

The Kentico E-commerce Solution offers a wide range of tools for:

- [Operating with products and their options](#)
- [Processing orders](#)
- [Managing customers](#)
- [Promoting your sales with discounts and free shipping offers](#)
- [Monitoring your store](#)



Before you start to manage your store, get familiar with [the e-commerce user interface](#).

Operating with products and their options

Pick any topic in this section, for example:

- Learn what [products represent in Kentico](#), how to add, edit and delete them.
- Learn about [managing stand-alone stock keeping units](#) (SKUs).
- Find out what [product types and product section types](#) mean.
- You can also find out information about working with [product options](#) and [product variants](#).
- Learn to manage [brands](#), [manufacturers](#), [suppliers](#), and [collections](#) for your products.
- Categorize products into [departments](#) or [categories](#).

Processing orders

Pick any topic in this section, for example:

- Learn how to modify [orders](#).
- Learn about labeling orders with [statuses](#) while processing the order.
- Find out how to [mark order as paid](#).

Managing customers

Pick any topic in this section, for example:

- Learn how to add, edit or delete [customers](#).
- You can also [assign customers to roles](#) and then use the roles, e.g., when [promoting](#) sales.

Promoting your sales with discounts and free shipping offers

Pick any topic in this section, for example:

- Learn what [catalog discounts](#) are and how to use them.
- Learn about [volume discounts](#).
- Learn about [product coupons](#).
- Find out how to use [Buy X Get Y discounts](#).
- Learn about [order discounts](#).
- Offer your customer [free shipping](#).
- Learn how to create [gift cards](#) for customers.
- Find out more information about using [coupon codes](#) with discounts, free shipping offers and gift cards.

Monitoring your store

Pick any topic in this section, for example:

- Learn how to monitor your store with [report statistics](#).
- Find out about [store overview](#) with a widget dashboard.

