1. Overview

In this article we shall discuss how does vendor setup their store to start selling their product. Needless to say, this is a very important aspect of any marketplace solution and WCFM gives you an easy interface to do so.

With WCFM marketplace, your vendor will get a store setup wizard where the vendors will be prompted to enter important data related to their store. We will discuss about these steps in this documentation to help the vendors setup their store quickly and start their business!

2. Setup Wizard

Whenever a vendor completes his/her registration they will be redirected to a **Store- setup Wizard** which will allow the vendor to enter essential data to kick-start their store, here's a screen-grab of the wizard for better understanding.

Velcome to marketplace!	Store	Payment	Policies	Customer Support	SEO	Social	Ready!
Velcome to marketplace!							
	vei	Joine u	oman	Recpide			
ank you for choosing marketplace! This quick setup wizard will help you to configure the basic settings and you	hank you fo	or choosing market	place! This quick s	setup wizard will hel	p you to configu	re the basic settinį	gs and you
ank you for choosing marketplace! This quick setup wizard will help you to configure the basic settings and you I have your store ready in no time.	hank you fo	or choosing market r store ready in no	place! This quick stime.	setup wizard will hel	p you to configu	re the basic settinį	gs and you
ank you for choosing marketplace! This quick setup wizard will help you to configure the basic settings and you I have your store ready in no time. 'ou don't want to go through the wizard right now, you can skip and return to the dashboard. You may setup you	/VelC hank you fo ill have you you don't v	or choosing market r store ready in no want to go through	blace! This quick stime.	setup wizard will hel	lp you to configund return to the o	re the basic settinį dashboard. You ma	gs and you ay setup you
ank you for choosing marketplace! This quick setup wizard will help you to configure the basic settings and you Il have your store ready in no time. 'ou don't want to go through the wizard right now, you can skip and return to the dashboard. You may setup yo 're from dashboard > setting anytime!	hank you fo ill have you you don't v ore from d	or choosing market Ir store ready in no want to go through ashboard > setting (blace! This quick s time. the wizard right r anytime!	setup wizard will hel now, you can skip ar	lp you to configu nd return to the o	re the basic settinį dashboard. You ma	gs and you ay setup you
nk you for choosing marketplace! This quick setup wizard will help you to configure the basic settings and you have your store ready in no time. ou don't want to go through the wizard right now, you can skip and return to the dashboard. You may setup you re from dashboard - setting anytime!	Nel C nk you fo have you ou don't v re from d	or choosing market Ir store ready in no want to go through ashboard > setting a	olace! This quick s time. the wizard right r anytime!	setup wizard will hel now, you can skip an	lp you to configund	re the basic settinį dashboard. You ma	gs and you ay setup you

Vendors can skip the wizard setup and directly enter the vendor Dashboard, or they can provide the details here in step-wise manner to pre-populate necessary details of the store.



The entire process of the wizard should take **4-5 minutes** and let's discuss the steps vividly for better understanding.

2.1. Step 1- Store

In an initial step, the vendor has to fill up the store details, such as store logo, banner, address of the store, location and store description. Note that few fields will be pre-filled (such as store email, name etc which are present as registration field), you can fill up the remaining fields as shown below:

Store Payment	Policies Customer SEO Social Ready Support
Store setup	
Store Logo	P
Banner	
	Upload a banner for your store. Banner size is (1650x350) pixels.
Shop Name	virat
Store Email	wclovers.avinaba+3@gmail.com
Store Phone	+123456.
Store Address 1	Street address
Store Address 2	Apartment, suite, unit etc. (optional)
Store City/Town	Town / City
Store Postcode/Zip	Postcode / Zip
Store Country*	Choose •
Store State/County*	
Find Location	Search
Store Location	: •
Shop Description 🏮	
Paragraph 💌 B I 🗄	⊨ u ≥ ± ± ø ≡ ≣

2.2. Step 2- Payment

This is perhaps the most important step of all where the vendor will setup their payment account, the options here is dependent on the available payment methods supported by the admin, by default WCFM allows the following payment gateway for vendor(s) as shown in the following screenshot from WCFM admin dashboard:



Whichever payment gateway is selected from the above settings, they will be reflected in this step and the vendor(s) can configure their payment account from here. Following is a screenshot of the step which has payment gateways Paypal, Skrill and bank transfer enabled.

	1				
Store Payment	Policies	Customer Support	SEO	Social	Ready!
Paymont co	otup				
rayment se	etup				
Preferred Payment Method	Bank	Transfer		~]
Preferred Payment Method	Bank PayPa Skrill	Transfer al		~]
Preferred Payment Method Account Name	Bank PayPa Skrill Bank	Transfer al Transfer	ρ	~	
Preferred Payment Method Account Name	Bank PayPa Skrill Bank Your	Transfer al <mark>Transfer</mark> bank account nam	e	~	
Preferred Payment Method Account Name	Bank PayPa Skrill Bank Your	Transfer al <mark>Transfer</mark> bank account nam	e	~	
Preferred Payment Method Account Name Account Number	Bank PayPa Skrill Bank Your	Transfer al <mark>Transfer</mark> bank account nam bank account num	e	~	
Preferred Payment Method Account Name Account Number	Bank PayPa Skrill Bank Your	Transfer al <mark>Transfer</mark> bank account nam	e	~	

For every payment method, the vendors will have to fill out the relevant details and move to the next step of policies.

2.3. Step 3- Policies

In this step the vendor can enter their store policies like refund policy, shipping policy and cancellation policy. Additionally, you can set the label for policy tab from here.

Here's a screenshot for better understanding:

			Store S	Setup		
Store	Payment	Policies	Customer Support	SEO	Social	Ready!
Polic	vsetur			-	-	-
i one	y setup)				
Policy Tab La	abel					
Shipping Pol	icy					
Paragraph	▼ B I ⊟	i≡ 66 ≣	= = ₽			
Pofund Polic						A
Paragraph	, , R 1 ≔	= <i>u</i> =	== @ !			
. e. e. e. e. e.			0 .			
						A
Cancellation	/Return/Exchange	Policy	• ·			
Paragraph	▼ B I ⊟	⊨ " Ē	± = 0			
						1
		Continue		Skip this step		×

2.4. Step 4- Customer support

As a next step the vendor can configure or enter their details of customer support, they will be able to enter the phone number, email address and physical address of contact support. Here's again a glimpse of the same.

Store	Payment	Policies	Customer Support	SEO	Social	Ready
Supp	ort se	tup				
Phone						
Email		wclov	vers.avinaba+3@gn	nail.com		
Address 1						
Address 2						
Country		Cho	oose		×	
City/Town						
State/County	,					
Postcode/Zip						

2.5. Step 5- SEO of vendor store

With WCFM the vendors get the feasibility to set their store's social and SEO related settings from here as well. They can enter the following points as listed below

*SEO Title *Meta Description *Meta Keywords *Facebook Title *Facebook Description *Facebook Image *Twitter Title *Twitter Description *Twitter Image

Here's again a screenshot of the same:

			Store Se	etup		
Store	Payment	Policies	Customer Support	SEO	Social	Ready!
Store	e SEO s	setup			_	
SEO Title 👔						
Meta Descrip	otion 👩					
Meta Keywo	rds 👔					li
Face	book S	etup				
Facebook Tit	le					
Facebook De	scription					li.
Facebook Im	age					
Twitt	er Seti	цр				
Twitter Title						
Twitter Desc	ription					ħ
Twitter Imag	e					

2.6. Step 6- Social Setup

You can also place the links of your social channels in your store for more engagement, portraying social links in your store definitely boosts your sales as it gives you more window. Here's a screenshot of the page with an example of twitter account being set:

Store	Payment	Policies	Customer Support	SEO	Social	Ready!
Store	e Socia	l setu	р	-	-	-
Twitter		https:	//twitter.com/wcl	fmmp		
Facebook						
Instagram						
Youtube						
Linkedin						
Google Plus						
Snapchat						

Here's where one can see the social media links in vendor store page as shown below with twitter link as an example.



2.7. Step 7-Finishing Step

Once the above steps are completed you are all done with the setup and will receive a screen like the following:

			Store Se	etup		
Store	Payment	Policies	Customer Support	SEO	Social	Ready!
We a	are dor	ne!	things more F ih	and Descefully		and start
Your stor counting	e is ready. It's time sales, have fun!!	to experience the	e things more Easily	and Peacefully. A	Add your products	and start

Once you click on "Let's go to Dashboard" the vendors will be redirected to their respective Dashboard from where they can fill in the remaining or left-over details and here's how it looks like.

🝥 My Store	≡ □ Dashboard
🗔 Home	Welcome to the marketplace Dachboard
ත Media	Virat
Articles	☐ 0.01 MB / ∞
Products	
₩ Orders	₹0.00 👦 ₹0.00 😡 0 items 🙀 0 orders
Payments	gross sales in this month earnings in this month sold in this month received in this month
岱 Coupons	
Oustomers Oustomer	10
다. Refund	
💩 Add to My Store	0.6
🎯 Settings	0.4
Ledger Book	02
(& Reports	
C Reviews	-0.4

3. Vendor Dashboard Settings

In addition to the wizard provided above, if and incase the vendor(s) skips any steps they can enter the data from Settings panel in WCFM vendor dashboard here: **Goto WCFM Vendor Dashboard -> Settings** as shown below.

Home	Store Settings		略· Social
🖾 Media			
Articles		6	8% Complete!
Products	Suggestion(s): Add Store Description, Setup Store Poli	licies, Setup Store Customer Support, Setup	Store SEO
ੇ Orders	🗅 Store 🛛 🕲	General Setting	
Payments	Location	Store Name *	virat
di Coupons	FE1 Proment	Store Slug*	
② Customers		store stug	virat
1⊐, Refund	Ca Shipping	Store Email	wclovers.avinaba@gmail.com
👆 Add to My Store	SEO	Store Phone	9038133602
🎯 Settings	E Store Policies	Store Brand Setup	
💿 Ledger Book	🖒 Customer Support	Store Logo	
() Reports	Store Hours		
C Reviews			
() Logout			
		Store Banner Type	Static Image 🗸
		Store Banner 🌖	×

You will find similar options provided in the Dashboard as well, and can fill in the required details for setting up the store. Please find the sections highlighted in red to check the fields provided and configure your store accordingly to start selling!