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) off er 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.