



# User's Guide

Date	Changes	Version
20 Dec 2010	First Issue	1.0

## Table of Contents

1	Introduction .....	2
1.1	Overview of eShop-Systems .....	2
1.2	Using the Control Panel .....	3
2	Store Management .....	4
2.1	Building Your First Store.....	4
2.2	Duplicating Stores .....	5
2.3	Deleting a Store.....	6
3	Store Configuration.....	7
3.1	Store Overview.....	7
3.2	Content Management.....	7
3.2.1	Page Content.....	7
3.2.2	Categories .....	9
3.2.3	Products .....	10
3.2.4	Files & Images .....	12
3.3	Sales & Customers .....	13
3.3.1	Sales Record.....	13
3.3.2	Trade Customers.....	16
3.3.3	Thank You Page .....	17
3.3.4	Order Notification .....	17
3.3.5	Invoice Template.....	18
3.4	Shopping Cart Settings.....	19
3.4.1	Shipping Calculations .....	19
3.4.2	Payment Methods.....	20
3.4.3	Discount Voucher.....	21
3.4.4	Shopping Cart Message.....	22
3.5	General Configuration.....	22
3.5.1	Store Template.....	22
3.5.2	Look & Feel.....	24
3.5.3	Language and currency .....	25
3.5.4	Landing page .....	25
3.5.5	Holiday setting .....	26
3.5.6	Backup & Restore.....	26
4	Domain Name and Mailboxes.....	27
4.1	Domain Configuration.....	27
4.2	Mailbox Setup .....	28
5	Account Management .....	30
5.1	Account Profile.....	30
5.2	Multiple Users Login .....	30
5.3	Account Upgrade & Renewal .....	31
5.4	Account Termination .....	32

# 1 Introduction

## 1.1 Overview of eShop-Systems

*eShop-Systems* is an e-commerce store builder software that let you create fully functional stores using our web-based control panel. The software platform includes a fully integrated content management system, a powerful online shopping cart and a massive list of useful features that helps you sell online.

The *eShop-Systems* software is simple to use, you can manage your store at anytime wherever there is an internet connection, even on your mobile phone. You can create multiple stores under one account as your business grows and add multiple users to login with different levels of access. You can turn on the "Holiday setting" when you need a short break, or you can create discount vouchers to boost your sale.

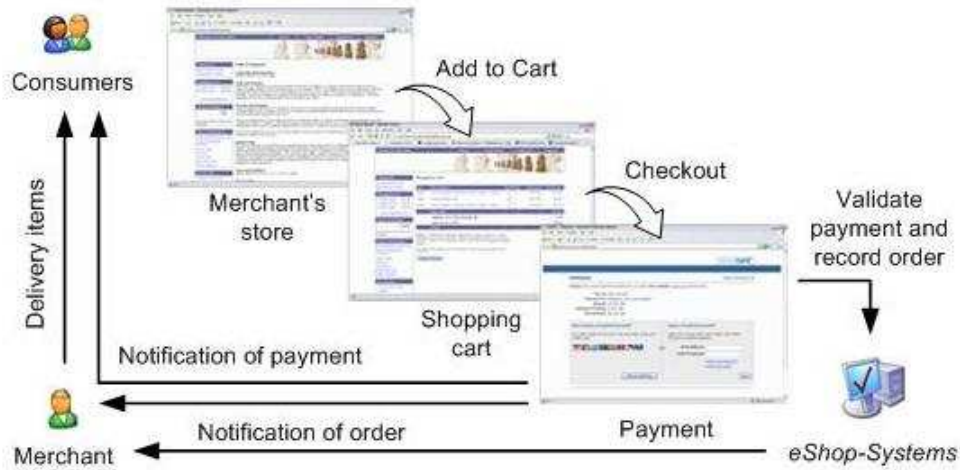
Signing up an account is free, you will be offered a free trial period to familiar yourself with the software. Once your account is verified, building a store is straightforward. Just pick a store template, upload your products and enter your store information, customise it to fit your needs and finally, publish it. You'll have a professional e-commerce store in hours. All information you upload and edit in the control panel is updated in real time.



Here is how your store works:

When your customer visits your online store and adds items to the shopping cart, he/she can checkout through the payment gateway you offer, such as PayPal and Google Checkout, and pay for all the items in the shopping cart, using a Credit or Debit card, in one payment.

You and your customer will then receive an automatic generated payment notification email from the payment service provider and an order notification email from *eShop-Systems*. The order is recorded in your sales history which you can review it in the control panel. You can print an invoice and change the order status so that your customer can track the progress of their order from your store.



*eShop-Systems* is a complete scalable solution for small to medium sized businesses to set up an e-commerce store with the flexibility of upgrading to expand your online business.

## 1.2 Using the Control Panel

We provide web-based control panel so that there is no software to install on your PC and you can log in the control panel at anytime wherever you have an Internet connection. You can administer the back-office control panel and view the storefront in real time.

We have installed a WYSIWYG (**W**hat **Y**ou **S**ee **I**s **W**hat **Y**ou **G**et) HTML editor so that you can create your web pages just like you are typing into a Microsoft Word™ document. What you see as you type resembles how the page will be displayed in a web browser. Because using a WYSIWYG editor does not require any HTML knowledge, you will find it easy to begin with to get your store ready for business. For more information, visit [TinyMCE HTML editor website](#).

To access to the control panel, click the link provided in the account verification email, or access from our partner website where you registered your account from. Bookmark the URL when you are at the control panel. If you cannot remember your login password, click the “Forgotten your password?” link. There is also links to the Knowledgebase and Sign-up page at the bottom right corner.



**Control Panel Login**

Email Address:

Password:

Remember my login details:

[Forgotten your password?](#)

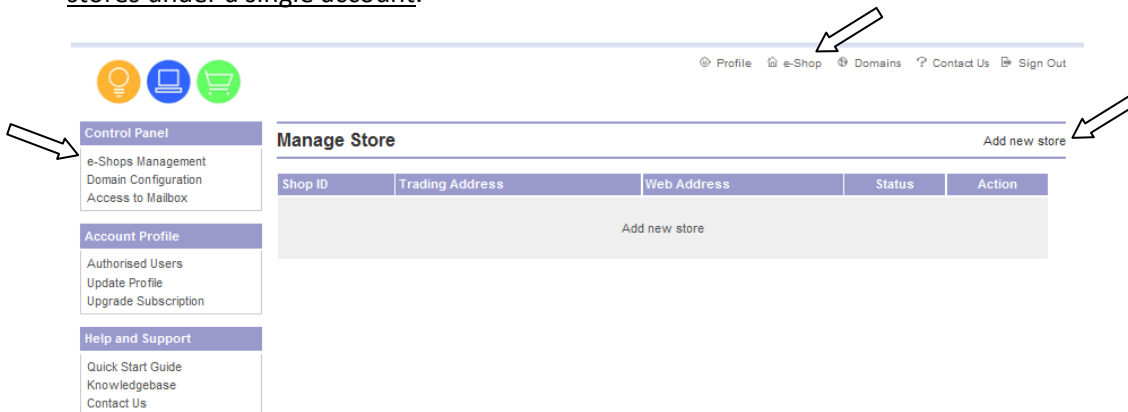
Powered by eShop-Systems      Knowledgebase | [Sign-up](#)

## 2 Store Management

### 2.1 Building Your First Store

When you login to the control panel for the first time, you will see the “Manage Store” interface shown below. You can browse to different pages using the links at the side menu or on the top navigation bar. To return to this first page, click the “e-Shops Management” link at the side menu or “e-Shop” link on the top bar.

To build your first store, click the “Add new store” link to create a store. You can create up to 99 stores under a single account.



In the “Add New Store” form, the Shop ID is a unique identification of your e-commerce store. You cannot change the Shop ID once you have set-up the store. The Shop ID will become part of the test URL (web address) of your store, before you assigning a domain name to your store. See Chapter 4 for more information about assigning a domain to your store.

The business contact details will be used to generate your sales invoices, and communications with your customers. The Contact Email you use here is independent to your account login email address and email addresses used in other stores you may have.

**Add New Store**
Back

Shop ID:	<input type="text"/>	<p><b>Shop ID &amp; Test URL</b></p> <p>Shop ID is used simply for your identification of the ecommerce store you have created. A Shop ID should be 3-15 alphacharacters long and in lower case only. You cannot change the Shop ID once you have set-up the store.</p> <p>The other use of a Shop ID is become part of the test URL (web address) of your store, before you assigning a domain name to your store. Once you have point a domain to your store, the test URL will no longer active.</p> <p><b>Contact Details</b></p> <p>The contact details will be used in generating invoices for your sales, and other relevant interface to your customers.</p> <p>The Contact Email you enter here is independent to your account login email address and email addresses used in other stores you may have. You can use the same email address for all your account and stores, but we recommend you use a unique email address for each store.</p>
Test URL:	<input type="text" value="www.eshop-systems.net/"/>	
Trading Name:	<input type="text"/>	
Street Line 1:	<input type="text"/>	
Street Line 2:	<input type="text"/>	
City:	<input type="text"/>	
State/Province:	<input type="text"/>	
Post Code:	<input type="text"/>	
Country:	-- Select Country --	
Telephone:	<input type="text"/>	
Fax Number:	<input type="text"/>	
Contact Email:	<input type="text"/>	
Time Zone:	GMT+0:00 Dublin, London, Lisbc	

Click the “Submit” button once you have entered the required information.

Screenshot below shows two e-commerce stores created in an account. You will find the test URL or if you have pointed a domain name to your store, your domain name, listed under the Web Address column. You can preview your store by clicking the web address link.

The screenshot shows a user interface for managing e-commerce stores. On the left, there are navigation menus for 'Control Panel', 'Account Profile', and 'Help and Support'. The main area is titled 'Manage Store' and contains a table with the following data:

Shop ID	Trading Address	Web Address	Status	Action
demo1 Created On 2010-06-01	My First Demo Store 1 Demo Road, Demo, Demo, DEMO123, United Kingdom.	eshop-systems.net/demo1 [ Configure Domain ]	Active	[ Store Config ] [ Edit ] [ Duplicate ] [ Delete ]
demo2 Created On 2010-06-01	Test Platform Demo Store 1 Demo Road, Demo, Demo, DEMO123, United States.	eshop-systems.net/demo2 [ Configure Domain ]	Active	[ Store Config ] [ Edit ] [ Duplicate ] [ Delete ]

There are four icons under the Actions column:

- Store Configuration - To configure the store layout, check your sales record and manage your store content and product information. See Section 3 for further information.
- Edit Store – To change the contact details, including email address of the store.
- Duplicate Store – To duplicate all the data and configuration from one store to another. See Section 2.2 for more information.
- Delete Store – To remove the store from your account. The delete action is not reversible. The store is permanently removed from our database. See Section 2.3 for more information.

## 2.2 Duplicating Stores

The store duplication feature is designed to help you multiply your store with a single click. This is particularly useful if you have many domain names targeting at different audience or geographical regions. This function also let you clone your stores for reselling while keeping them under your management, or for your drop-shippers to sell your products. See Chapter 5 to learn more about adding authorised users to your account with different levels of access.

You will have to create a second store as shown in Section 2.1 before using this function. The primary or main store is the store where data will be copied from; and the secondary or clone store is an empty store which data will be copied to. If the secondary store is not empty, then all data in the secondary store will be deleted and replaced with data copied from the primary store.

**Duplicate Store** Back

**Warning! All data in the secondary store will be deleted and replaced with data from the primary store.**

Sales record and customer data will not clone into the secondary store.

Select primary store which data will copy from:

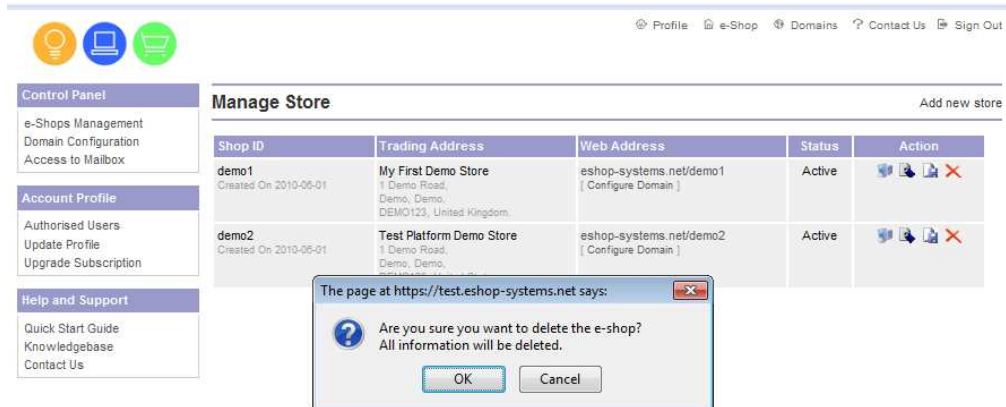
Select secondary store which data will copy to:

Enter your login password:







## 2.3 Deleting a Store

You can remove the unwanted store from your account, by clicking the delete icon. A dialog box will prompt you to confirm the deletion of the selected store. Your account is charged on the number of stores you have subscribed, so it is advisable to remove unwanted stores to cut spending.

All data and files associated with the selected store will be permanently removed from our server. This action is not reversible.



The screenshot shows the 'Manage Store' interface. On the left is a 'Control Panel' with sections for 'e-Shops Management', 'Account Profile', and 'Help and Support'. The main area contains a table with two rows of store information. A dialog box is overlaid on the table, asking for confirmation to delete an e-shop.

Shop ID	Trading Address	Web Address	Status	Action
demo1 Created On 2010-05-01	My First Demo Store 1 Demo Road, Demo, Demo, DEMO123, United Kingdom.	eshop-systems.net/demo1 [ Configure Domain ]	Active	  
demo2 Created On 2010-05-01	Test Platform Demo Store 1 Demo Road, Demo, Demo, DEMO123, United Kingdom.	eshop-systems.net/demo2 [ Configure Domain ]	Active	  

The page at https://test.eshop-systems.net says:

Are you sure you want to delete the e-shop?  
All information will be deleted.

## 3 Store Configuration

### 3.1 Store Overview

When you click the Store Configuration icon, you will arrive at the Store Overview. It summarises the information about your store and the 1GB disk space allocation for your store. You can use the space to host product information, content pages, images and mailboxes. Navigation links to configure your store can be found at the left hand side menus.

You can return to this Store Overview or go to other top level software interface by clicking the navigation links at the top bar. You will also find the web address of your store here.

The screenshot shows the 'e-Shop Management System' interface. At the top, there is a navigation bar with links for 'Store Overview', 'Profile', 'e-Shop', 'Domains', 'Contact Us', and 'Sign Out'. The left sidebar contains a menu with sections: 'Content Management' (Page Content, Categories, Products, Images & Files), 'Sales and Customers' (Sales Record, Trade Customers, Thank You Page, Order Notification, Invoice Template), 'Shopping Cart Setting' (Shipping Calculation, Payment Methods, Discount Voucher, Shopping Cart Message), 'General Configuration' (Template Settings, Look & Feel, Language & Currency, Landing Page, Holiday Setting, Backup & Restore), and 'Help and Support' (Quick Start Guide). The main content area is titled 'e-Shop Management System' and 'Settings Overview - demo1'. It features several sections with status indicators: 'Content Management' shows 'You have 2 page content [ Manage Contents ]' and two empty sections for 'Categories' and 'Products'; 'Shopping Cart Settings' shows empty sections for 'Shipping Options' and 'Payment Options'; 'Storefront Configuration' shows an empty section for 'Look & Feel' and a 'Your store is now offline' message. On the right, a 'Disk Usage' section shows a bar chart and a table with categories: Mailboxes (incl. reserved space), Files & Images, Database (Products, Contents etc), and Free Space.

### 3.2 Content Management

The content management is divided into four sub-sections – Page Content, Categories, Products and Images & Files.

#### 3.2.1 Page Content

You can create any web pages, such as “About Us”, “Terms of Service”, “Product Selection Guideline” etc. You may also use content pages to create reciprocal links with other web sites of similar interest, or to host scripts from third party provider.

By default, two content pages are created for you when your store is created. They are store’s “Homepage” and “Contact Us” pages, and grouped under Content Group 1. You can move them to another group, either by using the drop-down “Move” function shown in the screen shot below or by clicking the “Edit” icon to change the group for individual content. The URL icon shows the web address of the selected content.

Apart from the two default contents, you can remove unwanted content by clicking the “Delete” icon. A pop-up dialog box prompts you to confirm the deletion.



To optimise your content for search engines, fill in the Meta description and Meta keywords fields. The keywords should be relevant to the content of your page and as unique as possible. Try to use the same keywords in title, Meta description and throughout the content to maximise the keyword density.

You can group the content page into Content Groups 1-4 or under any content page to become sub-content. You can display all sub-contents automatically in its parent content by inserting the {sub\_contents} tag.

Once ready, click the Submit button to save your content. Please note that the content page is not automatic display in your store. You will need to create a content menu in the “Look & Feel” page, which information can be found in Section 3.5.2.

### 3.2.2 Categories

A category page is similar to a content page, except that you can attach products to a category, and set a password protection to the page. Password protection is used when you need your category and products associated with the category to be protected, so that only registered users can access. It is useful when you want to prevent public to see your trade prices, or you want to control different customers to see different prices.

Adding a new category is similar to creating a content page:

- In the “Manage Category” page, click the “Add New Category” link at the top right hand corner.
- Enter category title, content, Meta description and keywords and choose a group.
- If necessary, enable password protection to the category.

You do not have to add products to a category. This is done by selecting a category or a number of categories when you are creating a product (see section 3.2.3).

The screenshot shows the 'Edit Category' form with the following details:

- Select Language:** UK
- Title:** Plain T-shirt
- Special Tags:** {sub\_categories} - Display all sub-categories grouped under this category.
- Content Editor:** A rich text editor with a toolbar. The content reads: "We sell good quality cotton plain t-shirt in many colour options. We have" followed by a bulleted list:
  - White
  - Beige
  - Yellow
  - Khaki
  - sky blue
  - Navy
  - Dark green
  - Pink
- Path:** (empty field)
- Meta Description:** Plain t-shirt in may colour options
- Meta Keywords:** plain t-shirt, colour t-shirt
- Group and display in:** Category Group 1
- Password Protected?:** Yes  No
- Submit:** A blue button at the bottom right.

You can delete unwanted category, or move inactive category to the “Ungrouped” group to hide it from display. For example, you may want to hide “Christmas Gifts” category after Christmas.

### 3.2.3 Products

This is one of the most important parts of building your e-commerce store. In the Product page, you will see the familiar layout of product listing in table format where you can add, edit, move and delete products. In addition, in this page you can also duplicate product, upload and download product information to spreadsheet, and bulk edit multiple products listed within a category.

Duplicating a product is very similar to adding a new product, except that all information is copied from the original product. Once you have made necessary changes to the duplicated product, save the changes. You do not have to create two identical products for two categories, you can have one product listed in two or more categories.

**Manage Product Inventory** Add New Product

---

Select product category:

Upload products from spreadsheet | Download products to spreadsheet | Download products for Google Merchant Centre  
Bulk edit this category | Backup | Product sorting preference

ID ▲	Code ▲	Product Name ▲	Stock ▲	Price ▲	Status ▲	Action
<input type="checkbox"/> 100001	VeeT123	Plain Vee Neck T-shirt	99	£ 15.99	Sales Item	<input type="button" value="Duplicate"/> <input type="button" value="Download"/> <input type="button" value="Upload"/> <input type="button" value="URL"/> <input type="button" value="X"/>

Check All | Uncheck All | Move selected to

#### Upload and download products information

If you have your product information in a spreadsheet, normally exported from a database, then you can upload your products using our CSV spreadsheet template. The CSV template can be downloaded from the “Upload products from spreadsheet” page.

Equally, you can download the product information from our database into spreadsheet, whether you want to keep a copy as backup or use the information elsewhere. To download product information, click the “Download products to spreadsheet” link. If you are submitting your products to Google shopping site, then you can download the product information using the “Download products for Google Merchant Centre” function.

To backup product and other information in SQL (database) format, click the “Backup” link. For more information, refer to Section 3.5.6 – Backup & Restore.

#### Bulk edit product in a category

This function is created to help you quickly make changes to certain details of a number of products allocated within the same category. You can change the product code (SKU), stock quantity, selling price, product weight and its status. Note that the price and quantity will not change if you are using product variants with individual prices and quantity.

To bulk edit products in different category, return to the product management page and select the category you want to edit.

**Bulk Edit Products** Back

---

Product Name	Code	Stock	Price	Weight	Status
Plain Vee Neck T-shirt	<input type="text" value="VeeT123"/>	<input type="text" value="99"/>	<input type="text" value="£ 15.99"/>	<input type="text" value="35"/>	<input type="text" value="Available"/>

### Add new product manually

To add a new product, click the “Add New Product” link in the “Manage Product Inventory” page. Screenshot below shows the add product form. Not all fields are required, but you need to fill in the product title, inventory (stock you hold), category and selling price. Categories that you have created previously will be listed in the category box which you can select for the products.

You can select the product status from “Available”, “Featured Product” (or promotion item), “View Only” (customer cannot purchase this), “Out of Stock” (customer cannot purchase this), “Do not Display” (hide from storefront), and “Coming soon” (pre-order item).

Uncheck the “Show Price” if you prefer not to display price or you want to display the price as image or using different font for product price in the content.

**Edit Product** Back

Select Language: GB

Product Name: Plain Vee Neck T-shirt      Product Code: VeeT123

Format: Font family Font size A B U Text color Background color Link Image Table Code Undo Redo Print Fullscreen Close

White t-shirt with v-shaped collar. 100% cotton.

Path:

Meta Description: Plain vee neck t-shirt in 100% cotto

Meta Keywords: cotton t-shirt, v-neck t-shirt, plain t-sh

Status: Sales Item

Inventory (Stock): 99  Show Quantity      Weight (in gram): 35 g

Unit Price excl. tax: £ 15.99  Show Price      Sales tax: 17.50 %

Category: Click Ctrl + select on the category. Select up to 9 categories only.  
 10001 - Personalised T-shirt  
 10002 - Plain T-shirt

Product Image: Enter one image (filename or external URL) per line. Maximum 8 images.  
 Select from image gallery: tshirt\_21.jpg, tshirt\_22.jpg, tshirt\_23.jpg

Product Variants: (Global price & quantity)	Option Name	Option Values (separate values by commas)
	Size	S, M, L, XL, XXL
	Colour	White, Grey

Product Variants: (Individual price & quantity)	Option	Stock	Unit Price excl. tax
			£
			£

Add additional product variation 0

Personalised message (title):

Related Products: Click Ctrl + select on the product. Select up to 9 products only.  
 100001 - Plain Vee Neck T-shirt

Note (Hidden to customer): Maximum up to 250 characters

Hit Counter: 0  Reset?

Adding images to your product is easy - click the "Select from image gallery" tab under "Product Image". An image gallery will pop-up which you can add images to your product by clicking the images required. The image file name will be added to the "Product Image" field on each click. The first image is the default image which will be shown automatically in the category.

If your product has variant, such as size, colour or pattern, you can add product variant in one of the two options offered. The first option creates product variants using global price and quantity you have entered on top. The second allows you to define the price and quantity for each variant you may have. For example, you can have 3 "Red colour size S" t-shirt at £8.99 and 5 "Blue colour size L" t-shirt at £9.99 for the same product. Screenshot below is taken from a demo store showing an example of using product variants with individual prices and quantity.

	Products	Qty.	Our Price
<input checked="" type="radio"/>	Camera body + standard lens only	98	£ 569.25
<input type="radio"/>	Camera body + standard & zoom lens	50	£ 652.05
<input type="radio"/>	Camera body + standard lens + flash	49	£ 592.25

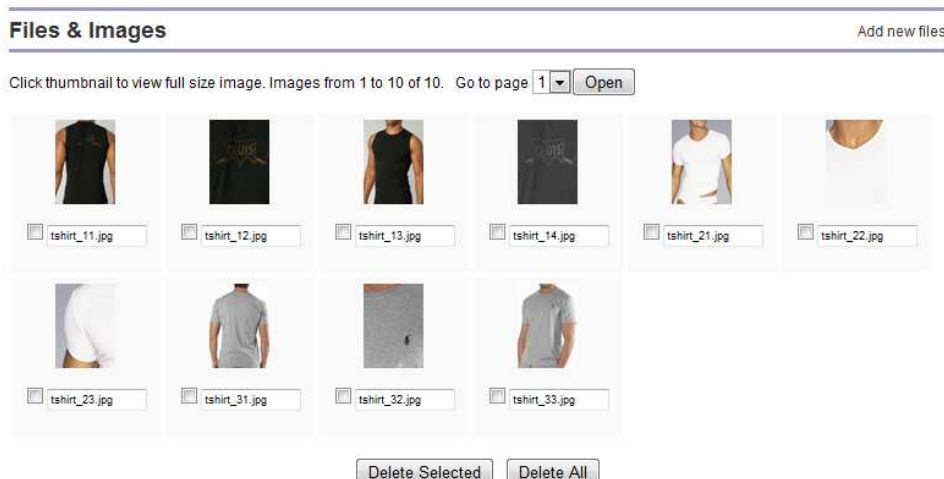
Qty.

The layout of your product page can be configured in the "Look & Feel" page (see Section 3.5.2).

### 3.2.4 Files & Images

This is your store folder which you can upload product images and documents. To avoid abuse to the file system and to protect the server from virus attack, only selected file format is accepted. File format accepted including PDF (pdf), MS Word (doc), spreadsheet (xls), presentation (ppt), text (txt), compressed file (zip), image (jpg, gif, png), flash movie (swf), and web page (htm, html, xml).

To add new file (including images), click the "Add new files" link at the top right hand corner. To enlarge the image, click the thumbnail presented.



Files and images can be uploaded to your server space using either the individual file upload method, or the zip file upload method. A zip file contains a folder where all files and images are kept and compressed into a smaller data file for easy transfer. Upon uploaded to the server space, all files

and images within the zip folder will be automatically extracted into individual files/images. Images will be resized, unless a "Do not resize" option is selected.

When resizing an image, undersize image will be skipped, and oversize image will be resized so that the longest side is reduced to the file size selected. For example, if uploading a banner of 900 x 150 pixels, and you has chosen to resize it to 800 x 600 pixels, the final banner size will be 800 x 133 pixels. It is advised to resize your image to the correct dimension before uploading.

To improve the page loading of your store, try to use small image size no larger than 800 by 600 pixels. Instead of uploading a large image, it is better, from practical point of view, to use multiple close-up images of your product. When uploading files, make sure the file name is contains only alphabets and numbers only. Do not use symbols or quotes.

**Add Files/Images**
Back

**Upload Individual File and Image**

1:	<input type="text"/>	Browse...	Resize:	800 x 600 pixels	▼
2:	<input type="text"/>	Browse...	Resize:	800 x 600 pixels	▼
3:	<input type="text"/>	Browse...	Resize:	800 x 600 pixels	▼
4:	<input type="text"/>	Browse...	Resize:	800 x 600 pixels	▼
5:	<input type="text"/>	Browse...	Resize:	800 x 600 pixels	▼
6:	<input type="text"/>	Browse...	Resize:	800 x 600 pixels	▼

Files and images can be uploaded to your server space using either the individual file upload method, or the zip file upload method. A zip file contains of a folder which all files and images are keep and compressed into a smaller data file for easy transfer. Upon uploaded to the server space, all files and images within the zip folder will be automatically extracted into individual files/images. Images will be resized, unless a "Do not resize" option is selected.

When resizing an image, undersize image will be skipped, and oversize image will be resized so that the longest side is reduced to the file size selected. For example, if uploading a banner of 900 x 150 pixels, and you have choose to resize it to 800 x 600 pixels, the final banner size will be 800 x 133 pixels.

File format accepted: PDF (pdf), MS Word (doc), spreadsheet (xls), presentation (ppt), text (txt), zip, image (jpg, gif, png), flash movie (swf), web page (htm, html, xml). Maximum file size allowed: individual file - 1MB; zip file - 3MB.

**Upload Multiple files and images using Zip**

Open Zip file:

Resize all to: 800 x 600 pixels ▼

### 3.3 Sales & Customers

The Sales & Customers section is divided into five sub-sections – Sales Record, Trade Customers, Thank You Page, Order Notification, and Invoice Template.

#### 3.3.1 Sales Record

Sales record page keeps the history of your sales activities for the last 12 months. Sales activities recorded include successful sales orders, transactions that were cancelled by the customer during checkout, pending offline orders and chargeback or refunded transactions. We strongly recommend that you keep a record of your sales activities, either by printing off the sales invoices or back-up the sales record in SQL database format using our “Back-up” function (See Section 3.5.6). Sales activities older than 12 months will be removed from our database automatically.

A list summarising your sales activities is shown in “Manage Sales Order” page, including the order number, shopping cart content and the transaction amount. In eShop-Systems, we use traffic light to indicate the transactions status (see the far left column):

- Red – unknown (such as customer cancelled transaction at payment gateway), refunded, cancelled (by the merchant), and chargeback (unable to collect buyer’s payment).
- Amber – awaiting payment, processing (order being processed by you).
- Green – completed transaction.

### Manage Sales Order

Display sales between  and

Order Number	Cart Content	Amount	Actions
12876663812898 <small>On 2010-10-21 14:14:28</small>	1 Panasonic LUMIX DMC-TZ7 NOT	£ 5.59	
12816217762269 <small>On 2010-08-12 15:03:54</small>	1 Panasonic Digital SLR DMC-L10KEB-K [ Camera body + standard lens only ]	£ 579.60	
12815302195549 <small>On 2010-08-11 13:40:46</small>	1 My Test Canon Cam	£ 5.59	
12812053095334 <small>On 2010-08-07 19:23:07</small>	1 Panasonic LUMIX DMC-FZ38 [ Red ] 1 Panasonic LUMIX DMC-FZ38	£ 916.44	
12811882369231 <small>On 2010-08-07 14:45:05</small>	1 Panasonic LUMIX DMC-TZ7 Duplicate	£ 273.70	

To contact the buyer, click the send mail icon (second icon under the “Actions” column). A send mail form will pop-up where the recipient details and the subject line are already pre-filled for you. You may also want to remove unsuccessful transactions by clicking the delete icon (forth icon under the “Actions” column). A dialog box will prompt you to confirm the action.

### Update sales order

To update the sales order, click the edit icon. A typical sales record is shown in the screenshot below. You can change the payment status to reflect the actual status of the sales order. If you want to add the buyer to become a trade customer (to access password protected categories), then click the “Add buyer to trade customer list” link. This will create a new user to your trade customer, and assign a Customer ID to the user.

### Update Sales Record

[Back](#)

Order Details:			
Order Number:	<input type="text" value="12812053095334"/>	Order Date/Time:	<input type="text" value="2010-08-07 19:23:07"/>
Payment Method:	<input type="text" value="PayPal Express Checkout"/>	Payment Date:	<input type="text" value="07"/> <input type="text" value="Aug"/> <input type="text" value="2010"/>
Transaction ID:	<input type="text" value="XYZ1234567890ABC"/>	Payment Status:	<input type="text" value="Completed"/>
Delivery Method:	<input type="text" value="UK Recorded Delivery"/>	Delivery Date:	<input type="text" value="09"/> <input type="text" value="Aug"/> <input type="text" value="2010"/>
Tracking Number:	<input type="text"/>		
Billing Details:			
Bill-to Name:	<input type="text" value="Test Buyer"/>	Telephone:	<input type="text" value="01234567890"/>
Address Line 1:	<input type="text" value="1 Test Street"/>	Address Line 2:	<input type="text"/>
City/Town:	<input type="text" value="Testown"/>	State/Province:	<input type="text" value="Teshire"/>
Postcode:	<input type="text" value="TEST123"/>	Country:	<input type="text" value="United Kingdom"/>
Email Address:	<input type="text" value="customer@eshop-systems.net"/>	Customer ID:	<input type="text" value="- No Applicable -"/>
	<a href="#">Send an email</a>		<a href="#">Add buyer to trade customer list</a>
Shipping Details:			
Ship-to Name:	<input type="text" value="Test Buyer"/>	Telephone:	<input type="text" value="01234567890"/>
Address Line 1:	<input type="text" value="1 Test Street"/>	Address Line 2:	<input type="text"/>
City/Town:	<input type="text" value="Testown"/>	State/Province:	<input type="text" value="Teshire"/>
Postcode:	<input type="text" value="TEST123"/>	Country:	<input type="text" value="United Kingdom"/>
Shopping Cart Content:			
<b>Products</b>	<b>Qty.</b>	<b>Total</b>	
Panasonic LUMIX DMC-FZ38 [ Red ]	1	£ 245.00	

Continue next page...

Panasonic LUMIX DMC-FZ38 [ Red ]	1	£ 245.00
Panasonic LUMIX DMC-FZ38	1	£ 245.00
<b>Sub-total</b>		<b>£ 490.00</b>
Postage & packaging (UK Recorded Delivery)		£ 14.37
Sales Tax		£ 412.07
<b>Total</b>		<b>£ 916.44</b>

**Messages:**

Message from Customer:

Message to Customer:

Merchant Note (Hidden to customer):  
Transaction has been successfully processed.

You can provide extra information to your buyer by entering message into the “Message to Customer” text field. The message will be shown in the order tracking page when your buyer check for his/her purchase. In the “Merchant Note” text field, there may be some information regarding the transaction recorded. This is the communication between our server and the payment gateway during the transaction. You may add other information for your own record.

### Printing invoice

From the Sales Record page, you can print invoice by clicking the printer icon. A new page will pop-up which will print the details of the transaction. You can change the layout of the invoice in the “Invoice Template” page (see Section 3.3.5). By default, a standard template will be used, as shown below. Note that the default template assumes that a letterhead is used for printing the invoice and therefore your address is not included.

**Invoice**

Order Date: 7 August 2010  
Order Number: 12812053095334  
Payment Method: PayPal Express Checkout  
Transaction ID: XYZ1234567890ABC

**Bill to:**  
Test Buyer  
1 Test Street  
Testtown  
Teshire  
TEST123  
United Kingdom  
01234567890  
customer@eshop-systems.net

**Ship to:**  
Test Buyer  
1 Test Street  
Testtown  
Teshire  
TEST123  
United Kingdom  
01234567890

Products	Qty.	Total
Panasonic LUMIX DMC-FZ38 [ Red ]	1	£ 245.00
Panasonic LUMIX DMC-FZ38	1	£ 245.00
<b>Sub-total</b>		<b>£ 490.00</b>
Postage & packaging (UK Recorded Delivery)		£ 14.37
Sales Tax		£ 412.07
<b>Total</b>		<b>£ 916.44</b>

Amount	Actions
£ 5.59	
£ 579.80	
£ 5.59	
£ 916.44	
£ 273.70	

### 3.3.2 Trade Customers

The “Trade Customer” is your store user with access permission to view your password protected categories and to buy products that are grouped under the password protected categories. There are three ways to add users to your trade customer list:

- Add buyer from the sales order (see Section 3.3.1).
- Manually add new user in the control panel.
- User registers from your store’s password protected category.

Before adding trade customers, you will need to create password protected category, as discussed in Section 3.2.2. There will be a padlock icon shown next to the category name to indicate it is a password protected category.

At storefront, when user access to any of the password protected categories, a login form will be shown. Unregister user can register from your store, where you can decide whether to grant access permission to the user. You can also decide which password protect category or categories are allow for the user.

#### REGISTERED CUSTOMER

New customers please click here to register.

Email Address	<input type="text"/>
Password	<input type="password"/>
<input type="submit" value="Submit"/>	

In the control panel, you can add new trade customer by clicking the “Add New Customer” link. Below shows the record sheet of your trade customer, including his/her purchase history. If a user registered from your store, you can set permission here or remove the user from your list.

**Edit Customer Profile**
Back

Customer Details:

Customer ID:	<input type="text" value="13680429"/>	Date Added:	<input type="text" value="2010-06-17"/>
Customer Name:	<input type="text" value="My Trademan"/>		
Password:	<input type="password" value="•••••"/>	Confirm Password:	<input type="password" value="•••••"/>
Address Line 1:	<input type="text" value="1 Demo Road"/>	Address Line 2:	<input type="text"/>
City/Town:	<input type="text" value="Demo"/>	State/Province:	<input type="text" value="Demo"/>
Postcode:	<input type="text" value="DEMO123"/>	Country:	<input type="text" value="United Kingdom"/>
Telephone:	<input type="text" value="01234567890"/>	Email Address:	<input type="text" value="customer@eshop-systems.net"/>
Note: (hidden to customer)	<input style="width: 100%;" type="text" value="test"/>		

Permission to access password protected categories:

<input type="checkbox"/> Promotion Zone	<input checked="" type="checkbox"/> Trade Zone
---	--

Order History (Last 25 orders over 12 months period):

Order Date	Order Number	Status	Total Amount
No record found.			

### 3.3.3 Thank You Page

Thank you page is shown to your customer after a successful transaction and the customer return to your store. If the text area is left empty, a default template will be used. Below is information shown in a default template:

Thank you for your custom. Please find the below order details of your purchase. If you have question about this transaction, or tracking of your purchased item, please contact us via email.

Order number: {order\_number}  
 Order Date: {order\_date}  
 Payment method: {payment\_method}  
 Total Amount: {order\_amount}  
 Current Status: {order\_status}

Shopping cart content:  
 {shopping\_cart}

As shown above, a number of special tags can be used for automatic insertion of the transaction details. These include the following:

- Transaction date {order\_date}
- Order or invoice number generated by shopping cart {order\_number}
- Payment method used in the transaction {payment\_method}
- Transaction ID generated by the payment gateway {transaction\_id}
- Total transaction amount {order\_amount}
- Shopping cart content {shopping\_cart}

You may use the "Thank You" page to tell your customer about your delivery schedule, shipping and return policy etc.

### 3.3.4 Order Notification

An order notification is the email message send to your customer automatically after a successful transaction. If you leave the text area empty, a default template in plain text email, as shown below, will be used. Similar to the "Thank You" page, a number of special tags can be used for automatic insertion of the transaction details. These include the following:

- Transaction date {order\_date}
- Order or invoice number generated by shopping cart {order\_number}
- Total transaction amount {order\_amount}
- Current status of the purchase {order\_status}
- Payment method used in the transaction {payment\_method}
- Transaction ID generated by the payment gateway {transaction\_id}
- Shopping cart content {shopping\_cart}
- Customer billing name {billing\_name}
- Customer billing address {billing\_address}
- Customer ship-to name {shipping\_name}
- Customer shipping address {shipping\_address}

Dear {billing\_name},

Thank you for your purchase at your\_shop\_name. This email confirms that your order has been processed. If you have question about this transaction, or tracking of your purchased item, please contact you@yourdomain.com.

-----  
Transaction Details:  
-----

Order Number: {order\_number}  
Payment Method: {payment\_method}  
Transaction ID: {transaction\_id}  
Transaction Date: {order\_date}  
Total Paid: {order\_amount}  
Current Status: {order\_status}

{shopping\_cart}

You can use either plain text or HTML to create the order notification email. To use plain text, enter the template to text area by clicking the "HTML" icon of the WYSIWYG editor.

### 3.3.5 Invoice Template

The section let you design your sale invoice, which can be viewed and print from the Sales Record (see section 3.3.1). Similar to the "Thank You" page, if this section is left empty, a default template will be used. The default template below is the HTML code of the sales invoice using HTML table to align the information.

The default template assumes a letterhead is used to print your sales invoice, and therefore no information about your business is presented in the invoice. If you do not print the invoice on a letterhead, then you may copy and modify the default template below to include your logo and business details on top of the invoice. Refer to section 3.3.4 for special tags available.

```
<table width="99%" border="0" cellpadding="5">
<tr><td colspan="2"><h1>Invoice</h1><p>&nbsp;</p></td></tr>
<tr><td colspan="2" height="100">
<p>Order Date: {order_date} <br />Order Number: {order_number}</p>
<p>Payment Method: {payment_method}<br />Transaction ID: {transaction_id} </p>
<p><br /></p></td></tr>
<tr valign="top">
<td width="50%"><p><i>Bill to:</i></p><p>{billing_name}<br />{billing_address}</p></td>
<td width="50%"><p><i>Ship to:</i></p><p>{shipping_name}<br />{shipping_address}</p></td>
</tr>
<tr><td colspan="2"><p>&nbsp;</p><p>{shopping_cart}</p></td></tr>
</table>
```

Screenshot below shows an example invoice generated using the default template:

**Invoice**

Order Date: 7 August 2010  
Order Number: 12812053095334

Payment Method: PayPal Express Checkout  
Transaction ID: XYZ1234567890ABC

*Bill to:*  
Test Buyer  
1 Test Street  
Testown  
Teshire  
TEST123  
United Kingdom  
01234567890  
customer@eshop-systems.net

*Ship to:*  
Test Buyer  
1 Test Street  
Testown  
Teshire  
TEST123  
United Kingdom  
01234567890

Products	Qty.	Total
Panasonic LUMIX DMC-FZ38 [ Red ]	1	£ 245.00
Panasonic LUMIX DMC-FZ38	1	£ 245.00
<b>Sub-total</b>		<b>£ 490.00</b>
Postage & packaging (UK Recorded Delivery)		£ 14.37
Sales Tax		£ 412.07
<b>Total</b>		<b>£ 916.44</b>

Done

You can print this invoice or convert it into a PDF file and send it to your customer. To print a PDF file, you can download PDFCreator for free from the Internet.

## 3.4 Shopping Cart Settings

### 3.4.1 Shipping Calculations

This function defines your order shipping details and how the shipping fees are calculated. Definition of the terms used when adding new shipping option:

- Base charge per order – A single fee for the whole order, in addition to other fees. For example, you can charge an admin or handling fee to each transaction.
- Shipping tax – Tax on shipping fee.
- Free shipping threshold – Amount of order above which the shipping fee is waived. If you decided not to offer free shipping on any order amount, enter a large value here (Default value is 9999.99).
- Calculation type – You can define the shipping fee based on (i) number of items in the order (2 units of the same product is considered as 2 items), (ii) total price of the purchase, (iii) total weight of the order (you will need to specify product weight in the “Product” page), and (iv) total size or volume of products (you will need to specify product volume in the “Product” page).
- Shipping fee range – range of unit defined in the calculation type. The shipping fee is the sum of all inclusive range. See example in table below.
- Shipping destination – Checkboxes of destination for the shipping option. This function let you define the shipping fee for each zone (continent). For example, you can define to use FedEx Domestic for ‘Domestic only’ and FedEx International Priority for ‘Europe’ and ‘North America’ only.

**Add New Shipping Option**
Back

Shipping Details

Shipping name:

Shipping Calculation

Base charge per order: £  Shipping tax:  %  
 Free shipping threshold: £  Calculation type:

Fill-in the options you need, and leave the remaining empty.  
 The shipping charge is the sum of all inclusive ranges.

From (do not include unit)	To (do not include unit)	Shipping Charge
<input style="width: 50px;" type="text" value="0"/> < range ≤ <input style="width: 50px;" type="text"/>	<input style="width: 50px;" type="text"/>	£ <input style="width: 50px;" type="text"/>
<input style="width: 50px;" type="text"/> < range ≤ <input style="width: 50px;" type="text"/>	<input style="width: 50px;" type="text"/>	£ <input style="width: 50px;" type="text"/>
<input style="width: 50px;" type="text"/> < range ≤ <input style="width: 50px;" type="text"/>	<input style="width: 50px;" type="text"/>	£ <input style="width: 50px;" type="text"/>
<input style="width: 50px;" type="text"/> < range ≤ <input style="width: 50px;" type="text"/>	<input style="width: 50px;" type="text"/>	£ <input style="width: 50px;" type="text"/>
<input style="width: 50px;" type="text"/> < range ≤ <input style="width: 50px;" type="text"/>	<input style="width: 50px;" type="text"/>	£ <input style="width: 50px;" type="text"/>
<input style="width: 50px;" type="text"/> < range ≤ <input style="width: 50px;" type="text"/>	<input style="width: 50px;" type="text"/>	£ <input style="width: 50px;" type="text"/>

Shipping Destination

Domestic Only
  Africa:

Asia: 
 Caribbean:

Europe: 
 Middle East:

Central America: 
 North America:

South America: 
 South Pacific:

Example of range of shipping fee based on product weight:

From (greater than)	To (equal or less than)	Shipping Charge
0	50	1.50
50	200	1.20
200	500	1.00
500	2000	2.00

If a customer buys an item of 35g, he will pay £1.50 shipping fee plus base charge per order (if any). If he buys 5 items of total weight of 475g, then he will pay a shipping fee of £3.70 (£1.50 + £1.20 + £1.00) plus base charge per order (if any).

The shipping options created here will appear in your shopping cart automatically. Your customer will see the amount of shipping charge instantly when they select the shipping options you have offered. If a customer selects a domestic shipping option, he/she cannot enter an overseas address during checkout. However, the system cannot prevent your customer from providing a false address. It is your responsibility to ensure the address is valid and the appropriate shipping fee is paid.


### 3.4.2 Payment Methods

We have integrated a number of popular payment gateways and services to our system, so that you can accept online payment from your e-commerce store. To activate a payment method, simply provide your payment account details in the control panel. Your payment account is provided by the payment service provider, not us. You can have multiple payment methods for your store.

Screenshots below show the interface to activate Google Checkout and PayPal Express Checkout for your store. Other online payment services available include PayPal Standard, PayPal Website

Payment Pro, Moneybookers, Nochex, Sage Pay (for using with your merchant account) and Cardsave (Streamline). You can also set up offline payment methods to accept cheque/postal order, bank transfer, offline card payment, invoicing and cash on delivery (COD).

**Add Payment Option** Back

Payment Gateway:	Google Checkout	Enable?	<input type="radio"/> Yes <input checked="" type="radio"/> No 
Checkout Name:		Transaction Type:	<input type="radio"/> Live <input checked="" type="radio"/> Test
Merchant ID:	support@eshop-systems.net	Merchant Key:	●●●●●●●●
Checkout button:	<input checked="" type="radio"/> White <input type="radio"/> Transparent	Callback URL (XML):	https://www.eshop-systems.net/_func

**Add Payment Option** Back

Payment Gateway:	PayPal Express Checkout	Enable?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Checkout Name:		Transaction Type:	<input type="radio"/> Live <input checked="" type="radio"/> Test
API Username:	support@eshop-systems.net	API Password:	●●●●●●●●
API Signature:			


### 3.4.3 Discount Voucher

You can create unlimited discount vouchers in the control panel and email them to your prospective customers. You may also provide the discount code (Voucher ID) in sale invoices so that you customer will return for future purchase.

You can either create the Voucher ID yourself, or generate random Voucher IDs by clicking the 'Generate random voucher number' link at the bottom of the form. If you prefer cash discount, fill in the "Discount Amount" box and leave the "Percentage" box empty. The software deducts the quantity when a successful transaction takes place. If the quantity is set to 1, then the Voucher ID can only use once.

**Add Discount Vouchers** Back

Voucher ID#	Voucher Name	Discount Amount	Percentage	Quantity	Expiry Date
		£	%		yyyy-mm-dd
		£	%		yyyy-mm-dd
		£	%		yyyy-mm-dd
		£	%		yyyy-mm-dd
		£	%		yyyy-mm-dd
		£	%		yyyy-mm-dd
		£	%		yyyy-mm-dd
		£	%		yyyy-mm-dd
		£	%		yyyy-mm-dd
		£	%		yyyy-mm-dd
		£	%		yyyy-mm-dd



[Generate random voucher number](#) 

Screenshot below shows a shopping cart with a 10% discount (10% of product cost + tax).

## SHOPPING CART

Products	Qty.	Total	
Panasonic LUMIX DMC-TZ7 Duplicate	1	£ 229.00	✘
Sub-total		£ 229.00	
Test 1 10% Discount 05565J5656		£ 26.34	✘
Postage & packaging	UK Recorded Delivery	£ 9.00	
Sales Tax		£ 35.70	
Total		£ 247.37	

[Continue Shopping](#)
[Update Cart](#)
[Empty Cart](#)
[Proceed to Checkout](#)

### 3.4.4 Shopping Cart Message

Using this function, you can add some text or HTML scripts, such as the sales conversion tracking code from Google, to the bottom of the shopping cart. Below shows an example of shopping cart message.

## SHOPPING CART

Products	Qty.	Total	
Shopping Cart is Empty			

Shopping cart message goes here... 

## 3.5 General Configuration

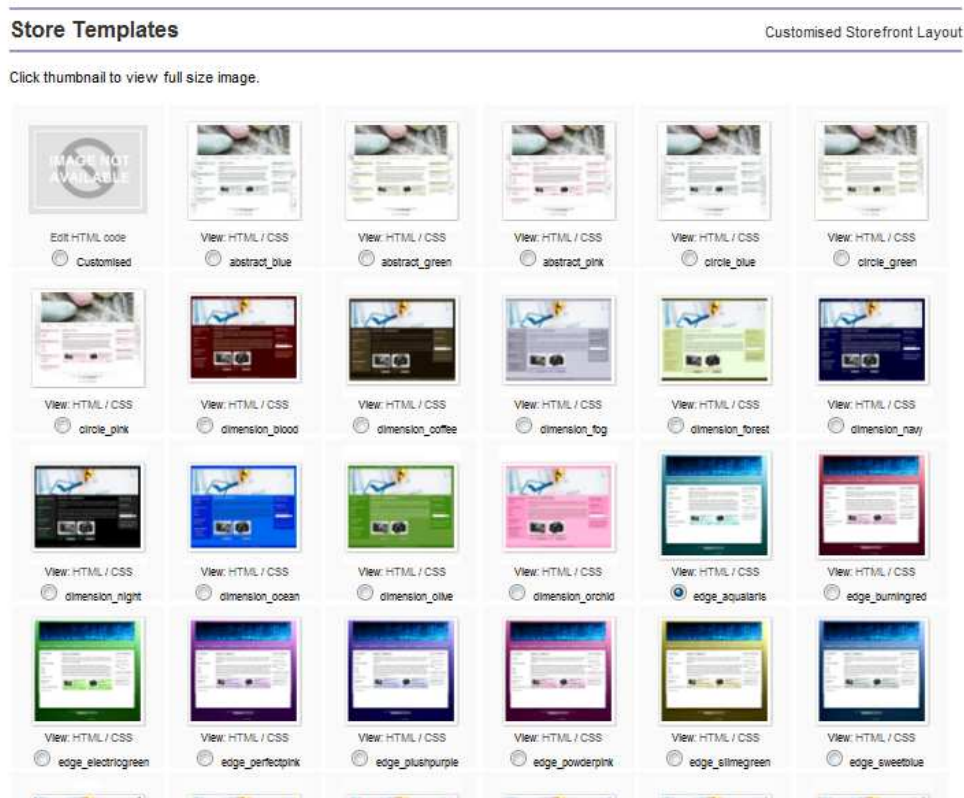
### 3.5.1 Store Template

Hundreds of professional e-commerce store templates are available for your use. Simply select the template you want and click the submit button to save the template. You can change your store template from one to another at anytime without affecting your store information. The new layout may not work for the structure of your existing store template.

You can review the HTML code and CSS script of your store template by clicking the HTML and CSS links respectively. If you need to change certain area of your template, such as the font size or adding a background image, then you are recommended to enter the CSS code in the "Look & feel" page. However, if you need to change many things from the standard template, or you want to use a web designer to design your storefront layout, then use our custom template function (see below for more details).

Screenshot below shows the thumbnail of templates available for you to choose. Click onto the thumbnail will open a large image of the selected store template. The first box to the top left corner is for you to enter the HTML code of your customise template. You can either use HTML to construct

the entire store template, or use a combination of HTML and CSS to do the same. You will have to upload the CSS file separately in the “Files & Images” page (see section 3.2.4).



The customise template function is intended for advanced user familiar with HTML and CSS scripting language only. Non-programmer may find it hard to get the template layout right. To make it works, you will need to insert a number of special tags, which is used to insert of store and product information automatically.

Special tags used in the header section (between <head> and </head> tags) of the HTML script are:

- {page\_title} – Title of the page, such as the product title.
- {meta\_description} – Meta property that summaries the web page.
- {meta\_keywords} – Meta property that lists unique keywords of the web page.
- {page\_script} – Additional header script as defined in the “Look & Feel” page (see Section 3.5.2)

Special tags used in the body (between <body> and </body> tags) of the HTML script are:

- {biz\_name} – Business name of your store
- {page\_header} – Page header as defined in the “Look & Feel” page (see Section 3.5.2)
- {top\_navigator} – Standard navigation links
- {menu\_left} – Left-hand-side menus as defined in the “Look & Feel” page (see Section 3.5.2)
- {menu\_right} – Right-hand-side menus as defined in the “Look & Feel” page (see Section 3.5.2)
- {page\_content} – Main content of the web page
- {page\_footer} – Page footer as defined in the “Look & Feel” page (see Section 3.5.2)

Please refer to the knowledgebase article for more information on customising a store template.

### 3.5.2 Look & Feel

The Look & Feel interface lets you configure the layout and structure of your store. The arrangement in the Look & Feel page is similar to your web store to help you plan your store layout. However, the end result is depends on the template you use.

**Storefront Look and Feel**

Additional header script (script only between <head> and </head> tags)

```
<style type="text/css">!--
.current { font-weight: bold; }
--> </style>
```

Header, logo and banner

Format Font family Font size

Path:

Save All

**Left-hand side menus**

**eShop Photo Studio**

Homepage  
Contact Us

**Products by Brand**

Canon  
Fujifilm  
Nikon  
Panasonic

**Products by Type**

Digital Cameras  
Digital SLRs

**Useful Information**

Flash Memory Card

**Main body - Product Listing Configuration**

Number of Products Per Page: 12

Sort Product By: Popularity

Product Listing Layout:

Type A Type B  Type C

Product Page Layout:

Option 1  Option 2 Option 3

Save

**Right-hand side menus**

**Select Currency**

GBP | AUD | EUR | JPY | USD

**Find a Product**

Go

**Shopping Cart**

Shopping Cart is Empty.

**Where's my order?**

Go

Path:

Save All

Copyright © 2009 eshop-systems.net. Demo store for [eShop-Systems](#).

The additional header script is for program script or HTML code only. It is not recommended to place any text or picture here. Non-script content in the script section will affect the readability of your web pages in some browsers. You can enter third party JavaScript, such as Google Analytics, as well as inline CSS to customise your store.

You can add pre-installed menus, such as category listing (select Category Group 1-3), content listing (select Content Group 1-4), product search, mini shopping cart etc. by clicking the “Add new menu” link at the left or right-hand side menu columns. If you are offering multi currencies and or multi languages in your store, add the currencies and languages menus here.

In addition, you can also add custom menus, including plain or HTML text and pictures, links to a product page or external websites, as well as third party JavaScript. Do not worry about their positioning as you can later rearrange them by moving the menu up and down, or across from left to right and vice versa.

### 3.5.3 Language and currency

You can have up to five (5) languages for your store. Note that we only provide the facility but not the content in different languages. You will need to provide content in different languages you are planning to use. For example, if you plan to have 5 languages in your store, you will have to write the description for each of your products in 5 different languages.

Similarly, you can display up to 5 currencies, including the default trading currency, in your store. The default currency is the currency you will accept for your payment. Other currencies are for reference only. The exchange rates are updated daily from Google Finance and may not be accurate at the time your overseas customers pay you. Your customer may find the actual exchange rate is slightly different to the rate present to them in your store.

#### Languages and Currencies

Default Language:	English	
Alternative Languages:	Francios <span style="color: red;">✘</span>	Not Selected
	Not Selected	Not Selected
Default Currency:	Pounds Sterling	
Display Currencies (Choose up to 4):	<input checked="" type="checkbox"/> Australian Dollars <input type="checkbox"/> Canadian Dollars <input type="checkbox"/> Swiss Francs <input type="checkbox"/> Chinese Yun <input type="checkbox"/> Danish Kroner <input checked="" type="checkbox"/> Euro <input type="checkbox"/> Pounds Sterling <input type="checkbox"/> Hong Kong Dollars <input type="checkbox"/> Israeli Shekels <input checked="" type="checkbox"/> Japanese Yen <input type="checkbox"/> Mexican Pesos	<input type="checkbox"/> Malaysian Ringgits <input type="checkbox"/> Norwegian Krone <input type="checkbox"/> New Zealand Dollars <input type="checkbox"/> Swedish Kronor <input type="checkbox"/> Singapore Dollars <input type="checkbox"/> Thai Baht <input checked="" type="checkbox"/> US Dollars <input type="checkbox"/> South African Rand <input type="checkbox"/> Mauritian Rupee <input type="checkbox"/> Turkish Lira
<input type="button" value="Submit"/>		

If the language or currency you would like to use is not available, please contact us.

### 3.5.4 Landing page

If activated, the “Landing page” will be the first page your customers will see. “Landing page” is useful for making special announcement, running a corporate video/flash, or filtering your visitors before they see your store content. The “Landing page” will only appear once for each visit session.

To activate the “Landing page”, tick the checkbox and enter relevant content to the text area.

### 3.5.5 Holiday setting

If activated, the “Holiday setting” page will be the only page your customers will see. “Holiday setting” is used when you are developing your store, or away for holiday etc. It acts as a holding page until you decide to let your visitors see more of your store content.

To activate the “Holiday setting”, tick the checkbox and enter relevant content to the text area.

### 3.5.6 Backup & Restore

You can backup your store information, including product information, category, content pages, sales record and customer record. Information is backed up in the database SQL format.

To restore your store information, or to copy information from a store in one account to another store in a separate account, simply upload the SQL file using the “Restore Data” function. If you would like to duplicate a store within the same account, use the duplicate function describes in section 2.2.

The “Reset Store” function will wipe out all information in your store and return it to the original state when you first create it. You are advised to backup all your store information before resetting your store. We are unable to restore your store after it has been reset.

---

#### Backup Database

---

Select database table you would like to backup:

---

#### Restore Data

---

Warning! Restore function will create new data/content to your database. If you have not delete the original content, the restore fuction will duplicate the content.

Please make sure you are using the SQL file you have previously backup from this server.

Select the SQL file you want to restore:

---

#### Reset Store

---

Warning! Reset function will delete all data/content from your database. You are advised to backup all your content before resetting. Once reset, your online store will revert to its initial state.

## 4 Domain Name and Mailboxes

### 4.1 Domain Configuration

We provide you a test URL, as shown below, when you register an account with us. It is for you to develop your store before you have your own domain name. A domain name is the host name that identifies Internet Protocol (IP) resource. In other word, it serves as a human friendly name to the numeric code of the location of a web site.

`http://ww.eshop-systems.net/shop_id`

The shop\_id is the unique shop identity you used when you created your store.

You can use your own domain name, such as `www.yourstore.com` for your store. If you are not already having a domain name, you need to register one from domain name registrars, such as `123-reg.co.uk` or `names.co.uk` for UK users.

To use a domain name for your web store,

1. Change the settings of your domain name pointing to our configuration. See below for further details.
2. Add the domain name to the control panel. Click the "Domain Configuration" page and click the second icon under the "Actions" column to 'Park a domain'. See below for further details.

Make sure your domain name is active and both actions above are carried out at the same time. Your store will not be working if the domain is new and not fully activated, or you have not done the above actions properly.

#### ***Park a domain***

We are not a domain registrar and therefore unable to host your domain name on our system. You will have to host your domain name elsewhere by a domain registrar and change it setting to point your domain name to your store.

---

#### Domain Configuration

---

**Warning! Your store will cease working if you enter a domain name here without updating the domain name setting of your domain.**

Enter domain name: `http://`

Pointing Method:

- I have changed the name servers to ns1 and ns2.eshop-systems.net
- I have pointed an 'A record' to IP address 213.175.211.121
- I have pointed a 'CNAME record' to www.eshop-systems.net.

#### Domain Name

There are three ways to point your domain name to your store. If you opt for name servers option, please follow the steps below carefully:

##### Step 1.

Login to your domain control panel where you registered your domain name. Change the default name servers to the values below:

Primary name server: ***ns1.eshop-systems.net***  
Secondary name server: ***ns2.eshop-systems.net***

Wait for approx. 2 hours for the new setting to activate. This will take longer if you have just registered a new domain name. In some cases, the new setting can take up to 48 hours to propagate through the internet.

##### Step 2.

Enter your domain name in the text field provided here. If you are getting an error message saying your domain name servers is not pointing to this server. Please wait couple hours before trying again.

If you opt for an A record or CNAME record option, you can add a domain name here without previously set-up your domain DNS record. No mailbox will be provided in both A record or CNAME record pointing option.

There are three ways to point your domain name to your store:

- Change the name servers of your domain pointing to us. Use this option if you want us to host your domain emails. You can have up to 10 mailboxes for each of your store. This is the most common method to use a domain name for your store.
- Add "A record" to your domain DNS to our IP address. Use this option if you are using your domain name on a separate website and use a sub-domain for your store. For example, you can point [shop.yourdomain.com](#) to our IP address and let your customer access your store via [shop.yourdomain.com](#) instead of [www.yourdomain.com](#).
- Similar to "A record", a "CNAME" record is pointing a sub-domain to your test URL directly. For example, pointing [shop.yourdomain.com](#) to [www.eshop-systems.net/shop\\_id](#).

Your store will stop working temporarily after you have submitted your domain name. Now you need to change the domain setting at your domain registrar, or via your domain's control panel. No mailbox will be provided in both "A record" or "CNAME record" pointing option.

### Change domain setting

This guide is for user who opts for changing the domain name servers. Login to your domain's control panel where you registered your domain name. Change the default name servers to the values below:

Primary name server: ***ns1.eshop-systems.net***

Secondary name server: ***ns2.eshop-systems.net***

It normally takes up to 2 hours for the new setting to activate. This will take longer if you have just registered a new domain name. In some cases, the new setting can take up to 48 hours to propagate through the Internet.

You can check your domain's WHOIS record (public available information about your domain name) at <http://whois.domaintools.com>.

## 4.2 Mailbox Setup

You can add up to 10 mailboxes for each store you host with us, provided you have your domain name pointing to us. To add a mailbox, click the 'Access to Mailbox' link at the side navigation menu, then click the 'Add New Email' link at the top right corner of the "Mailbox Configuration" page.

You will find the domain name you have already pointed to our system, as shown below. If no domain is presented, you cannot add any mailbox. A new mailbox will be activated within 2 hours, but sometimes it can take longer.

---

**Mailbox Configuration** Back

---

Email address:  @

Login password:

Confirm password:

You can access to your email via our webmail at <https://www.eshop-systems.net/webmail>. The screenshot below shows the webmail interface which is powered by industrial leading cpanel software. There are 3 webmail services available, and a number of mail functions such as mail forwarding, auto responder and email filtering. To find out more, click the Help icon located at the top right corner.



Alternatively, you can setup email client on your desktop, such as Windows Live Mail, Microsoft Outlook, Thunderbird, Opera etc, as well as on your smart phone to receive emails. The following are settings for email clients:

*Mail Server Username:* Replacing @ sign in your email address with + sign. Example: test+test.com

*Incoming Mail Server:* [mail.eshop-systems.net](mailto:mail.eshop-systems.net)

*Outgoing Mail Server:* [mail.eshop-systems.net](mailto:mail.eshop-systems.net) (requires authentication) port 25

*Supported Incoming Mail Protocols:* POP3, POP3S (SSL/TLS), IMAP, IMAPS (SSL/TLS)

*Supported Outgoing Mail Protocols:* SMTP, SMTPS (SSL/TLS)

This information can be found in both the store control panel and the webmail.

## 5 Account Management

### 5.1 Account Profile

This page contains your business information, including email address which we can contact you. The information here is used to generate our invoice to you. This is not available to your customer and may be different to the trading information for your store.

Links to 15 most recent invoices will be shown at the right column, which you can print or download for your own record.

Account Profile		Upgrade Subscription
Date Joined:	2009-08-28	Recent Invoices
Account Status:	Active	
Store Subscribed:	2 <a href="#">Upgrade Subscription</a>	
Business Name:	Store2Go Demo Store	
Street Line 1:	Test Drive	
Street Line 2:		
City:	Test	
State/Province:	Test	
Post Code:	TEST 123	
Country:	United Kingdom	
Telephone:		
Fax Number:		
Business Email:	support@eshop-systems.net	
<input type="button" value="Submit"/>		

### 5.2 Multiple Users Login

With *eShop-Systems* you can create multiple websites, as well as add multiple users to login with different levels of access. For example, a moderator can access all stores and perform account administration, while a shopkeeper can manage only one or more stores he/she is permitted to. In addition, shopkeeper and guest do not have access to the account profile.

Update User Profile		
Full Name:	Guest	<p><b>Email Address</b></p> <p>Please make sure working email address is provided, and DO NOT use spam-protected email account, such as an AOL email account.</p> <p><b>User Group</b></p> <p>User group defined the level of access a user had within the control panel. Moderator can access to all shops and account profile including account renewal and termination; Shopkeeper and Guest do no have access to the account profile.</p> <p><b>Permission</b></p> <p>Permission is used to set the access of the selected user (Shopkeeper and Guest) to a particular shop or a number of shops. To set permission for more than one shop, press down the Ctrl key and select multiple shops. Shop-keeper can manage shop or a number of shops that he/she has permission to. Guest can only view the control panel of the selected shop or shops, but cannot edit any information.</p>
Date of Birth:	01 Jan 2000	
Login Email:	guest@store2go.net	
Login Password:	●●●●●●●●	
Re-type Password:	●●●●●●●●	
User Group:	<div style="border: 1px solid black; padding: 2px;">             Guest (read only)             <ul style="list-style-type: none"> <li>Moderator</li> <li>Shopkeeper</li> <li style="background-color: #e0e0e0;">Guest (read only)</li> </ul> </div>	
Permission:	<div style="border: 1px solid black; padding: 2px;"> <input type="text"/> </div>	
Add new shop		
<input type="button" value="Submit"/>		

### 5.3 Account Upgrade & Renewal

The *eShop-Systems* software calculates the remaining credit you may have on your account and carries it forward to the new subscription. The transaction will not proceed if the remaining credit in your account is more than the amount of the new subscription.

To renew your account, select the number of store you require before paying for the new subscription. If you want to reduce the number of store you have subscribed, first you need to delete the unwanted store from the store listing (see section 2.3). Inversely, if you need to add more stores to your account, select the number of stores require.

#### Upgrade Subscription


Number of store subscribed:	<input type="text" value="2"/>	
Subscription expiry date:	<input type="text" value="2012-05-31"/>	
Remaining credit to-date:	<input type="text" value="£ 0.00"/>	

Select your options:

Number of stores required:	<input type="text" value="2"/>	
Subscription duration:	<input type="text" value="1 month"/>	
New expiry date:	<input type="text" value="2011-01-19"/>	

Cost breakdown:

Fee for the first store:	£ <input type="text" value="8.99"/>	
Fee for each additional store:	£ <input type="text" value="6.99"/>	
Total subscription fees:	£ <input type="text" value="15.98"/>	
Less credit brought forward:	£ <input type="text" value="0.00"/>	
Sub-total:	£ <input type="text" value="15.98"/>	
V.A.T. (17.5%):	£ <input type="text" value="2.80"/>	
Total payable today:	£ <input type="text" value="18.78"/>	



**Remaining Credit**

Remaining credit from exiting subscription will be carried forward to the new subscription. If the remaining credit is more that the amount of the new subscription, only credit equals to the new subscription amount will be carried forward. No refund is available for any excess credit.

**Downgrading?**

If you want to reduce the number of store you have subscribed, first you need to delete the unwanted store from the store listing. Then, select the number of store your are required here, and pay for the new subscription.

**Checkout with PayPal**


We use PayPal as our payment processor so you can be sure that you are secured when you pay online. With PayPal, you can pay either using a credit or debit card, or from your PayPal account balance. If the total payable is zero, please also click the checkout button, we will register your new subscription but without charging you extra.

No refund after the initial 30-days free trial.

We use PayPal as our payment processor so you can be sure that you are secured when you pay online. With PayPal, you can pay either using a credit or debit card, or from your PayPal account balance. If the total amount is below a minimum threshold, the transaction will be terminated and no money will be taken from you. No refund is available for all payments.



**Pay with Credit Card or Log In**



[Learn more](#) about PayPal - the safer, easier way to pay.

Enter your billing information

Country:

Card type:

First name:


Last name:

Already have a PayPal account?


Please log in

Email:

Password:



**Pay with Credit  
or Debit Card**



**Pay from your  
PayPal balance**

## 5.4 Account Termination

To terminate your account, please email us directly. As we do not hold your credit or debit card details on file, we will not charge you if you decide to leave us without informing us. There is no refund available for any remaining credit in your account.

Your account and store information will be removed from our system 6 months after your subscription ends. During this time, you can at anytime login to your account and renew your subscription. Your new subscription will start from the day you make your payment. Otherwise, you will continue to receive our automatic renewal notification email on a monthly basis, unless you tell us to delete your account instantly.