

Products are the most important objects in your on-line store. They are the actual things you sell to [customers](#) and they are created based on [product page types](#).

One of the steps when configuring an on-line store is to configure products and then add products to the configured site:

1. [Configure product settings](#).
2. [Set up product structure](#).
3. [Add products to your site](#).

Configuring product settings

To configure basic product settings:

1. Open the **Store configuration** application (if you want to configure the product settings for the current site) or the **Multi store configuration** application (if you want to configure the settings [globally](#)).



If you are not sure what to choose, see [Choosing site or global e-commerce configuration](#). If you are not sure about specifics of configuring in these applications, see [Configuring e-commerce settings for a specific site or globally](#).

2. On the **Store settings** -> **General** tab, configure [the Allow stand-alone SKUs field](#):
 - a. If you operate in the **Store configuration** application, clear the *Inherit from global settings* option.
 - b. Select the field to allow [stand-alone SKUs](#) in your on-line store.
 - Standard products contain an SKU object and a [page](#) connected to the SKU. Therefore, you can use all advantages of page objects. However, stand-alone SKUs (i.e., SKU objects without a connected page) offer better performance when you have a bigger amount of products (e.g., thousands of products).
3. Configure the settings in the **Product properties** category:
 - a. Configure [the Related products relationship name field](#):
 - i. If you operate in the **Store configuration** application, clear the *Inherit from global settings* option.
 - ii. Select a suitable relationship for choosing related products. If you leave (*all*) in the drop-down list, you can then choose related products from any relationship.
 - b. Configure [the Products are 'new' for field](#):
 - i. If you operate in the **Store configuration** application, clear the *Inherit from global settings* option.
 - ii. Specify a number of days during which a product is labeled as a new product. This setting is suitable, for example, when using [the GetSKUIndicatorProperty transformation method](#).
 - c. Configure [the Public status for 'new products' field](#):
 - i. If you operate in the **Store configuration** application, clear the *Inherit from global settings* option.
 - ii. Specify a [public status](#) name which is assigned to new products (according to the **Products are 'new' for** setting). This setting is suitable, for example, when using [the GetSKUIndicatorProperty transformation method](#).
 - d. Configure [the Default product image URL field](#):
 - i. If you operate in the **Store configuration** application, clear the *Inherit from global settings* option.
 - ii. Specify a URL of the default product image, which is displayed when a product does not have any image. You can use relative paths starting with the tilde character (~).
 - e. Configure [the Keep the advertised price of the products according to their cheapest product variant field](#):
 - i. If you operate in the **Store configuration** application, clear the *Inherit from global settings* option.
 - ii. Select the field to let the system change a product's price when you create a [variant](#) cheaper than the product.
4. Configure the settings in the **Measurement units** category:

- a. Configure [the Mass unit field](#) – type the unit in which you weigh your products (for example, *kg* or *oz*).
 - This setting is only global and therefore is available only in the **Multistore configuration** application and the **Settings** application when (*global*) is selected in the **Site** drop-down list.
- b. Configure [the Mass format string field](#).
 - i. If you operate in the **Store configuration** application, clear the *Inherit from global settings* option.
 - ii. Type a format string that is used for displaying weight of products, product options, etc.

5. Click **Save**.

Products are now configured according to your needs.

Configuring product structure

When you set up product structure, you can comfortably use the **Products** application. See [Configuring product structure](#).

Adding products to your site when configuring Kentico

After configuring product-related settings, add products to your website.

- The Kentico E-commerce Solution enables you to import your products, see [Importing products](#).
- You can also add new products in the administration interface, see [Adding new products](#).



If you do not know yet what products you will sell, add a "dummy" sample product for later configuration parts.