

Yo!Kart Multi-Vendor Marketplace

Version 7 Features List





Multi-Vendor Marketplace

—| Features List |—

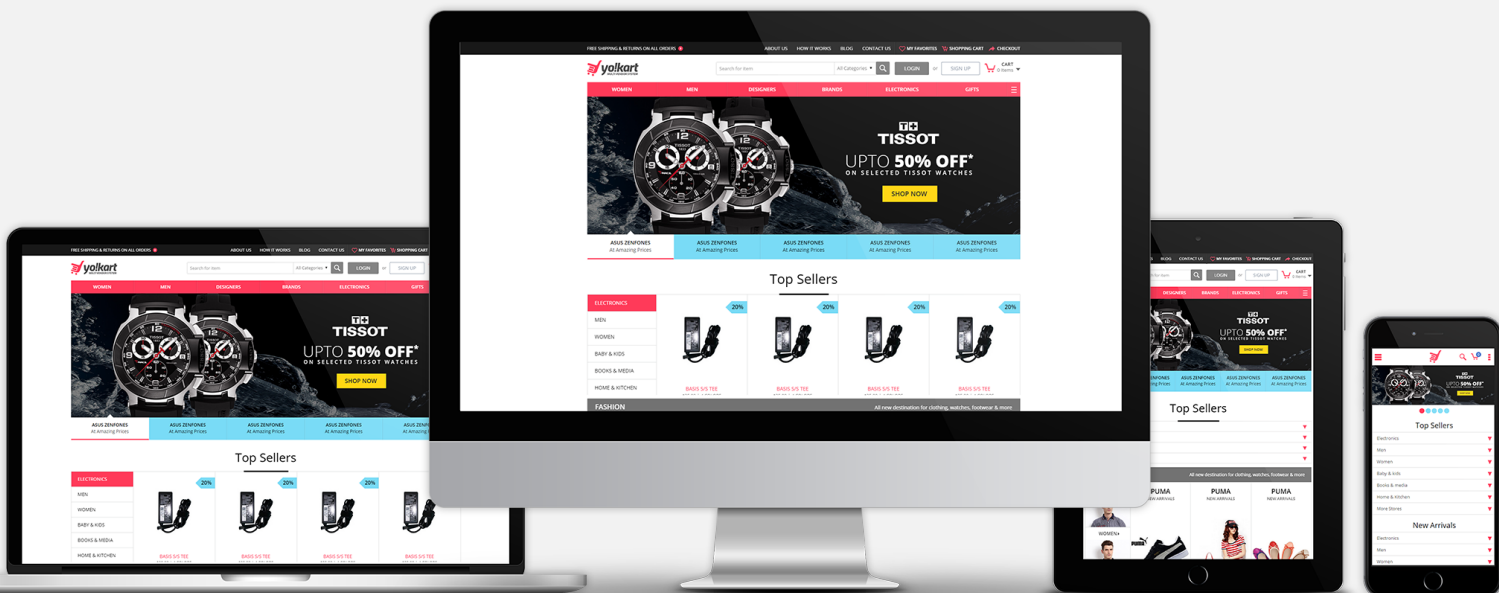
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Introduction

Yo!Kart is the perfect ecommerce solution to create an marketplace in today's online world where multiple vendors can sell their products through one common platform. It guarantees a multivendor website that's secure, scalable and brings all the important features promised by top marketplaces of the world. It also includes Reports & Analytics to get valuable insights which will help the admin to track useful aspects like sales, traffic, registrations, conversions, etc. and formulate better future business strategies.

Yo!Kart driven marketplaces belong to the future for cutting edge features and UX focused interface. Advantages promised by our advanced multivendor store builder are actually endless. Read on and discover the most important features and aspects of Yo!Kart.



— | Frontend Key Features | —

- Marketplace, allows you to sell products from 1000s of vendors with easy to use interface for Vendors, Buyers and Backend Team.
- Provides a market place where customers can buy used or new products.
- Unlimited* number of site Users and Products Listing

Note: Our scripts do not limit the number of users or products but beyond 100,000 Users and 100,000 Products – You will need a more powerful server/hosting service and may be some optimization into the scripts and Database also as the database size and concurrent users count increase. Ideally we recommend that you should have the hosting budget of 100 USD per month if the average daily visitors count is up to 1000 Visitors. This budget should increase at least in the same proportion when your user base/average daily visitors count is increasing.

- Free registration/membership for vendors.

Note: a) If required we can program it to be paid feature. Additional Cost: USD 500.

b) Admin may choose to enable subscription Module to make vendor registration paid as per his choice

- Member Sign-up, Login & Forgot Password
- Sign-in/Login with Facebook & Google+
- Allow Separate Sign Up / Login for Vendors and Buyers.

Note: As per default settings, every registered user is a 'Buyer and Seller' thus can access the buyer and seller dashboard from single login. If required, admin settings allow you to activate separate Signup and Login for Buyers/Sellers.

- Ability to List Products with YouTube URL Videos.
- Payment Gateway Integration
 - PayPal Standard
 - PayPal Adaptive System

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- Seller's and Buyer's Feedback System.
 - Notifications for logged in buyers/customers.

Example: Product price/stock updates for products added to watch list or favorites and availability status updates.

- Social Media Sharing via Facebook, Twitter and Email to Friend
- Subscribe and unsubscribe to e-mail newsletters

Note: Mass Mailing will be powered by MailChimp.

- Email Notification & Alert - Mandrill and Mail Chimp Integration for sending out emails.
- Spam mail filter/Captcha in the Contact Form
- FAQs listing & website Testimonials
- Responsive Design for PCs, Tablets and Smart Phones
- SEO Friendly URLs
- Top Sellers(Managed via Collections)
- New Arrivals
- Banners (Manageable from back end)
- Featured Stores on Homepage

— | Product Module | —

Brands & Categories listings

Unlimited* Products listing

Multiple Product Variations/Attributes

Product Options

Product Description, Images & Video

Products Stock/Inventory

Product Discount price

Product Shipping

Product details

Product Images
slider

Product
Details

Shipping
& Policies

Product
Specifications

Product
Options

Recommended
Products

Reviews
of product

Ask a question
to seller

—| Search Features |—

- Keyword Search with Auto-suggest system.
- Product Search/Filtering by Brand, Category, Sub-category, Price, Product Attributes.
- Store Search
- Product Filter with Instant listing
- Browse/Filter product listing by Category, Brand, Price etc.

—| Shopping Cart Features |—

- Shopping Cart can be integrated with SSL certificates
- Payment options
 - Credit Card
 - Debit Card
 - Wallet
- Tax Management
- Customizable Shipping & Delivery charges (Shipping options)
- Option to manage Wish list Items
- Billing & Shipping Addresses Management
- Orders History & Order Confirmation
- Order Invoice & Notification Emails
- Discount coupons

—| Buyer Module |—

- Option to save Product as a Favorite. It will be displayed in favorite products list.
- Option to save shop as a Favorite. It will be displayed in favorite shops list.
- Buyer can create lists and can add a favorite product in a particular list.
- Buyers can do Private Messaging with sellers through Inbox system
- Buyer can save search criteria for products
- Option to Write Reviews for Products.
- Ability to Add Sellers and Brands into their Favorite list
- Social Media Sharing options
- Option to Save multiple Delivery and Billing Addresses with facility to mark any address as Default Delivery or Billing Address
- Ability to Track Orders & Purchase History
- Print Orders
- Update Profile & Account Settings
- On dashboard, buyer can view following info:
 - Personal Information
 - Total number of orders
 - Total amount of purchases
 - Total Credits/Wallet amount
 - Latest 5 orders
 - Latest messages

- Wallet (Buyer can pay through wallet if credits are available)
- Request for refund and exchange
- Ability to edit personal information

— | **Seller Module** | —

- Allow sellers to create their own store with a personalized logo/banner
- Manage Products including product info, stock, Pictures & Video, delivery timelines, On/Off status (Seller or Product(if added by seller) will be listed in front end only if the status is ON)
- Manage Product Shipping Charge & Tax Rate Applicable
- Manage product attributes and options
- Featured Products (Seller can mark a product as featured while adding a product)
- Manage product Meta tags, Meta keywords and Meta description for SEO purpose.
- Selling History
- Ability to view all Orders placed by Buyers
- Ability to manage Orders Status
- Ability to manage return requests
- Seller Payout Payment Details
- Sales Reports & Revenue Statistics
- Credit summary
- Ability to request Admin for fund withdrawal (Credits available in seller account)

- On dashboard, seller can view the following info:
 - Personal Information
 - Bank information
 - Return Address
(Address details provided by Seller, in case of refund or exchange, buyer will get return address details to return back the product to seller)
 - Default Address
 - Total Number of orders placed
 - Total amount of purchases
 - Latest 5 Orders
 - Latest Messages
 - Total Credits

—| Customer Support System |—

- FAQs with Search and Suggestion
- Tips listings
- Manage product attributes and options
- General Help
- Phone & Live Chat Support – Live Chat will be powered by 3rd party application to be acquired by client. FATbit will setup the live chat system on the site/server

Backend/Admin Key Features

- Manage Admin/Backend Team Groups and Team Members. Groups can be assigned permissions to access different modules. Team Members are attached to at least one group.

**Super admin user has full control over all modules.*

- On Dashboard, we have following info available:
 - **Total Sales:** Total sales of site
 - **Earnings:** Commission earned by admin
 - **Avg Order Size:** Average order size
 - **Orders:** Total number of orders
 - **Signups:** Total number of signups
 - **Shops:** Total number of shops created on the site.
 - **Products:** Total number of products available in the system
 - **Statistics:** Total statistics regarding registered members, products published, number of shops, orders placed value, average order value, Sales earning etc.

Manage Users (Buyers & Sellers) and their Profile & Account activities

- Manage Shops
- Manage Filter Groups and Filter Options
- Manage Product Brands & Categories
- Manage Products attributes and attribute groups
- Manage Product options and option groups
- Manage Products Stock/Inventory (if not managed by vendors)
- Manage Seller's Products listing
- Ability to Approve Products Images/Videos uploaded by Sellers
- View Notifications (important notifications related to user activities)

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- Ability to view & manage Orders placed by Buyers. There are following options under manage orders:
 - Customer Orders
 - Vendor Orders
 - Return Requests
 - Withdrawal requests
 - Review and Ratings Moderation
 - Internal Message Moderation (Approval not required by admin can search/view/hide/delete internal messages between sellers and buyers)
 - Manage Newsletters listing.
Comment: Mass Mailing / Newsletters listings are handled / manageable by MailChimp itself.
 - Discount coupons management.
 - Manage Shipping, Tax Zones, Countries & States
 - Purchase and daily activity log
 - Reports
 - **Sales Reports:** Date wise sales report
 - **Users Report:** User wise sales report
 - **Products:** Product wise sales info
 - **Shops:** Store wise sales report
 - **Tax info:** Shop wise tax report
 - **Commission:** Site Commissions & Revenues Statistics/Reports
 - Exportable all Statistics/Reports to excel
 - Email templates: Admin can customize the following email templates available in the system:
 - Sign up/Registration
 - Email Configuration on Registration
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- Forgot password
 - Contact us
 - Customer Order email
 - Vendor Order email
 - Vendor Order status change - Notifications
 - Withdrawal Request
 - Product Review Notification
 - Send message
 - Email verification
 - Newsletter Subscription verification email
 - Invitation Email
 - Report a shop
 - Admin order email
 - Admin order for customer - Notification

—| **Reviews & Ratings and Comments Features** |—

- Reviews & Ratings for Products
- Product Comments and Share on Social Media
- By default all reviews/ratings go to admin/backend team for approval. However admin/backend team can setup the default status to be: Pending Approval or Approved

—| **Content Management System** |—

- Ability to manage(add/edit/delete) Content on the site pages
- Ability to manage Menus and Links of the pages
- Ability to manage Images on the pages
- Ability to manage FAQs Categories & FAQs Listing
- Testimonials Management
- Option to create SEO ready pages by the CMS including the Meta tags, Title Tags and Custom SEO Friendly URL.
- Slides Management (Slides for Homepage)
- Banner Management
- Manage list of shipping companies
- Manage shipping duration Labels
- Labels Management (Manage Headings/Labels Displayed in front end)

—| Site Configuration/Settings |—

- General Settings
 - **General:** Site owner email, Site address, Site telephone, logo etc.
 - **Local:** Admin Common Settings, Time zone, Currency etc.
 - **SEO:** Page Title, Meta Title, Meta Description and site tracker code
 - **Option:** Admin can set commission over the price of the product.
 - **Withdrawal:** Seller Pay-out Settings
 - **Third party API** Key's, id (Facebook and Google)
 - **Payment Methods:** Update payment methods and their settings.
 - **Email:** Update SMTP settings for site.
 - **Server:** Enable/Disable maintenance mode
- Products & their Attributes Settings
- Country and state Management
- Shipping Zone Management
- Server Info
- Database Backup Option
- Settings
 - 'Report Abuse' reasons
 - 'Item Return' reasons

Conclusion

For entrepreneurs who plan on building the next eBay, Etsy or Amazon, Yo!Kart is the perfect multivendor solution. Its powerful features, flexible technology and cost effectiveness makes it the best product available in the market to launch your marketplace at small investment.

**Start your multi-vendor ecommerce
with Yo!Kart**

