory、平台、seller三个维度结合来展示支持的Condition。比如Subcategory支持condition为所有的类型，那么USA平台支持used的seller选择这个Subcategory后，会展示所有的condition，如果是USA平台不支持used的seller选择这个Subcategory后，只会展示New和Refurbished。
- **Condition Details**：二手商品描述，仅选择used类型才显示。非必填，最长200字符，不允许中文，其他无限制。
- **Website Short Title**：商品标题，必填，最长200字符，不允许中文。对于特定condition，不允许再 short title 中出现配置的关键字，具体请参考下方配置。
- **Manufacturer**：生产厂商，根据输入查询出可选的MFR。
- **Manufacturer Part#**：生产厂商编号，仅支持英文数字和字符，最长40，必填。
- **UPC/ISBN**：仅允许数字。必填视情况，长度最大40（兼容老数据），但只支持长度分别为8, 12, 13, 14的数字。
- **Packs or Sets**：包装数量，仅允许数字，必填。范围1-99999。

1、Condition相关数据由API：</mkpl/j/item/v1/subcategory>返回

2、MFR：MFR的数据源 由</mkpl/j/item/v1/manufacturers>返回。在UI 填写完 item basic 信息后会自动调用 API 验证 subcategory 是否受限。subcategory受限参考文档：[UPC Verification API](#)

3、UPC 必填标识：由 </mkpl/j/item/v1/subcategory>返回的 manufacturerRestricted 进行控制，当 manufacturerRestricted = true 时，UPC 显示必填标识。

4、Website Short Title 中不允许输入配置的Condition 关键字：配置的数据设置在 Config Service [MKPL\_Common> Business\_Item > ConditionRejectedWords]，由 API [/bizapi/external/mkpl/n/configurations]。当Item condition 与 Short title 满足 ConditionRejectedWords 配置，将出现标红提示文本：Please do not include the item's condition {keyword} here.The system will automatically display this information on the site once your item has been created/ activated.

1

Basic Property Selling Illustration Description

\* Condition

☒ New ☐ Refurbished ☐ Used

\* Website Short Title

renew

Please do not include the item's condition **renew** here.The system will automatically display this information on the site once your item has been created/ activated.

## Property

Property部分用于设置item相关属性。默认只会展示必填和变体的property，点击 “show all properties” 会展示所有property。

Model

\* Brand

input search text

sssd ? Variant

input search text

Cabinet Color Variant

input search text

Display

Panel Variant

input search text

Show All Properties

 Add more detail about this product

点击 “show all properties” 后：根据分组进行排列展示。对于必填和变体property只支持选择，或者[申请新的属性值](#)；其他property除选择外还可以自定义输入内容。

Collapse Properties

Model

Display

Connectivity

Power

Convenience

Dimensions

Warranty

The correct specification will increase the traffic and boost your sales.

Variant Using to group your item on the Newegg site, such as if you want to create variants by different colors and sizes, you must set its value first.

Model

\* Brand

input search text

sssd ? Variant

input search text

Cabinet Color Variant

input search text

Display

Panel Variant

input search text

Screen Size

input search text (or custom)

Viewable Size

input search text (or custom)

Maximum Resolution

input search text (or custom)

Recommended Resolution

input search text (or custom)

Dot Pitch

input search text (or custom)

Bandwidth

input search text (or custom)

Horizontal Refresh Rate

input search text (or custom)

Vertical Refresh Rate

input search text (or custom)

Connectivity

Input Video Compatibility

input search text (or custom)

Connectors

input search text (or custom)

对于自定义输入内容，支持输入换行符，目前支持最多4个换行符。如下 Brand 这个property。在EC网站就会展示成5行内容。

Details

Brand

vivian 2  
vivian3 test is ok newline test  
vivian4  
vivian5  
vivian6 test last new test last line

Model

test model

Features

new features test 123

Height

输入查询（或自定义）

## property数据源

```
SELECT top 100
    a.Catalog as subcategoryId,
    a.department as department,
    RTRIM(a.Description) as subcategoryName,
    b.VirtualSubCategory AS websiteSubcategoryId,
    categoryProperty.PropertyID,
    categoryProperty.GroupName,
    categoryProperty.InAdvSearch,
    categoryProperty.RequiredFlag,
    categoryProperty.InCoreProperty,
    categoryProperty.Priority,
    categoryProperty.active,
    property.PropertyDescription AS PropertyName,
    property.PropertyShortName,
    property.MultipleValueMark,
    property.GlossaryFlag,
    property.SpecGlossary
FROM
    ABS.dbo.ItemCatalog a WITH(NOLOCK)
    LEFT JOIN Abs.dbo.IM_WebsiteSubCategoryMapping m with (nolock) ON a.Catalog = m.SubCategoryCode and m.
IsDefault = '1'
    LEFT JOIN ECommerce2005.dbo.IM_VirtualSubCategory b with (nolock) ON b.VirtualSubCategory = m.
VirtualSubCategory
    LEFT JOIN CodeCenter.dbo.CatalogProperties AS categoryProperty WITH(NOLOCK) on m.VirtualSubCategory =
categoryProperty.CatalogID
    LEFT JOIN CodeCenter.dbo.ItemPropertiesSetup AS property WITH(NOLOCK) on categoryProperty.PropertyID =
property.PropertyCode
where a.EnableChipset = '1'
and a.Catalog=2021 and categoryProperty.active=1 and property.active=1
ORDER BY a.Catalog,categoryProperty.Priority
```

## Selling

Selling部分包含Price & Inventory、Shipping、Other。

**Price & Inventory**：这部分主要包括Seller Part#、Selling Price、MAP、Inventory

### Price & Inventory

\* Seller Part# [?](#)

Can't be changed after submit

\* Selling Price( Commission Rate: 11.00% )

\$ USD

MAP [?](#)

\$ USD

Lower than MAP ☒ See price in cart ☐ See price checkout

\* Warehouse Location | Inventory

 United States [v](#)

各栏位说明：

- **Seller Part#**：商家商品编号，仅支持英文数字和字符（不允许分号），长度40，必填。每个商家下自己的item不能重复。
- **Selling Price**：商品价格，即网站上展示的价格。仅数字，范围大于0，小于等于 99999995.00，必填。
- **MAP**：最小广告价格。仅数字，范围大于0，小于等于 99999995.00，非必填。
  - See price in cart：选择此项，表示当商品价格小于MAP的价格时，会在购物车才显示具体的价格。

- See price checkout：选择此项，表示当商品价格小于MAP的价格时，会在结算页面才显示具体的价格。
- **Inventory**：库存，范围1-999999，必填。对于USA平台，目前仅支持设置某一个SBS仓库的库存，下拉可选为哪个仓库设置库存。可选的仓库为支持ship to USA且状态为active的SBS仓库。如果当前seller没有可选的仓库，则UI直接显示为"Available QTY"为0，不可编辑，样式同edit页面。

**Shipping**：这部分主要包括Shipping Type、Shipping Restriction、Package Dimension、Weight、Country of Origin（仅USA平台）、Leading Time（特定subcategory）、Shipping Template

Shipping

Shipped by Seller Using *Shipped by Newegg*. Newegg will ship and provide customer service, etc. [Learn More](#)

\* Shipping Type

☐ Free ☐ Use Shipping Template

\* Shipping Template [Set Template](#)

Default

\* Lead Time(Shipped By Seller) ⓘ

☒ Using the default lead time ☐ Specific lead time  day(s)

Default lead time is 2 business days. You must ship the order within this time for good "On-time Order Fulfillment Rate" performance.

\* Shipping Restriction ⓘ

☐

\* Package Dimension [UNIT CONVERTER](#)

Length  IN

Width  IN

Height  IN

Newegg warehouse will remeasure when receiving the item if you use the *Shipped by Newegg(SBN)*, and this value will affect the SBN services fee. [Learn More](#)

\* Weight [UNIT CONVERTER](#)

LB

This value will affect the shipping charge. If the shipping fee is based on weight in [Shipping Template](#). Newegg warehouse will remeasure when receiving the item if you use *Shipped by Newegg(SBN)*, and this value will affect the SBN services fee. [Learn More](#)

\* Country of Origin ⓘ

Select

The Country of Origin is required if the item will be sold in international.

各栏位说明：

- **Shipping Type**：运费类型，可选Use Shipping Template 和 Free。Use Shipping Template表示根据运费模版收费，Free 表示免邮（免邮也仅针对item所属运费模版中天数最慢的ship method进行免邮）。
- **Shipping Template**：运费模版，默认为default，可为item设置不一样的运费模版。运费模版在shipping setting设置，设置了多个，这里就能选择。
- **Shipping Restriction**：配送限制，选择yes或者no。
- **Package Dimension**：商品尺寸，包括长、宽、高。只能输入数字，范围0.01到485.99，必填。Unit Converter功能用于从其他度量单位自动换算成英寸。
- **Weight**：商品重量。只能输入数字，范围0.01到99999.99，必填。Unit Converter功能用于从其他度量单位自动换算成磅。
- **Country of Origin**：商品原产地。必选。

Country of Origin数据源
<pre>SELECT TOP 500     Country AS CountryName     , InternetCode AS CountryCode     , CharCode AS CountryCharCode,* FROM codecenter.dbo.country WITH(nolock) WHERE CharCode='YUG' order by country</pre>

特殊：针对特定 subcategory，可以设置 Leading Time(Shipped By Seller)，最终会显示在 EC 前端站点。UI 效果如下：

## Shipping

Shipped by Seller Using **Shipped by Newegg**. Newegg will ship and provide customer service, etc. [Learn More](#)

### \* Shipping Type

☐ Free ☐ Use Shipping Template [Set Template](#)

### \* Leading Time(Shipped By Seller) ?

☒ Using the default leading time ☐ Specific leading time  day(s)

Default leading time is 2 business days. You must ship the order within this time for good "On-time Order Fulfillment Rate" performance.

Leading time 支持以下两个选项：

- Using the default leading time，默认选项
- Specific leading time，特定备货时间，允许范围为配置范围

特殊subcategory 设置：

```
select top 10 * from mktpls.dbo.MPS_Item_SpecificLeadingTime_Config with(nolock)
```

leading time 最终保存至 arinv01.reviewSign 中，保存为 A-N，对应 1-14 天。

**Other**：这部分主要包括Limit Quantity和Age 18+ Verification

## Other

### Limit Quantity

piece/48h/Customer

### \* Age 18+ Verification ?



栏位说明：

- **Limit Quantity**：限购数量，非必填，仅支持正数，1-500之间。如果未填，数据库会默认为99999。
- **Age 18+ Verification**：18岁认证。选择是（表示需要大于18岁的认证）或者否。

## Illustration

**Your Picture**，该部分主要是上传商品图片。要求为1-7张，图片格式支持JPG, JPEG, GIF, PNG，大小为最低640 \* 480 (Width \* Height)，且不超过5M。如果是used类型的item，此处还可以上传二手图片，最大7张，也可以不传。

Your Picture

UPLOAD IMAGE BY URL

+

UPLOAD

[Picture Standard](#) [Picture Example](#)

- Picture format:JPG, JPEG, GIF, PNG , dimension should no less than 640 \* 480 (Width \* Height), size should no more than 5 MB.

- Picture count limitation is 7/item/seller.

## 可通过URL上传Image

Your Picture

UPLOAD IMAGE BY URL

+

UPLOAD

[Picture Standard](#) [Picture Example](#)

- Picture format:JPG, JPEG, GIF, PNG , dimension should no less than 640 \* 480 (Width \* Height), size should no more than 5 MB.

- Picture count limitation is 7/item/seller.

1. One image URL, per line

REMOVE ALL

UPLOAD

Item图片和Used Item图片都需要支持URL上传。增加Upload Image By URL（上传图片链接）按钮，点击打开弹窗。弹窗内容为空，显示水印“Image URL, one per line.（图片链接，每行一个）”，Upload（上传）按钮禁用。

URL 长度相加不可超过2500

点击每一行后面的X，删除当前行的内容，鼠标hover显示“Remove（删除）”，点击Remove All（删除全部），删除全部URL。

输入内容后，校验输入内容是否是URL，不是URL，则在当前这条URL标红，且在后面显示Not URL（链接错误），鼠标hover上去显示“Please enter the correct image URL.（请输入正确的图片链接）”。若输入的是正确的URL，检查所填写的图片URL数量+页面上的图片数据是否超过7张，如果超过7张，则再输入框下面红色字体显示“Picture count limitation is 7/item/seller.（每个商品最多可上传 7 张图片）”。若不超过7张且数量大于1，upload按钮变为可点击。


点击upload上传图片。全部上传成功，关闭弹窗，将上传后的图片（一定要是上传后的图片，即DFIS地址，因为这个图片地址是经过了安全校验的，可以规避很多安全问题），显示在页面上。全部失败，upload按钮禁用，每个图片后面，显示对应的错误类型并标红，鼠标hover显示具体的错误原因。部分失败，upload按钮禁用，将成功的图片显示到页面上，并删除弹窗中对应的URL。失败的图片，将错误类型显示在对应的URL后面并标红，鼠标hover显示错误原因，修改URL后，恢复原本的颜色，并删除错误类型，都修改后，upload按钮可用，并且可以重新上传。错误类型为Download Error时，底色为黄色，并且Icon也为黄色，可以继续点upload上传。

页面图片已经有7张时，点击Upload By URL，提示“Picture count limitation is 7/item/seller.（每个商品最多可上传 7 张图片）”

## Description

该部分包括了Bullet Description、Product Description、Package、Choking Hazard、California Proposition 65 Warning（仅USA/B2B平台有）





No picture

**\* Bullet Description** [Example](#)

Using concise segments to description the feature, the content will show on the product detail page.

Press the "Enter" key to separate different points.

**\* Product Description**

Using [A+ Content](#) to enhance product content and competitive advantage.

**Other**

**\* Package**

☒ Retail
 ☐ OEM

Choking Hazard [Example](#)

☐ Item contains small parts.
 ☐ Item contains balloons.
 ☐ Small ball
 ☒ Item is a small ball.
 ☐ Item contains a small ball.
 ☐ Marble
 ☒ Item is a marble.
 ☐ Item contains marble.

California Proposition 65 Warning [Example](#)

**+ Add California Proposition 65 Warning**(Max 5 warning Type)

各栏位说明：

- **Bullet Description**：商品卖点，必填，长度1000，不允许html标签和中文，其他无限制。左边的图片栏位会显示在Your Picture中上传的主图，即第一张图片。
- **Product Description**：商品描述，必填，长度无限制，不允许中文，允许部分html标签，"IMG"标签最多允许10个，其他无限制。
- **Package**：商品包装，可选Retail和OEM。
- **Choking Hazard**：标记商品是否存在窒息危险物质。非必填。Small ball和Marble这两种说明，后面对应的选项是互斥的。
- **California Proposition 65 Warning**：标记商品是否存在加利福尼亚州 65 号提案警告相关。非必填。最多添加5个警告。

## AI Listing

在 Item Creation 页面,支持 Seller 使用 AI Listing 工具自动生成商品内容, Seller 可以在 AI撰写的商品内容上进行修改,并应用到Seller Portal Item Creation 页面对应的栏位中。

NEWBORN SELLER PORTAL

★ Favorite Menu

Item Creation

Subcategory: Accessories > Erp Test Create [CHANGE](#)

Basic

Selling

Illustration

Description

• Condition

☒ New ☐ Refurbished ☐ Used

Important Note:

If you are creating an item listing for an international item, please read our [listing policy](#) and create a new listing, if required.

• Website Short Title

If the package has more than one item, please include it in title. No more than 200 characters.

• Manufacturer/Brand

Input manufacturer/brand name(Can't be changed after submit)

Can't find it? Please check [manufacturer/brand list](#) or [Click Here to apply](#) a new one. [Learn More](#)

• Manufacturer Parts

Can't be changed after submit

UPOGTHI

Can't be changed after submit

• Packs or Sets

Specify the amount of single item in one package (Can't be changed after submit)

AI Listing

BETA

AI Listing Writer

✓ Easily Generate Titles, Bullet Points, and Descriptions

✓ Multilingual Comparison, Manual Refinement On Demand

✓ Directly apply the optimization results to the Seller Portal

Generate compelling product titles, bullet points, detailed descriptions quickly and accurately with just a few product features. Simplify your process, boost sales, and make your products stand out in a competitive market. [Learn More](#)

To improve the accuracy of AI-generated content, it is recommended that you input the following product information before getting started.

Manufacturer/Brand

Packs or Sets

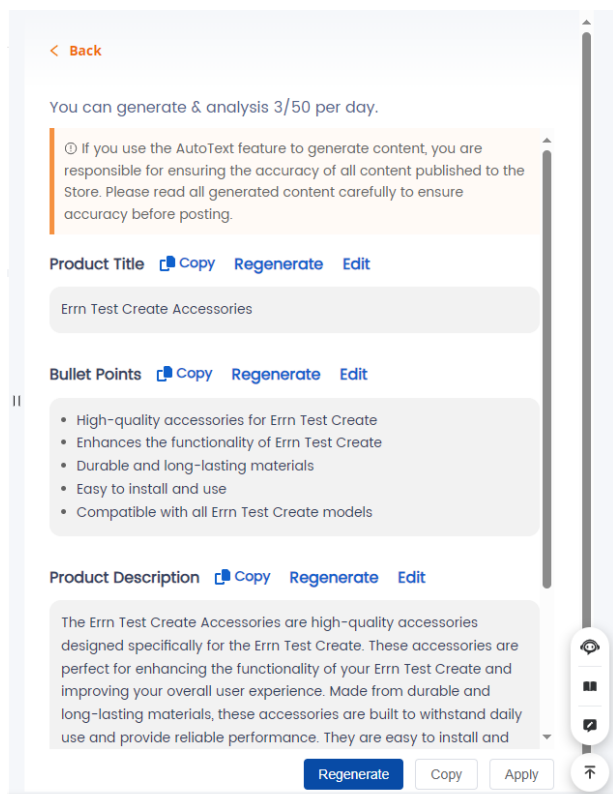
Property

Product Features

START

Manufacturer/Brand, Packs or Sets, Property, Product Features 为非必填内容, 但填写后 会提高 AI 撰写的商品内容质量。填写 对应栏位的内容后, AI Listing 对应信息会标记为完成。

点击 Start 按钮后 会将 Manufacturer/Brand, Packs or Sets, Property, Product Features 传给 AI Listing , 会根据传过去的内容自动生成 Product Title, Bullet Points, Product Description , 如下所示 :



Seller 可以在AI Listing 工具上对 生成的内容进行编辑，修改完成后点击 Apply 按钮，会将生成的内容回填至 左侧 Website Short Title, Bullet Description, Product Description 栏位中。

使用限制：

1. AI Listing 功能 单Seller 每天使用次数为50，超过使用次数将不可使用。
2. 在使用 AI Listing 前，会对 栏位 Manufacture part number、upc、title、bullet Description、Product Description 内容进行校验，如果存在脏词，将提醒用户确认。
3. 在应用 AI Listing 生成的内容后，如果 AI Listing 生成的内容超过了栏位的长度限制，将在 对应输入框下面会提示：The maximum length is {maxLength}.

## 后台数据流向

填写完所有必填信息后，点击submit或者Submit and Add Variants（Submit and Add Variants是否可用，以及点击Submit and Add Variants后可能弹出设置变体相关弹窗，请参考[设置变体](#)），都是调用相同的API创建商品，只是成功后跳转的页面不同。点击submit，成功后跳转到Pricing & inventory页面。点击Submit and Add Variants，成功后跳转到设置变体页面。

创建商品API：[/mkpl/j/item/v1/item-creation/new](#)，API经过一系列业务检查后，调用IM接口（v2/item/seller）创建item。创建成功后，再送消息到MQ：MKPL\_Internal\_Sellerportal3\_Item\_CreateUpdate，进行其他后续处理。

MKPL\_Internal\_Sellerportal3\_Item\_CreateUpdate中的订阅说明：

- /content/v2/item/image/seller，更新item图片。item图片更新需要单独调用IM这个接口。
- /o/mkpl/j/item/v1/item-creation/log：记录调用IM接口v2/item/seller的log。
- /o/mkpl/j/item/v1/item-management/price-inventory：更新item价格库存。
- /o/item/qa：对item进行QA验证
- /content/v2/item/expandeddescription：IM接口，更新二手商品描述
- /content/v2/item/additionalimage：IM接口，更新二手商品图片