3. Creating Your Catalogue

3.1 Categories/ Products

It is without a doubt, a beneficial factor in providing an eCommerce store that is user friendly and straight forward to consumers. A good navigation is essential, therefore the less clicks the better. Therefore it's best to have your catalogue organized into different categories.

Categories define how all the products on your site are organized. You should choose a hierarchical structure for your store that will make sense to your customers therefore making it easy to locate your items.
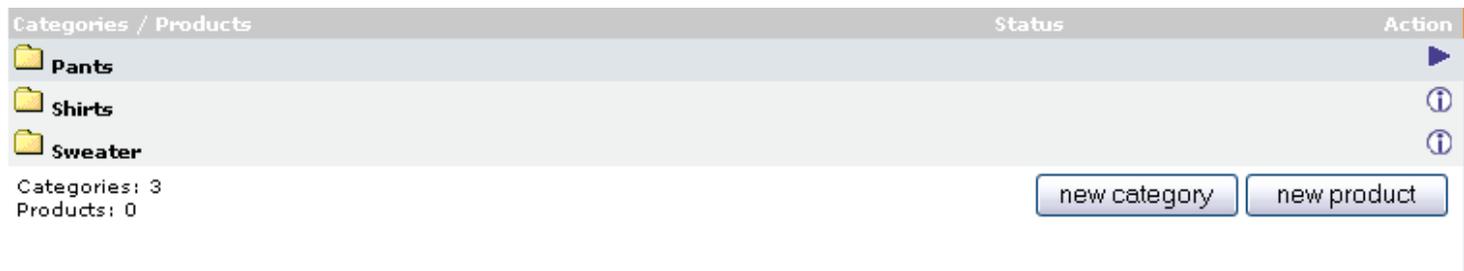
- To create a category, simply click on "new category".
- Fill in the required information and click "save".
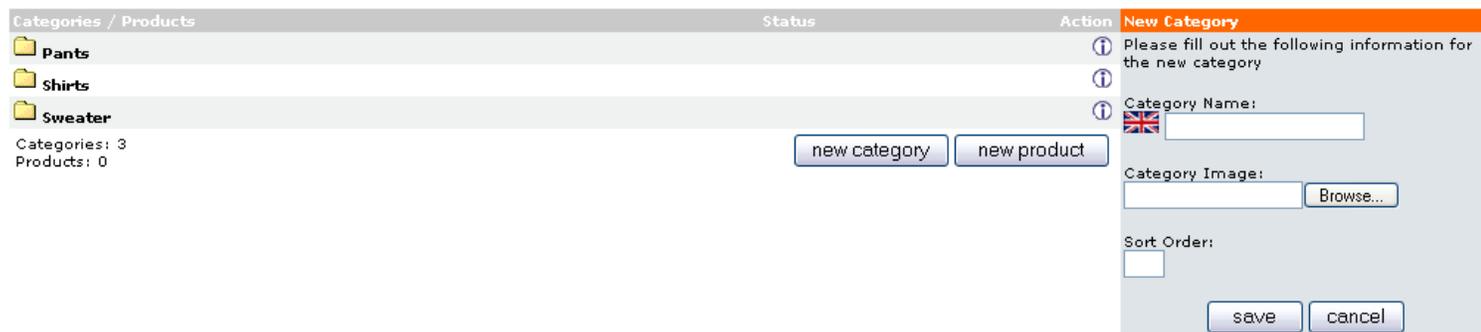
- Within categories, you can create subcategories, simply double click on the category and click on new category.

Manufacturers

- Before creating product profiles, if you would like to indicate the manufacturers of your products, you must create manufacturer names. To do so, click under **Manufacturers**.

- To create new Manufacturers, simply click "insert".

- Fill in the new information and click "save".

Creating Product Profiles

- Once you've organized your catalog into categories and/or subcategories and created Manufacturers' names, you can create product profiles.
- Select the category your product belongs to by double clicking it. (ex. DVD Movies)

Categories / Products	Status	Action
📁 Pants		▶
📁 Shirts		①
📁 Sweater		①

Categories: 3
Products: 0

[new category] [new product]

- If there are subcategories, select the one your product belongs in. (ex. Cartoons)

Categories / Products	Status	Action
📁 Cotton Pants		▶
📁 Leather Pants		①
📁 Linen Pants		①

Categories: 3
Products: 0

[back] [new category] [new product]

- If there are further categories, click until you've reached the end.

Categories / Products

Categories / Products	Status	Action
📄 Long Cotton Pants	● ○	▶

Categories: 0
Products: 1

[back] [new category] [new product]

- Click on "new product" and you will be brought to the following page:

Product Status:	Simply means if you have it in stock now or not.
Date Available:	If the product is not released yet, indicate the date of when it will be. If it is released already, leave it empty.
Product Manufacturer:	The manufacturer of the product.
Product Name:	The name of the product.
Product Description:	Describe the product. (You may use HTML scripting)
Product Quantity:	The amount of product you have in stock.
Product Model:	The model of the product.
Product Image:	It's best to have an image of the product so customers know what it looks like.
Product URL:	Best to provide a link of the product so customers could find more information regarding the product.
Product Price:	The price at which you are selling the product.

Tax Class: The tax class for all products being sold is "All Taxable Goods".
Product Weight: Indicate the weight of the product in its correct units.

Make sure that the information you provide is comprehensive. Provide pictures and brief descriptions to help customers understand what is being presented.

New Product in "Cotton Pants > Pants"

Products Status: ⦿ In Stock ○ Out of Stock

Date Available:
(YYYY-MM-DD)

Products Manufacturer: --none--

Products Name: Long Cotton Pants

Tax Class: --none--

Products Price (Net): 0.0000

Products Description:
You may type the description of your product here

You may customize the look of the description

All you have to do is enter the description with html scripting

Your product description will show up like you've coded

Products Quantity: 15

Products Model:

Products Image: Browse...

Products URL:
(without http://)

Products Weight: 0.00

preview   cancel

Store2Go

Store2Go.ca 2.0.2 online store solution is a product of ehosting.ca
E-Commerce Engine Copyright © 2003 osCommerce
Powered by osCommerce

preview   cancel

- Fill in your product profile and click "preview" when done.

Long Cotton Pants $0.00

You may type the description of your product here
You may customize the look of the description
All you have to do is enter the description with html scripting
Your product description will show up like you've coded

Long
Cotton
Pants

This product was added to our catalog on Friday 16 May, 2008.

back   update   cancel

- Then click "insert" and it's done!

3.2 Product Attributes

If you are selling a product that comes in different sizes, colours, or versions, etc. you could indicate it under Product Attributes.

For example, you own an online store that sells electronic devices such as CD players. You are selling the newest model of a Sony Discman that comes in silver, metallic blue, and black. Creating a product attribute allows your customers (when buying the Sony Discman) to choose from a pull-down box the colour of Discman they wish to buy before adding it to their shopping cart.

If a certain colour, size, version, etc. costs different (more/less) than the original value, you could indicate it here as well.

Creating Product Attributes

Product Options

•   Under product options is where you input the name of the product that comes in different varieties (in this case, style type), click **insert**.

Option Values

•   This is where you indicate the different versions, colours, size, etc.
•   In the pull down box, find your product option name. (In our case, colour)
•   In the second box, type in the description (in our case, yellow)
•   Finally click **insert**.
•   Continue to do the above steps until you're done indicating the different versions.

Option Values

1 | 2 | >>

ID	Option Name	Option Value	Action	
1	length	32	edit	delete
2	length	33	edit	delete
3	length	34	edit	delete
4	length	35	edit	delete
5	waist size	32	edit	delete
6	length	33	edit	delete
7	length	34	edit	delete
8	length	35	edit	delete
9	colour	blue	edit	delete
10	colour	black	edit	delete
12	colour ▼	en: yellow	insert	

Product Attributes

- If you are selling the different versions at different prices, this is where you indicate it.
- Let's say the Long Cotton Pants is $50, but you want to sell the "blue" version $5 more, then in the value price field, type in 5.00 and click insert. If however the "blue" version is 5.00 cheaper, under prefix, type (-) instead.
- If the remaining versions are sold at $50, then in the "value price" field, type in 0.000.

Products Attributes

1 |

ID	Product Name	Option Name	Option Value	Value Price	Prefix	Action	
6	Long Cotton Pants	waist size	32	0.0000	+	edit	delete
7	Long Cotton Pants	waist size	33	0.0000	+	edit	delete
8	Long Cotton Pants	waist size	34	0.0000	+	edit	delete
1	Long Cotton Pants	length	32	0.0000	+	edit	delete
9	Long Cotton Pants	waist size	35	0.0000	+	edit	delete
4	Long Cotton Pants	length	34	0.0000	+	edit	delete
3	Long Cotton Pants	length	33	0.0000	+	edit	delete
5	Long Cotton Pants	length	35	0.0000	+	edit	delete
10	Long Cotton Pants ▼	colour ▼	black ▼	0	+	insert	

Products Attributes

ID	Product Name	Option Name	Option Value	Value Price	Prefix	Action	
5	Long Cotton Pants	length	35	0.0000	+	edit	delete
6	Long Cotton Pants	waist size	32	0.0000	+	edit	delete
7	Long Cotton Pants	waist size	33	0.0000	+	edit	delete
8	Long Cotton Pants	waist size	34	0.0000	+	edit	delete
1	Long Cotton Pants	length	32	0.0000	+	edit	delete
9	Long Cotton Pants	waist size	35	0.0000	+	edit	delete
4	Long Cotton Pants	length	34	0.0000	+	edit	delete
11	Long Cotton Pants	colour	black	0.0000	+	edit	delete
3	Long Cotton Pants	length	33	0.0000	+	edit	delete
12	Long Cotton Pants ▼	colour ▼	blue ▼	5	+	insert	

3.4 Reviews

- Under Reviews, you are able to view what customers/visitors have rated/commented on the product.
- If you wish to edit the reviews, you may do so, simply click on the review you wish to edit and click on the "edit" icon.

Reviews

Products	Rating	Date Added	Action
There's Something About Mary	★★★★	06/19/2003	►

Displaying 1 to 1 (of 1 product reviews)   Page 1 of 1

There's Something About Mary   edit   delete

Date Added: 06/19/2003
Last Modified:

Author: John doe
Rating: ★★★★★
Read: 6

Size: 60 bytes

Average Rating: 100.00%

3.5 Specials

If you're offering a discount on selected items, **Specials** is where you need to go.

- Click on **new product**, and you will be brought to the following page:

- Select the product you wish to be discounted, fill in the special price and click insert.

3.6 Featured Products

- A list of featured products your store is show casing

Featured Products

Products	Status	Action
All-in-One	🟢 🔴	▶

Displaying **1** to **1** (of **1** featured products) Page 1 of 1

new product

3.7 Products Expected

- A list of upcoming products your store will be selling.
- Depending on what you've indicated in the "**Date Available**" of your product, a products expected list will generate by itself.

Products Expected

Products	Date Expected	Action	Disciples: Sacred Lands
Disciples: Sacred Lands	08/13/2003	▶	edit
Displaying **1** to **1** (of **1** products expected)		Page 1 of 1	Date Expected: 08/13/2003