

# WHOLE SALE MARKET PLACE FROM ITALY

1<sup>st</sup> Electronic Catalogue of  
Made in Italy products



HOME

CA



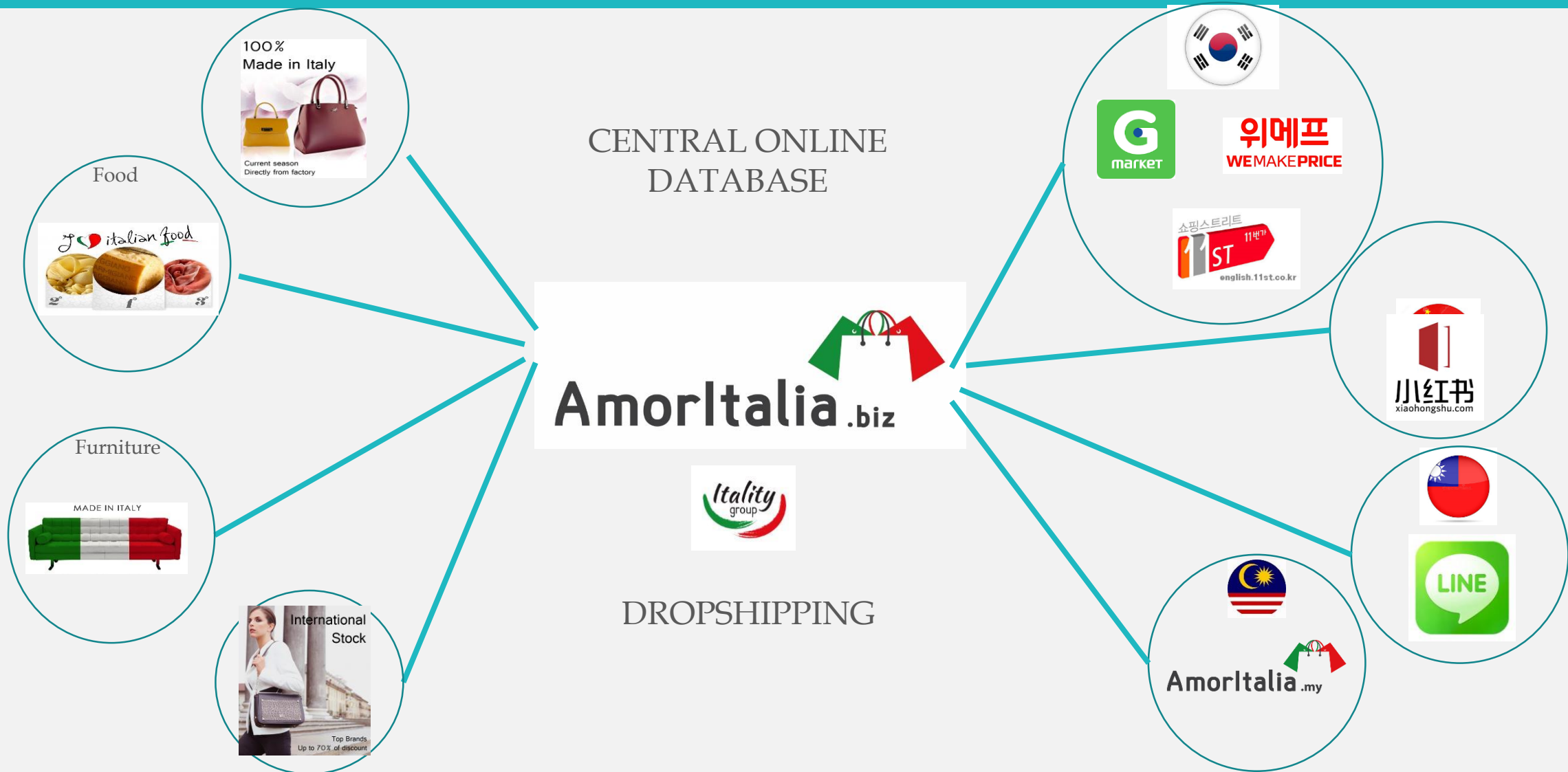
## Info and target

Amoritalia.biz is a B2B online catalog  
**to connect**  
italian suppliers  
**to**  
international vendors  
(ecommerce platform)  
Dropshipping  
**with**

a central management control of different processes:  
*product catalog, orders, payments, logistic, after sales.*

ITALIAN SUPPLIERS

INTERNATIONAL VENDORS



# Online Catalog EN

## WHAT WE NEED:

An Online DB that allows easy and immediate exchange of product information between Italian suppliers and international vendors with a central control system

- We have **multiple supplier** each with different
  - Type of products,
  - Prices strategy
  - Photos (*we need an online photo repository*)
  - Different connection methods to upload the product information (api, excel, cvs, automatically, manual).
- We have **multiple vendors**
  - Not all sell all our products (*We need to filter what we sell to them*)
  - They buy and sell at different prices (*We need multiple price list management*)
  - They use different platforms and different connections (api, excel, cvs, automatically or manual)

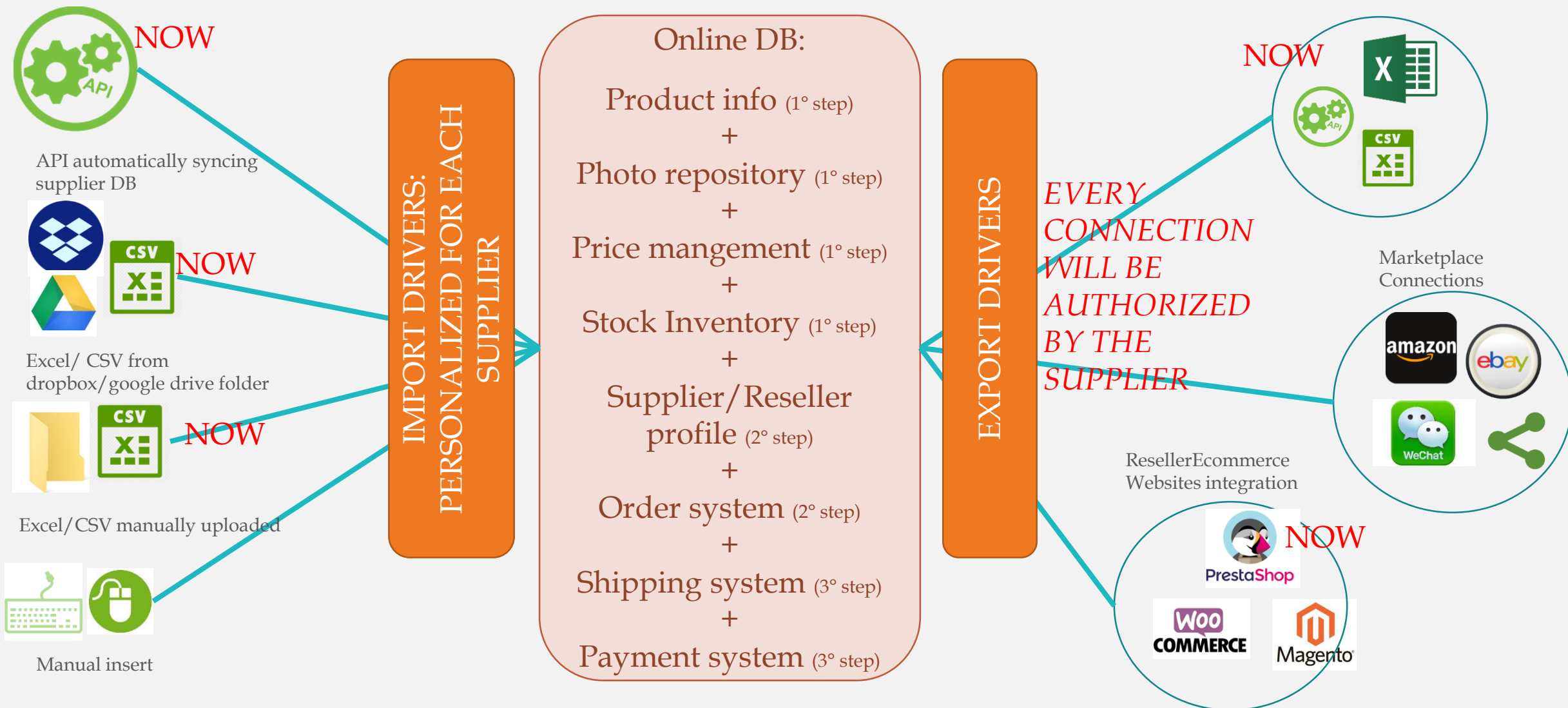
We sell using **dropshipping method (we don't hold stock)**.

- We receive from the supplier product, price and inventory information and pass it to the vendor
- We receive the order from the vendor and forward it to the supplier
- We receive confirmation and delivery information from the supplier and forward it to the vendor

## This means we need:

- A central DB
- To connect with both suppliers and vendors (Api or User panel)
- To manage different process *product catalog, orders, payments, logistic, after sales.*

We prefer to use a off the shelf DB with already integrats the main functions and on it develop the rest.



# What we need

## MAIN FEATURES: (To be done in 3 different steps)

- Online Central DB with
  - all the products of our suppliers including product information, prices and photos (step 1)
  - suppliers and vendors profile (step 2)
- Be able to manage the information
  - Products: Create products, modify and delete products (1<sup>st</sup> step)
  - Multiple Price lists: add, modify, delete each single price or in bulk (1<sup>st</sup> step)
  - Photos: be able to upload/download photos single and in bulk (1<sup>st</sup> step)
  - Supplier and reseller profile: create, delete, modify (2<sup>nd</sup> step)
- Import product information from supplier including prices and photos (step 1)
- Export product information to reseller including prices and photos from supplier (1<sup>st</sup> step)
- Export selected product information depending the reseller profile setting (1st Step)
- Manage orders (2<sup>nd</sup> Step)
- Manage Payments, Invoices and Shipping (3<sup>rd</sup> Step)

## EXTERNAL CONNECTION to supplier and vendors (to sync products, available quantity, prices and orders):

- Automatic synchronization: (API, Excel, CVS)
- Manual: upload/download of the excel product list

# Steps

## 1<sup>st</sup> step: Basic function to trial the idea (5.000 products)

- Setup Online Central DB (*preferable an off shelf product that already has already standard DB managing functions*)
  - Create necessary fields to manage products, price and photos
  - 1 User Panel where we are able to:
    - Create, modify and delete products (1<sup>st</sup> step)
    - Add, modify, delete each single price or in bulk
    - Be able to upload/download photos single and in bulk
- 4 Price lists
  - Itality buying price (*the price with which we buy the product from the supplier*)
  - Itality selling price (*the price with which we sell the product to the reseller*) – **this has to be calculate: buying price x markup**
  - Suggested Retail price (*the price with which our reseller sells to the final client – its is a discounted price in respect to the original retail price since we sell old products*)
  - Original Retail price (*the Original Retail price when the product was launched in the market*)
- Import product info, price and photos both from URL and local path links
  - 1 supplier through and API connection: <https://www.brandsdistribution.com/en/cms/developers>
  - 1 supplier through Excel file inside a dropbox folder **and be able to upload and store photo through url link**
  - 4 suppliers through Excel file inside local folder **and be able to upload and store photo through local path or Ftp**
- Export to Prestashop: 2 installations (*Ours (amoritalia.biz) and 1<sup>st</sup> client (amoritalia.my) – see last two slides*)

# Steps

## 2<sup>nd</sup> Step: Additional functions (20.000 products)

- Supplier profile: basic (*no user external access*)
  - Only to set different markup for different suppliers
- vendors profiles: basic (*no user external access*)
  - Set Products to be sync: category and product tree
  - Set Price or discount offered: per category and single product
  - Set Sync method and info
- Import product setting Our selling price based on each single supplier markup
- Export products - using filters based on vendors profile
  - Not every reseller will be able to sync with all the products
  - For each seller we want to choose what product export
- Multiple Price list - based on vendors profile
  - Not every reseller will buy at the same price
  - For each seller we want to choose what price/ discount offer
- Orders management:
  - Confirmation: confirm, not confirm, suspend
  - Payment: no paid, paid
  - Shipping: shipped, arrived
  - Return management



# Steps

## 3<sup>rd</sup> Step: Extra functions (100.000 products)

- Reseller profiles: advance features (yes external access)
  - User panel for each single supplier
  - Autorizathion panel for each single country and vendors
  - Manage and track orders
  - Manage Shipping
  - Manage payments & invoice
- Supplier profiles: advance features (yes external access)
  - User panel for each single supplier
  - Manage and track orders
  - Manage Shipping
  - Manage payments & invoice
- Advance Logistics and Shipping management
  - Connection with couriers
  - Order tracking:
- Payment and invoices system
- Connection with marketplaces

# Price list – 1<sup>st</sup> step

- From the beginning we need to manage 4 price list
- We need to import two or three prices from the suppliers
  - Itality buying price *(the price with which we buy the product from the supplier)*
  - Suggested Retail price *(the price with which our reseller sells to the final client – its is a discounted price in respect to the original retail price since we sell old products)*
  - Original Retail price *(the Original Retail price when the product was launched in the market)*
- We need to add one price
  - Itality selling price *(the price with which we sell the product to the reseller)*
  - Buying price X Markup

# PRICE IMPORT- EXPORT – To our Front page website Amoritalia.biz – all the product will be published



| Supplier<br>(Ex. Brand distribution)   | Central DB  | Amoritalia.biz (Prestashop)<br>All the products are displayed  |
|--|---|--|
| Selling price<br><i>(To us)</i>  | Our Purchase price  | Our Purchase price   |
|  | Our Selling price<br><i>(purchase x markup)</i>   | Our Selling price  |
| Suggested Discounted retail Price for final client<br><i>(because we are selling also discounted products)</i> | Suggested Discounted retail Price for final client<br><i>(because we are selling discounted products)</i> | Suggested Discounted retail Price for final client<br><i>There is no field in prestashop so it has to be uploaded as a feature or create a field</i> |
| Original Retail Price<br><i>(is good to show the client how much they save)</i>                                | Original Retail Price<br><i>(is good to show the client how much they save)</i>                           | Original Retail Price<br><i>There is no field in prestashop so it has to be uploaded as a feature or create a field</i>                              |

# PRICE IMPORT- EXPORT – To first reseller

## Amoritalia.my – only some products will be published

