smartosc
A SMART OPEN SOLUTION COMPANY

E-commerce overview & Magento e-commerce features

Content

- Introduction to e-commerce
- Introduction to Magento & e-commerce features
  - Front-end
  - Back-end

smartosc
A SMART OPEN SOLUTION COMPANY

Introduction to e-commerce

Definition of commerce

1. social intercourse **:** interchange of ideas, opinions, or sentiments
2. the exchange or buying and selling of commodities on a large scale involving transportation from place to place
3. sexual intercourse

Producers

Sellers

- Wholesalers
- Retailers

Buyers

- Product or service
- Place
- Marketing
- A way to accept orders
- A way to accept money
- Order fulfillment
- A way to accept returns
- Customer service / technical support

Definition of e-commerce

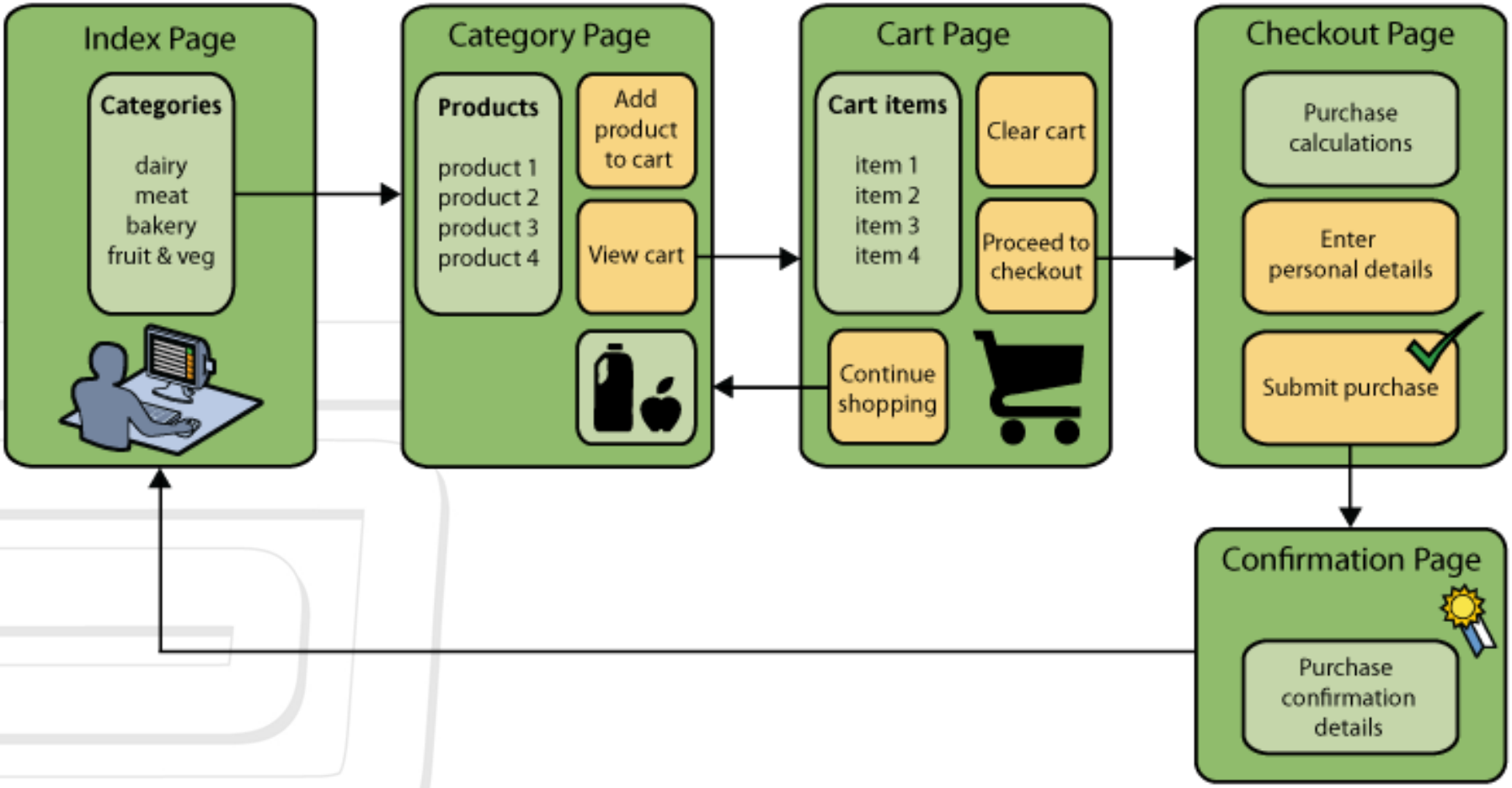
Merriam-Webster

m-w.com

commerce conducted via the Internet

- Product or service
- Place
- Marketing
- A way to accept orders
- A way to accept money
- Order fulfillment
- A way to accept returns
- Customer service / technical support

Buyer's perspective


Index Page
Categories
dairy
meat
bakery
fruit & veg
Category Page
Products
product 1
product 2
product 3
product 4
Add product to cart
View cart
Cart Page
Cart items
item 1
item 2
item 3
item 4
Clear cart
Proceed to checkout
Continue shopping
Checkout Page
Purchase calculations
Enter personal details
Submit purchase
Confirmation Page
Purchase confirmation details

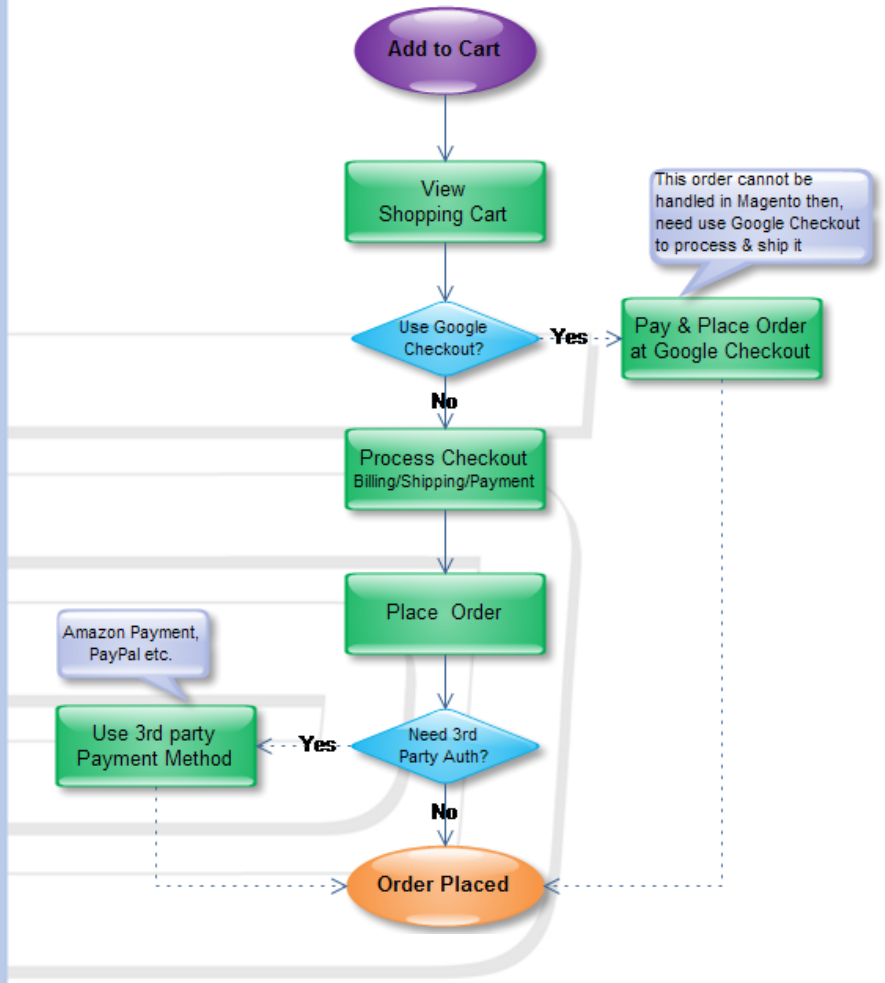
Seller's perspective

smartosc
A SMART OPEN SOLUTION COMPANY

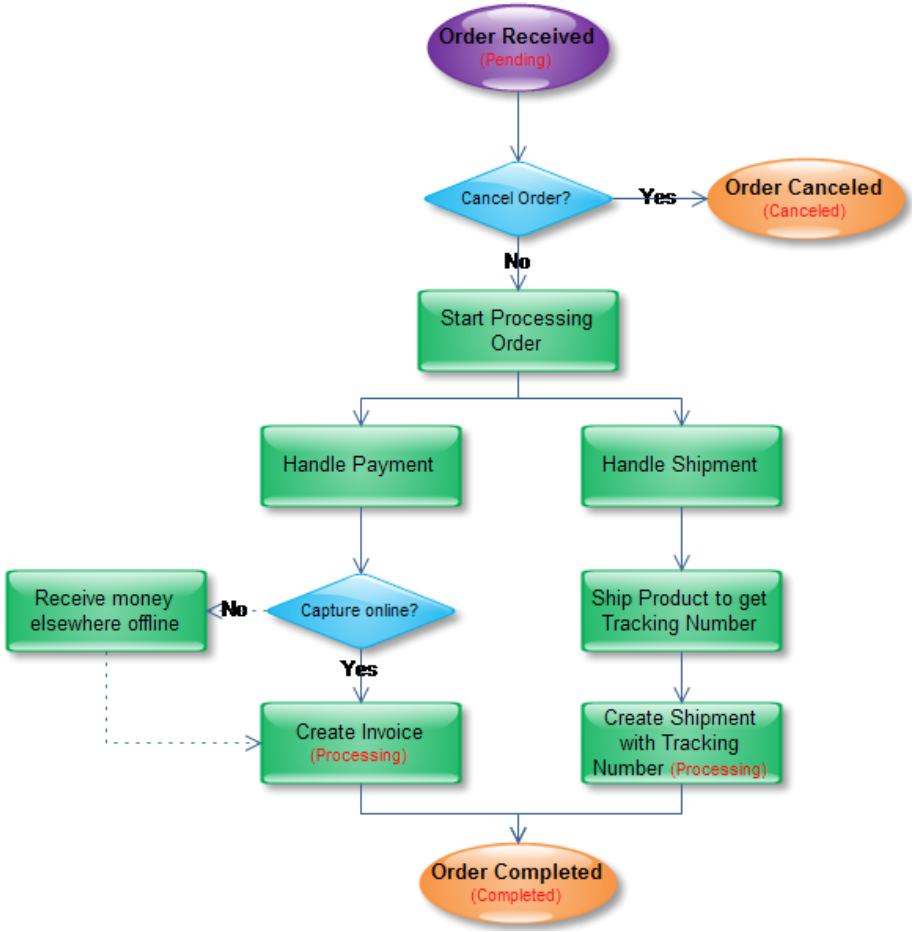
Catalog	Sales	Marketing	Customer service
• Product • Category • Review	• Order • Invoice • Shipment • Credit memo • Tax	• Promotions • CMS • Newsletter • Analysis	• Helpdesk • Returns

smartosc
A SMART OPEN SOLUTION COMPANY

Magento Purchase Flow



Magento Order Processing Flow



smartosc
A SMART OPEN SOLUTION COMPANY

Introduction to Magento & e-commerce features

What is Magento?

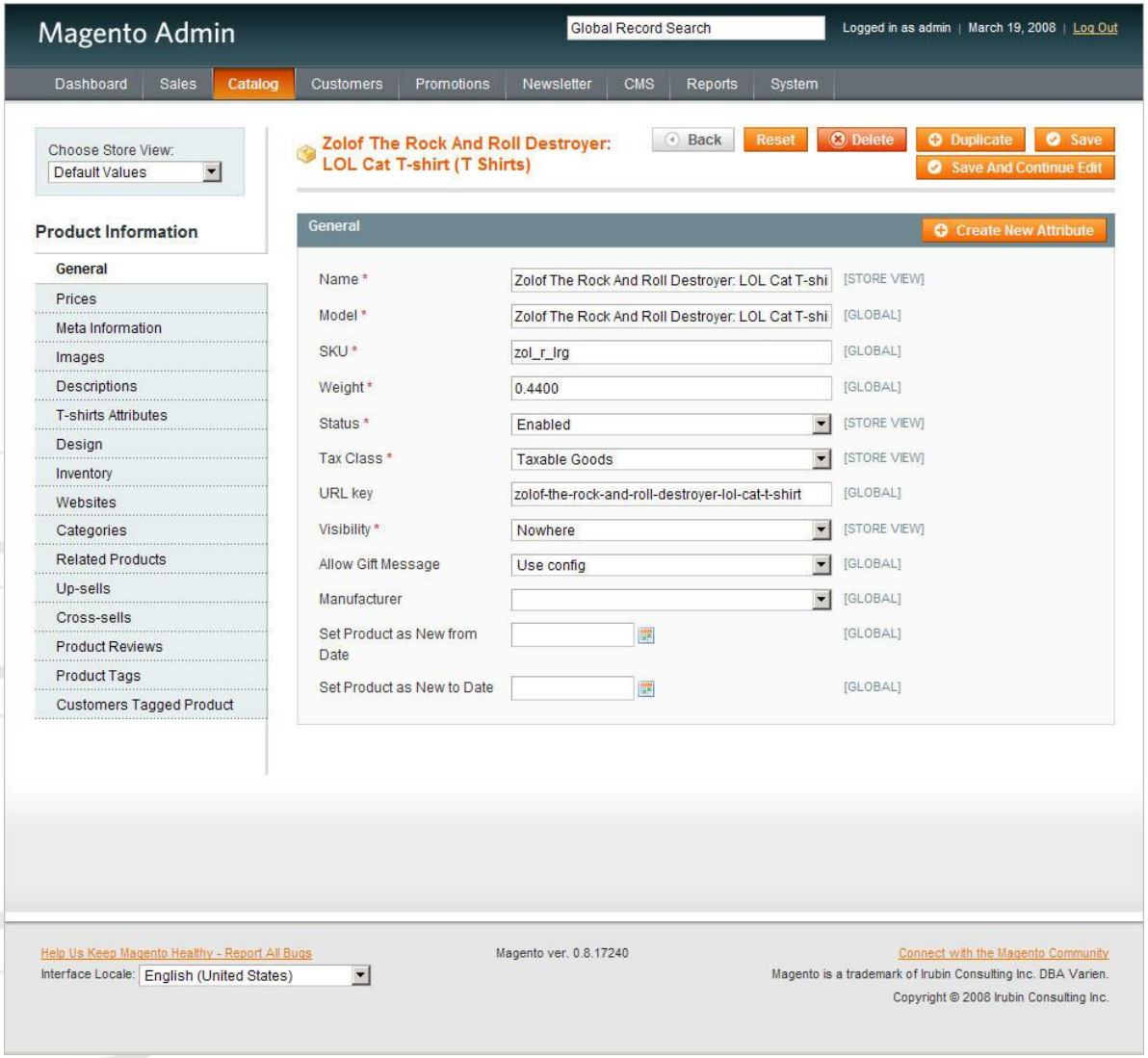
smartosc
A SMART OPEN SOLUTION COMPANY

Magento is a feature-rich, professional open-source e-commerce solution offering merchants complete flexibility and control over the look, content, and functionality of their online store.

Front-end

Magento
Demo Store
Search entire store here...
Search
Default welcome msg!
My Account | My Wishlist | My Cart | Checkout | Log In
Your Language: English
Furniture Electronics Apparel
Anashria
Get it while they last
Limited Offer 20% OFF
It's here - Magento end of summer SALE!!
Starts September 1st
20% OFF ELECTRONICS
15% OFF MEN'S SHOES
10% OFF APPLIANCES
MY CART
You have no items in your cart.
COMPARE PRODUCTS
You have no items to compare.
Did you know?
Our customer service is available 24/7
(800) DEMO-NUMBER
Hold on, help is on the way.
Buy Canon REBEL
Starting at $499
FREE SHIPPING on orders over $50.
This offer is valid on all our store items.
Best Selling Products
Sony VAIO VGN-TXN27N/B 11.1" Notebook PC
See all Laptops
Nine West Women's Lucero Pump
See all Shoes
Olympus Stylus 750 7.1MP Digital Camera
See all Digital Cameras
Acer Ferrari 3200 Notebook Computer PC
See all Laptops
ASICS® Men's GEL-Kayano® XII
See all Shoes
Coalesce: Functioning On Impatience T-Shirt
See all Shirts
BACK TO SCHOOL
Keep your eyes open for our special Back to School items and save BIG!
POPULAR TAGS
Furniture apple bones clogs cool favorite good hip laptop light mobile modern phone red sexy shirt silver sony trendy young
View All Tags
COMMUNITY POLL
What is your favorite Magento feature?
Layered Navigation
Price Rules
Category Management
Compare Products
About Us | Customer Service
Site Map | Search Terms | Advanced Search | Contact Us
Help Us to Keep Magento Healthy - Report All Bugs (ver. 0.8.17240)
Magento is a trademark of Irubin Consulting Inc. DBA Varien. Copyright © 2008 Irubin Consulting Inc.

Back-end


Magento Admin
Global Record Search
Logged in as admin | March 19, 2008 | Log Out
Dashboard
Sales
Catalog
Customers
Promotions
Newsletter
CMS
Reports
System
Choose Store View:
Default Values
Product Information
General
Prices
Meta Information
Images
Descriptions
T-shirts Attributes
Design
Inventory
Websites
Categories
Related Products
Up-sells
Cross-sells
Product Reviews
Product Tags
Customers Tagged Product
Zolof The Rock And Roll Destroyer: LOL Cat T-shirt (T Shirts)
Back
Reset
Delete
Duplicate
Save
Save And Continue Edit
General
Create New Attribute
Name * Zolof The Rock And Roll Destroyer: LOL Cat T-shi [STORE VIEW]
Model * Zolof The Rock And Roll Destroyer: LOL Cat T-shi [GLOBAL]
SKU * zol_r_lrg [GLOBAL]
Weight * 0.4400 [GLOBAL]
Status * Enabled [STORE VIEW]
Tax Class * Taxable Goods [STORE VIEW]
URL key zolof-the-rock-and-roll-destroyer-lol-cat-t-shirt [GLOBAL]
Visibility * Nowhere [STORE VIEW]
Allow Gift Message Use config [GLOBAL]
Manufacturer [GLOBAL]
Set Product as New from Date [GLOBAL]
Set Product as New to Date [GLOBAL]
Help Us Keep Magento Healthy - Report All Bugs
Interface Locale: English (United States)
Magento ver. 0.8.17240
Connect with the Magento Community
Magento is a trademark of Irubin Consulting Inc. DBA Varien.
Copyright © 2008 Irubin Consulting Inc.

Introducing the Front-end

- Finding the Right Products
- Promotional Information
- Purchasing Functionality
- Customer Created Content
- Customer Registration
- My Account

Introducing the Back-end

smartosc
A SMART OPEN SOLUTION COMPANY

- Supervising Web Store Activities
- Managing Products & Categories
- Managing Taxes
- Managing Shipping & Payment methods
- Managing Customers
- Managing Promotions
- Managing Design & Content
- Order Fulfillment
- Managing Ratings & Reviews
- Generating Reports
- System Configuration

After lesson:

- Use following commands to revert your changes in last lesson:
  - git checkout <your_branch>
  - git reset --hard <sha1 of the second commit from start (having message: Output error messa …)>
  - git push -f origin <your_branch>
- Create a local database
- Install Magento + sample data: http://www.magentocommerce.com/knowledge-base/entry/installing-the-sample-data-for-magento
  - Must set admin account to: admin / admin123
- Commit what has been changed into your Git branch
- In your installation:
  - Back-end:
    - Create 2 products: simple and configurable (with 2 attributes and 4 associated products)
    - Create new category, add above 2 products.
    - Enable shipping method: Flat rate, price = 5$
    - Enable payment method: Check / Money Order
    - Create a CMS page, having at least 1 images linked to one of above 2 products
  - Front-end:
    - Register a new customer
    - Login as this customer and buy above 2 products
    - Go to Admin and complete this order