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One Solution for Your Management, Web-Stores and Web Plugins.

Dashboard

- Manage the overview of store. Orders received count, Daily Cart abandoners,

- Quarterly Revenues Generated, Annual Revenues Generated, Sales Profit and Many More

Catalog Management.

- Managing categories are easier. Add categories under each category and make your store look more organised.

- Attributes Management.

- Category Management.

- Product Mangement.

- Add as many as custom variables for a product as you like. Create a simple, compounded product of your choice.

- Unlimited Products under each of the categories.

Images

- Add unlimited images for your store. Easy to manage images for a single product. Set Default image for the products as you like.

Features

- Manage Special Features of the Product in a more special way. Unlimited Features management , choose features for a single product from a centralised reserve pool of products.
- Sell in Kgs/units etc
- Add Manufacturers and assign products to them.
- Manufacturers
- Order Management.
- Order Management Grid.
- Overview Panel of Order Management
- List the Order Number and Customer name
- View the Date of Order made, Total Price of the Order, Messages sent and Products count for that particular order.
- Manage the Status of the order in each stage.
- Move the Status as and when the order passes through each stage right from order made, payment received, in progress, shipped and delivered.
- Manage the documents for each order. Invoices, Delivery Slips and many more.

Customer Management

- View the Entire List of customers on the website.
- Edit the information of individual Customers.
- Check the total newsletter Opt-ins among the customers list.
- Keep a track on the date of registration made.
- Add, Edit, Manage Customer Groups.
- Assign Special Permissions, discounts to each customer group

Features Needed to Attract Customers.

- Add / Create Coupon Code.
- Limit Coupon Code per user usage.
- Limit Coupon Code usage product Selection.
- Limit the minimum amount to be ordered to enable the application of the coupon code.
- Total Available for usage
- Limit Valid from and to date.
- Restrict Coupon Code based on Customer Groups.

Shipping Management

- Add Carriers
- Edit/ Manage Carriers.
- Auto Assign Carriers based on the capacity they can carry.
- Set Preferences for the carriers to be default.

Rating And Reviews

- User can add the rating and the reviews, which can be enabled/disabled by the admin. Admin has all the rights to manage the review and ratings for the admin products.

Shop Management

- Quickly access customer account information
- Application of discount codes to orders
- Authorize IP addresses in maintenance mode
- PDF delivery slips with product images
- Manage and process customer orders
- Printer-friendly logo for PDF's
- Complete and partial product return management
- Preview new pages before launch
- Manage your shop from any configured language

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Shop Management

- Partial deliveries for back ordered products
- Predefined order messages with specific triggers
- One click module activation
- Bookmark products and pages with one click
- Set minimum purchase quantity
- PDF invoices with product images
- Maintenance mode
- Customize order statuses
- WYSIWYG Text editor

Shop Customization

- Customize the store without modifying code
- Customize informative pages through a CMS
- Display bestVendors on homepage
- Highlight available payment options
- Live template customization
- Add unlimited content pages
- Legal notices (Privacy Policy, Terms of use)
- Adapt logo size by screen size
- Add unlimited modules to front and back office
- Insert attractive advertisement banners
- Easy navigation with footer resource links

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Shop Customization

- Easy theme installation
- Display featured products on homepage
- Customize product displays
- Store locator address with hours of operation
- Modify homepage content and images
- Upload your brand's favicon

Payments

- Integrations with major payment providers
- Unlimited payment options
- Pay by check — Pay by bank wire
- Payment upon delivery (COD)
- Filter payment by country or currency
- Filter payment by customer groups

Taxes

- Unlimited tax rules
- Unlimited currencies
- Taxes set by country, state
- Configure eco tax
- Cron job for automatic exchange rate updates
- Choose how to distribute the product tax:

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Taxes

- Tax to Admin
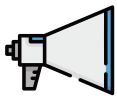- Tax to Vendor
- Tax distributed equally

Analytic Reporting

- Track visitor activity
- "Pages not found" management
- Affiliate statistics
- Report of products added to wish list
- View customer profiles and demographics
- Shipping carrier statistics
- Live notifications in the back office
- Abandoned cart information
- Customer interaction statistic
- Export newsletter subscriber lists
- View best suppliers
- Searches in the shop
- Integrated forecasting tools
- Real-time analytics dashboard
- Newsletter statistics
- Conversion rates per category
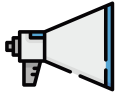- Catalog reminders (sold out, inactive products)

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Analytic Reporting

- Out of stock notices
- Google charts visualizations
- Best performing categories, coupons, products
- Geolocalization
- Overview of inventory levels and availability
- Add Google Analytics Enhanced Ecommerce
- Strategically placed Intelligent KPI's
- Keyword reports
- Order and sales reporting

Digital Marketing

- Newsletter subscriptions
- Automated follow-up emails
- Loyalty programs
- Refer-a-friend program
- Affiliate program tracking and management
- Create coupons and vouchers
- Display select coupons at checkout
- Coupons for shipping and postage
- Send emails through personal SMTP servers
- Upsell functionality in the cart
- RSS feed subscription
- Export products to major search engines
- Multi-tier pricing
- Recently viewed products
- Cross sell products to increase revenue

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📢 Digital Marketing

- Provide and display updates through RSS feeds
- Social media page links
- social media "share" buttons
- Promotions display box
- Affiliate marketing opt-in
- Export products to shopping search engines
- Marketplace integrations

👥 Customer Management

- Create orders from the Back Office
- Create customer accounts from the Back Office
- Add/remove products from orders by reference
- Add/remove products from orders by name
- Send emails via the contact form
- Connect with customers via email
- Modify shopping carts after orders placed
- Send welcome emails upon registration
- Search existing customers by name
- Directly send preconfigured payment links
- Centralized messages from contact form
- Multiple recipient contact form
- Customer contact history
- Easily access customer chat and order history
- Organized user experience
- Personalized customer experience
- Set required fields
- Individual message status and color

Optimized Shopping Experience

- Modern basic template
- Large graphic displays on default home page
- Friendly user experience
- Layered navigation (filter products by features)
- Powerful on site search tools
- Enhanced footer with easy access links
- Quick product search
- Alias on-site search (for typos and synonyms)
- Ajax on-site search
- Shop from any device (mobile responsive)
- Side by side product comparisons
- "Send to a friend" from product page
- Filter products by attributes, keyword or price
- Back-in-stock email notifications
- Sort products by relevance, price, etc.
- Shop products by supplier
- Shop products by manufacturer
- Customers can shop in their desired language

Technology Tools

- Utilizes the MVC pattern and object paradigm
- Supports APC, XCache, Memcache
- SQL Manager: run and save SQL queries
- Use SQL to view and export tables and fields
- Create PDFs from SMARTY templates with TCPDF
- Web Service Integration with a CRM, ERP, etc.
- Subdomain management

Modules API

- Automatically check for the latest versions
- Find modules by name or function
- API modules with update notifications
- Sync Addons purchases from back office
- Set module permissions for each employee

Theme Customization

- Added hooks for easy module relocation
- SMARTY templating engine
- Bootstrap CSS framework
- Minify CSS for improved performance
- Easy Theme Backups
- Font Awesome icon set
- SASS Compass
- D3.js brings data to life

Pricing Rules

- Run promotions for products or categories
- Promotions for customer, customer group
- Promotions for brand, supplier, attribute
- Promotions for country, region
- Set the sale duration and expiration
- Quantity discounts by percentage

Pricing Rules

- Free gifts promotions by product line
- Threshold Free shipping offers by carrier
- Specific product discounts in the basket
- Prioritize cart promotions
- Enable or disable stacked promotions
- Generate alphanumeric discount codes
- Include "Sale" ribbon on products
- Display promotion discount percentages
- List selected discounts at checkout
- Automatic pricing rules application in the basket
- Offer discounts on items in customer carts

Localization and Translations

- Over 70 translations available for free
- Geolocation (Detect customer locations)
- Import and export language packs in seconds
- Adapt translations without modifying code
- Import country units (dimensions, weight)
- Regional tax management (Zip Code for USA)
- Time zone set by location
- Date and time formatting by regions
- Phone number formatting by regions
- Adapted address format by country
- Currency specific formatting

Intuitive Checkout

- One page checkout
- Guest checkout
- Instant Field Validation
- Reorder in one click
- Set minimum order amount
- Backorder or pre order products
- Ajax cart (no page reload)
- Gift wrap option
- Billable gift wrap
- Include custom gift messages
- Sale conditions validation at checkout
- Preview cart content
- Add to cart confirmation
- Checkbox to accept terms and conditions

Installer

- Multiple languages supported for installer
- Built-in theme installer
- Download only the language and tax you need
- PrestaShop Cloud: free hosting and installation
- Remove demo data module (Database cleaner)

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Security

- PCI Compliance Ready
- SSL compliant
- Secure back office
- Multiple back office user accounts
- Set security permissions for each employee
- Track employee activity
- Set password expiration
- Password and cookie encryption
- Protected from known vulnerabilities. (XSS, CSRF, SQL injections, etc.)
- Protected from file inclusions
- Protected from path traversal attacks
- Protected from email header injections
- Passwords encryption in database
- Cookies encryption
- Block repeated attempts to recover passwords
- Support PDO or MYSQLi
- HTML purifier for safer HTML code

Upgrades

- Upgrade to the latest version from v1.3+
- Backup of the database and any files
- Upgrade rollback to previous version
- Database backup manager
- Translation backups
- 1-click upgrade
- Automatically searches for update