

Empower SMEs to grow E-commerce Business

Prime Commerce Website - User Manual



Prime One-Stop Solutions

Prime Dashboard is dashboard software for everyone by visualizing analytics data and tracking end-to-end business performance.

Prime Distribution is online software which could help SMEs manage multiple channels (from E-commerce, social media to offline retails) in one place and sell everywhere effortlessly.



Prime Web is online web builder which could help SMEs to build the ecommerce store in minute.

Prime Influencer is online software which could help SMEs to book influencer and manage their influencer campaign in real-time.

Prime CRM is an online software which could help SMEs manage their customer's inquire in multiple channels from online to offline (from social media, website, SMS, emailmarketing, call-center etc.) and turn conversations into conversions

Prime POS is an online software(Desktop & Mobile App) which could help to tracking sales and reporting , it also could help SMEs take the payment whereas their customer are and pair to online payment with billing printer to become all-one-one powerful system.

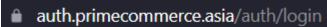


PRIME SERVICES

(SELLER'S AGENCY)

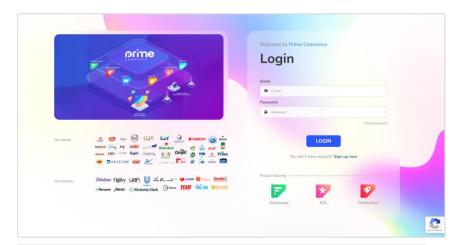
GET STARTED

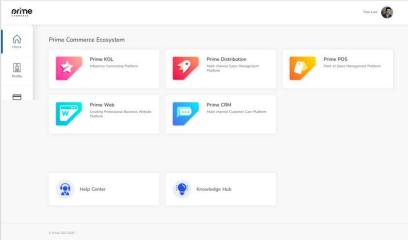
Go to



Login by enter user name and password (*)Provided by PRIME via email

Explore 5 products to leverage your business **Choose Prime Web**







PRIME WEB



Description: Prime Web is online web builder which could help SMEs to build the e-commerce store in minute.

1. Suitable for all categories



2. Standard Features



- Create a professional sales website
- Friendly interface, simple operation
- Diverse template library, modern design
- Manage products and orders effectively





PRIME WEB USER MANUAL

Agenda

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I. Home

At home page of Prime Web, you will see steps to build your website, click "Customize" at each step and follow the instruction to:

Step 1: Pick a website template

Step 2: Modify theme, font, logo, favicon

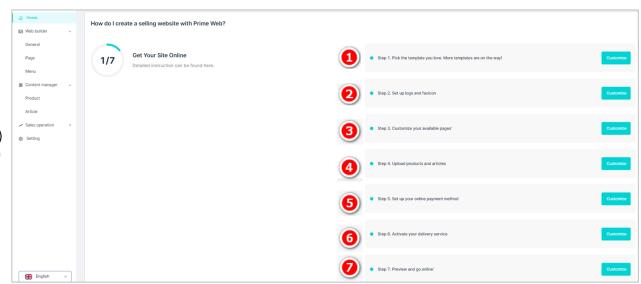
Step 3: Customize available pages

Step 4: Create content for the website

Step 5: Set up payment method (optional)

Step 6: Set up delivery provider (optional)

Step 7: Publish your website







II. Web builder - General

Where you can find tools to customize your own website your style

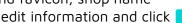
When it comes to pick a template, we provide available website template with different layouts and themes:

Step 1: Web builder > General

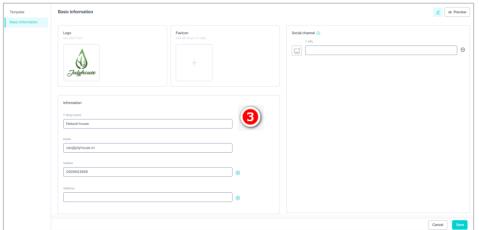
Step 2: Pick a template that match your style

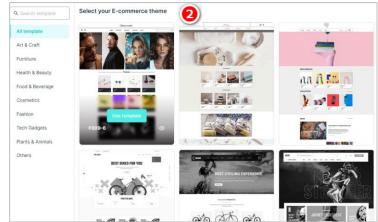
Step 3: Set up logo, and favicon, shop name

*You can click 🗾 to edit information and click 🔤 to complete











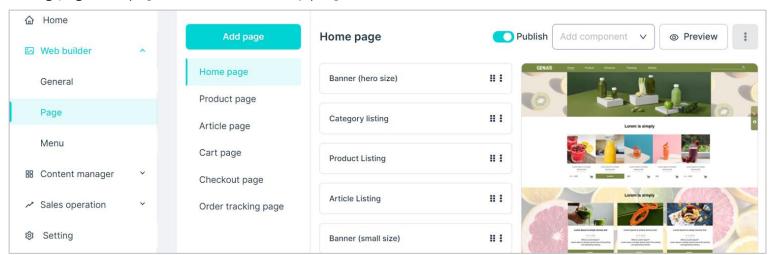


Where you can find tools to customize your own website your style For each available page layout, you can customize the module:

You go to Web builder > Page

After choosing template, there are 6 default pages:

- **1. Home page:** is the first page displayed when entering the website address
- 2. **Product page**: is a page showing all products of all categories and brands
- **3. Article page:** is a page showing all articles of all categories
- **4. Cart page:** is a page showing the products in the shopping cart
- 5. Checkout page: is a page which buyers make payment and fill in shipping information
- **6. Order tracking page**: is a page to check the delivery progress of the ordered orders







Action of page:

Step 1: If you want to Add new page, you can click

Step 2: Select a page you want to customize

Step 3: Click at each module to edit (delete) information

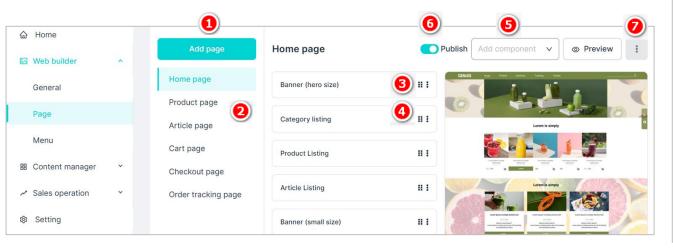
Step 4: Click **!!** to arrange module orders

Step 5: Click Add component of to add more module (component) for each page

Step 6: You can Publish or Unpublish page by click or

Step 7: In addition, you can click to **edit SEO**

Note: Depending on the different pages, there will be general or separate actions



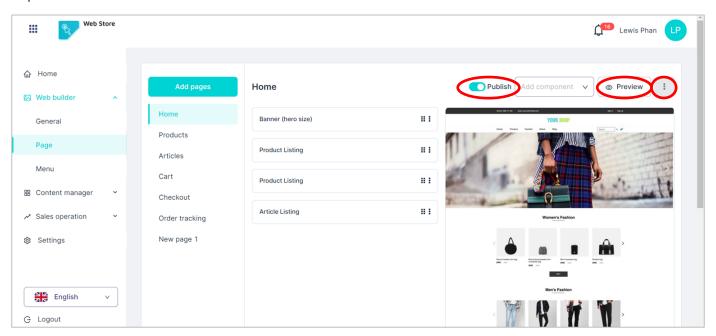
SEO editor		
-		
* Page name		
Product page		
* Page title		
Product page		
* Metadata description		
Placeholder		
Metadata tag		
Placeholder		
* URL		
/products		
	Cancel	Save





Homepage: is the first page displayed when entering the website address **Action support**

- Preview
- Publish or Unpublish
- Edit SEO
- *No component required

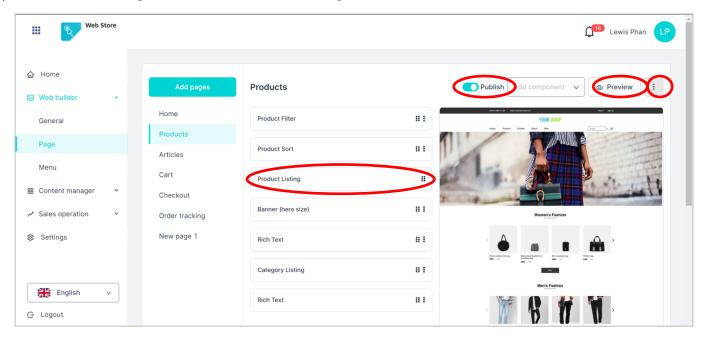






Product page: is a page showing all products of all categories and brands **Action support**

- Preview
- Publish or Unpublish
- Edit SEO
- *Component required: Product listing (can't delete, hide and config), Product sort and Product filter

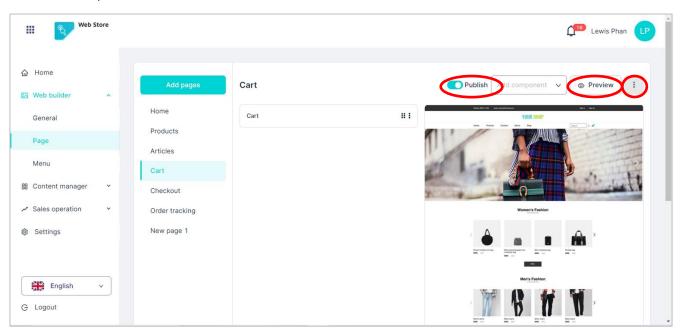






Cart page: is a page showing the products in the shopping cart **Action support**

- Preview
- Publish or Unpublish
- Edit SEO
- *Component required: Cart component

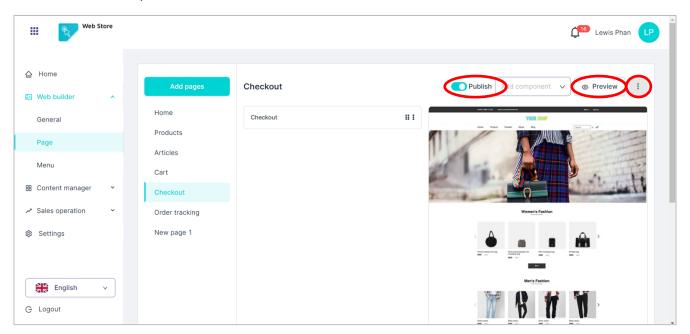






Checkout page: is a page which buyers make payment and fill in shipping information **Action support**

- Preview
- Publish or Unpublish
- Edit SEO
- *Component required: Check out component

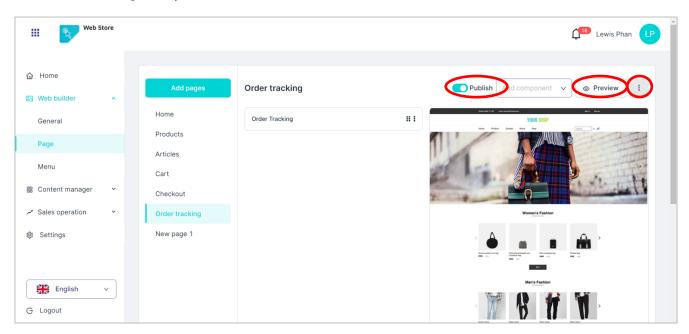






Order tracking page: is a page to check the delivery progress of the ordered orders **Action support**

- Preview
- Publish or Unpublish
- Edit SEO
- *Component required: Order tracking component





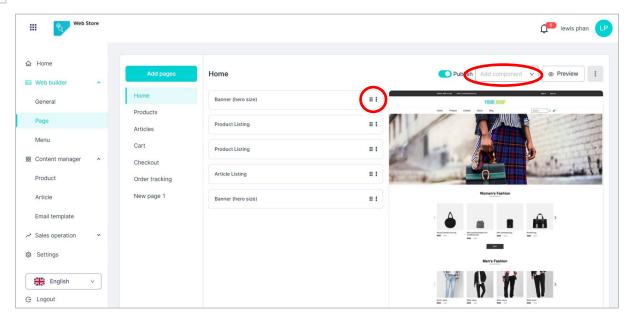


Available actions of components:

Config: Click Add component v to add component and start setting up

Delete (Edit): Click i to delete (edit)

Reposition: Click | to change the arrangement position







How to config components?

*Banner:

Step 1: Choose component size

Have 2 options:

- Hero banner (default choice)
- Small banner

Step 2: Click **upload new image**

(maximum 10 images)

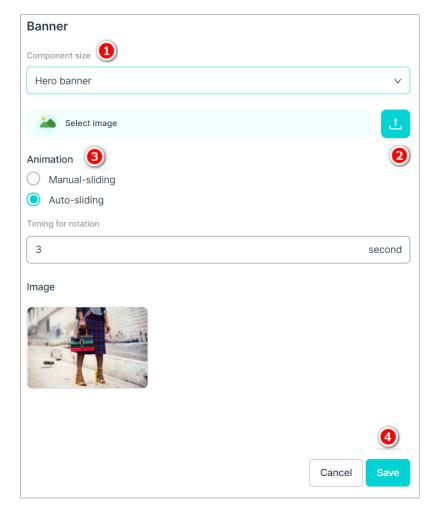
Step 3: Choose animation

Have 2 options:

- Auto-sliding: The system will automatically run the banner every (x) seconds, user must set timing for rotation (in seconds) - default 3s
- Manual-sliding: Consumers have to press arrow for the banner to run

In addition, supporting attach the URL to each banner, display the URL input hox for each image.

Step 4: Click Save to complete







How to config components?

*Product listing:

Step 1: Input header name (maximum 10 words)

Step 2: Choose products you want to add

Have 3 options:

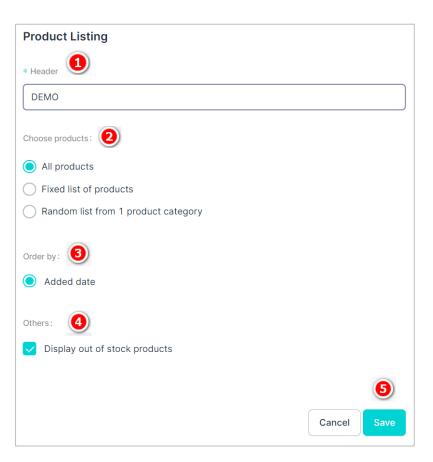
- All products: (default choice) Display products in all categories or not in any category
- Fixed list of product: Select up to 15 fixed products, support for repositioning the display order
- Random list from 1 product category: Display all products in a certain category (can be child or parent)

Step 3: Order by (default): Order will show descending (doesn't support for "Fixed list of products" choice)

Step 4: Others: When tick this item, users allow the system to

display products that are out of stock

Step 5: Click save to complete







How to config components?

*Article listing:

Step 1: Input header name (maximum 10 words)

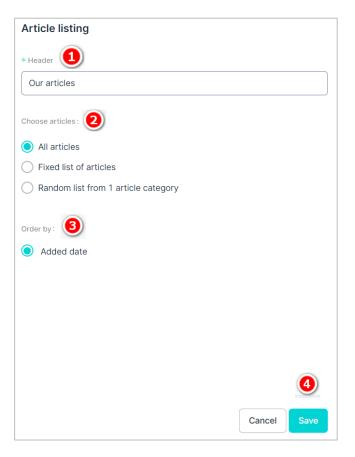
Step 2: Choose articles you want to add

Have 3 options:

- All articles: (default choice) Display articles in all categories or not in any category
- Fixed list of articles: Select up to 15 fixed articles, support for repositioning the display order
- Random list from 1 article category: Display all articles in a certain category (can be child or parent)

Step 3: Order by (default): Order will show descending (doesn't support for "Fixed list of articles" choice)

Step 4: Click save to complete



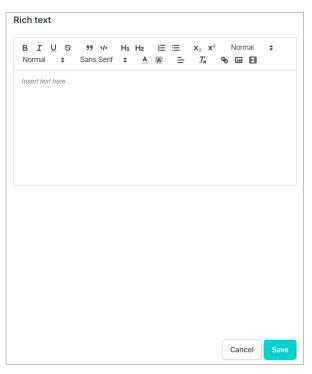




How to config components?

*Rich text:

Users can add images and text to this frame. There is a font format tool. Image upload or choose from the archive







How to config components?

*Product filter: only appear permanently on the Product Page

Step 1: Input header name (maximum 10 words)

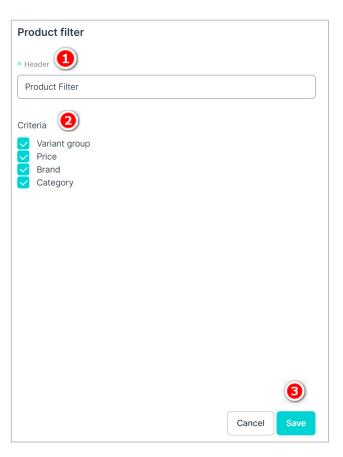
Step 2: Choose criteria (choose at least 1 option)

Have 4 options:

- Variant group (in here shows the list of variant groups users created before)

- Price
- Brand
- Category (parent and child)

Step 3: Click save to complete







How to config components?

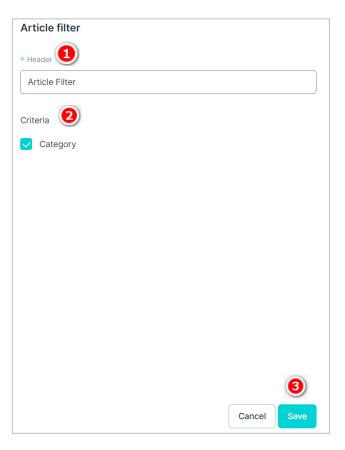
*Article filter: only appear permanently on the Article Page

Step 1: Input header name (maximum 10 words)

Step 2: Choose criteria

- Category (parent and child)

Step 3: Click save to complete







How to config components?

*Product sort: only appear permanently on the Product Page

Step 1: Input header name (maximum 10 words)

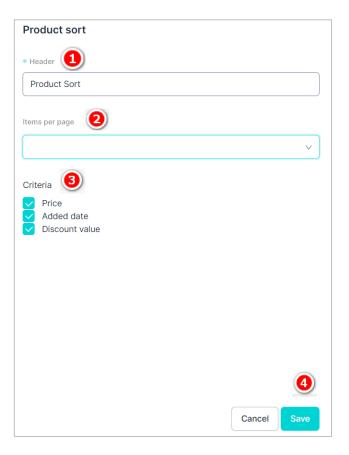
Step 2: Choose items per page: 10, 20 or 50

Step 3: Choose criteria (choose at least 1 option)

Have 3 options:

- Price (increase, decrease)
- Added date (increase, decrease)
- Discount value (less or more)

Step 4: Click save to complete







How to config components?

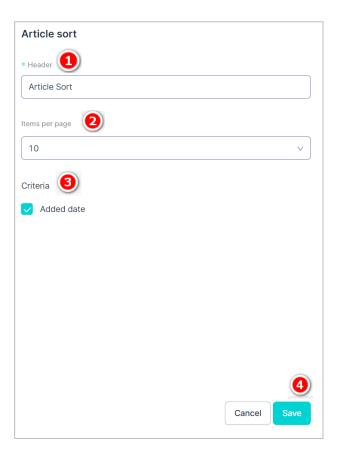
*Article sort: only appear permanently on the Article Page

Step 1: Input header name (maximum 10 words)

Step 2: Choose items per page: 10, 20 or 50

Step 3: Choose criteria: Added date

Step 4: Click save to complete







How to config components?

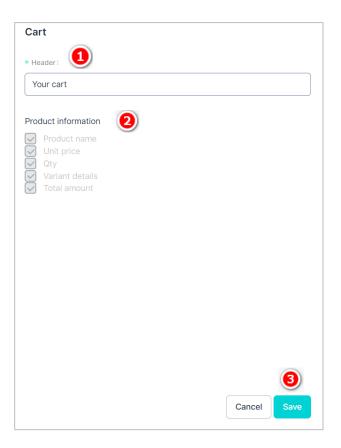
*Cart: only appear permanently on the Cart Page Step 1: Input header name (maximum 10 words)

Step 2: Product information

All option here are unable to untick:

- Product name
- Unit price
- Qty
- Variant details
- Total amount

Step 3: Click save to complete







How to config components?

*Checkout: only appear permanently on the Checkout Page

Step 1: Input header name (maximum 10 words)

Step 2: Receiver information

In here user ticks in the fields of information that consumers must enter such as consignee information (some fields will not be able to untick and only support text change)

Step 3: Payment method

User sees the payment methods that user can choose. Can't disable/enable here (must be done in settings)

Step 4: Delivery provider

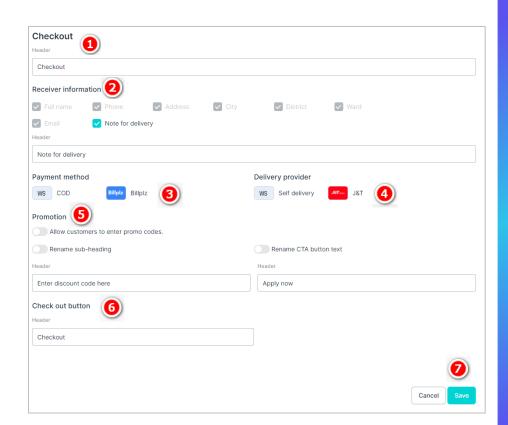
User sees the delivery providers that user can choose. Can't disable/enable here (must be done in settings)

Step 5: Promotion

- User enable allows consumers to enter promo codes.
- User can rename sub heading (default: Enter discount code here)
- User can rename CTA button text (default: Apply now)

Step 6: User can rename check out button (Default = "Check out now")

Step 7: Click save to complete







How to config components?

*Order tracking: only appear permanently on the Order

Tracking Page

Step 1: Input header name (maximum 10 words)

Step 2: Input search box text (maximum 10 words)

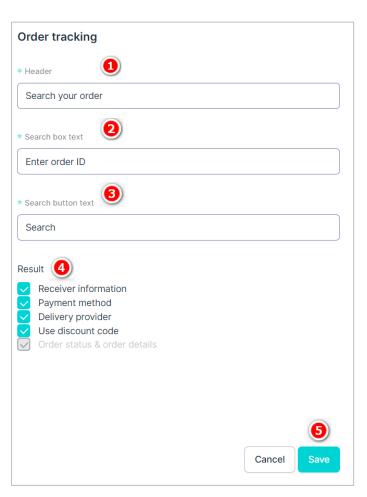
Step 3: Input search button text (maximum 10 words)

Step 4: Result

In here user chooses what information can be displayed in the results screen, which will be able to include fields that cannot be untick

- Receiver information (tickable)
- Order status & order details (unable to untick)
- Payment method (tickable)
- Delivery provider (tickable)
- Used discount code (tickable)

Step 5: Click swe to complete







II. Web builder - Menu

Where you can find tools to customize your own website your style

You can edit Header/ Footer with these steps:

Step 1: Go to Web builder > Menu

Step 2: On Header tab, you can click + Add menu

to add new menu

Step 3: Click at each module to edit

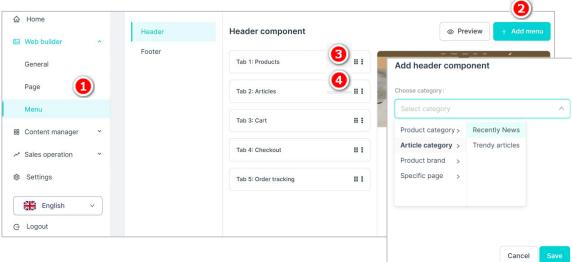
(delete) photo and information

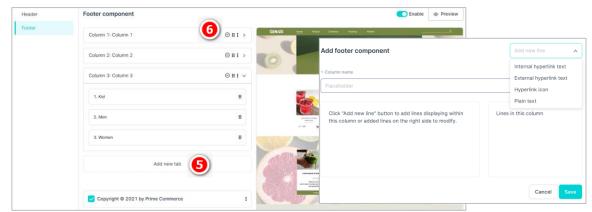
Step 4: Click **#** to arrange module orders

Step 5: On Footer tab, you can Add new tab

to add new

Step 6: Click ⊝ to delete column footer









III. Content manager - Products

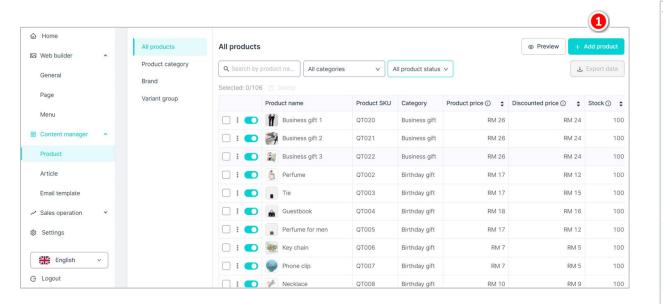
Where you can manage content for products, articles and email template

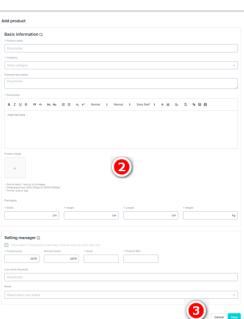
Adding your products to your website

Step 1: Click + Add product

Step 2: Fill in the required information at pop-up window

Step 3: Click to complete







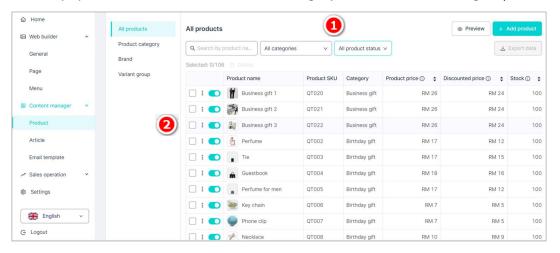


III. Content manager - Products

Where you can manage content for products, articles and email template

View or Edit products

- Step 1: Select filter criterias
- **Step 2:** Click i to a product you want to edit
- **Step 3:** Fill in the corresponding information according to the instructions
- **Step 4**: Click to complete
- * To hide a product from published online stores, click ____
- * To unhide a product, click 🔾
- * To delete one or more products permanently, click ✓ and select Delete
- * To export data click L Export data
- * Similarly, you can add and edit Product category, Brand and Variant group









III. Content manager - Articles

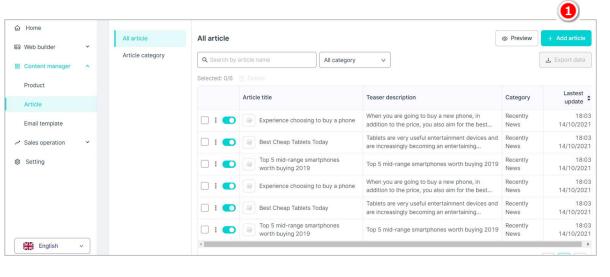
Where you can manage content for products, articles and email template

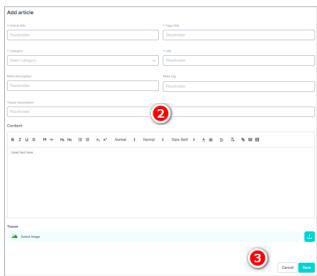
Adding your articles to your website

Step 1: Click + Add article

Step 2: Fill in the required information at pop-up window

Step 3: Click to complete







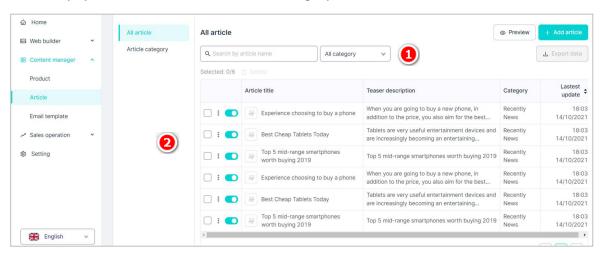


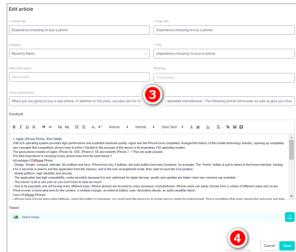
III. Content manager - Articles

Where you can manage content for products, articles and email template

View or Edit articles

- **Step 1**: Select filter criterias
- **Step 2**: Click is to a article you want to edit
- **Step 3:** Fill in the corresponding information according to the instructions
- **Step 4**: Click to complete
- * To hide an article from published online stores, click 🚺
- * To unhide an article, click 🕥
- * To delete one or more articles permanently, click and select **Delete**
- * To export data click LEXPORT data
- * Similarly, you can add and edit Article category









III. Content manager – Email template

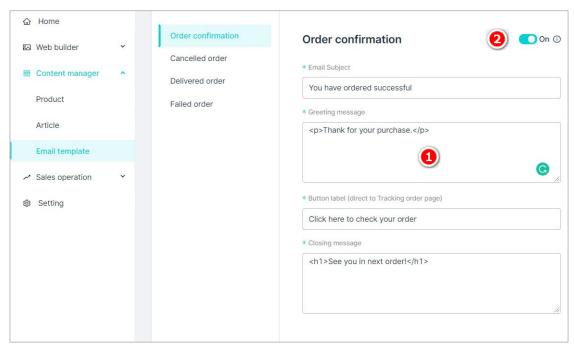
Where you can manage content for products, articles and email template

On Email template tab, you can set up email template to send to buyers/sellers when they place an orders including:

Order confirmation, Cancelled order, Delivered order and Failed order

Step 1: Change text email directly

Step 2: Click on/ off email you want







IV. Connect with Prime Distribution

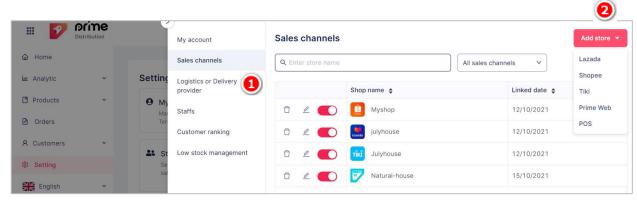
In order to sync your web data to Prime Distribution, you need to do the synchronizing first

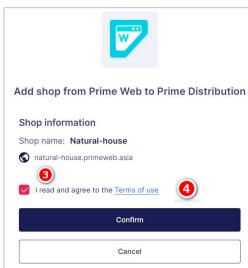
Sync your website:

Step 1: Go to Prime Distribution > Settings > Sales channels

Step 2: Click Add store and select Prime Web

Step 3: Agree on Terms of use **Step 4**: Click confirm to complete









V. Set up payment method

You can choose to use a online payment gateway service or do COD Default payment method is COD (if you prefer COD, please skip this step)

If you prefer a delivery service:

Step 1: Go to Settings > Payment method

Step 2: Click Add payment method v and select available payment method (for example Stripe)

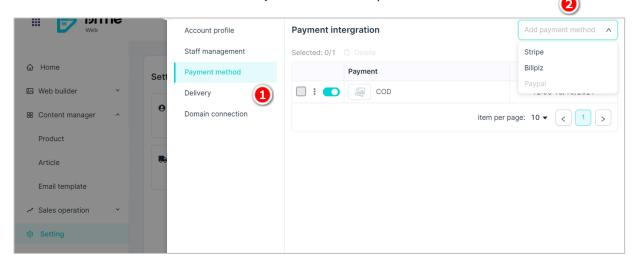
Step 3: Fill in required information which you can take from registration directly with Stripe for account

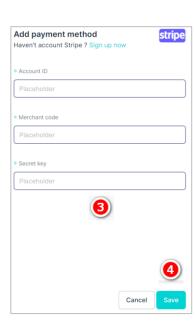
Step 4: Click 🔤 to complete

* To enable or disable click

* To delete click : or 🗸

*Note: An account Prime Web add only an account Stripe









VI. Set up delivery provider

You can set up delivery provider and shipping fee

There are 2 methods: You can only publish 1 delivery method at a time

- * Method 1: Self-delivery (default)
 Sellers process orders without using
 delivery providers supported by Prime
 Distribution. User must enter a fixed
 shipping fee to use (next slide)
- * Method 2: Integrated Delivery from Prime Distribution

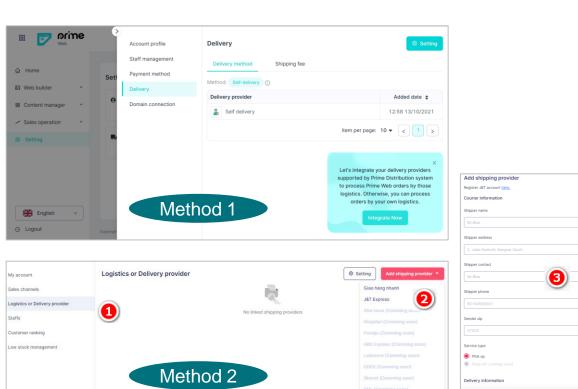
Step 1: Go to Prime Distribution > Settings > Delivery providers

Step 2: Click Add shipping provider and select one

Step 3: Fill in required information which you can take from registration directly for account

Step 4: Click to complete

* User had an account for that delivery provider





LETEXPRESS



VI. Set up delivery provider

Set up shipping fee

Step 1: Go to Settings > Delivery

Step 2: Click

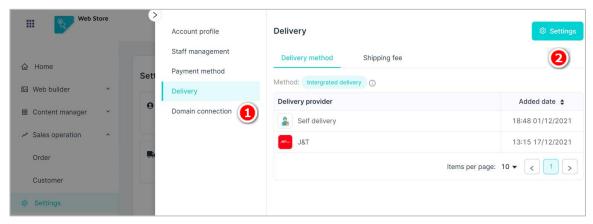
* If sellers use Method 1, you have 2 options:

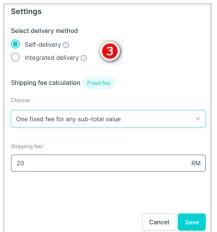
Step 3: One fixed fee for any sub-total value: No matter how much the order is, there is only 1 shipping fee.

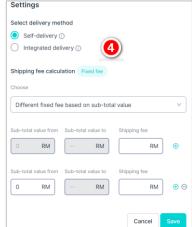
Step 4: Different fixed fee based on subtotal value: Sub-total value of orders within a certain amount will apply 1 fixed fee

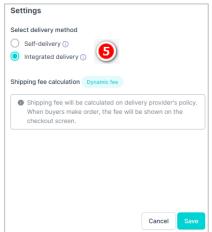
* If sellers use Method 2:

Step 5: It displays "Dynamic fee", its means shipping fee will be calculated on delivery provider's policy. When buyers make order, the fee will be shown on the checkout screen









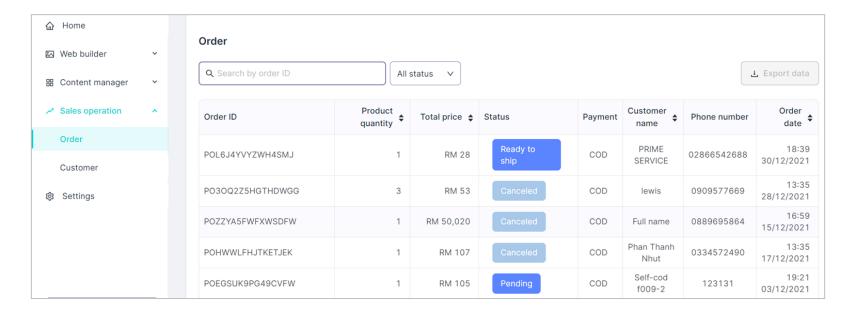




VII. Sales Operation - Orders

You can easily operate and manage your business on Prime Web including order and customer data

* On Prime Web, you can see list of orders that buyers place successfully from website and you can search, view detailed information orders







VII. Sales Operation - Orders

You can easily operate and manage your business on Prime Web including order and customer data

* On Prime Distribution, the order information is transferred immediately to Centralised Distribution

Step 1: Go to Prime Distribution > Order management

Step 2: Filter orders that come from Prime Web

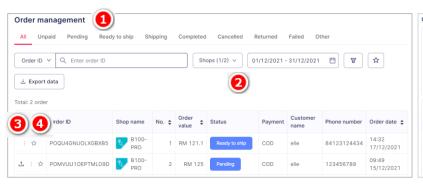
Step 3: You can confirm quickly by click \perp

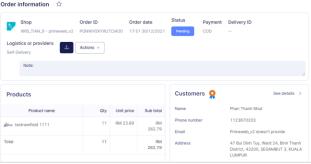
Step 4: Click to cancel order or cancel bill of lading (only ready to ship order)

Step 5: Click complete

*In addition, you can search, filter, mark, view details and report data

Notes: If orders are fulfilled by self-delivery method, you do not need to confirm order to notify delivery agent, but only need to click confirm order when you complete the delivery yourself







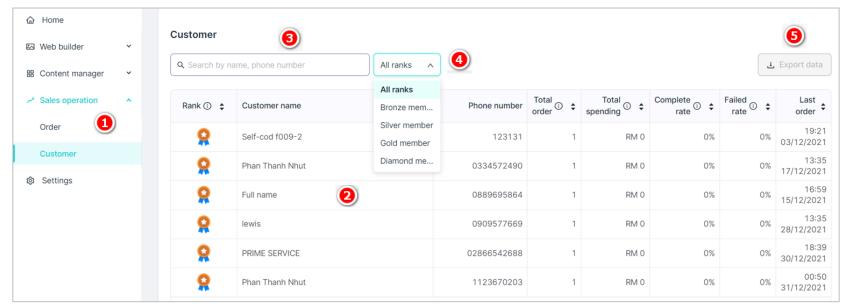




VII. Sales Operation - Customers

You can easily operate and manage your business on Prime Web including order and customer data

- **Step 1**: Go to Sales operation > Customer tab
- Step 2: You can see list of customers who have successfully placed orders on Prime Web
- **Step 3**: You can search customer by name or phone number
- Step 4: Click filter to choose ranks
- Step 5: Click (L Export data) to report if you want







VIII. Settings – Account profile

You can set up your website including: account information, staff management, delivery, payment and domain connection

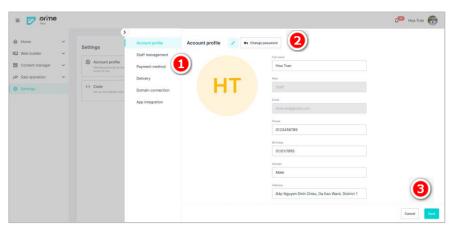
Step 3: Click

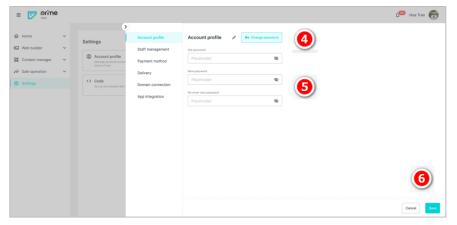
Step 4: Click □ Change password if you want to

change your password

Step 5: Fill in old and new password

Step 6: Click to complete







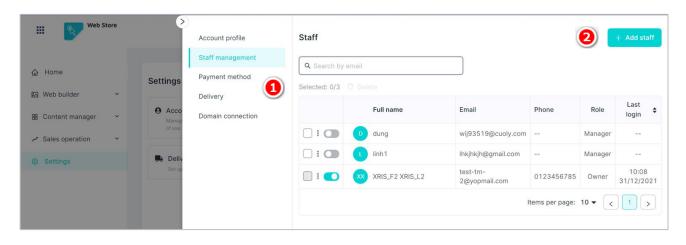


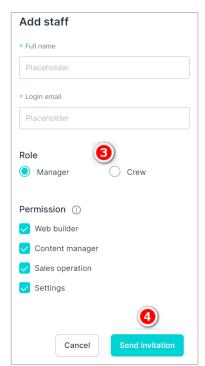
VIII. Settings – Staff management

You can set up your website including: account information, staff management, delivery, payment and domain connection

- **Step 1:** Go to Settings and select Staff management
- **Step 2:** Click + Add staff to add new user who you want to access system
- Step 3: Fill in information (name, email), choose role and authorize (full or limited)
- **Step 4**: Click send invitation . Then new user verify email, activate account and log in to access system
- * You can search, enable or disable and delete staffs (owner accounts can't be enable or disable by staff accounts)

Note: Email has not been added before









VIII. Settings – Domain connection

You can set up your website including: account information, staff management, delivery, payment and domain connection

Step 1: Go to Settings > Domain connection It always has default domain (can't edit, can't delete, built-in https, built-in default Primary domain)

Step 2: Click Set Primary Domain to set Primary domain

Step 3: Click to complete If you want to add new domain:

Step 4: Click Madd Domain

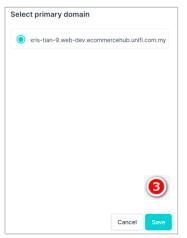
Step 5: Read "How to connect" for

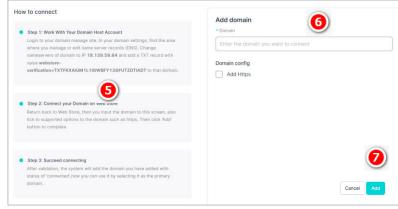
instructions

Step 6: Enter the domain you want to connect (can built-in https by click check box)

Step 7: Click do to complete









"At Prime Commerce, we believe that we can create positive impacts on people's lives through empowering online commerce."

Thank you

