

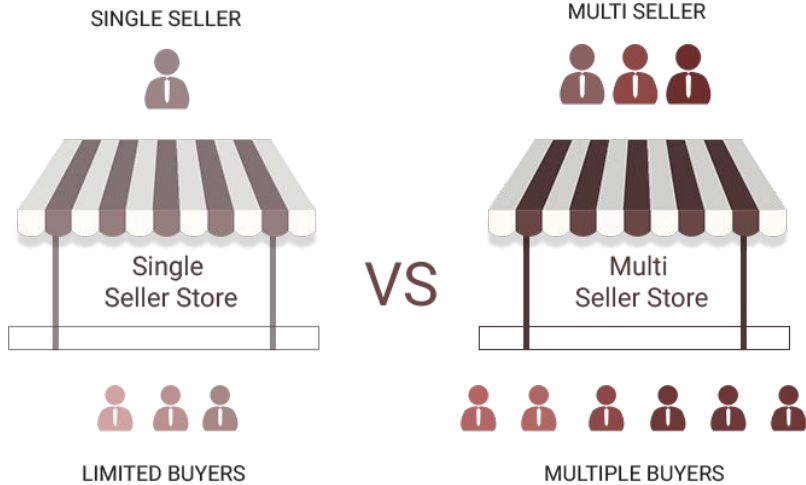


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## Multi-Seller Marketplaces

StoreHippo provides you a comprehensive  
Multi-Seller functionality

through which you can extend your online  
store and convert it into a full fledged  
horizontal or vertical marketplace of the B2C  
or B2B model.



# Multi seller Functionality

- Offer more products and choices to customers
- Freedom from managing logistics, inventory, products etc.
- Better traffic, sales and higher revenue
- Less expensive for the owner as well as the sellers

# Multiple Use Cases

## Niche Vertical Marketplace

Sell a niche product or service to your customers



## Horizontal Marketplace

Sell multiple product lines through B2B or B2C model



## Service Aggregation Marketplace (B2C)

Sell services of various vendors on your marketplace



# Vertical Marketplaces

- Focus on single category offers better choices to customers.
- Offer undistracted view to customers.
- Design a layout that is aligned suit the niche category .
- Roll out Babyoye\*, HealthKart\* and MySchoolDepot\* type of marketplace.





# Horizontal Marketplaces

- Onboard Multiple Sellers, offer richer product catalogue.
- Get higher traffic and sales than a regular store.
- Earn commissions effortlessly on each sale.
- Roll out marketplace like Amazon\*, eBay\* and FlipKart\*.

# Service Aggregation Marketplaces

- Allow your vendors to reach a wider audience base.
- Offer combined services to customers to boost order size.
- Earn high commissions on orders and associated services like logistics.
- Roll out Foodpanda\*, Zomato\* and BookMyShow\* type of marketplace.



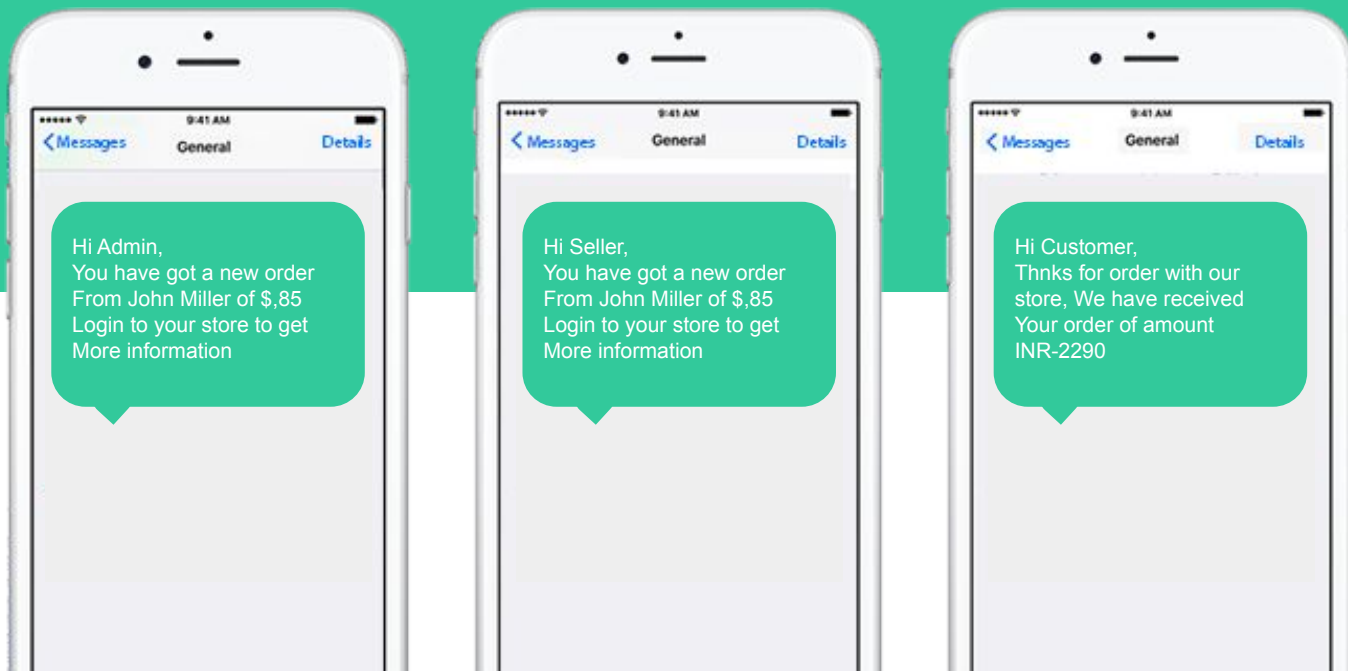
# Auto split for order

Multi product orders get split automatically and are allotted for shipping to different vendors.



# Notifications

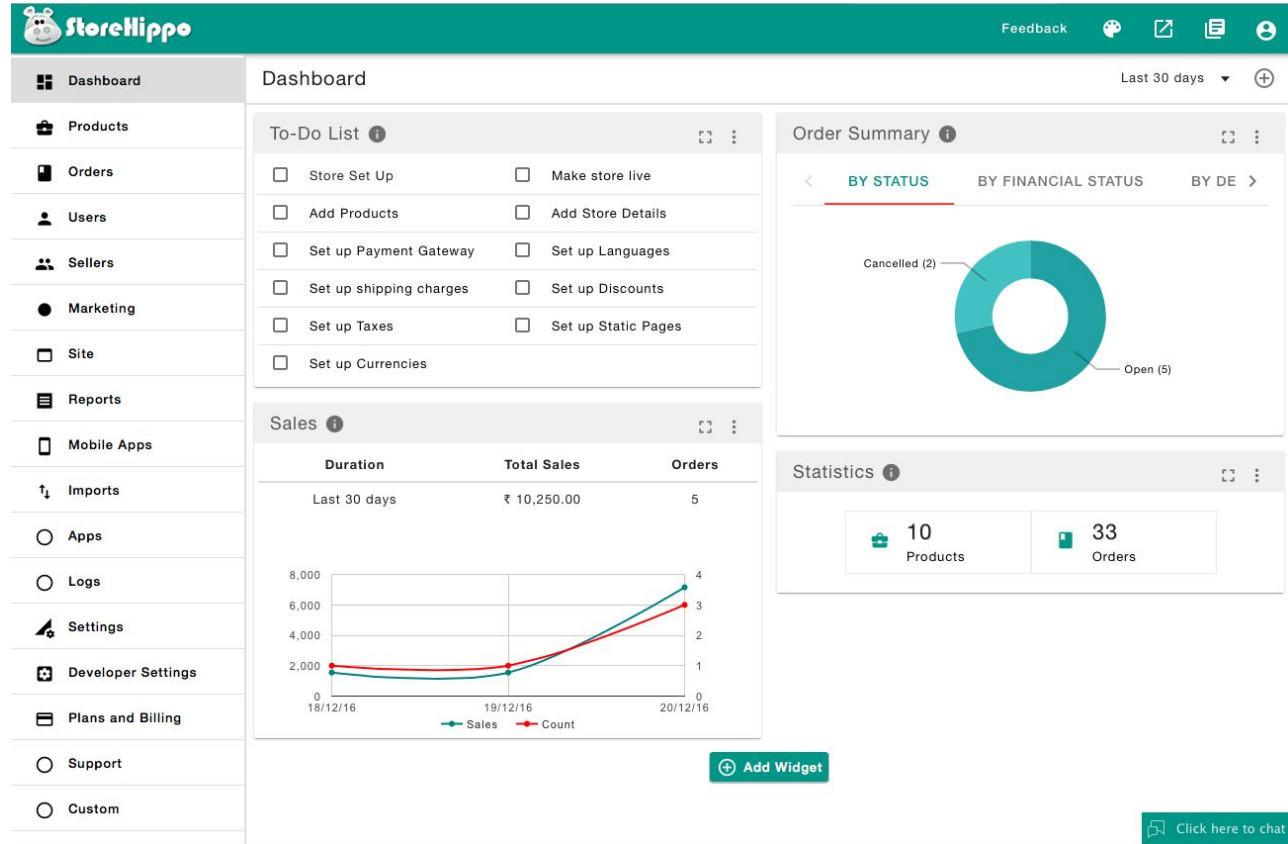
Email and SMS notifications to Admin, Sellers and Customers.





# Admin Dashboard

Admin gets complete overview of business including sellers, their products, ledger, shipping status, payouts and many other details by logging in admin panel.



## Partner With Us

MySalaryPlus is an online buying portal for employees of the NFP sector. It is specifically designed as an employee benefits program to assist NFP employees to access products and services at discounted prices. To be a partner in this programme your organisation should be willing to provide us with products/services at competitive pricing to meet the requirement of this objective.

### Contact Details

### Organisation Details

### Business Information

# Seller Registration

Quick and easy vendor registration allows vendors to register by filling a simple form with complete details.

Feedback

Sellers 18

+ Add New

APPROVED

PENDING

REJECTED

Search by Title, Email and Phone

<input type="checkbox"/>	Summary	Actions
<input type="checkbox"/>	Tapan Solar Energy Pvt. Ltd.	⋮
<input type="checkbox"/>	DRS Energy Pvt Ltd	⋮
<input type="checkbox"/>	Allen	⋮
<input type="checkbox"/>	Way to Green	⋮
<input type="checkbox"/>	Arise Lifestyle	⋮
<input type="checkbox"/>	Emmvee Solar	⋮







# Seller Management

The Master Admin can manage the sellers from the dashboard.

# Approval Flow for Sellers

Allows Admin to check and verify seller registration details and approve or reject it from admin panel.

Sellers <span>5</span>		<a href="#">+ Add New</a>
APPROVED		PENDING
REJECTED		
Search by Title, Email and Phone		
<input type="checkbox"/>	Summary	Actions
<input type="checkbox"/>	Solarizer Products Pvt. Ltd	⋮
<input type="checkbox"/>	Solfreedom Power Ltd	Edit
<input type="checkbox"/>	Surana Solar Ltd	Delete
<input type="checkbox"/>	8Minutes	View
<input type="checkbox"/>	SWELECT Energy Systems Limited	Approve
		Reject

Feedback

Settings / SellerSettings

Save & Continue

**Default Seller \***

Solar Universe India

**Need Approval On Add Product**

☒

**Need Approval On Edit Product**

No approval Needed

**Seller Default Status**

Approved

**Send Notification To Admin On Seller Add**

☒

**Seller Non Editable Fields**

false

# Control what sellers can update

Admin has full control of seller activities including product addition, update, edit etc.

# Comissions

Admin can define product listing or selling fee ; flat or percentage wise.

Switch to Old Admin Feedback

Sample listing fee rule Save Save & Continue

**Name \***

Sample listing fee rule

**Type \***

Product Listing Fee

**Settings \***

**Marketplace Fee \***

Flat 5 RS

**Tax Applicable on Fee**

**Product Filters : \***

**Products Group**

Every New Product

**Seller Filters \***

☒ All ☐ Specific Sellers

**Enable**

☒

**Level**

1

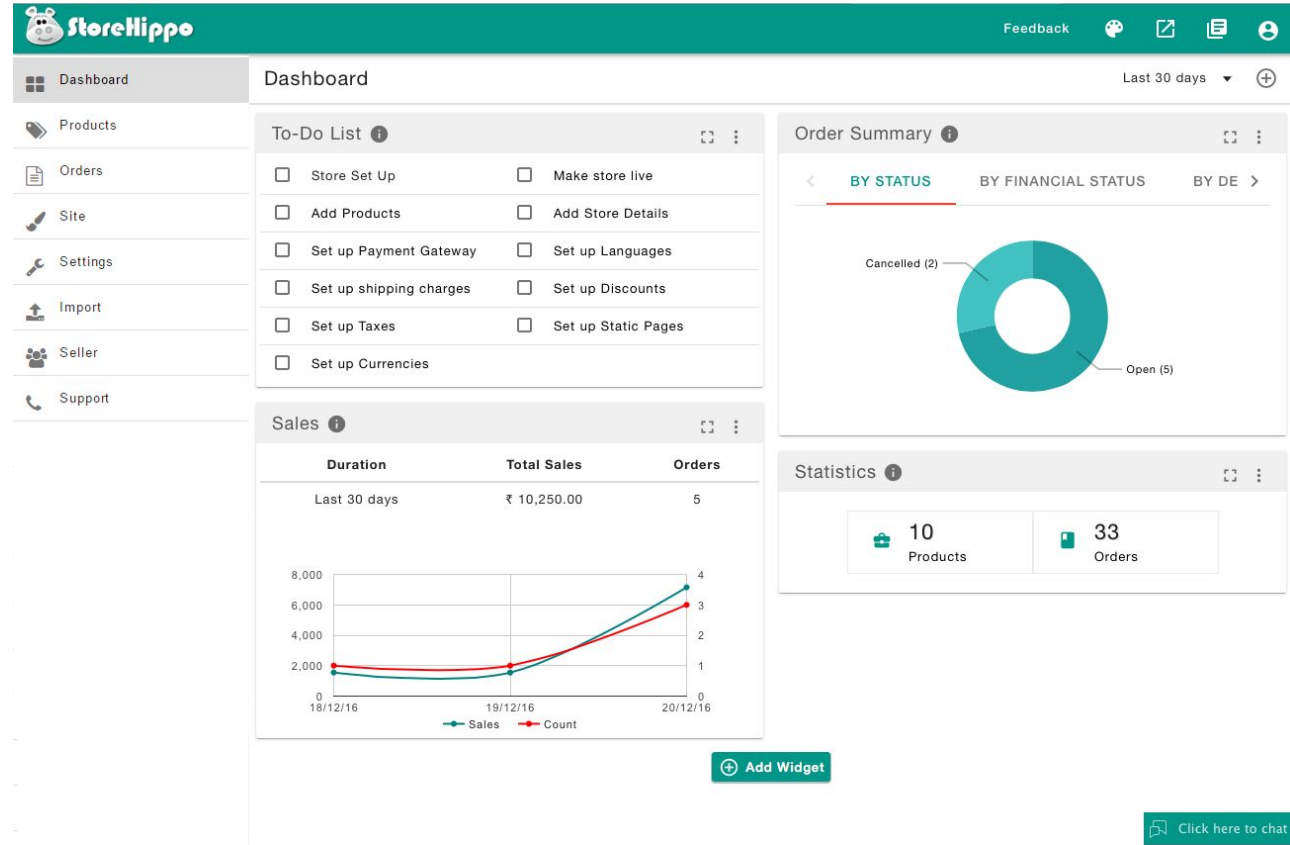
Seller ledger				
<div> <div>Showing Data For All Sellers</div> <div>Search seller by title</div> <div>Ledger Period : 5/25/2014 - 1/5/2017</div> </div>				
TRANSACTIONS				
Date	Action	Description	Credit	Debit
Oct 7, 2016 1:58:22 PM	Product selling fee debited	Order OID336 has been added		Rs 87.50
Oct 7, 2016 11:15:09 AM	Product selling fee debited	Order OID331 has been added		Rs 70.00
Apr 21, 2016 7:41:40 PM	Product selling fee debited	Order OID306 has been added		Rs 247.50
Mar 28, 2016 4:39:58 PM	Order Shipped	Order OID292 has been shipped		Rs 340.10
Mar 27, 2016 5:49:24 PM	Product selling fee debited	Order OID292 has been added		Rs 70.00
Mar 23, 2016 3:00:34 PM	Order Shipped	Order OID291 has been shipped		Rs 46.95

## Seller Ledger and Invoices

Check or calculate seller commission for a given period using seller ledger. Generate separate invoices for each seller with their commission breakup and amount due.

# Vendor Dashboard

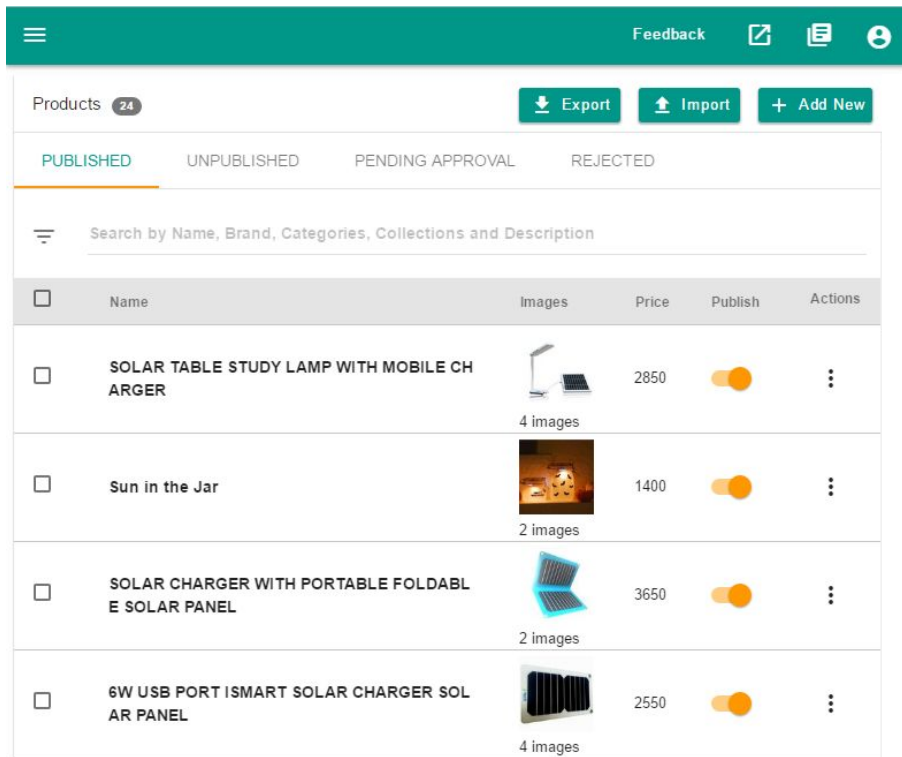
Separate Vendor dashboard for each vendor gives easy understanding of inventory and order status.





# Vendor Product Management

Allows vendors to add, edit, update products and manage their inventory or product variants.



# Approval Flow for Seller Products

Admin can approve, disapprove, reject products of the seller anytime

Feedback

Products 3

Export

Import

Add New




PUBLISHED

UNPUBLISHED

PENDING APPROVAL

REJECTED

Search by Name, Brand, Categories, Collections and Description

<input type="checkbox"/>	Name	Images	Price	Publish	Seller	Actions
<input type="checkbox"/>	Navisol NS-305 Wp	 1 image	11326	<input type="checkbox"/>	Solar Universe India	<div></div>
<input type="checkbox"/>	Navisol NS-300 Wp	 1 image	10837	<input type="checkbox"/>	Solar Univer	<div>Edit Delete Duplicate Approve Reject</div>
<input type="checkbox"/>	Navisol NS-250 Wp	 1 image	9048	<input type="checkbox"/>	Solar Univer	

Need Approval On Add Product

☒

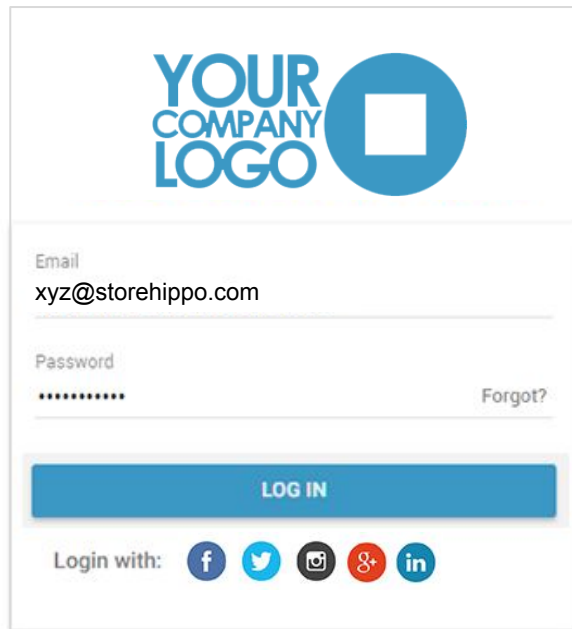
Need Approval On Edit Product

No approval Needed

Feedback			
Linked products <span>4</span> <span>+ Add New</span>			
<div> <div>PUBLISHED</div> <div>UNPUBLISHED</div> <div>PENDING APPROVAL</div> <div>REJECTED</div> </div>			
Search by Product Name			
<input type="checkbox"/>	Product Name	Price	Actions
<input type="checkbox"/>	1W SOLAR PANEL WITH MICRO CONTROLLER	1730	⋮
<input type="checkbox"/>	SOLAR EMERGENCY BULB WITH SOLAR PANEL	1400	⋮
<input type="checkbox"/>	SOLAR CHARGER	950	⋮
<input type="checkbox"/>	SOLAR TABLE STUDY LAMP WITH MOBILE CHARGER	1500	⋮

# Linked Products

Links every product with multiple sellers supplying it thus allowing simple pricing comparison for customers.



YOUR  
COMPANY  
LOGO

Email  
xyz@storehippo.com

Password  
\*\*\*\*\*

Forgot?



LOG IN


Login with:



f t i g+ in

# Your logo and theme for your Seller Dashboard

White-label your store to give more  
visibility to your brand



Search Product 




## HomeNet

By: HomeNet Admin | [homenet@australiamart.biz](mailto:homenet@australiamart.biz)

Rating: ★★★★★


All Items



Large Ottoman PU Leather Chest Storage Box Foot...

AUS 97.90


Buy Now



Large Ottoman PU Leather Chest Storage Box Foot...

AUS 97.90


Buy Now



Faux Leather Storage Ottoman Large Black

AUS 84.90

Buy Now



Large Ottoman PU Leather Chest Storage Box Foot...

AUS 97.90

Buy Now

# Seller pages on Storefront

Have Seller Profile Pages with the seller logo, seller rating and all products of that particular seller

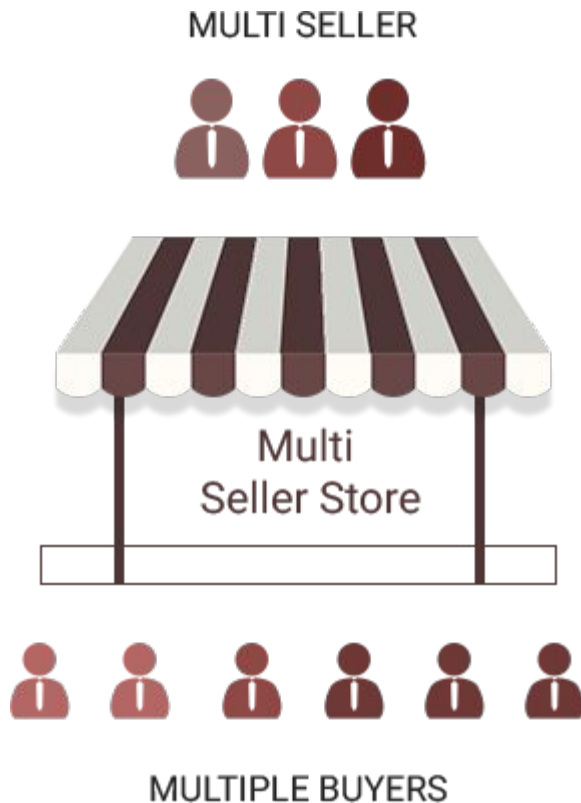
# StoreHippo Multi-Seller

Some other features include :

- Seller Based Discounts
- Seller Based Shipping
- Seller Based Reporting
- Seller Ratings and Reviews

Multi seller is not an add on in StoreHippo but an integral part. It's utilises the advanced technology stack to give highly optimised mobile first and scalable marketplaces.

The extensibility, APIs, Webhooks and other features allows you to extend the functionality to a level not possible in other platforms.



# Thank You



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