Program documentation
SOTESHOP 3.0

30th May 2005

Contents

I Instalation of the shop **4**

1 System requirements **4**

2 Hardware requirements **4**

3 Installation **5**
3.1 Preparation for installation 5
3.2 Launching the setup program 6
3.3 Installation run 6
3.4 Activating the shop 8

II Description of the basic functions of the panel **8**

4 Authorization **8**

5 Panel structure **9**

6 Products **9**
6.1 Addition of a new product 10
6.1.1 General data 11
6.1.2 Categories and producer 11
6.1.3 Statuses 12
6.1.4 Descriptions 13
6.1.5 Photos 13
6.1.6 Availability, options, accessories 14
6.1.7 Options/Attributes 15
6.2 Search 15
6.3 Removal 16

7 Import / Export Module **16**
7.1 Description of the price list file for off-line updating 17
7.2 Loading the price list file 19
7.3 Data export 20
7.4 Descriptions - attaching HTML files 21
7.5 Photos 21

8 Web pages editing **21**
8.1 WYSIWYG editor 22

9 Customers **22**

10 Transactions **24**

11 Additional options **25**
11.1 Standard delivery 25
11.2 Extended delivery 26
11.2.1 Units of measurement module 26
11.2.2 Zone defining module 27
11.2.3 Deliverer module 27
11.2.4 Defining delivery costs - example 27
11.3 Availability 32
11.4 VAT rates 32
11.5 Currency rates 33

12 Category optimization **33**

13 Salesperson data **34**

14 Reports, statistics **34**
14.1 The example of report chart 34
14.2 Available reports 34

III Language versions **35**

15 Configuration **35**

16 Dynamic dictionary **35**
16.1 Import of category names to the dictionary 36
16.2 Example of a dictionary list 36

17 Constatnt language definitions **36**
17.1 Other language versions 36

IV Changing the aspect of the shop **36**

18 Graphic theme editing panel **37**

19 Colour editing panel **38**

V Descriptions of the advanced functions of the shop - examples **39**

20 Integration with Onet Passage **39**
20.1 Configuration 39
20.2 Giving the products Onet attributes 39
20.3 Product transfer to the passage 39
20.4 Transaction calculation 39

21 Partner module **39**

22 Attribute module **40**
22.1 Description 40
22.2 Attributes 41
22.2.1 Product properties 41
22.2.2 Defining attributes / prices / photos 41
22.2.3 Example of data in file format from a spreadsheet 42
22.2.4 Example of the presentation 42
22.3 Equipment 42
22.3.1 Example of the presentation 43
22.4 Configurator 43
22.4.1 Example of the presentation 44
22.5 Attributes in off-line mode 44
22.5.1 File description / examples 44
22.5.2 Attribute loading 45
22.6 Summing up 45

VI Advanced discount systems in SOTESHOP **45**

23 Discounts in SOTESHOP **46**
23.1 Description 46
23.2 Discount for the product 46
23.2.1 Sale with a discount 46
23.2.2 Crossed-out old price 46
23.2.3 Maximum discount 46
23.2.4 Discount editing for the product 47
23.3 Defining discount groups 47
23.4 Individual discounts for the category 48
23.4.1 Defining the discount 48
23.4.2 Products from a given discount group 49
23.5 Individual discounts for the producer 49

23.6 Individual discounts for the category and producer 50
23.7 The hierarchy of discounts 50
23.8 Examples of defining discounts 51
23.8.1 Example of promotion with discounts for producers . . . 51
23.8.2 The use of maximum discount for promoting selected products for selected clients 52
23.8.3 Sales in the internet shop 53
23.8.4 Designing an individual offer for one client 53
23.8.5 The use of discounts in B2B sale 53

24 Promotions **53**
24.1 Adding a new promotion 54
24.2 Checking promotion functioning 54
24.3 Promotions in different language versions 55

25 System Pay Pal **55**
25.1 The PayPal system description 55
25.2 Introductory actions 55
25.3 The PayPal system configuration in SOTEeSHOP 57

Part I
Instalation of the shop

1 System requirements

- Linux (kernel minimum 2. 2. x)
- Apache 1. 3. 26 (or higher) - the shop functions on 2 sub-domains, for example http://sklep.example.sote.pl and http://admin.example.sote.pl , assigned to the directories soteshop3/htdoc and soteshop3/admin
- PHP - 4.3.0 or newer required options (e. g. in a compilation): -enable-ftp-with-mysql-enable-track-vars-enable-trans-sid
- MySQL 3.23.49 (or higher)
- There must be an active FTP server on the server
- Internet browser, e. g. Mozilla, Netscape6, IE etc.

2 Hardware requirements

- Minimum (tens of thousands of exposures a month): Pentium II 200MHz, 64MB RAM

- Recommended for popular servers (hundreds of thousands of exposures a month): Pentium III 500, 256 MB RAM, SCSI disk
- For professional use (from several to tens of millions of exposures a month): 2-4 processors PIII(PIV), 512-2GB RAM, SCSI disks

3 Installation

3.1 Preparation for installation

- The purchased packet should be unpacked (tar -zxvpf soteshop3.x.x.x.tar.gz) from the account of the user whose account will be used for installing the shop. If you are not able to do it, please contact our server's administrator. **ATTENTION! The packet must not be unpacked from the root account.**
- You should make sure if the purchased service guarantees an access to MySQL database. You need a database name, database user and password.
- You should also make sure if your virtual servers are properly set up. Our administrator can be of help.
  Below there is the example of the entry in httpd.conf file:

```
NameVirtualHost 127.0.0.1

<VirtualHost 127.0.0.1>
ServerAdmin webmaster@localhost
DocumentRoot /home/sklep/soteshop3/htdocs
ServerName soteshop3
<Directory "/home/sklep/soteshop3/htdocs/">
  AllowOverride All
  Options FollowSymLinks
  Order deny,allow
</Directory>
UserDir
php_admin_value safe_mode 1
ErrorLog /var/log/apache_error_log.soteshop3
TransferLog /var/log/apache_access_log.soteshop3
</VirtualHost>

<VirtualHost 127.0.0.1>
ServerAdmin webmaster@localhost
DocumentRoot /home/sklep/soteshop3/admin
ServerName admin.soteshop3

<Directory "/home/sklep/soteshop3/admin/">
```

```
  AllowOverride All
  Options FollowSymLinks
  Order deny,allow
</Directory>
UserDir
php_admin_value safe_mode 1
ErrorLog /var/log/apache_error_log.admin.soteshop3
TransferLog /var/log/apache_access_log.admin.soteshop3
</VirtualHost>
```

If you activate the shop on local, you should enter the following in /etc/hosts:

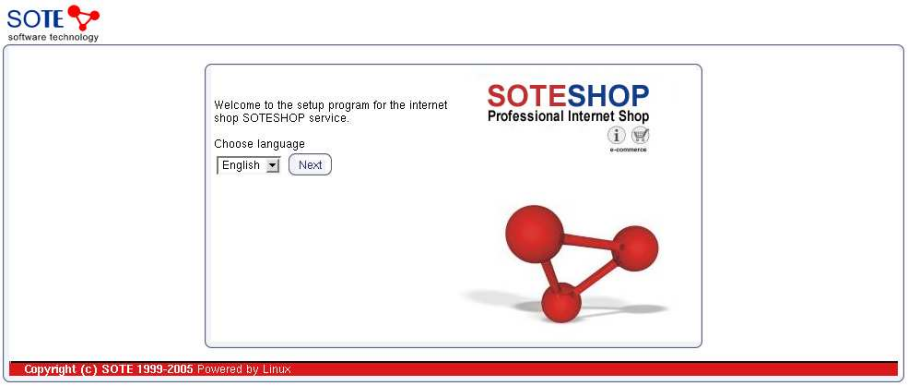
```
127.0.0.1 soteshop3
127.0.0.1 admin.soteshop3
```

3.2 Launching the setup program

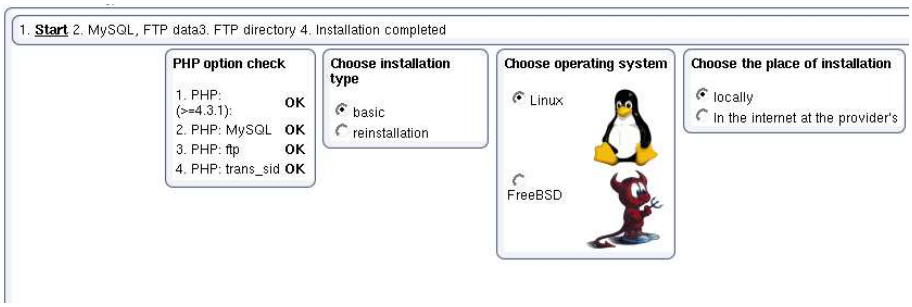
If all the above mentioned conditions are fulfilled, you can start launching the setup program. The process of installation will be carried out by means of an internet browser. To launch the setup program you should enter the address e. g. http://admin.soteshop3/setup in your browser window (for a two-domain packet).

3.3 Installation run

If you have followed the instructions properly, after entering the appropriate address (3. 2) you should see the following window:



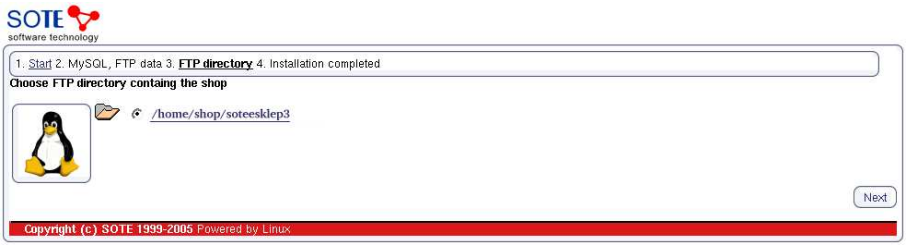
- Now choose the language of installation and click the button “next” - another window should appear:
- After accepting the licence contract you will be given the possibility of choosing the installation type



- Select appropriate installation parameters and click "next"

- Now enter the data necessary to install the shop. These include:
  Access data of MySQL base
  Access data of FTP account
  Data concerning the coding of data and program licence
  In the part concerning **the access to MySQL base** you should enter: a database name, database user and database access password. In the part concerning **the access to FTP account** you should enter FTP (or IP) server's name, ftp user and access password. As far as the part about data coding and program licence is concerned, you should fill 3 fields. The following information must be entered: the number of the licence given by the producer, the name of the firm or person who owns the licence and the PIN number, which is the personal identification of the shop user. **ATTENTION! The user installing the shop becomes the administrator of the shop. Later he will be able to add new shop users.**

- Now choose the FTP directory containing the application



- If the process of installation finishes properly, the final window CONGRATULATIONS! displays. The shop has been installed.

3.4 Activating the shop

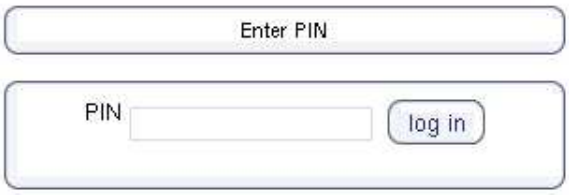
When the installation process is finished you can check if the program functions properly. In order to get to the administrative panel of the shop you should enter the address e. g. http://admin.soteshop3. into your browser window. The system will ask you for your login and access password. You should give the same login and password as you have used for MySQL database. If its verification is correct, the system will ask for your personal identification number (PIN). You need to type in e. g. Http://soteshop3 to get to the shop. In the case of one-domain packet installation, the access to the administrative panel is possible after typing in the address http://www.yourdomain.com/soteshop3/admin and the access to the shop after entering the address http://www.yourdomain.com/soteshop3.

Part II
Description of the basic functions of the panel

4 Authorization

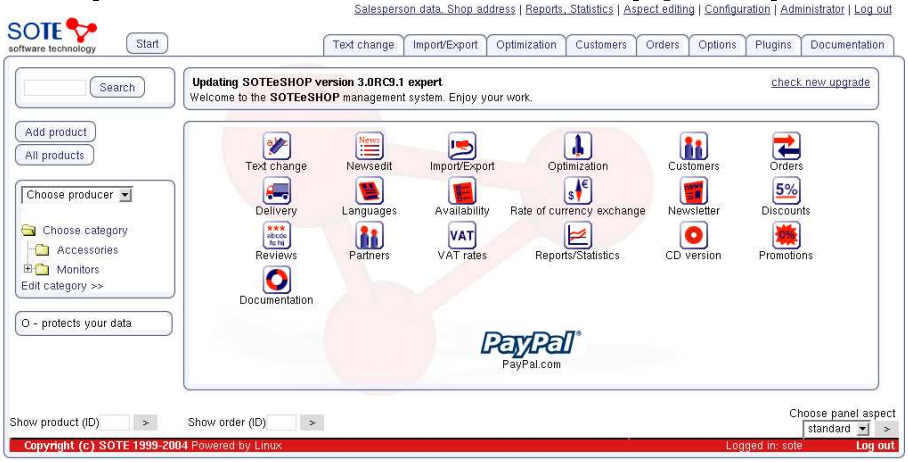
To start the administrative panel you should enter the address, e. g. ***admin.soteshop***, into the browser. If you start the panel for the first time, the system will ask you for your login and password. Then the window in which you should enter your PIN will appear.

When you start the panel again and the option according to which your login and password are memorized/stored has been selected, the window with filled fields will be displayed (login and password). You should confirm the data clicking the OK button. Now the system will ask you for your PIN.



5 Panel structure

After giving the appropriate PIN, the main page of the administrative panel should be displayed. Its interface is clear, intuitive and easy to operate. The use of multilevel tabs and additional links facilitates the navigation on many functions available at the administrative panel level. The panel is divided into two parts. On the left the administrator can add new products and search these which already exist. The right side of the panel offers an access to more advanced options of applications. Among other things these options allow: web page editing, updating the shop off-line, the management of customer data, transactions, delivery costs and product availability. The description of all possible functions of the administrative panel will be discussed later. Below there is the example of the screenshot that illustrates the main page of the panel:

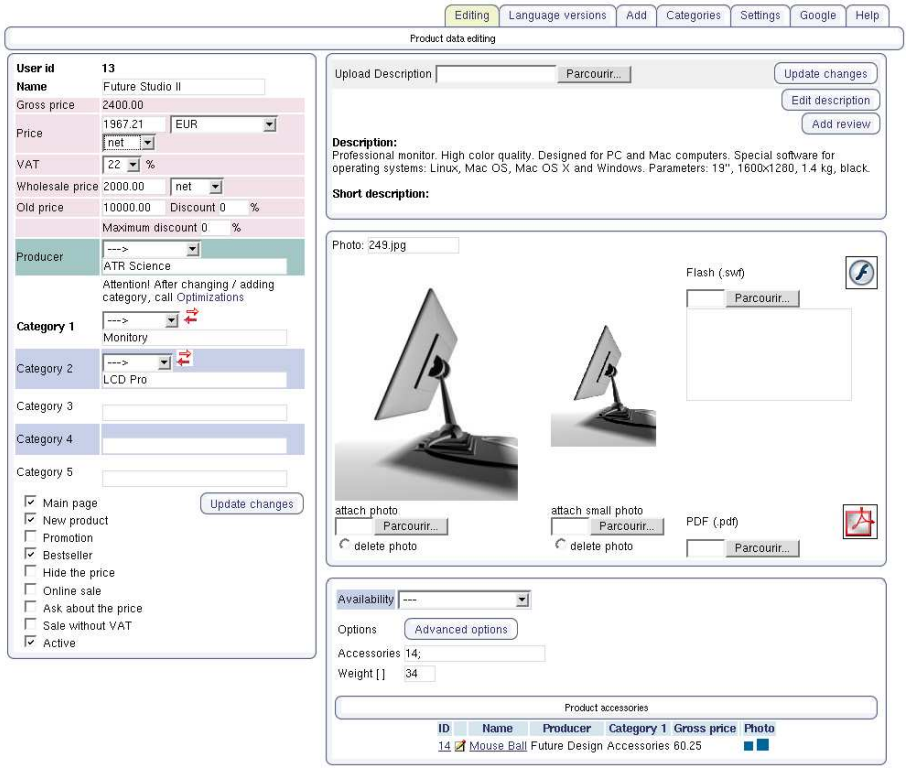


6 Products

The application **SOTESHOP** enables the user to introduce products on-line (every product is entered separately from the administrative panel level) and off-line (a prepared price list file is loaded). In this chapter on-line updating will be discussed. Off-line updating will be presented in detail in another chapter (Import/Export).

6.1 Addition of a new product

Addition of a new product is possible after clicking the ***Add a product*** button. When the new window appears you should enter the identifier of the product, its name , price and the main category. These attributes are necessary to add the product to the base. After entering all the necessary information and pressing the ***Add a product*** button, the new product will be added to the database and the system will allow product description editing. There is the screenshot presented below that contains the example of a product:



The above format is divided into 6 separate parts. This facilitates the introduction of information about a new product. The following parts are distinguished:

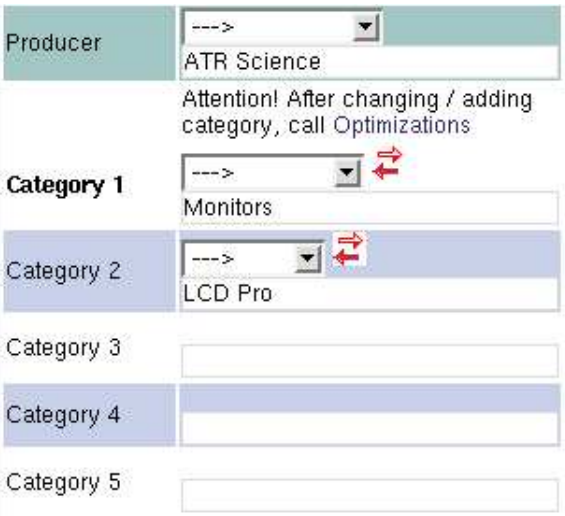
- General data
- Categories and a producer
- Statuses
- Descriptions
- Photos, flash, pdf
- Availability, options, accessories

6.1.1 General data

In this part you introduce: the identifier and name of the product, net price (gross price will be given automatically according to the proper VAT rate), VAT, the wholesale price visible only to wholesale dealers, the old price (the former price of the product - it will be crossed-out next to the product, this option is used mainly when the price is reduced) and the discount for a given product in percentage. This is the illustration of part 1:

6.1.2 Categories and producer

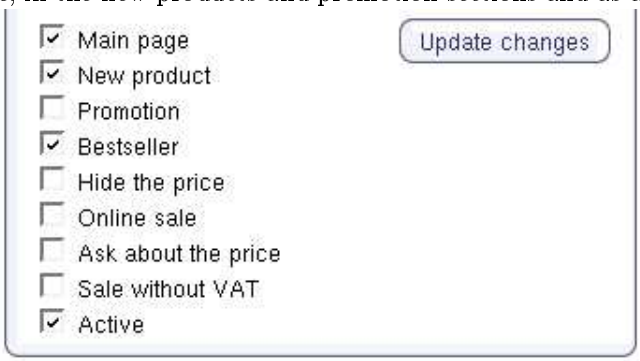
In this part we introduce the producer and the category in which the product should be placed. The separate introduction of categories to products is not necessary. The system automatically generates categories using the product data. All categories are introduced while adding or modifying the stock. If you add a new product in a new category, this new category automatically appears in the shop. The process of removing categories is similar. If you remove the last product representing a given category, this category will be automatically removed from the shop. This is the illustration of the part in which you enter the producer and the categories.



ATTENTION!
While introducing the product category you must not enter sub-categories without entering the main category. For example, if you enter "category 2" you also need to enter "category 1", if you want to enter "category 3" you have to make sure that categories 1 and 2 have been introduced, etc. **After introducing the changes in product categories (the change of the category name, addition of a new product in a new category, etc.) you should click the tab *Optimization* (the more detailed description of this function will be discussed later).**

6.1.3 Statuses

In this part the shop administrator has the possibility of defining appropriate statuses of the product that is being entered. If you want your product to appear in the new products section, you mark the appropriate field. The screenshot below shows that the product will be displayed on simultaneously the main page, in the new products and promotion sections and as a bestseller at.



6.1.4 Descriptions

The description part activates only after adding the product to the base. Descriptions of products can be entered by clicking the ***Edit a description*** button or they can be attached from files (***Load a description***). The system accepts the descriptions in TXT or HTML formats.
There are two descriptions available:

- Full (the description appearing in the detailed information about the product)
- Abridged (the description appearing on the product lists)

The screenshot below illustrates the descriptions:

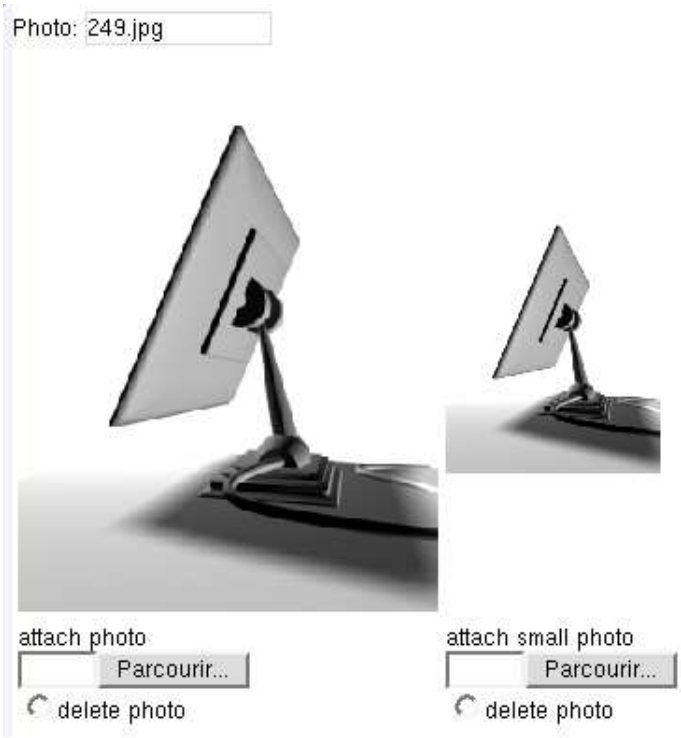
ATTENTON! If you do not enter an abridged (short) description (but the full one) the system will automatically generate the abridged version of the description (also from HTML files!).

There is also another method of adding descriptions. For every product you can create an appropriate description HTML file and locate it on the server. More information on that option will be provided in the chapter concerning off-line updating (Import / Export).

6.1.5 Photos

Photos can be attached on-line while adding or editing the product. There are two photos assigned to each product:

- Big (in detailed information)
- Small (on product lists)



ATTENTION! Photos can be located on the server also by means of FTP service. More information on that in the chapter on off-line updating (Import/Export).

6.1.6 Availability, options, accessories

In this part you can define the availability of a product and assign appropriate accessories to it. The accessories can be assigned to the product by giving (after semicolons, in the accessory field) the consecutive identifiers of products which are to serve as accessories. For example, if you want to assign 3 accessories (other products available in the shop with the identifiers e. g. 1, 3, 4) to your product you enter 1; 3; 4 in the field ***Accessories***. The assigned accessories will appear in the shop (after clicking the tab ***Accessories***) and on the administrative panel. This is illustrated below:

6.1.7 Options/Attributes

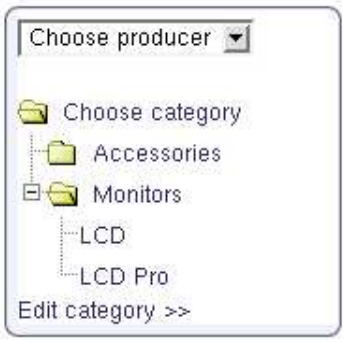
Simple and advanced attributes can be defined for each product. If you want to introduce simple options, you should enter the names of attributes separated by a semicolon on the page "advanced options". As a result, the list of attributes to choose from will appear in the detailed information about the product in the form of a drop-down list box. If you want to assign several attributes to your product, such as price change, photos or add the dependence of one attribute on the other and create a configurator on the basis of some product (e. g. computers), you should use the attribute module (described in the later part of the documentation).

6.2 Search

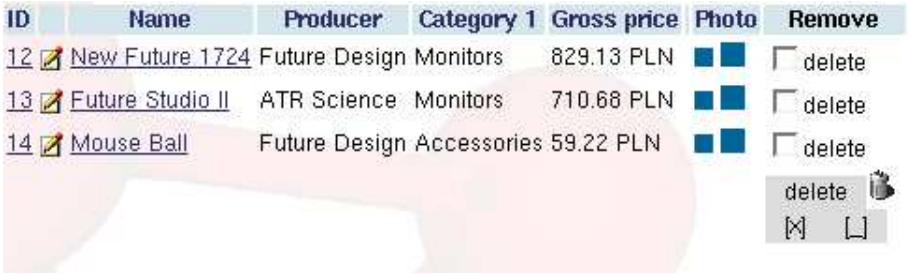
You can search for the product in two different ways:

- Introduce the character string (e. g. product name) being searched for in the left top part of the administrative panel and click ***Search***

- Choose the category (or sub-category) you are interested in from the category list. The category list can be narrowed down by selecting the producer.



In each situation the system will present the list of products that fulfil the search criteria. Product data editing is possible after clicking the product name. The access to the full list of products will be possible after clicking the button All products. The table below shows the list of products:



The system allows also sorting products (decreasingly or increasingly) according to different fields. Another click on the product name will cause the reversal of sorting.

6.3 Removal

The products to be removed should be marked by clicking the field next to the word "remove". Clicking the button ***Remove*** under the list will cause the removal of indicated products from the database.

7 Import / Export Module

Apart from on-line updating presented above, the system allows off-line updating of the shop. It means that you can prepare the price list for example in Excel and later update it. The examples of files are placed on the administrative panel ***Import/Export->Price list->Examples of price lists***. When you save a file from Excel, you should save it as ***file with tabulator as a separation character***.
ATTENTION! There are two options for off-line updating. You can load the full price list. In this case the records preceded by the mark A are erased and

the products from the attached file are entered. You can also update the data. When you select this option the records placed in the file will be attached to those already in the base. ***After finishing off-line updating the option Optimization should be called***.

7.1 Description of the price list file for off-line updating

The text file for updating the price list off-line consists of 21 columns:

- **Command** value "A" - is used for adding a product to the database, value "U" - record updating, value "D" - record removal
- **ID of the product (user_id)** - product identifier
- **Photo of the product (foto)** - the name of the photo that will appear next to the product. Small photos apearing on product lists should be preceded by the prefix m, e. g. the small equivalent of the big photo test.jpg will be named m_test.jpg. We include only the big photo's name in the price list!
- **Flash photo** (flash) - photo of the product in flash format
- **Flash photo code** (flash_html) - html code required when you attach a flash photo. This code is generated by the system in which the flash picture has been created
- **Full description of the product (xml_description)** - the description of the product in TXT, HTML or XML format
- **Short description of the product (xml_short description)** - the abridged description of the product in TXT, HTML or XML format. If this field is empty, the system will automatically generate the short version of the description, using the previous field.
- **Options for the product (xml_ options)** - the field in which additional information about the product can be introduced (e. g. colour, size, etc.). In the light version of the shop attributes can be entered in the form of XML structure. This field handling requires adding the appropriate module to the shop. In the expert version of the shop there is the advanced attribute module attached.
- **Promotional products (promotion)** - if you put value 1 in this field, the product will appear on a promotion page
- **New products (newcol)** - as above, new products page
- **Bestseller (bestseller)** - as above, bestseller page
- **The main page (main page)** - if you put value 1 into this field, the product will appear on the main page of the shop on the product list

- **Active (active)** - this field is not used default
- **Product name (name)** - the name of the product
- **Producer (producer)** - the name of the producer
- **Category 1 (category 1)** - the name of the main category of the product
- **Category 2 (category 2)** - the name of the sub-category of the product. You do not have to fill in all the categories. The system automatically recognizes if there are other sub-categories in a given category of products and it will display (or not) other nests.
- **Category 3** - as above
- **Category 4** - as above
- **Category 5** - as above
- **Gross price (price_brutto)** - gross price (the purchase price in the internet shop!)
- **Currency (id_currency)** - currency identifier (1 means PLN)
- **VAT (vat)** - vat (given in percentage, e. g. 22, 7, 0)
- **Old price (price_brutto_detal)** - gross price (the price will appear next to the product as the so-called old price, this value will be crossed-out!)
- **Availability (available)** - this optional field defines the availability of the product. Availability statuses (in the shop) are determined in a separate table and they should be given numbers. The numbers are of your choice, however they should be whole numbers. The user defines himself what a particular number means. The only restriction is that the number 0 means that the product is not available
- **Wholesale price (price_brutto_2)** - the price of the product for wholesale dealers
- **Do not show the price (hidden_price)** - if you put this option in position 1, the price will not be shown next to the product. Instead "ask about the price" will appear
- **Discount (discount)** - discount for a given product in percentage
- **Accessories (accessories)** - accessories for a given product. You should enter ID of the product into this field
- **Active** - this file defines default whether the product is visible in the shop. If you do not want your product to be presented in the shop (although it is in the database), type..... in this field.

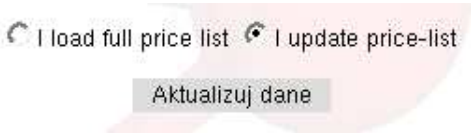
- **Product size** - this field defines the products size in units of weight. This value is used in a new delivery module which allows differentiating delivery costs according to the country of delivery and the package size.
- **Sale without VAT** - if the value in this field is 1 the sale of the product can be conducted without VAT. While doing shopping the customer will be asked to give his NIP according to the European Union standards.

ATTENTION! The names of the columns presented above should serve as examples and they concern only the placed TXT file. The user can give the columns his own names (the system does not process the first line as it should be used for describing particular columns.) The columns must be separated by a tab character!!

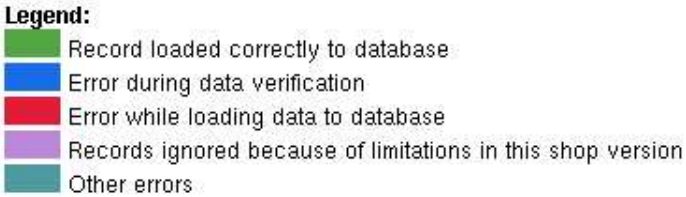
7.2 Loading the price list file

If you want to load the price list file that you prepared earlier, there are several instuctions you should follow:

- Click the tab ***Import / Export***
- Choose ***Price list***
- Indicate the prepared file (button ***Browse***)
- Attach the indicated file (button ***Attach***)
- Choose the option of updating (price list updating, loading the whole price list)



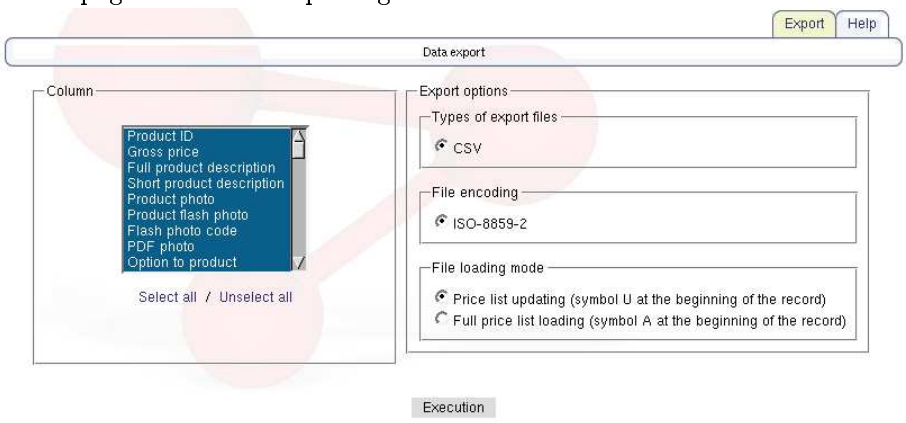
- Click the button **Update data** - the new window will appear. It informs about the progress of data updating in the following way:



- If the off-line updating system generates errors you should get familiar with the details clicking the tab ***Status***

7.3 Data export

Data export allows downloading the full information about products in the shop and saving it in an external file in a format that makes reloading this file to the shop database possible. If you want to export, you should move to the tab ***Import/Export->Price list*** and click the button ***Export***. In this way you get to the page that allows exporting data to the file.



- **Columns** - here you should select the columns you want to export to the file. You can carry out the full data export or select the fields to be exported. To facilitate this, under the field list there are links allowing marking or unmarking all the fields.
- **Export file type** - the format in which the data is exported. At present only CSV format is available. XML format is in the making.
- **File coding** - Polish characters coding in the data being exported. At present only ISO-8859-2 format is available.
- **File loading mode** - this option is connected with data import to the shop.If you choose the option ***Update the price list***, after reloading the file, the data will be updated. If you choose the option ***Loading the full price list***, the records will be erased and then loaded again.

After pressing the button ***Export***, the window with export status appears.

After clicking the right button on the link ***Save the export file on a disk***, you can save the data file on the disk.

7.4 Descriptions - attaching HTML files

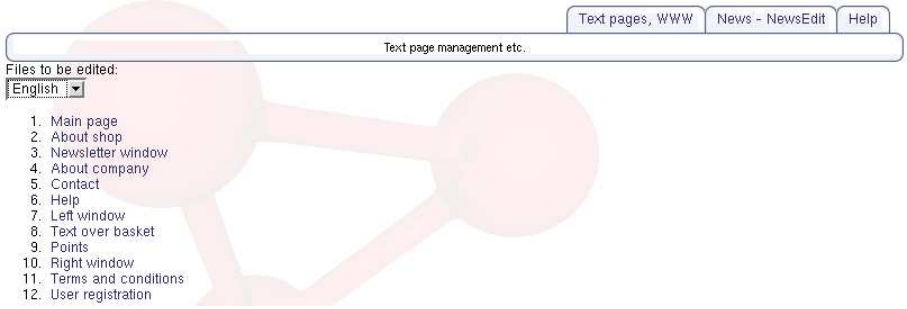
There is an interesting solution connected with product descriptions. The system contains the special directory ***soteshop2/htdocs/products***, in which description files in HTML format can be located. The name of this file must correspond to the name of product identifier (user_id). For example, if you want to add a description file in HTML format to the product whose identifier is A001, you have to create the file A001.html.php with appropriate contents and locate it on on the server by means of FTP in the directory mentioned above. The system checks automatically if there is an appropriate file for a given product and displays it. In other cases the description is downloaded from the database.

7.5 Photos

The application also allows placing photos on the server by means of FTP. Photos should be placed in the directory ***soteshop2/htdocs/photo***. The photo name of a given product should be entered in the field ***photo*** in product editing, e. g. if you locate the photo ***printer.jpg*** on the server by FTP, the same name must be introduced in the above mentioned field. Small pictures are preceded by the sufix ***m_*** .Using the above example, the small picture name would be ***m_ printer.jpg***. Small photos should be located in the size of 150 pixels at the base or maximum height, big photos 250-350 pixels.
ATTENTION! We write only one name - the big photo name in the product properties. The system will automatically find and locate the small photo.

8 Web pages editing

The option allows changing texts on selected sub-pages of the shop, e. g. regulations, about the company, contact etc. Clicking any of these links makes the appropriate file editing possible. The system also allows changing texts for a different language version. To do this, the language must be selected before the appropriate file editing.

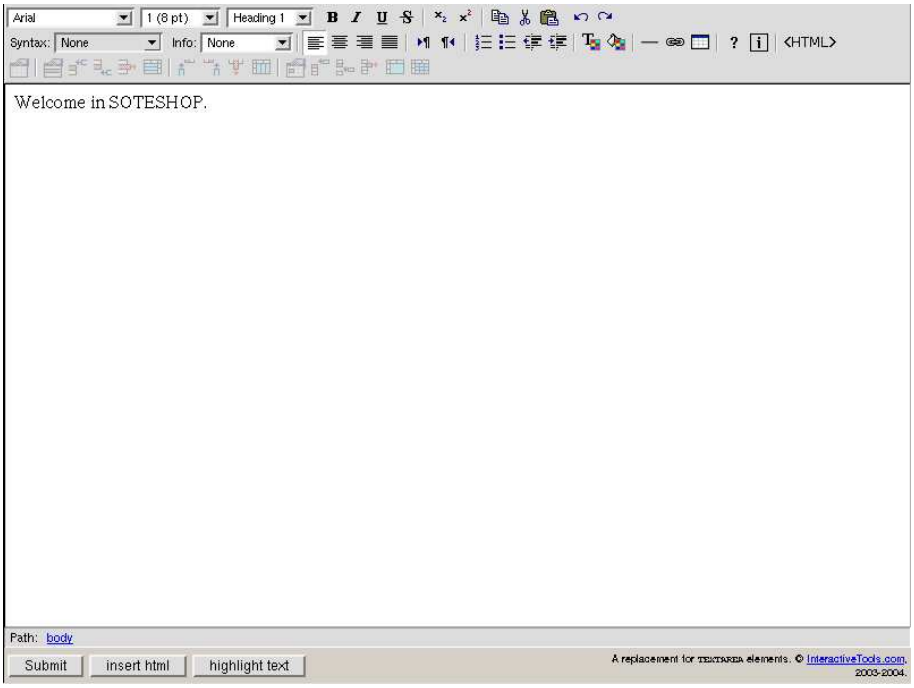


While editing any file we can insert HTML markers. The file is edited default on the built-in HTML editor. File editing is also possible in the popular web

editors (e. g. Frontpage, etc.). These files can be later placed on the server by means of FTP. All files in the Polish language version from the above list are placed in the directory ***soteshop2/themes/_pl/_html_files***, for the English version in the directory ***soteshop2/themes/_en/_html_files*** etc.

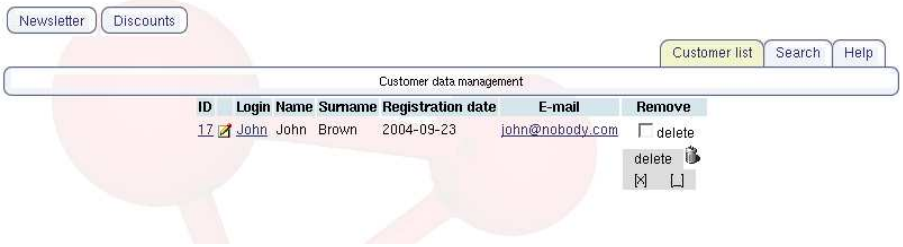
8.1 WYSIWYG editor

A built-in HTML editor is available in file editing. It allows editing and formatting texts without the knowledge of HTML. Everybody who can operate any text editor, will be able to prepare even very complicated documents. Below there is the example of text editing from the main page:

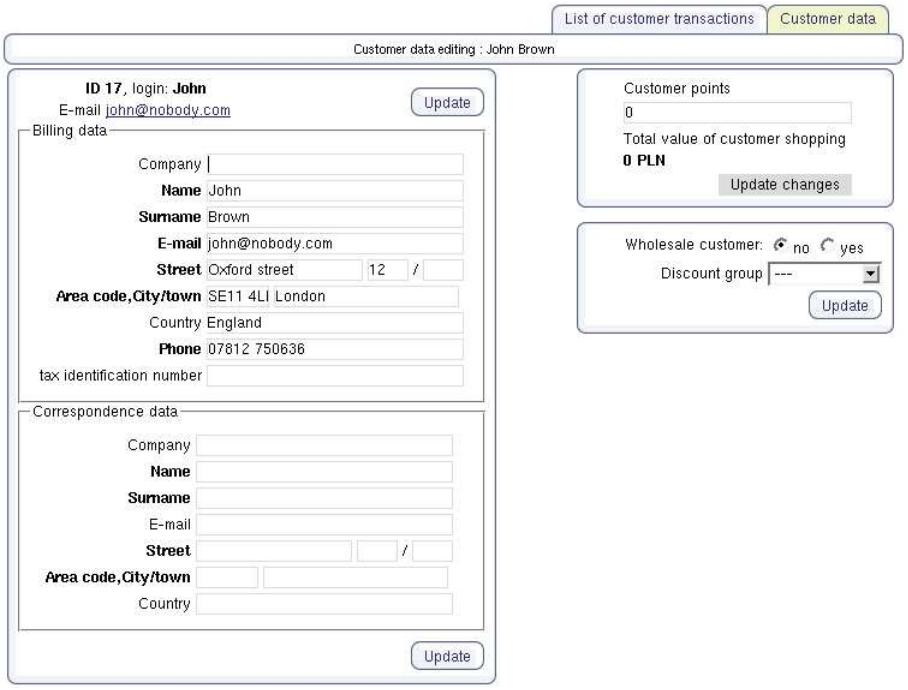


9 Customers

The option allows customer database management. If you want to get to the data of customers registered in the shop, you should click the tab ***Customers***. This is the exemplary list of registered customers:



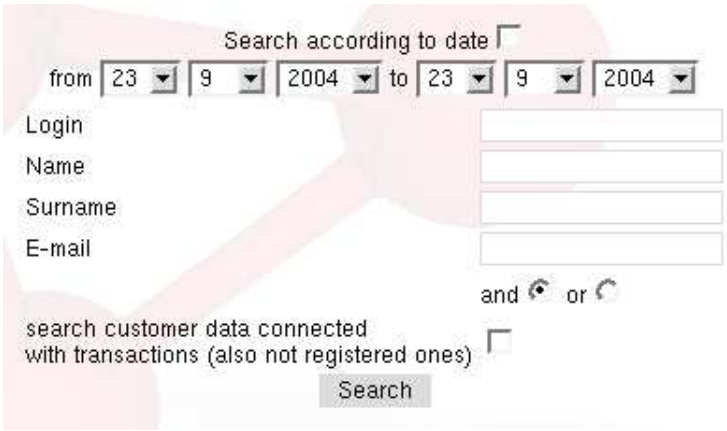
After clicking ID or customer login you get an access to his full data. The screenshot below contains the full data of the customer **John Brown**:



As you can see you are able to edit the customer's addres but also some additional data such as points, discount group assignment or customer marking as a wholesale dealer.

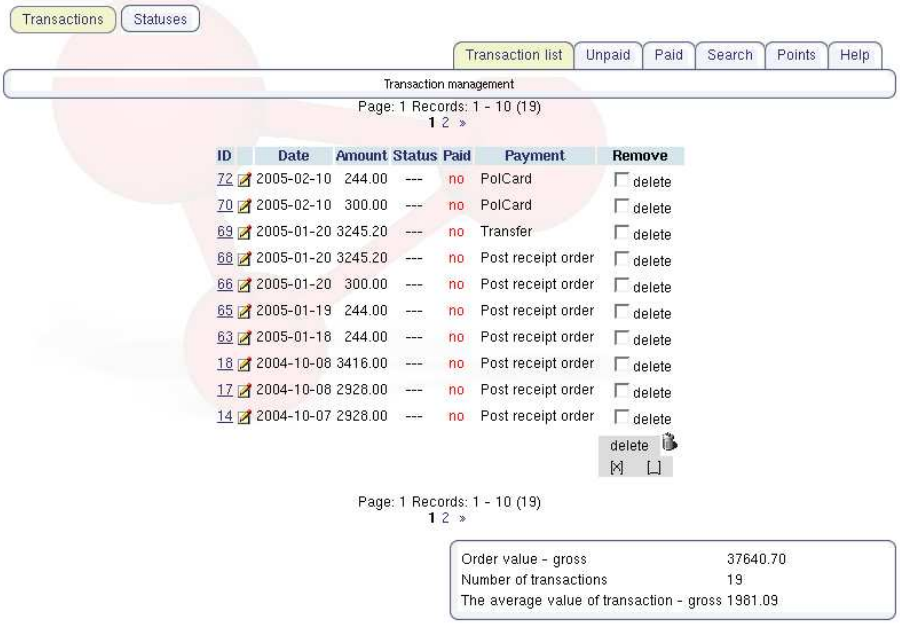
Every customer can be marked as a wholesale client or assigned to a discount group. The wholesale customer marking has the priority. The detailed description of discount groups is presented later.

From the level of customer full data you can also get to his transactions (if he had any). The application allows browsing, editing and removing customer data. The system is also equipped with the advanced search mechanism. The mechanism is, for example, able to find the customers who registered at a given period of time - you have to click the tab ***Search*** and indicate the search criteria.

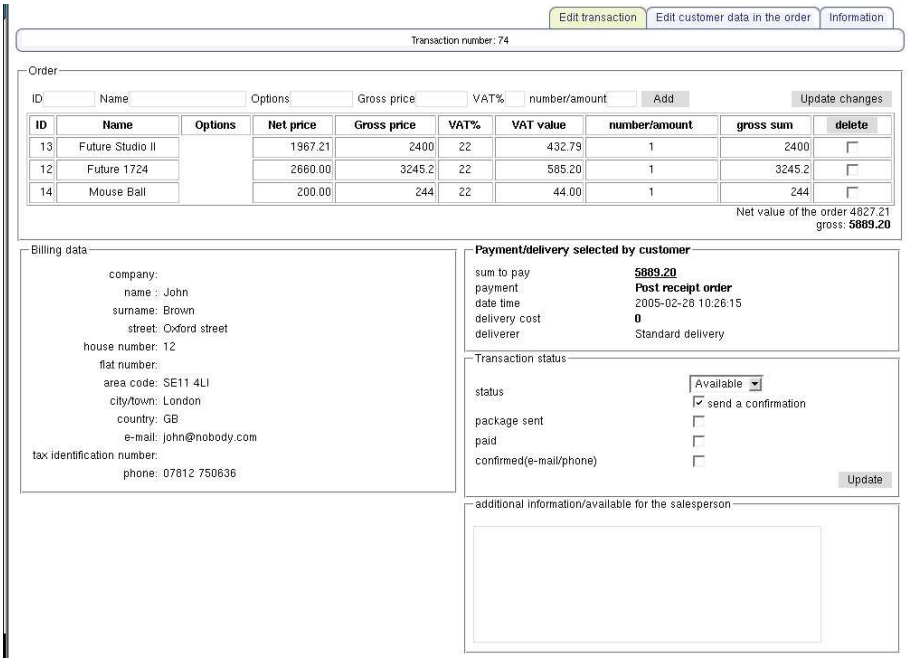


10 Transactions

The system guarantees an easy and fast access to transactions in the shop. The administrator is able to browse the list of ordered goods, define the order status (***Status***) or assign the number of points for a given cost of an order (***Points***). After clicking the tab ***Transactions*** the list of transactions conducted in the shop will be displayed.



After clicking the order number (***order_ id***) we get an access to detailed transaction data. In this way the administrator can change the product status (e. g. *available product, product not available, parcel has been posted* etc.).



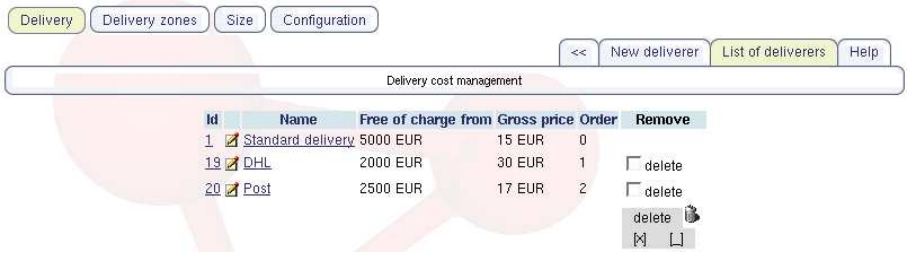
An access to full customer data is possible when you click the book mark ***Customer data***. The user can receive the list of all unpaid orders after clicking the button ***Not paid***. There is also the possibility of advanced search of orders according to given criteria (***Search***).

11 Additional options

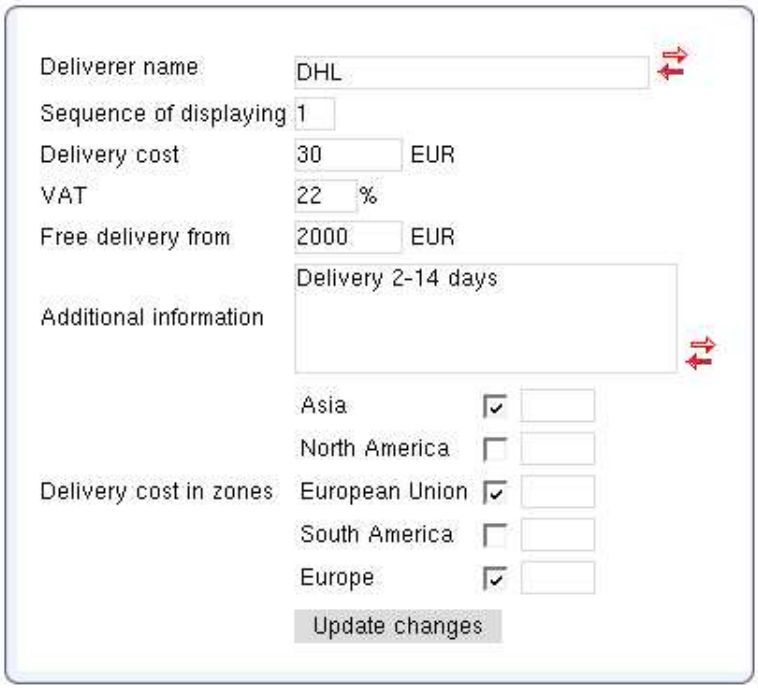
The application **SOTESHOP** enables the user to manage delivery costs (***Options->Availability***), define the VAT rates (***Options->VAT rates***) and currency rates (***Options->Currency rates***).

11.1 Standard delivery

The option allows defining the deliverer name, delivery costs, short description or the value of shopping above which the delivery is free. The below illustration exemplifies the list of deliverers:



After clicking the deliverer name we get an access to data editing. A new deliverer can be added by clicking the tab ***New deliverer***.



11.2 Extended delivery

There are two new modules defined in the panel which serve to introduce the unit of measurement of goods (default unit) and the module which allows introducing delivery zones. Both modules can be used for differentiating delivery prices in accordance with the country of delivery.

11.2.1 Units of measurement module

In this module default units of measurement can be defined (delivery costs in the shop can be regulated according to these units). Any default units appropriate for particular articles offered in the shop can be defined. The following parameters should be defined: 1.unit of measurement name 2.maximum value of the measurement unit for which the range will be defined.

The name of the measurement unit should be defined in the main configuration ?Configuration/General configuration?. The following units and measures can be used as units of measurement:

- kilogram
- item

- capacity
- other

11.2.2 Zone defining module

In this module it is possible to: define a new delivery zone, assign countries to this zone and define delivery prices in the zone in accordance with the unit of measurement (e. g. capacity) of goods to be sent. Countries from the multiple choice list should be assigned to the delivery zone. Next, you can assign delivery zones to particular deliverers and define basic delivery costs. If a given zone is assigned to a deliverer (it is optional), the possibility of defining delivery price according to the virtual measurement unit appears.

11.2.3 Deliverer module

The module has been widened in such a way that it is possible to differentiate delivery prices in compliance with a delivery zone. While editing or adding a new deliverer the list of all delivery zones appears. This list can be used for defining delivery costs for each zone.

11.2.4 Defining delivery costs - example

You intend to define a delivery in your shop. Standard deliverers are already defined default. The advanced delivery configuration should be started from defining delivery zones.

- Enter **Options->Delivery->Delivery zones**

- If you want to change the existing zones, enter zone editing by clicking the edit icon.
- If you plan to add a new delivery zone, enter **Add zone**.

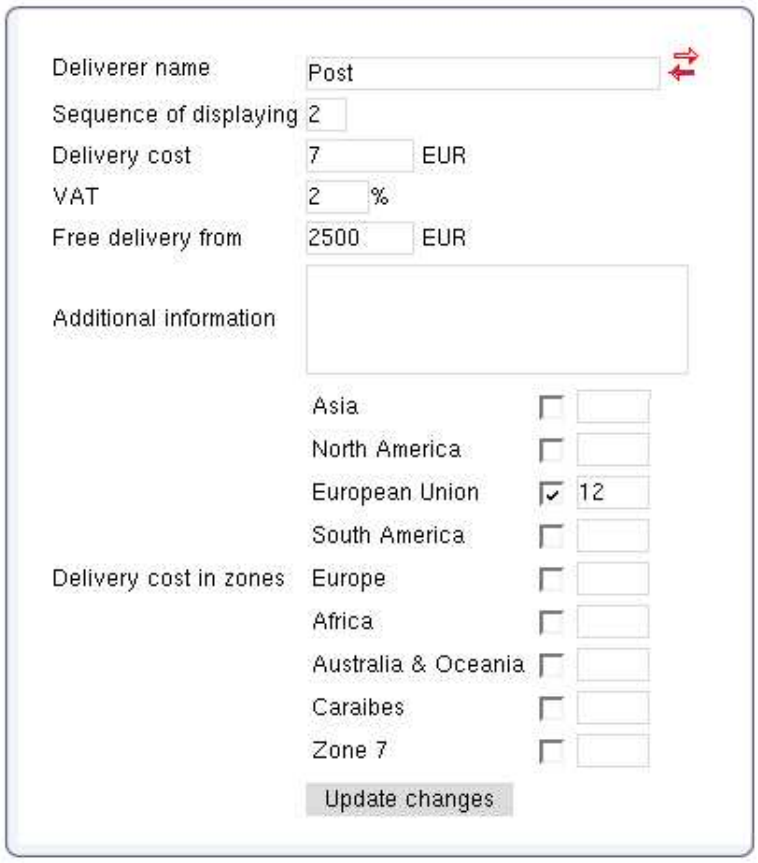
- While editing (delivery zone adding) type in the zone name (e. g. Zone 7) and mark the countries which should belong to a given delivery zone using the keys **Shift, Ctrl** and the mouse. (**Shift** should be used for marking the group of countries and **Ctrl** for marking single countries).

- After approving the changes by clicking **"Update changes"**, the current list of countries belonging to a particular delivery zone will be displayed under the country selection window:

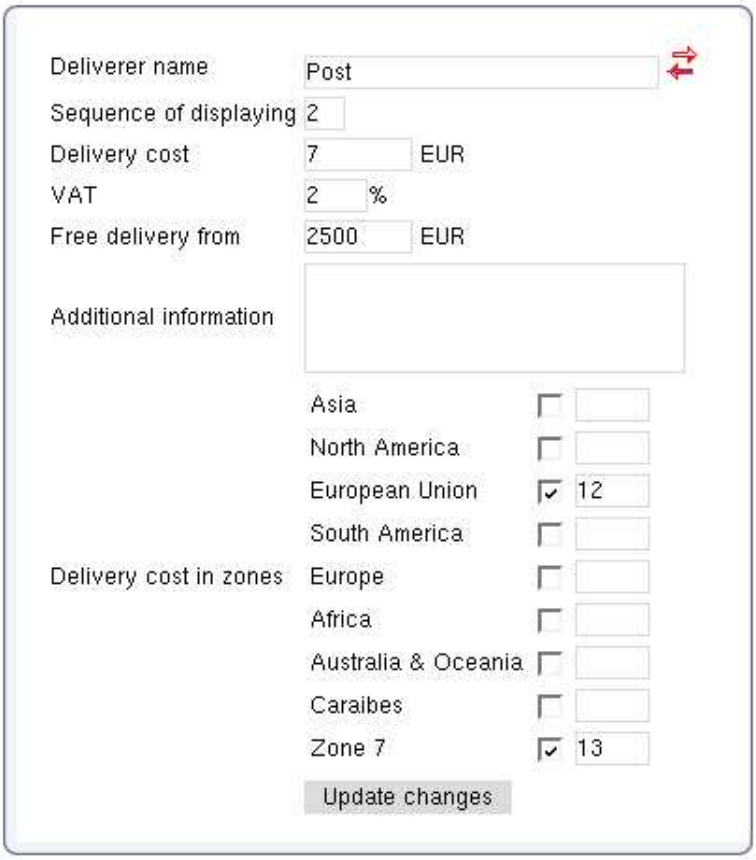
- You have assigned two countries to the zone - it is illustrated in the picture above.

After defining the delivery zones you should come back to the configuration of deliverers in order to define delivery costs for each delivery zone.

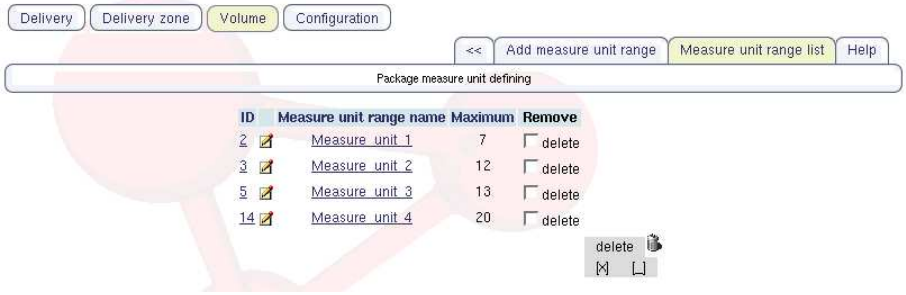
- Now enter **Options->Delivery** once again and select one deliverer clicking the link. As a result the below window will appear:



- Here the delivery costs for a particular delivery zone can be defined through the deliverer being editied. Now mark the delivery zone and type in the sum (delivery cost for this delivery zone). In the example above the deliverer "Poczta Polska" receives a fee in the zone "Zone 7" - 13 EUR.
- At this point you can assign the delivery cost to the newly created zone ("Zone 7"). This is the basic delivery cost for a given zone. It can be increased by delivery costs in accordance with the package size. The picture below illustrates how to define basic delivery costs:

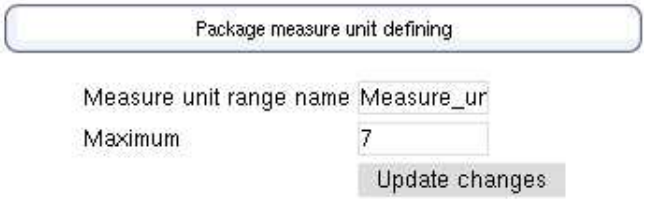


After defining the delivery costs in the zone you created ("Zone 7") come back to the zone module choosing the button "Delivery zones". There you can define delivery costs for a particular zone according to the unit of measurement or weight of the goods to be sent. The size range should be defined in the module "Units of measurement". After entering this module you will receive the following:



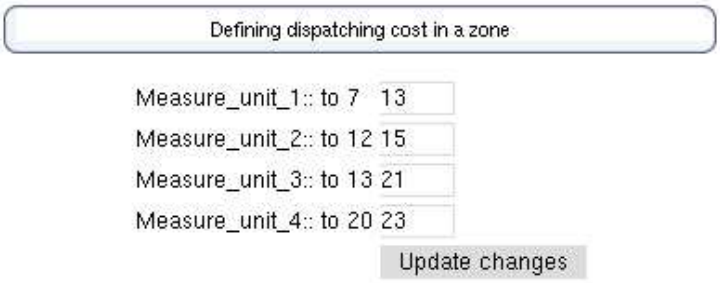
- Here the ranges of measurement units of goods being sent can be defined. As the illustration above shows there are 4 ranges of measurement unit

defined (if the shop sells e. g. CDs, it can be decided that the measurement unit is an item, that is one CD). The ranges of measurement unit can be changed and new ranges can be added according to the individual needs. When you click the edit icon using the mouse, you will get the following:



- After approving the changes and setting the necessary ranges of measurement units you may exit range defining and move again to zone editing ? you define delivery costs in the zone (in accordance with the measurement unit of goods). When you choose the zone you have defined earlier, you will get:

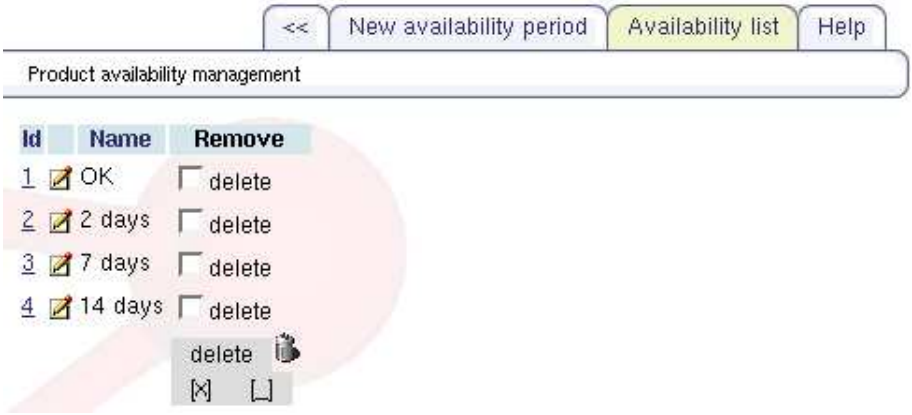
- As the above picture shows, after defining delivery costs in the zone ("Zone 7"), the deliverer ("Poczta Polska") appeared in the section "Delivery prices". Now the costs of delivery (according to the package size) can be assigned to this deliverer. Clicking the link "define delivery prices" you will move to the window in which you can define delivery prices according to the measurement unit of goods.



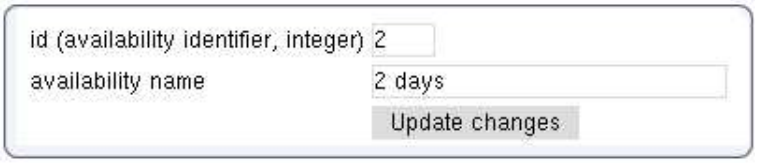
- The picture above shows that the delivery costs according to the size of the package have been defined. The sum of delivery costs in the zone and delivery costs according to the size of goods to be sent constitute the total delivery cost.

11.3 Availability

The option enables the user to define the periods of product availability.



After clicking the ***Availability period id*** we can edit the data.



A new availability period can be defined after clicking the tab ***New availability period***.

11.4 VAT rates

The option allows defining the VAT rates.

11.5 Currency rates

The option allows defining currency rates.

12 Category optimization

This option should be called to update categories and producers. Additionally, the option generates special elements which allow accelerating the shop's operations and the optimization of enquiries. After clicking the tab ***Optimization***, there will be three options to select. The button ***Categories*** makes possible updating the category list. The button ***Producers*** can be used to update the producer list. The third button ***Categories and producers*** replaces invoking the first two buttons.

ATTENTION! The optimization option should be called after introducing changes to categories or producers. For example, the new category has been added, the category name has been changed, the category has been removed, the producer has been added etc.

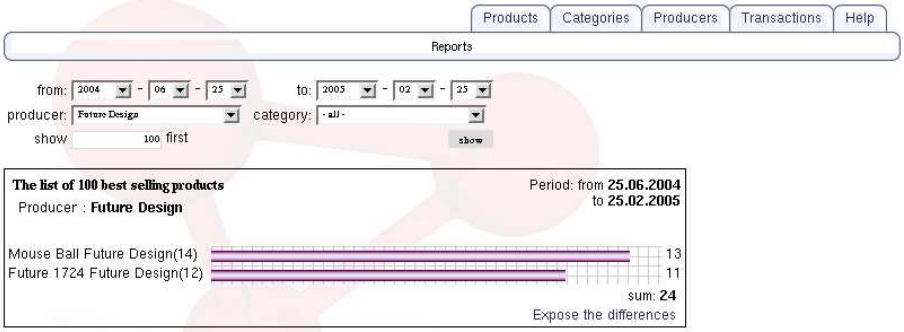
13 Salesperson data

After clicking the link ***Salesperson data***, you will get an access to its editing. It will become possible then to define the salesperson data such as name, address, phone number etc. and also the e-mail address the orders will arrive at.

14 Reports, statistics

There are reports available in the shop that concern the sales of products: their value, amounts, categories, producers. The link to these reports is placed in the top text menu ***Raports, statistics***. After opening it, the form for data definition will be displayed. The report will be generated according to it.

14.1 The example of report chart



14.2 Available reports

- **products** - presentation of products which were sold in largest quantities in a given period, filtering products according to the producer and/or product category is possible

- **categories** - presentation of categories from which the biggest number of products were sold in a given period, the values correspond to the the number of sold products from a particular category
- **producers** - presentation of producers who own best-selling products in a given period
- **transactions** - specification of numbers or value of transactions in a given period with a division into months, days or hours

Part III
Language versions

15 Configuration

After entering ***Languages*** (icon on the main page of the administrtive panel) you start with clicking ***Configuration***.

There you can set up a default language version for the shop or select the default currency for each of the language versions separately. By marking (unmarking) the option ***Activate language x***, you activate (inactivate) a given language version (the flag on the main page). If you want to have only one language version in the shop (e. g. Polish), set the Polish version as default and inactivate all other versions - as a result all the flags in the shop will disappear. However, you may change your mind and activate the English (German) version at any time.

16 Dynamic dictionary

The system responsible for the language versions management is designed in such a way that there is no need to introduce repeatedly the same texts present in many different parts of the shop. This function is fulfilled by the dynamic dictionary.

Texts in the shop can be divided into static (system messages, e. g. thank you for your shopping and descriptive texts, e. g. the text displayed above the basket) and dynamic ones (introduced mainly by the shop manager, e. g. category names, deliverer name). After clicking ***Dynamic dictionary*** you

can see the list of dynamic elements - you can click any of these and enter your translation. You can also add a new dynamic element to the dictionary, e. g. the name of product availability status (available, not available). In other parts of the shop there are facilities that can be used while adding a new expression (e. g. a new deliverer) - the arrows leading directly to the window in which the translation of the term into another language can be added are displayed.

16.1 Import of category names to the dictionary

The import of category names to the dictionary allows the automatic introduction of category names present in the shop (you do not have to introduce them manually). You should remember, however, that it is necessary to translate the imported category names in the dictionary.

The introduced changes, entered in the dynamic dictionary, will appear in the shop after pressing the button ***Activate the changes***.

16.2 Example of a dictionary list

17 Constatnt language definitions

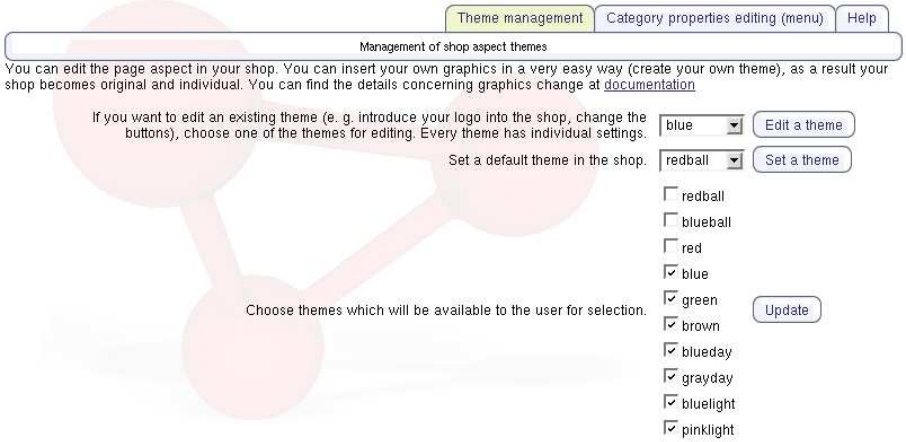
This option allows translating static texts in the shop. To see the list of these texts (expressions), use the search function. You can search all phrases containing a given word (e. g. price) or all expressions from a given group (e. g. all expressions connected with "basket"). When the list is displayed you can change the expression in any of the language versions or complete the translation.

17.1 Other language versions

The option also helps to change the English or German version into a different one, e. g. French (it changes all English expressions in the shop into French ones).

Part IV
Changing the aspect of the shop

Changing the aspect of the shop is possible by means of Aspect editing module. After clicking this link, the following screen should be displayed:



The above panel allows, among other things, influencing the graphic aspect of the shop by editing the specification of graphic elements selected on the first selection list, that is so-called graphic theme of the shop.

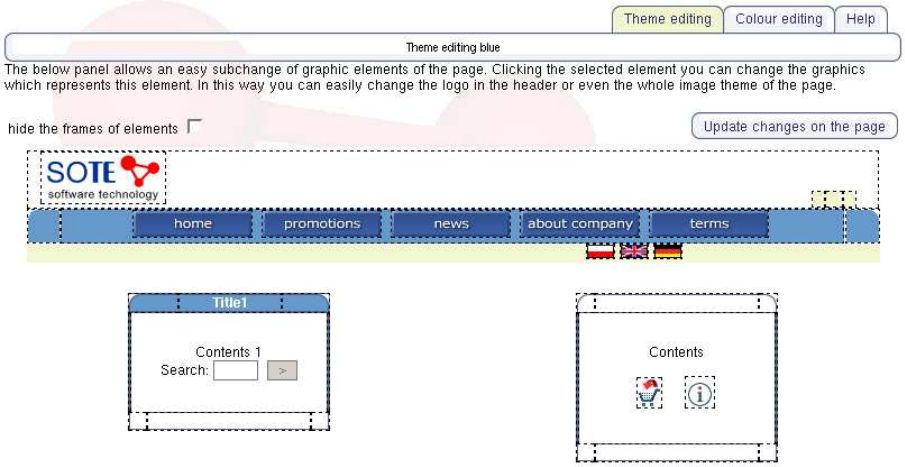
The second selection list makes possible setting the default graphic theme in the shop. After choosing the theme and clicking ***Set the theme***, the graphic design of the shop will change according to the selected theme. When you enter the shop it will be possible to notice which theme is set default and which set of graphic elements it represents (it facilitates the selection of themes for editing).

The list of graphic theme names with the check box next to each name constitutes the third element of the screen. Marking the box next to a given name and clicking ***Update*** will make the appropriate theme available for the shop user on the selection list on the page. The user is now able to change the graphic theme in which his internet browser will present the shop (if the list of themes to select is included).

The choice of the themes from the first selection list and clicking ***Edit the theme*** transfers the user to the editing panel of this theme.

18 Graphic theme editing panel

The panel looks like that:



The panel takes the form of simplified image of the page. There are graphic elements present which are repeated on the shop pages and which decide about its aspect. The majority of these elements are marked by a dashed frame. Clicking such an element brings about displaying the form of its graphic change (the window in which you can attach a graphic file will be displayed). After the replacement of some graphics, the change is immediately visible, however only on the administrative panel. If you want to see the introduced changes on the page you should always click the button ***Update on the page***.

Above the panel the sub-menu can be found - its second tab leads to the colour editing panel.

19 Colour editing panel

The panel allows changing certain colours in the theme selected for editing on the screen ***Aspect editing***.

The are several colours available for editing. In most cases their names suggest which elements a particular colour concerns. Colours can take values according to the HTML colour name standards. Clicking the tab ***Approve*** makes the change visible during the transition to the graphic theme editing panel. Clicking ***Update changes on the page*** will bring about displaying changes on the shop pages.

Part V
Descriptions of the advanced functions of the shop - examples

20 Integration with Onet Passage

20.1 Configuration

20.2 Giving the products Onet attributes

20.3 Product transfer to the passage

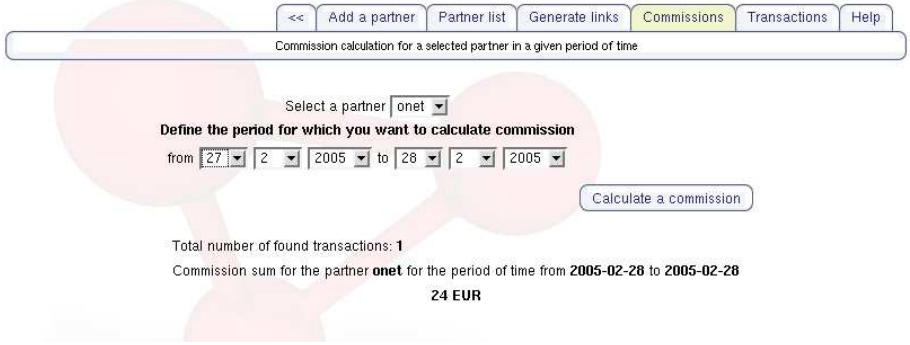
20.4 Transaction calculation

21 Partner module

The system recognizes and marks transactions redirected from partners' pages. It makes possible defining new partners and gives full possibilities of partner data editing. While adding a new partner you should define the following parameters:

- Partner's name
- Partner's internet address
- Partner's e-mail address
- Partner's identifier
- Partner's commission in percentage

The system enables the user to automatically generate the link for partners. After clicking the tab ***Partners->Generate the links*** the user can choose the partner he wants to generate the link for and send the generated link to a given partner. The partner module allows automatic calculation of commissions for a partner from a transaction and commissions for a given period of time (e. g. 7 days, a month).



The tab ***Transactions*** makes possible watching transactions started on partners' pages and finished by shopping.

22 Attribute module

22.1 Description

The attribute module is used for presenting products in different configurations. It gives customers the possibility of choosing the kind of product according to

the criteria declared by the salesperson e. g. colour, size, equipment. The following elements can be defined as attributes:

- Product properties (colour, size etc.) with the option of price and photo change
- Equipment - other products from the shop can be defined here - they can be presented default in detailed information about the product
- Categories constituting the configurator

22.2 Attributes

Attributes should be defined in product editing on-line in ***Advanced options***.

22.2.1 Product properties

This option allows defining the product properties, including the possibility of price and photo change. You have the following options of price change:

- Increase in price by X after selecting a given attribute value
- Price reduction by X
- Giving the price X

If you have a number of attributes the price is counted on the basis of all selected options. You can, for example, declare that jumpers in size XL will be 10 zl more expensive and jumpers with a hood will cost 25 zl more. In this case we have to enter the appropriate data in product options.

```
Size
L
XL, +10
Additions
Additional pockets
Hood, + 25
```

22.2.2 Defining attributes / prices / photos

In the field concerning attributes the data is entered in the following format:

```
Multi

Attribute name
Value 1
Value 2

Second attribute name
Value 3
Value 4
```

In the 1st line you should introduce the word "multi". It means that the data below will concern the attribute module, with the possibility of displaying many options, prices, photo change etc. The next line should be left empty. Then you define attributes. In the 1st line you put the attribute name Attribute name, in the next lines the values of other attributes. If you leave a line empty, the next data will be treated as another attribute.
Attribute values can be defined in the following way:

```
Value, price, photo
```

value attribute value, e. g. XL, L, S
price e. g. 100-> assigning the price 100 to the product, +100->increase in price by 100, -100->price reduction by 100
photo product photo presenting the selected option (from the directory htdocs/photo) - after selecting a given option the product photo will be automatically changed without reloading the page; it is possible to define one attribute with the option of price change, and it is recommended to place such an attribute as the first on the attribute list

```
Example:
Size
L, test1.gif
XL, +10, test 2.jpg
Additions
Additional pockets
Hood, +25
```

22.2.3 Example of data in file format from a spreadsheet

	A	B	C
1	A003	Size	Additions
2	A003	L, test1.gif	Additional pocket
3	A003	XL, test2.gif	Hood, +25

The description of off-line updating is presented later.

22.2.4 Example of the presentation

22.3 Equipment

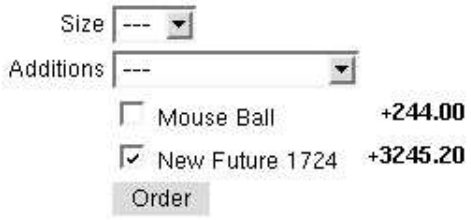
The attribute module allows defining equipment connected with the purchase of a given product. If you want to buy a computer you can define different

options which a customer can select for a particular product, e. g. software. "Equipment" means products from the shop other than the presented one. They can be automatically added to the basket by marking the additional field. Each of these products can be set as marked default by a salesperson. The example below illustrates how such attributes can be defined:

```
Software
ID: 14
ID: 15,1
ID: 16,1
```

where 14, 15, 16 are products' IDs, and 1 following the coma means that the product should be marked default.

22.3.1 Example of the presentation



22.4 Configurator

For some products defining all possible selection options by entering every product separately could be time-consuming, e. g. in the case of computer configuration all motherboard and disk IDs would have to be entered. To make it easier, the attribute module allows defining categories from which a customer selects additional elements, e. g. when you define motherboard category the customer gets the list with all products from that category. If you add a new motherboard it will be automatically added to the list on which this category is defined as attribute. This is the example of defining categories as attributes:

```
Motherboard
IDC: id_23

Disk:
IDC: id_24

System software:
IDC: 12_34
```

where id_23, id_24, 12_34 are the values of idc parameter transferred in URL while calling a particular category (after clicking a given category on the category list).

22.4.1 Example of the presentation

Exmple for the data:

```
LCD monitors:
IDC: id_28
```

22.5 Attributes in off-line mode

If you want to introduce many attributes to different products at the same time you can use off-line updating. It consists in creating the appropriate file in spreadsheet. When the file is ready, you save it in CSV format with tabulator as a separation character (without text boundary characters). Next, the file should be entered into the shop from the administrative program level of the application.

22.5.1 File description / examples

The file can contain no more than 11 columns (next ones will be ignored). The 1st column contains product ID, the following ones attribute names and data. For each product the 1st line determines the names of attributes which will be presented in consecutive lines:

```
|A002|Size|Type|
```

or

```
|A003|Processor|Memory|Additions|
```

in the next lines you put attribute values, e. g. :

```
|A002|XL|Junior |
|A002|XL|Junior2|
```

or

```
|A003|AMD  |256 MB Kingstone|Mouse|
|A003|Intel|256 MB Noname   |Pad  |
```

Examples 1 and 2 as a whole:

```
|A002|Size     |Type            |
|A002|XL       |Junior          |
|A002|XL       |Junior2         |
|A003|Processor|Memory          |Additions|
|A003|AMD      |256 MB Kingstone|Mouse    |
|A003|Intel    |256 MB Noname   |Pad      |
```

The format of appropriate attribute values is the same as in the case of on-line updating. You can, for example, introduce XL, +100 or XL, +100, a011.jpg instead of value XL.

22.5.2 Attribute loading

If the attribute file is ready we choose:

```
Price list import -> Attributes
```

We attach the file selecting

```
Load attributes
```

After attaching the file the system will automatically move to the tab

```
Update
```

where the button which starts updating is located. When attribute loading is started the new window appears - the status of attribute loading is visible there. When attribute loading is finished attribute updating summing up is displayed. If the attributes are not loaded properly you should look into the tab

```
Status
```

where the information about data updating process is displayed. (if you enter the data in the erroneous format the appropriate information appears).

22.6 Summing up

The module presented above offers several possibilities of defining product attributes. It consists of many mechanisms which can be used in different configurations - this gives a great range of available configuration options. Moreover, the functions of the module can be expanded and adjusted to specific and non-standard settings.

Part VI
Advanced discount systems in SOTESHOP

Who is the SOTESHOP discount system intended for?

The discount system was created to enable salesmen to award bonuses to regular customers and adjust the offer to the needs of partners. The system can be used effectively in B2C and B2C types of sale.

This software enables you to make your offer more attractive and increase the sales results in your shop.

23 Discounts in SOTESHOP

23.1 Description

SOTESHOP allows very precise discount defining. As a result, the offer can be better adjusted to individual customers. The following discounts can be defined:

- discount for a product
- discount for a discount group
- discount for a category
- discount for a producer
- discount for a category and producer individual discounts for categories, producers, categories and producers, separately for each discount group

23.2 Discount for the product

23.2.1 Sale with a discount

Discount can be defined for every product - then the product will be sold in the shop with a disount of e. g. 5%. The information about a discount will be displayed next to the product. In this way you stress the fact that the price in your shop is lower than in other shops etc.

23.2.2 Crossed-out old price

Instead of the information about the discount you can introduce the so-called old price. This price will be displayed next to the product and crossed-out. This makes the customer feel that he pays less for a product and, as a consequence, influences positively the quality and increases the value of shopping done in your shop.

23.2.3 Maximum discount

There is a possibility of defining the maximum discount for each product. It allows more precise discount defining and protects the shop owner from selling the product below the profitable price (e. g. when someone makes a mistake in assigning a discount to a particular category etc.).

23.2.4 Discount editing for the product

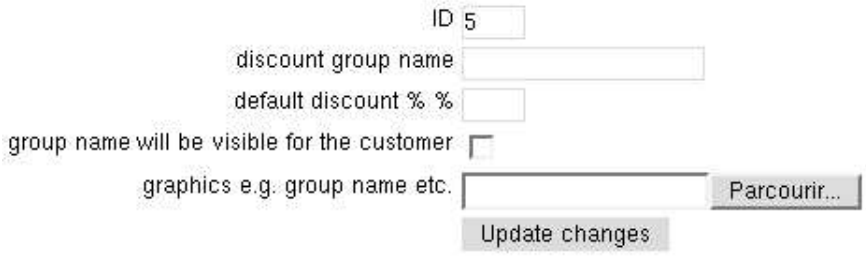
23.3 Defining discount groups

You are able to define any number of discount groups in the shop, e. g. ***Partner***, ***Regular customer***, ***VIP*** etc. For each of these groups individual discounts can be defined. Every customer registered in your shop can be assigned to a suitable discount group. When the customer is logged in, the system recognizes his discount group and displays the appropriate prices.

Discount group editing starts when you click ***Start***. Next select the icon ***Discounts*** and click ***Edit discount groups***.

7

Now add a new group clicking ***Add a discount group***.



Now you should enter the data into the form. If you mark the option ***Group name visible for the customer***, after logging in, the customer assigned to the group will receive the information that he belongs to this particular group. This option was introduced to inform the customers belonging to more prestigious

groups (e. g. VIP) about their group assignment. It influences the relationship between the customer and the salesperson and the customer?s decisions concerning his shopping - customers usually appreciate individual treatment and more often decide to do the shopping in your shop. If the customer belongs to a less prestigious group, the group name does not have to be displayed - the customer will not have negative impressions related to this fact. Instead of informing someone about the fact that he/she belongs to a less important group, the system stresses that the customer has an individual discount. As a result, the customer feels appreciated and often comes back to the shop.

If you want to underline the group name you can attach a photo (with a group name in a graphic form). Then, after customer's logging in (in discount option), the attached graphics will be displayed.

Adding a group involves defining a default discount. This discount is binding for all products if the logged in customer belongs to a given discount group. The discount can change according to a category, producer etc.

23.4 Individual discounts for the category

It hardly ever happens that all products in all categories can be assigned the same discount. Usually the goods are sold with different discounts. Therefore, you should have the possibility of defining the appropriate margin of profit for particular product groups. Without this function your profits decrease as the goods are too expensive (and fewer people decide to buy), or they are too cheap and you are not likely to make a profit selling them.

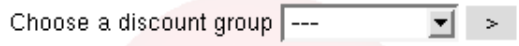
SOTESHOP allows precise defining the discounts for every category and subcategory. As a result, you can define the individual discount for every category (e. g. Printers, Monitors etc.). Discounts can be also defined for sub-categories (e. g. Printers->ink-jet, Printers->in-jet->colour->A4 format).

Such a division of discounts makes possible adjusting the margin of profit to products and that results in making a bigger profit.

23.4.1 Defining the discount

If you want to define discounts in categories you should select the button Define discount and then the tab ***Categories***.

The category list with fields in which discounts can be entered will be displayed.(If the list is empty, click the tab ***Category and producer import*** and then click ***Categories*** again). At the top you can define the discount group to which discounts will be introduced.



None of the groups is selected default. Therefore, we declare discounts for all discount groups. It makes work more effective, especially when some discounts for particular groups are the same. If you select any group from the list, the discounts you are introducing will refer to this selected discount group.

Now you can start defining discounts. Enter the discounts appropriate for particular groups and click ***Update***.

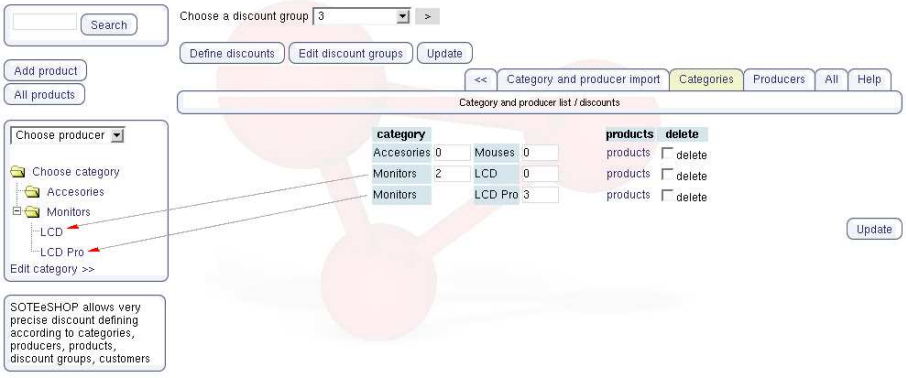
ATTENTION! Defined discounts are not automatically visible in the shop. If you want to activate them, click the button ***Export***. It allows defining the offer and entering the complete data into the shop. The export system accelarates the rate of work, as the system does not have to check continually the discounts which are being defined in the base

23.4.2 Products from a given discount group

The product list from a given category will be displayed automatically when you click the button ***Products***.

23.5 Individual discounts for the producer

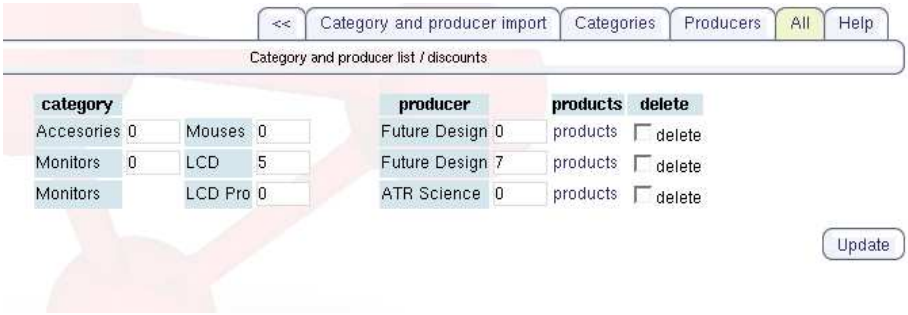
In the shop you are also able to define individual discounts for producers. Discount defining is similar to discount defining for categories. After selecting the producer you can move to all categories of a given producer. Consequently, the navigation on the discount system becomes much easier. After selecting the list of discount categories for a given producer, the system automatically changes the category list placed on the left side of the panel. Now you can quickly review the products from the product category of a particular producer.



23.6 Individual discounts for the category and producer

It is possible that discount defining for a given producer in a given category will be needed (e. g. in a situation when you want to assign a defined discount only to one producer in a category or when in a given category each producer gets a different discount). This option enables you to define e. g. 5% discount for the HP producer while in the category **Printers->ink-jet+HP producer** you assign 7% discount. Thus, every HP product will be assigned 5% discount, with the exception of products belonging to the category **Printers->ink-jet** where the discount will be 7%.

To define discounts for a category and producer click the tab ***All***.



Discounts for a category and producer should be entered next to the producer name. Next to categories discounts for a category can be defined as well.

23.7 The hierarchy of discounts

Some discounts can overlap while defining numerous category and producer discounts. The system recognizes such situations and does not assign double discounts. Discounts for particular products are given according to the following hierarchy:

1. discount for a category and producer
2. discount for a producer
3. discount for a category
4. discount for a discount group

(Discount cannot be higher than the maximum discount defined for a product).

At first the system checks if there is a discount defined for a particular category and producer. If so, it becomes a discount for a product. If not, a discount for a producer and next for a category are checked. If the system did not find any defined discounts for a category and producer, the product is assigned the default discount for a particular discount group (to which the customer belongs).

23.8 Examples of defining discounts

23.8.1 Example of promotion with discounts for producers

The discount system is perfectly suitable for creating different types of promotions. Assigning discounts to promotional products seems to be the simplest method. If you want to display the product on the promotion list, mark the field ***Promotion*** in product editing.

Products on promotion will be also automatically displayed in the promotional window on the shop pages. The customer who is in the shop will see the product photos with the price and discount. Clicking the photo, the customer can immediately order the product.

23.8.2 The use of maximum discount for promoting selected products for selected clients

If you intend to offer 2 products at a special price for a particular group of customers, you can use discounts for categories and producers and a maximum discount. Imagine the situation when there are 5 products in the category ***Printers->ink-jet***:

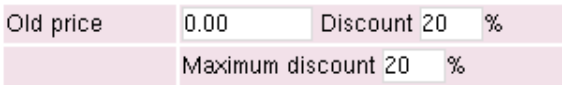
- printer 1 - 20% discount
- printer 2 - 20% discount
- printer 3 - 10% discount
- printer 4 - 10% discount
- printer 5 - 10% discount

You want to sell printer 1 and printer 2 at 20% discount, but the remaining 3 printers at 10% discount. First you should define 20% discount for the category Printers and you assign the maximum discount of 10% for printers 3, 4 and 5. Thus, the general discount for the category will be 20%, although the products 3, 4 and 5 have their discount defined as 10%. As a result, only the products 1 and 2 can be sold at 20% discount.

This method allows individual discount defining for products and product groups and for particular discount groups.

23.8.3 Sales in the internet shop

Organizing sales in the internet shop should be started by entering the default selling price next to the product and the discount the product can be sold out at., e. g. 20%. In order to avoid the situation in which the maximum defined discount for category or producer is >20%, we additionally define the maximum discount of 20%.



23.8.4 Designing an individual offer for one client

It might happen that you want to prepare individual offer for one customer. In this case you add a new discount group, e. g. **discounts for "John Brown"** and assign this group to the customer.

When "**John Brown**" logs in the shop, he will be able to do his shopping according to the offer prepared for him.

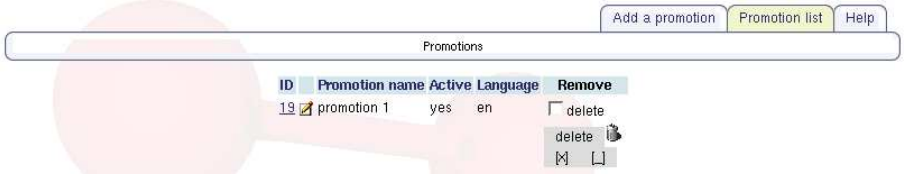
23.8.5 The use of discounts in B2B sale

Defining offers for discount groups or particular customers is perfectly suitable for conducting **B2B** sale. Every firm which does shopping in your shop can buy at individual prices. You can create a group to which the employees of a given firm will belong. SOTESHOP system keeps sales registration list, allows viewing earlier transactions and checking the status of order implementation. Thanks to this you can easily check particular transactions and turnovers.

24 Promotions

Occasionally there is a need to define commonly available promotions for the shop's customers, regardless of whether they are registerd or not. The promotion system serves this purpose. It is available after clicking the tab ***Plugins->Promotions*** or the icon ***Promotions***. The system is used for defining discounts calculated on the basis of shopping value. You can create **Test promotion** and give customers 2% discount in the shop. The first step is adding a new promotion and defining promotion codes. Next, you can place the message (e. g. on your partner's page) informing that every person who chooses this promotion and introduces the appropriate code (it can be given on your partner' page) will be given a discount. You can also send the codes by e-mail to the selected group of people.

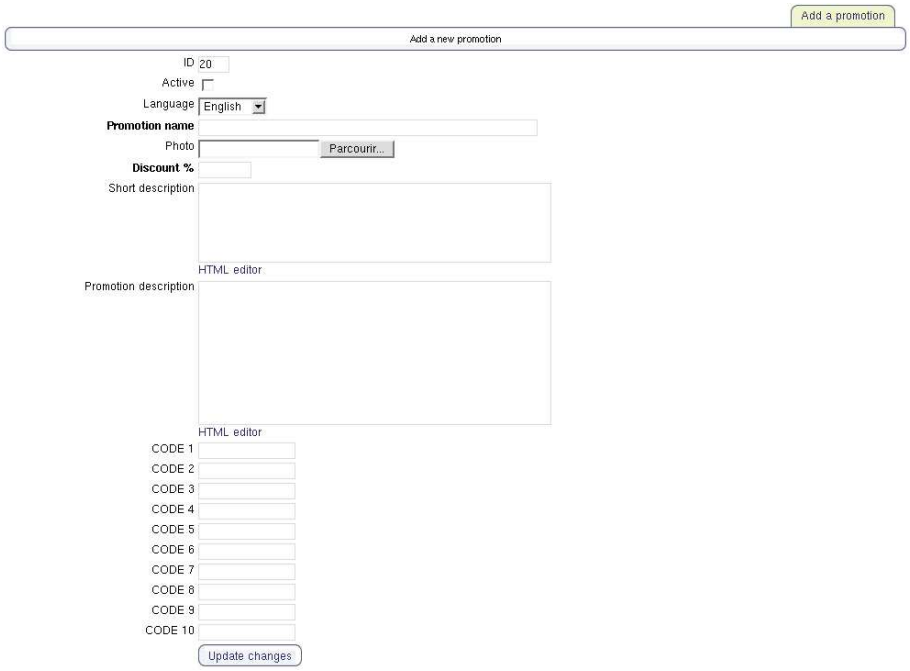
The example below presents the list of promotions defined in the shop.



ATTENTION! If the customer is logged in the shop as registered user assigned to a discount group or marked as a wholesale dealer, promotions will not be available (in order to avoid colliding with individual discounts assigned to the customer).

24.1 Adding a new promotion

If you want to add a new promotion click ***Add a promotion***. The new window presented below will appear:



Now introduce the promotion data: name, photo, short and full description, discount and promotion code.
Codes are used for authorization of people who want to take a promotion. There are 10 different code available for each promotion.

24.2 Checking promotion functioning

If there is at least one active promotion in the shop, the appropriate promotion selection form will be displayed in the basket. The promotion will be automat-

ically activated after entering the promotion code in the form.

24.3 Promotions in different language versions

The possibility of defining independent promotions for each language version is the additional function of the promotion system. While adding a promotion you have to select the language for which the promotion is being defined. As a result, defining the promotion in one language, we do not have to worry about the translation into another language.

25 System Pay Pal

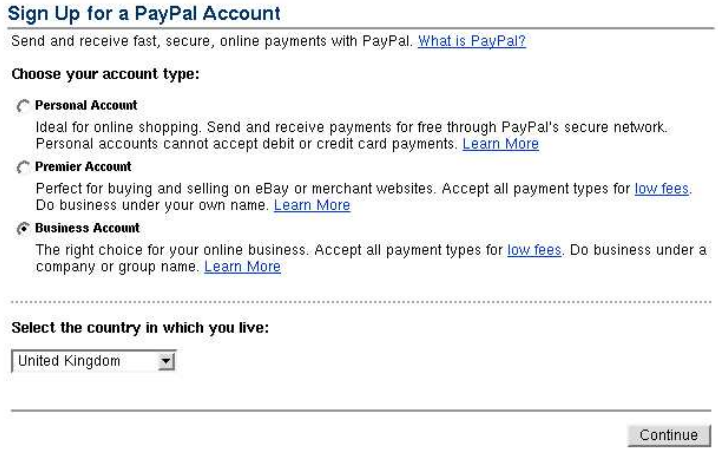
25.1 The PayPal system description

PayPal (www.paypal.com) is the system of secure non-cash payments created by eBay. It operates as the virtual wallet supplied by a credit card or bank account. It allows cash transfer between transaction parties. Pay Pal system is not available in all countries - before starting the system it is necessary to make sure that your country is on the list of countries where the system operates.

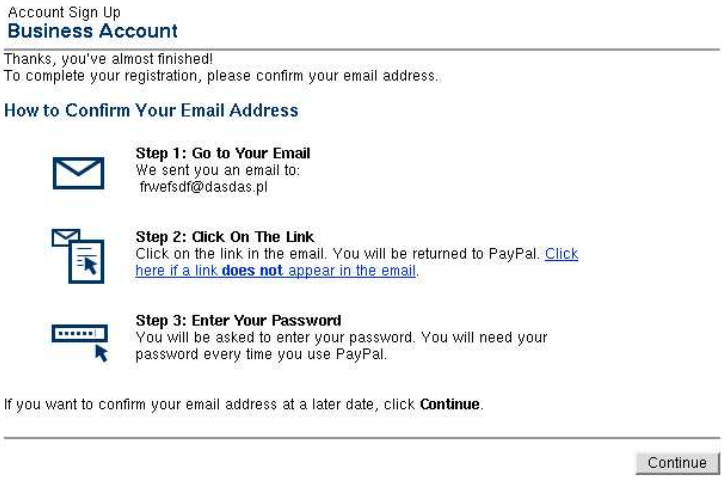
25.2 Introductory actions

In order to start the PayPal system in SOTEeSHOP application you have to start a business account in PayPal system. The first step is to enter the website http://www.paypal.com - there you choose the option of starting an account in the system as it is presented in the picture below:

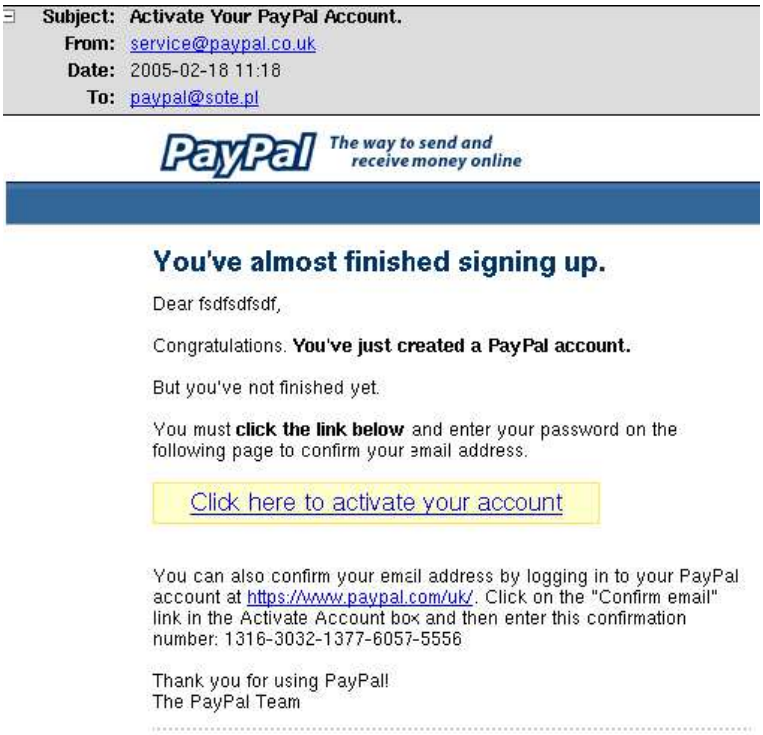
After entering the next page you can start one of the three types of accounts in PayPal system. Using SOTEeSHOP software for the internet shop requires selecting the option "*Business Account*":



As the picture presents you want to start an account in Great Britain. The system is not available in all countries ? if the country is not on the list you cannot use PayPal system. After pressing the button "Continue" you will be asked to fill in the form (here you give your address data). In the next form you give your e-mail address (it serves also as a user identifier and is necessary for authorising transactions) and the password which has to be memorised. The following should be displayed on the screen:



It means that your account has been registered. Now it is time to activate it. At this point there should be a letter from the PayPal system in your e-mail box. It contains the link you should click.



Subject: Activate Your PayPal Account.
From: service@paypal.co.uk
Date: 2005-02-18 11:18
To: paypal@sote.pl

PayPal The way to send and receive money online

You've almost finished signing up.

Dear fsdfsdfsdf,

Congratulations. **You've just created a PayPal account.**

But you've not finished yet.

You must **click the link below** and enter your password on the following page to confirm your email address.

Click here to activate your account

You can also confirm your email address by logging in to your PayPal account at https://www.paypal.com/uk/. Click on the "Confirm email" link in the Activate Account box and then enter this confirmation number: 1316-3032-1377-6057-5556

Thank you for using PayPal!
The PayPal Team

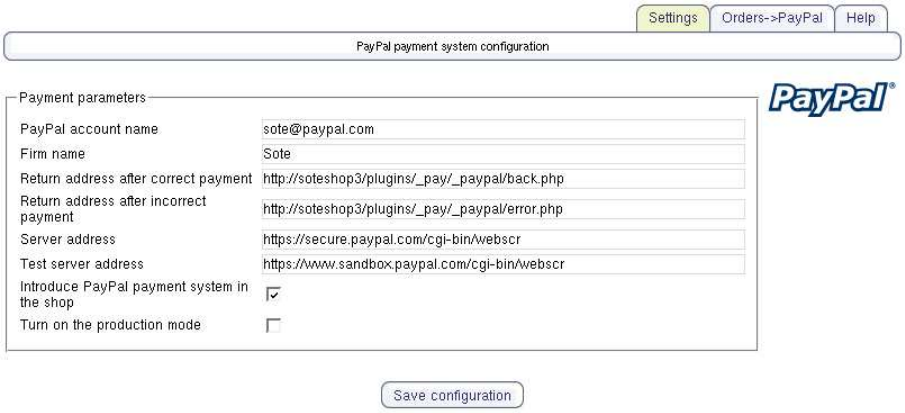
After completing these operations the PayPal account is active. Now the configuration of PayPal system in the administrative panel of the shop can be staretd.

25.3 The PayPal system configuration in SOTEeSHOP

To configure the PayPal service in SOTEeSHOP you should enter the administrative panel of the shop and then click the bookmark "*Configuration->Configuration - PayPal*". The configuration consists in introducing the basic data in the form and confirming it

- **PayPal account name** - e-mail address which was given while starting the account in the PayPal system
- **Firm name** - firm name is an optional parameter
- **Return address after correct payment** - the field is filled automatically and it depends on the shop address that was typed in Salesperson data. Shop address ->Internet address of the shop.
- **Return address after incorrect payment** - the field is filled automatically and it depends on the shop address that was typed in Salesperson data. Shop address ->Internet address of the shop.

- **Server address** - the address of PayPal system's server
- **Test server address** - the address of PayPal system's test server. This field does not require editing and it is filled automatically. The address is used if PayPal payment system operates in the test mode. PayPal system operates in the test mode when the field **Switch on the production mode** is turned off.
- **Introduce PayPal payment system in the shop** - if the field is turned on, PayPal payment will be displayed on the payment selection list at the moment of completing your shopping.
- **Turn on the production mode** - if the option is turned on (there is a tick in the field), PayPal payment system is in the production mode.



After saving PayPal system configuration setting the payment system is ready to operate. The button allowing payment by PayPal should be visible in the shop while selecting payment method.