

## Magelia WebStore QuickStart Guide

**Version 1.0 - December 12**

Based on Magelia WebStore version 2.2



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## 2. Limitation of Liability

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Business laws, as well as calculation rules for purchases, rounding, and taxes, are constantly evolving throughout the entire world. Magelia WebStore is a generic and international e-commerce software that was not designed for any country in particular.

When configuring the software, we ask that you apply the laws in force and ensure that the calculations made by the software meet your needs and comply with the legal, accounting, and tax requirements in force in the countries where your company operates. In certain cases, it may be necessary to modify the software's source code in order to make it compatible with the laws enforced in your country.

Under no circumstances and under no legal theory, whether in tort (including negligence), contract, or otherwise, shall the Licensor be liable to anyone for any indirect, special, incidental, or consequential damages of any character arising as a result of this License or the use of the Original Work including, without limitation, damages for loss of goodwill, work stoppage, computer failure or malfunction, or any and all other commercial damages or losses. This limitation of liability shall not apply to the extent applicable law prohibits such limitation.

## 3. Introduction

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The purpose of this walkthrough is to allow you to configure step-by-step your Magelia WebStore online store. It is suitable for all editions of Magelia WebStore: Community, Professional, and Enterprise.

**In what follows, we assume that Magelia WebStore is already installed and that you are beginning from the welcome screen of the administration console. If this is not the case, please install Magelia WebStore first.**

**The walkthrough begins as though nothing has been configured within Magelia WebStore and that you did not install the proposed configurations during installation.**

### **What if I installed a pre-configured store?**

- 💡 If you selected the US Demo, Europe Demo, or Professional/Enterprise Demo, then the main data has already been pre-configured. We suggest you in this case to go through the Configuration Walkthrough in the order that follows and to simply make the modifications in order to adapt the configuration to your needs.
- ✦ If during your configuration you cannot delete existing elements, this is certainly due to the fact that these elements are being used. You will thus need to first delete any elements that rely on this data.

## 4. Configuring Taxes

---

**If you do not want taxes to be calculated by your store please go directly to the next chapter.**

Taxes will be the first thing that we configure within Magelia WebStore, because taxes can be applied to products, delivery charges, etc.

**Configuring taxes is a process with four logical steps:**

1. **Tax Zones:** we will create tax zones that correspond, for example, to different countries. Within these zones, we will see how to create territorial exceptions where the taxes should not be applied or will be applied differently
2. **Tax Categories:** we will define the tax categories because not all the products or services are subject to the same taxes
3. **Tax Rates:** we will define tax rates
4. **Tax Preferences:** country by default and tax zone by default

✦ **Did you know?** One of the major strengths of Magelia WebStore is its capacity to:

- **apply taxes to the origin or the destination** which is very useful in Europe
- **put several taxes on a single product** or a single purchase, which is very useful in countries like Brazil
- **manage tax zones and particular cases** such as zones for exclusion

These features make Magelia WebStore a powerful solution created for an international context.

### 4.1. Tax Zones

Tax zones determine where taxes will be applied. A tax zone can be defined as a country, a geographic zone smaller than a country, a state or province, or a zone smaller than a state. This allows you to tailor tax application when defining regions that have exceptions.

In the following example, we will show how a company based in the United States (Illinois for example) can apply sales tax to only those purchases made by shoppers in this state. In this case, online sales to shoppers in other states in the U.S. are not subject to sales tax.

#### 4.1.1. Step-by-step procedure

To configure this classic case in the Magelia WebStore software, we are going to create a tax zone that corresponds to Illinois

**To create a tax zone corresponding to a state:**

1. **Go to the screen Tax and Shipping > Tax Zones. Click on “Add New”** to create a new tax zone.
2. **Code:** Enter “Illinois” for example. The code is simply the unique identifier of the tax zone.
3. **Continent / Country / State:** Now choose the continent (**North America**), the country (**United States**) and the State (**Illinois**), then select “**include**” to indicate that the tax zone includes Illinois. Click on the “Plus” button and then, click “**Save.**”

## Tax zone

HELP

CANCEL

SAVE

GENERAL

CONTENT ITEMS

### Properties

Code : \*

### Filters

Continent ▲	Country	Region/Province/State	Regular expression <sup>?</sup>	Rule <sup>?</sup>	Action
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="+"/>
North America	United States	Illinois		Include	<input type="button" value="✕"/>

We can also see the new tax zone that we have just created appears in the list.

US

English

Culture :

Connected as : admin

DASHBOARDS

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CONTENT

TAX AND SHIPPING

SELLERS - STORES

PLATFORM SETTINGS

Warehouses

Shipping

Taxes

Preferences

Shipping Zones

Carriers

Shipping Rates

Tax Zones

Tax Categories

Tax Rates

## Tax zones

HELP IMPORT EXPORT ADD NEW

Search ▼

Delete

Select : All | None

Previous

Next

1

Code ▲	Action
Illinois	<input type="button" value="✎"/>
USA – IL excluded	<input type="button" value="✕"/>

Select : All | None

Previous

Next

1 showing 1 to 2 (of 2 records)

Items per page : 10 20 50 All

### Creating a Shipping Zone corresponding to all U.S. states except Illinois

We repeat the same procedure to create a tax zone corresponding to all U.S. states outside of Illinois, entering the following data:

- **Code:** USA – IL excluded
- **Filter:** Consisting of the **USA**: we select **North America + United States + Include**
- **Filter:** To exclude Illinois from this zone, we select **North America + United States + Illinois + Exclude**



## 4.2. Tax Types and Tax Categories

**Tax types simply refer to taxes** like, for example, the VAT in Europe or sales tax in the United States. Tax types are especially useful for regrouping tax categories, which define the specific applicable taxes for products or services.

**A tax category is assigned to a tax type and corresponds to a product category where all the same tax calculation rules apply.** Tax categories are easy to assign to products and enable Magelia WebStore to automatically calculate the appropriate taxes.

- 💡 Tax categories permit, for example, to determine products in Europe that are subject to the VAT standard rate or the VAT reduced rate, etc.
- ✚ You can also determine tax categories according to merchandise classifications, commodity codes, etc.
- ✚ Various tax categories can be assigned to a product in order to apply different taxes to the same product.

### 4.2.1. Step-by-step procedure

**In this example, we are going to create a tax category for standard products.**

- ⚠ **Prerequisite:** Prior to configuring tax rates, you need to have configured:
  - tax types

#### **To create a tax category:**

1. **Go to the screen Tax and Shipping > Tax Categories. Click on “Add New”** to create a new tax category.
2. **Enter a tax type.** Enter Sales Tax for example in the Tax type field
3. **Enter a code** for the Tax category : the code for the tax category, for example **“Standard products”**
4. **Name in different languages: Enter the name of the categorie of taxes in the different languages.** For example, “Standard Products” in English and “Produits Standards” in French. Then, **“Save.”**

Culture :  
English

Connected as :  
admin

DASHBOARDS
PRODUCTS
CONTENT
TAX AND SHIPPING
SELLERS - STORES
PLATFORM SETTINGS

## Tax category

HELP
CANCEL
SAVE

GENERAL
CONTENT ITEMS

Properties

Tax type : \*  
Sales Tax

Code : \*  
Standard Products

Localizations

Culture ▲	Name	Action
English	Standard products	
français	produits standards	

HELP
CANCEL
SAVE

### Creating a second tax category for the Shipping and Handling

We repeat the same procedure to create a “Shipping and Handling” tax, entering the following data:

- Tax Type : Shipping Tax
- Code: Shipping and Handling
- Local names: Shipping and Handling in English / services de livraison in French

Culture :  
English

Connected as :  
admin

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Taxes
Preferences

Shipping Zones
Carriers
Shipping Rates
Tax Zones
Tax Categories
Tax Rates

## Tax category

HELP
CANCEL
SAVE

GENERAL
CONTENT ITEMS

Properties

Tax type : \*  
Shipping Tax





Code : \*  
Shipping and Handling

Localizations

Culture ▲	Name	Action
English	Shipping and Handling	
français	services de livraison	

We can see that the tax categories appear in the list.



Tax categories				HELP	IMPORT	EXPORT	ADD NEW
Search							
Delete				Previous Next			
Select: All   None							
	Tax type	Code	Name	Action			
<input type="checkbox"/>	Shipping Tax	Shipping and Handling	Shipping and Handling	 			
<input type="checkbox"/>	Sales Tax	Sales Tax - Standard Products	Sales Tax	 			

Repeat the procedure given above to create tax categories for services or products with reduced tax rates.

## 4.2.2. Learn more

### Additional help for Tax Categories (opens in new window)

<http://www.magelia.org/documentation/adminconsole/TaxAndShipping.Tax.Categories.Edit?help=true>

### Video



In the new window, click the “Video” tab:

<http://www.magelia.org/documentation/adminconsole/TaxAndShipping.Tax.Categories.Edit?help=true>

or watch on YouTube: <http://www.youtube.com/watch?v=7wkj-rbiCMk>


## 4.3. Tax Rates

**A tax rate is determined by three factors: the tax category, the departure tax zone and the destination tax zone.**

-  **Use the tax rates feature to easily define, for example, that merchandise sent from Illinois and destined for Illinois is subject to a tax of x% and belongs to a given tax category.**
-  **In Europe, this is especially useful since in some cases either the departure tax or the destination tax may apply.**

### 4.3.1. Step-by-step procedure

In this example, we are going to create a tax rate for a store shipping from Illinois to Illinois:

-  **Prerequisite:** Prior to configuring tax rates, you will first need to have configured:
  - tax categories
  - tax zones

#### To create a tax rate:

1. **Go to the screen Tax and Shipping > Tax Rates.** Click on “Add New” to create a new tax rate.
2. **Tax category:** select **sales tax – Standard products**

3. **Origin tax zone:** Indicate the tax zone of the origin, **Illinois** in our example. If you ship only from one location and you systematically apply tax at the destination, you do not need to enter the zone of origin.
4. **Destination zone:** Enter the destination tax zone, again **Illinois**.
5. **Tax rate:** Enter the applicable tax rate, for example 6.25%. Click on the + button to save.

EPONYM COMPANY

Culture : English Connected as : admin

DASHBOARDS PRODUCTS CONTENT TAX AND SHIPPING SELLERS - STORES PLATFORM SETTINGS

### Tax rates

Search

	Tax category	Origin tax zone	Destination tax zone	Rate (%)	Action
	Standard Products	Illinois	Illinois	6.25	+

There is no record found.

HELP REFRESH

We can see the tax rate that we have just created appears in the list.

### Creating a second tax rate for Shipping and Handling

We are creating another tax zone that will be applied to Shipping and Handling charges that are billed to clients in Illinois. The data to be entered is the following:

- **Tax category:** Shipping Tax > Shipping and handling
- **Origin tax zone:** Illinois
- **Destination tax zone:** Illinois
- **Tax rate:** 7 (for 7% - this is just an example)

Culture :

English

Connected as :

admin

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Warehouse icon

Shipping Zones

Carriers

Shipping Rates

Tax Zones

Tax Categories

Tax Rates

Preferences icon

Tax rates

HELP

IMPORT

EXPORT

REFRESH

Search

Delete

Select : All | None

	Tax Category	Origin tax zone	Destination tax zone	Rate (%)	Action
<input type="checkbox"/>					+
<input type="checkbox"/>	Shipping and Handling	Illinois	Illinois	7.00000	x
<input type="checkbox"/>	Standard Products	Illinois	Illinois	6.25000	x

Select : All | None

Previous Next 1 showing 1 to 2 (of 2 records)

Delete

Items per page : 10 20 50 All

HELP

IMPORT

EXPORT

REFRESH

If you wish to create other taxes, repeat the procedure given above.

## 4.3.2.Learn more

**Addition help (opens in new window):**

<http://www.magelia.org/documentation/adminconsole/TaxAndShipping.Tax.Rates.List?help=true>

### Video

In the new window, click the “Video” tab:

<http://www.magelia.org/documentation/adminconsole/TaxAndShipping.Tax.Rates.List?help=true>

<http://www.youtube.com/watch?v=WegQwmvjSUK>

## 4.4.Setting Tax Preferences

We are going to select tax preferences, meaning assuming where web shoppers are from and where they wish for their goods to be delivered.

This screen allows you to define the default rules of tax zones and shipping zones for the different countries where you intend to sell your products.

**⚠ Why define these rules by default?** When a potential customer visits a website, prices and taxes must be available for him/her to see, even if the customer’s location (e.g. delivery address) is unknown, meaning taxes and shipping rates cannot be applied. Tax and shipping rules are useful to assign default taxes and shipping when the shipping address, or location of the customer, is unknown.

- 💡 Of course, when an order is finalized and the shipping address is known, the tax and shipping fees will be recalculated accordingly.

#### 4.4.1. Step-by-step procedure

**To create a tax preference, we are going to first define a default country – the country where the majority of our web shoppers come from – followed by a default tax zone:**

**To define a default country:**

1. **Go to the screen Sellers-Stores > Store > Store Settings.** This screen shows the store's default configuration.
2. We are going to just adjust the **Default Tax and Shipping Country** setting and put **United States**. By doing so, we assume that the majority of our web shoppers are coming from the United States and will expect tax and shipping rules to apply to their country.
3. Save.

- ⚠️ This setting is only useful as long as the web shopper has not already entered a shipping address. Once we know his precise address, we will apply the tax and shipping rules applicable to his/her address, country, or state of delivery.

Let's now configure with more precision the default tax zone. Indeed, we have just set the default country, but we have not said whether as long we do not know the web shopper's shipping address we should consider that he/she comes from Illinois (and in this case apply sales taxes), or from elsewhere in the United States (and in this case not subject to sales tax).

**To choose default preferences (tax zones):**

1. **Go to the screen Tax and Shipping > Preferences.** This screen shows the list of the preferences by country already created. Click **"Add New."**
2. Specify the country where these preferences will be applied: we select **United States**.
3. **Default Tax Zone:** we select **USA except IL** because we assume that most buyers will be for the from another state in the U.S. than Illinois.
4. **Default Shipping Zone:** For now we put nothing here because we have not yet configured shipping zones.
5. **Click on Save**

Thus, **if we do not have more precise information, we will consider that a visitor that lands on our site will has the USA – IL excluded tax zone.** We see this preference appear in the list:

The screenshot shows the EPONYM COMPANY admin console. The top navigation bar includes links for DASHBOARDS, PRODUCTS, CONTENT, TAX AND SHIPPING (active), SELLERS - STORES, and PLATFORM SETTINGS. The user is logged in as 'admin' in English. The main content area is divided into four sections: Warehouses, Shipping, Taxes, and Preferences. The 'Preferences' section is expanded, showing a form titled 'Preference' with the following fields:

Properties	
Country : *	United States
Tax zone :	USA - IL excluded
Shipping zone :	

At the bottom of the form, there are 'HELP', 'CANCEL', and 'SAVE' buttons.

If you wish to create tax and shipping preference for other countries, follow the procedure given above.

#### 4.4.2. Learn more

##### **Additional help (opens in new window)**

<http://www.magelia.org/documentation/adminconsole/TaxAndShipping.Zones.Preference.List?help=true>

##### **Video**

In the new window, click the “Video” tab:

<http://www.magelia.org/documentation/adminconsole/TaxAndShipping.Zones.Preference.List?help=true>

Watch on YouTube: [http://www.youtube.com/watch?v=NaDAqu\\_dF7U](http://www.youtube.com/watch?v=NaDAqu_dF7U)

## 5. Configuration of Shipping Zones and Rates

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We will now configure Shipping zones and rates within Magelia WebStore. Magelia WebStore is a flexible system that enables you to define precise shipping zones based on countries, regions/state or sub-region/state defined by regular expressions. You can easily define precise shipping zones and exclude regions or sub-regions from a shipping zone. In terms of shipping rates calculation, Magelia WebStore supports shipping charges by currency and calculation based on order amount, weight or number of items in the basket.

**Configuring shipping is a process with four logical steps:**


1. **Warehouse:** we will define a warehouse
2. **Shipping Zones:** we will create shipping zones that correspond, for example, to Mainland USA (excluding Alaska and Hawaiï)
3. **Carriers:** we will create carriers / delivery services such as USPS / UPS / etc.
4. **Shipping Rates:** we will with tax rates

### 5.1. Warehouse (Tax Zone)

**Warehouses designate storage areas** for merchandise. What we call **warehouses in WebStore can also correspond to physical stores**. Restrictions apply according to the Magelia WebStore Edition that you installed (only 1 warehouse in the Community Edition).

#### 5.1.1. Step-by-step procedure

In this example, we are going to create a warehouse based in Chicago, Illinois:

 **Prerequisite:** If you want taxes to be applied based on the origin tax zone of the goods, which is a classic situation in Europe, prior to adjusting warehouse settings, you need to have first configured tax zones.

**To create a warehouse or a store containing stock from which you will ship products:**

1. **Go to the screen Tax and Shipping > Warehouses.** This screen shows the list of warehouses that have already been created. Click on **“Add New”** to create a new warehouse.



Culture :

English

Connected as :

admin

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Warehouses

Search

Delete

Select : All | None

	Code	Name	Tax zone	Action
<input type="checkbox"/>	WH1 Chicago	Chicago Warehouse	Illinois	

Select : All | None

Delete

Previous

Next

1

showing 1 to 1 (of 1 records)

Items per page : 10 20 50 All

HELP

IMPORT

EXPORT

ADD NEW

✔ **GET MORE warehouses or physical stores with Magelia WebStore Professional and Enterprise Editions.** If you have a Professional or Enterprise version and you wish to create other warehouses, follow the procedure given above.

⚠ The tax zone of a warehouse is useful for certain regions like the European Union because different taxes apply according to the location of the warehouse of origin.

## 5.1.2. Learn more

**Additional Help (opens in new window)**

<http://www.magelia.org/documentation/adminconsole/TaxAndShipping.Warehouses.Edit?help=true>

### Video

In the new window, click the “Video” tab:

<http://www.magelia.org/documentation/adminconsole/TaxAndShipping.Warehouses.Edit?help=true>

Watch on YouTube: <http://www.youtube.com/watch?v=GMYP2OQaQpQ>

## 5.2. Shipping Zone

**A shipping zone corresponds to a geographical area for which one or several modes of transportation will be proposed and for which shipping fees must be calculated.**

- ❗ A shipping zone can correspond to a region smaller than a state, to a state or several states, to a country, or to a region larger than a country. WebStore is designed so that the delivery zones of your carriers can be easily set up.



- 💡 In the following example, we configure a shipping zone by using the concepts of continent, country, and region. If you need to define more precise shipping zones such as by postal code, you will be able to do it using regular expressions. Refer to the section at the end of this document to find out more about regular expressions.

### 5.2.1. Step-by-step procedure

**In this example, we are going to create a shipping zone that corresponds to the USA but excludes Alaska and Hawaii, which are non-serviced zones:**

**To create a shipping zone:**

1. **Go to the screen Tax and Shipping > Shipping Zones.** This screen shows the list of shipping zones that have been already created. **Click on “Add New”** to create a new shipping zone.

**Shipping zone** HELP CANCEL SAVE

**GENERAL** **CONTENT ITEMS**

**Properties**

Code : \*

**Filters**

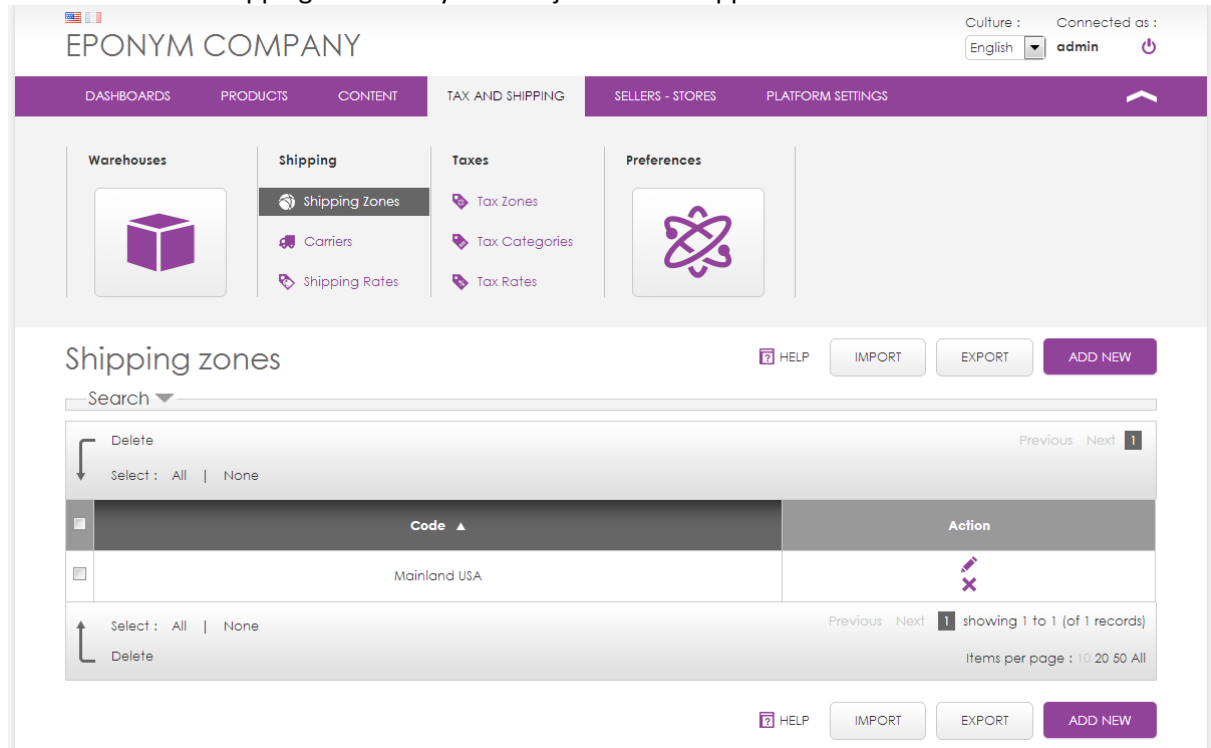
Continent ▲	Country	Region/Province/State	Regular expression	Rule	Action
<input type="text" value="North America"/>	<input type="text" value="United States"/>	<input type="text" value="Alaska"/>	<input type="text"/>	<input type="text" value="Exclude"/>	<input type="button" value="+"/>
<input type="text" value="North America"/>	<input type="text" value="United States"/>	<input type="text" value="Hawaii"/>	<input type="text"/>	<input type="text" value="Exclude"/>	<input type="button" value="+"/>
<input type="text" value="North America"/>	<input type="text" value="United States"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="Include"/>	<input type="button" value="+"/>

2. **Code:** unique code designating the shipping zone. Enter **Mainland USA**.
3. **Continent / country / etc.:** We select the continent **North America** and the country **United States**. We select the rule **Include** and click on the **+ button**. In doing this, we are indicating that our shipping zone includes the USA.
4. To exclude a zone: select **Continent: North America** and **Country: United States**, then select the **region** to exclude (**Alaska**, for example). Next, select the **rule Exclude** and click on the **+ button**. We have just indicated that our shipping zone does not include Alaska. We repeat this procedure for **Hawaii**.

5. **Catalogs:** Link catalogs to your shipping zones. As we have not yet created any catalogs, we cannot enter catalogs here. From the catalog creation screen we will also be able to define available shipping zones.

We have finished, so now we **save**.

You see the new shipping zone that you have just created appears in the list.



If you wish to create other shipping zones, follow the procedure given above.

## 5.2.2. Learn more

### Additional help (opens in new window)

<http://www.magelia.org/documentation/adminconsole/TaxAndShipping.Shipping.Zones.Edit?help=true>

### Video

In the new window, click the “Video” tab

<http://www.magelia.org/documentation/adminconsole/TaxAndShipping.Shipping.Zones.Edit?help=true>

Watch on YouTube: <http://www.youtube.com/watch?v=RFg6IY5JGh8>

### Regular expressions:

<http://www.magelia.org/documentation/adminconsole/TaxAndShipping.Shipping.Zones.Edit?help=true>

<http://www.regular-expressions.info/tutorial.html>

## 5.3. Carriers / Delivery services

Carriers are the businesses responsible for delivering merchandise from the warehouse of origin to the customer's shipping address. Magelia WebStore allows you to easily define carriers and assign them a name and a logo.

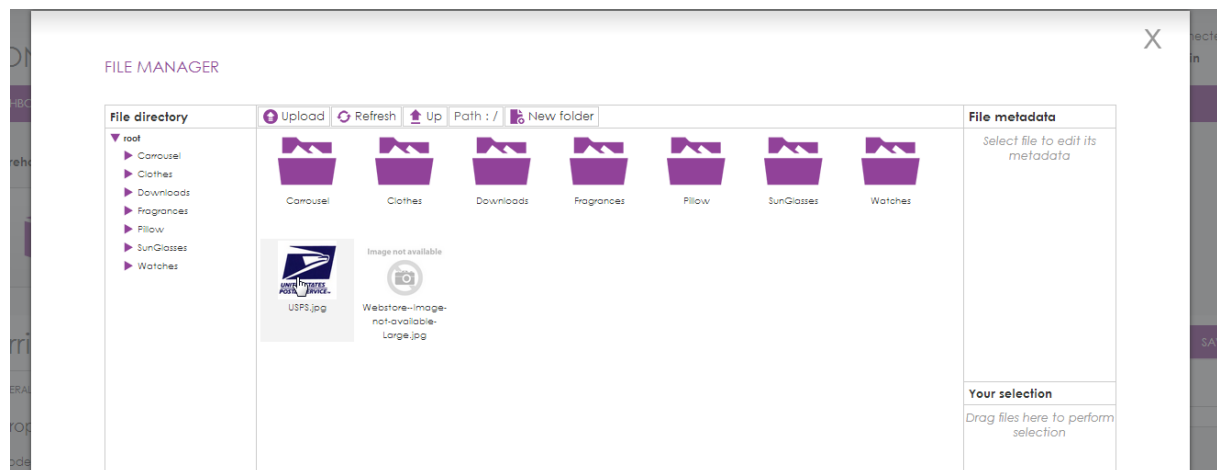
- ❗ Carriers can, for example, be created to designate businesses like DHL, FedEx, UPS, etc. When shipping fees are created, these fees will vary to reflect the carrier chosen.

### 5.3.1. Step-by-step procedure

We are going to create a carrier named USPS

#### To create a carrier:

1. **Go to the screen Tax and Shipping > Carriers.** This screen shows the list of already created carriers. Click on **"Add New"** to create a new Carrier.
2. **Code: Enter a code** like **USPS**. The code is simply a unique identifier of the Carrier.
3. **Logo: Designate a logo.** For this step, depending on your configuration, you may need to specify in Magelia WebStore where to store images. Go to Sellers-Stores > Store Configuration and enter the Folder path and Folder URL where you want to store the images and media in the FileWorkerComponentBase section. Then upload or choose the logo in the Media Library



4. **Name of Carrier in different languages:** for example **USPS** in English and in French. Then, click **"Save."**

We can also see the new Carrier that you have created appear in the list.

EPONYM COMPANY

English admin

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CONTENT ITEMS

Properties

Code : \* 17

USPS

Logo





CLEAR

REFRESH

ADD FILE

USPS.jpg

Localizations

Culture ▲	Name	Action
English	USPS	 
français	USPS	 

If you wish to create other Carriers, follow the procedure given above.

### 5.3.2. Learn more

#### Additional Help (opens in new window)

<http://www.magelia.org/documentation/adminconsole/TaxAndShipping.Carriers.Edit?help=true>

#### Video

In the new window, click the “Video” tab

<http://www.magelia.org/documentation/adminconsole/TaxAndShipping.Carriers.Edit?help=true>

Watch on YouTube: <http://www.youtube.com/watch?v=Sa5ogN3PW3Y>

## 5.4.Shipping Rates

Shipping/Delivery charges correspond to price ranges determined for the carrier, the warehouse, the merchandise, and the shipping zone.

- 💡 The shipping/delivery charges themselves can be subject to taxes and are therefore assigned to a tax category.

### 5.4.1. Step-by-step procedure

- ⚠️ **Prerequisite:** Prior to configuring tax rates, you need to have configured:
  - shipping zones
  - carriers
  - tax categories if you want taxes to apply to shipping rates

To be able to apply shipping taxes to shipping rates, we need to have a Shipping and Handling tax category, and a shipping rate defined for this tax category and a tax rate that applies. Simply refer to the chapter about taxes if you need to create additional data.

#### To create a Shipping Rate:

1. **Go to the screen Tax and Shipping > Shipping rate. Click on “Add New.”**
2. **Code:** Enter a code like **USPS Ground**. This code is simply a unique identifier of the Shipping Rate.
3. **Choose a Carrier:** we select **USPS**
4. **Choose a warehouse from which the merchandise will leave:** we select **WH1 Chicago**
5. **Choose the shipping zone:** we select **Mainland USA**
6. **Enter the name of the Shipping Rate in different languages:** for example **USPS Ground Shipping** in English and **USPS Livraison Terrestre** in French. Next, **“Save.”**
7. **Tax categories:** As shipping costs are subject to taxes, let us therefore associate them to a tax category. We select the tax category **Shipping and Handling tax cat** that will apply a **7% tax** to the shipping charges if they are shipped **from Illinois to Illinois**.
8. **Calculation criteria:** choose in what terms you would like the shipping fees to be paid: by weight, by quantity, or by order amount; **we select by order total** (e.g. amount).
9. Now enter the **shipping fees**. For this simple example we select the currency (USD) and define that from \$0 and upwards (no max value entered for “to” column), the shipping rates should be **10**. With WebStore, you can also define these amounts in ranges and by currency.
10. Finally, click on **“Save.”**

## Shipping rate

[? HELP](#)
[CANCEL](#)
[SAVE](#)

[GENERAL](#)
[CONTENT ITEMS](#)

### Properties





Code : \*  
USPS Ground

Carrier : \*  
USPS

Warehouse : \*  
WH1 Chicago

Shipping zone : \*  
Mainland USA

### Localizations

Culture ▲	Description	Action
English	USPS Ground Shipping	 
français	USPS Livraison Terrestre	 





### Tax categories

Available tax categories :  
Standard Products


Associated tax categories :  
Shipping and Handling

### Values

Criteria :   
Order total

Currency ▲	From	To	Rate	Action
				
USD - US Dollar	\$0.00		\$10.00	 


We can see the new Carrier appears in the list.









Culture :  
English


Connected as :  
admin

[DASHBOARDS](#)
[PRODUCTS](#)
[CONTENT](#)
[TAX AND SHIPPING](#)
[SELLERS - STORES](#)
[PLATFORM SETTINGS](#)

Warehouses


Shipping
 Shipping Zones  
 Carriers  
 **Shipping Rates**

Taxes
 Tax Zones  
 Tax Categories  
 Tax Rates

Preferences




## Shipping rates

[? HELP](#)
[IMPORT](#)
[EXPORT](#)
[ADD NEW](#)

Search ▼

Delete

Select : All | None

	Code ▲	Carrier	Warehouse	Shipping zone	Criteria	Description	Action
<input type="checkbox"/>	USPS Ground	USPS	WH1 Chicago	Mainland USA	Order total	USPS Ground Shipping	 

Select : All | None

Delete

Previous Next 1 showing 1 to 1 (of 1 records)

Items per page : 10 20 50 All

[? HELP](#)
[IMPORT](#)
[EXPORT](#)
[ADD NEW](#)

If you wish to create other Shipping Rates, follow the procedure given above.

## 5.4.2. Learn more

### Additional Help (opens in new window)

<http://www.magelia.org/documentation/adminconsole/TaxAndShipping.Shipping.Rates.Edit?help=true>

### Video


In the new window, click the “Video” tab


<http://www.magelia.org/documentation/adminconsole/TaxAndShipping.Shipping.Rates.Edit?help=true>

Watch on YouTube : <http://www.youtube.com/watch?v=GnyOmsNZHMs>

## 5.5. Setting Preferences for Shipping (and Tax)

We are going to select shipping preferences. In paragraph 4.5 (Setting Preferences for Taxes), we defined tax preferences, but we did not define shipping preferences because we hadn’t yet created shipping zones. Now that we have created shipping zones, we can finish configuring our settings.

 **Why define these rules by default?** When a potential customer visits a website, prices and taxes must be available for him/her to see, even if the customer’s location is unknown, meaning taxes and shipping rates cannot be applied. Tax and shipping rules are useful to assign default taxes and shipping when the shipping address, or location of the customer, is unknown.

 Of course, when an order is finalized and the shipping address is known, the tax and shipping fees will be recalculated accordingly.

### 5.5.1. Step-by-step procedure

#### To create a Tax and Shipping Preferences for a country:

1. **Go to the screen Tax and Shipping > Preferences.** This screen shows a list of already created preferences by country. We will modify the already created preference for the USA by clicking on the **pencil icon across from USA**
2. **Default Tax Zone: USA except IL** is already selected because we previously configured it.
3. **Default Shipping zone:** we will choose Mainland USA because it is most likely that clients will be in the USA since this is the only shipping zone that we have defined.

EPONYM COMPANY

Culture : English Connected as : admin

DASHBOARDS PRODUCTS CONTENT TAX AND SHIPPING SELLERS - STORES PLATFORM SETTINGS

Warehouses Shipping Taxes Preferences

Shipping Zones Carriers Shipping Rates Tax Zones Tax Categories Tax Rates

Preference

Properties

Country : \* United States

Tax zone : USA - IL excluded

Shipping zone : Mainland USA

HELP CANCEL SAVE

Thus, if we do not have more precise information, we will consider that a visitor that lands on the site will have a shipping address in Mainland USA and a “USA except Illinois” tax zone.

4. Click “Save” before we continue. We see that this preference appears in the list:

EPONYM COMPANY

Culture : English Connected as : admin

DASHBOARDS PRODUCTS CONTENT TAX AND SHIPPING SELLERS - STORES PLATFORM SETTINGS

Warehouses Shipping Taxes Preferences

Shipping Zones Carriers Shipping Rates Tax Zones Tax Categories Tax Rates

Preferences

Search

Delete Select : All | None

Country	Tax zone	Shipping zone	Action
United States	USA - IL excluded	Mainland USA	

Select : All | None Previous Next 1 showing 1 to 1 (of 1 records)

Delete Items per page : 10 20 50 All

HELP ADD NEW

If you wish to create other preferences for other countries, simply follow the procedure given above.

## 5.5.2. Learn more

**Additional Help (opens in new window)**

<http://www.magelia.org/documentation/adminconsole/TaxAndShipping.Zones.Preference.List?help=true>

**Video**



In the new window, click the “Video” tab

<http://www.magelia.org/documentation/adminconsole/TaxAndShipping.Zones.Preference.List?help=true>

Watch on YouTube: [http://www.youtube.com/watch?v=NaDAqu\\_dF7U](http://www.youtube.com/watch?v=NaDAqu_dF7U)

## 6. Catalogs, Categories, and Products

---

We will now proceed to how to setup products.

💡 Magelia allows you to configure many types of products: **standard products, bundles, products with variants**. In this Quickstart Walkthrough, we do not show how to create complex products like bundles or products with variants. Refer to the online help for product types and product attributes, or to the demonstration videos on the Magelia WebStore YouTube channel.

To setup products, we are going to proceed using six steps:

1. **Create a catalog** that will group products
2. **Create a category** within the catalog we created
3. **Create an attribute** that will be linked to our products so that they possess an image
4. **Create an attribute** that will enrich our products
5. **Create a simple product type** and attach to this product type the attribute that we just created
6. **Create a product** and give it a price, an inventory count and attach it to a catalog and category.
7. **Generate the catalog that will be visible on the site** using the data update mechanism.

Once we have accomplished these steps, we will have practically finished setting-up the store, and if you have the demo front-office, you will see the site online.

### 6.1. Catalog

A catalog groups products on an e-commerce website. A catalog is defined by start and end date, tax calculation rules, multiple currencies in which products can be sold, and shipping zones.

Magelia WebStore Professional and Enterprise Editions support multiple catalogs. You can create catalogs for a specific season (winter catalog / summer catalog) a specific audience (retail / b2c catalog / wholesale b2b catalog), a specific shipping zone (North American, European catalog, etc.), and more.

#### 6.1.1. Step-by-step procedure

We are going to create a very basic catalog

##### To create a Catalog:

1. **Go to the screen Products > Products > Catalogs. Click on “Add New.”**
2. **Code:** enter **base catalog**
3. **Start and end dates:** the catalog is valid only between the defined start and end dates. For this example **we leave these fields blank** to indicate that our catalog is always available. This feature is very helpful to prepare catalogs well in advance or to program when the catalog should no longer be displayed (end time and date)

4. **Prices include taxes:** we leave this **box unchecked** because we want to enter product prices without taxes. Taxes, if they apply, will be calculated and added to the amount in order to establish the total price at check-out.  
If you check taxes included, taxes will be deducted from the inclusive price in order to calculate the price before taxes. (For example, a tax-included price might be \$60. So, calculating tax at check-out would be \$50 for the product plus \$10 for taxes).
5. **Is active:** during the creation of a catalog, you certainly prefer that this catalog not appear online before you have finished preparing it. Therefore you will only check the box “is active” when you are satisfied and ready to publish the catalog. For this example, in order avoid returning to this screen, we check the box **is active**.
6. **Localizations:** enter the name of the catalog in different languages (**base catalog** in English and **catalogue de base** in French).
7. **Stores:** choose the **name of the store**
8. **Currency:** choose **USD (\$)**
9. **Shipping zone:** all existing shipping zones are automatically associated with the catalog, so you do not need to modify this.
10. **Click save**

#### **Products tab**

We have not yet created any products, so this screen is not useful to us for the moment.

This screen allows you to assign products to a catalog or to un-assign them. You can also designate a product catalog when creating products.

#### **Media TAB**

For this basic configuration example, we are not going to associate any media with our catalog.

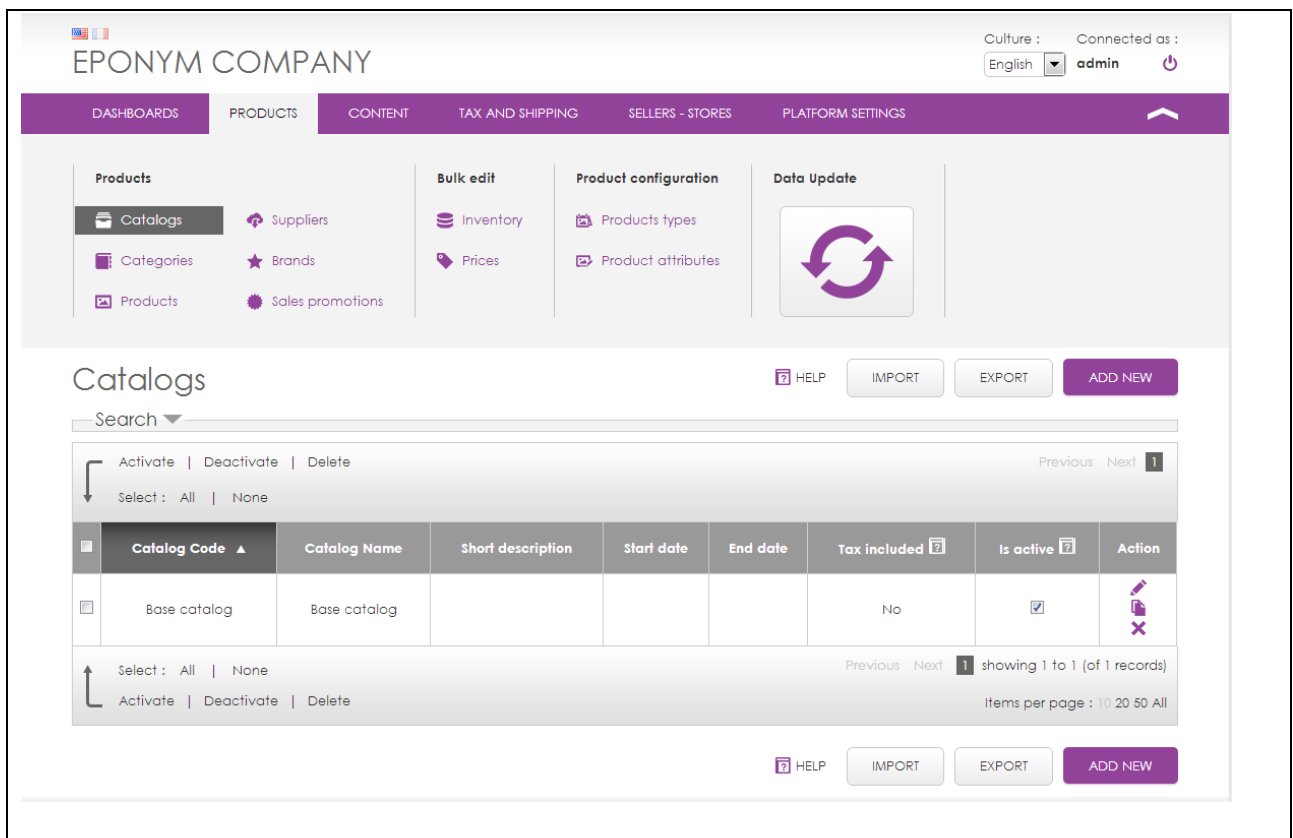
This tab allows you to **assign files or images to a catalog. Using this feature, you can display images assigned to your catalog if you wish.**

#### **To learn more:**

<http://www.magelia.org/documentation/adminconsole/Products.Catalogs.Edit.medias?help=true>

We have finished configuring a catalog, and now we save:





✔ **GET MORE with the Professional and Enterprise versions:**

- You have the possibility to manager **several catalogs**
- **Share catalogs among several stores belonging to the same vendor.** This allows you to more easily synchronize catalogs with your information system and centralize catalog management.

## 6.1.2. Go further

Help on creating catalogs

<http://www.magelia.org/documentation/adminconsole/Products.Catalogs.Edit.general?help=true>

Demonstration video on creating catalogs

**Click on the video tab** of the following help section

<http://www.magelia.org/documentation/adminconsole/Products.Catalogs.Edit.general?help=true>

or watch on YouTube : <http://www.youtube.com/watch?v=jWC5Tyay4WM>

Help on assigning products to a catalog


<http://www.magelia.org/documentation/adminconsole/Products.Catalogs.Edit.associatedproducts?help=true>

Help on managing media

<http://www.magelia.org/documentation/adminconsole/Products.Catalogs.Edit.medias?help=true>

## 6.2. Categories

Categories allow for further organizing products inside of a catalog. Categories are hierarchical and Magelia WebStore allows vendors to define categories, subcategories, and subsections of subcategories, etc.


 The same product can be placed in several categories of a given catalog.

### 6.2.1. Step-by-step procedure

Prerequisite: a catalog is necessary because categories are organized within a catalog.

We are going to create a sunglasses category in our default catalog.

#### To create a catalog:

1. **Go to the screen Products > Products > Categories.** This screen shows the list of categories of a catalog. The catalog "**Base Catalog**" is pre-selected.
2. Move the mouse to the **Root** category and click on the  button to create a category.
3. Enter the category name "**Sunglasses**" and click on the icon to save or press enter. The category has been created and you will now enter additional data in the screen on the right.
4. **Code:** The code is already filled-in
5. **Is Active:** by default the category **is active**. We don't change anything.
6. **Is Online:** by default the category **is online**, meaning displayed and this is what we want. If certain products were assigned to active categories but invisible we would have checked "is active" but not "is online" (for example, used for catalog management, flyers, samples, etc.).
7. **Culture:** We select **English** and enter for the short description **Sunglasses**
8. **Culture:** to enter the content in another language, we just need to choose the language (**French**) in the list of languages. We then enter the names and the short description in French (lunettes de soleil.)

#### Products Tab

The screen **allows us to assign products to a category**. As we haven't yet created any products, we are not using this tab. We will see later on that it is also possible to assign a product directly to a category from the product file.

#### Media Tab

We could **add images, videos, or sound** to this category by selected the Media Tab. To keep things simple, we will not add any images for the moment.

We have finished creating our category. Before continuing, make sure to **Save**.

You can repeat this procedure to create other categories and sub-categories

- 💡 **Other Functions:** In Category Management, the icons located on the right of the category name allow you to move a category, copy or duplicate, and delete. We do not go into the specifics of these functions. You may watch the YouTube video (link) for a demonstration.

## 6.2.2.Additional resources

### - Presentation video on creating categories

Click the Video Tab in the new window:

<http://www.magelia.org/documentation/adminconsole/Products.Categories?help=true>

or on Youtube : <http://www.youtube.com/watch?v=2GjfVF61Dh0>

### - Online Help for Categories

<http://himalaya.int.magelia.local/documentation/adminconsole/Products.Categories>

## 6.3. Creating an Attribute

A product type groups together different products with similar characteristics, indicates the product nature, and defines rules for products like how products are managed in stock.

We will create an attribute and then create a product type that will include the newly created attribute.

### 6.3.1. Step-by-step procedure

For our products we are going to want to be able to add images.

For this we are going to create an image-type attribute that we will then associate with the product type that we are going to create.

#### To create an attribute:

1. **Go to the screen Products > Product Configuration > Product Attributes.** This screen shows the list of already created attributes. **Click on “Add New.”**
2. **Code:** enter **Main Image** because we are looking to create a main image that will be associated with our products.
3. **Type:** Select **Image** since we want to associate a single image. If we want to be able to associate several images, we simply choose “Images.” In this case, it will be necessary to associate each image with tags in order to be able to distinguish them (see the help section on media for more information).
4. **Localizations:** type “**main image**” here (in English) and “**image principale**” (in French) and then click “**Save.**”

EPONYM COMPANY

Culture : English Connected as : admin

DASHBOARDS PRODUCTS CONTENT TAX AND SHIPPING SELLERS - STORES PLATFORM SETTINGS

Products Bulk edit Product configuration Data Update

Catalogs Suppliers Inventory Products types

Categories Brands Prices Product attributes

Products Sales promotions

Attribute

Properties

Attribute code \* Main Image Type \* Image

Localizations

Culture ▲	Attribute name	Description	Action
English	Main image		
français	Image principale		

We see the created attribute appear in the list:





## 6.4. Product Types

A product type groups together different products with similar characteristics, indicates the product nature, and defines rules for products like how products are managed in stock.

### 6.4.1. Step-by-step procedure

To create a product type:

1. **Go to the screen Products > Product Configuration > Product Type.** This screen displays the list of already created products. **Click on “Add New.”**
2. **Code:** enter **standard products** because we are looking to create a very simple, classic product.
3. **Product kind:** select **standard**. Later, if you wish to create products with variants (such as clothing that is available in several sizes, shoes, MP3 players in several colors, etc.) then choose variant products. If you wish to create bundles that group several products in one single product, then choose bundles.
4. **Inventory management:** We indicate here that we wish to manage our products in stock. Choose **physical managed**. This is how we generate the stocks of our products.
5. **Attributes:** attributes allow us to enrich products. For this example, we associate the attribute Main Image that we have created previously, and we leave “required” unchecked because adding an image to a product is not obligatory. **Click on the + icon** to add the attribute to the product type.
6. **Localizations:** indicate **standard product** here in English and “produit standard” in French.
7. Click **“Save.”**

EPONYM COMPANY

Language: English User: admin

DASHBOARDS PRODUCTS CONTENT TAX AND SHIPPING SELLERS - STORES PLATFORM SETTINGS

Products Bulk edit Product configuration Data Update

Catalogs Suppliers Inventory Products types

Categories Brands Prices Product attributes

Products Sales promotions

Type

Properties

Code: \* [Standard product] Product kind: \* [Standard] Inventory management: \* [Physical managed]

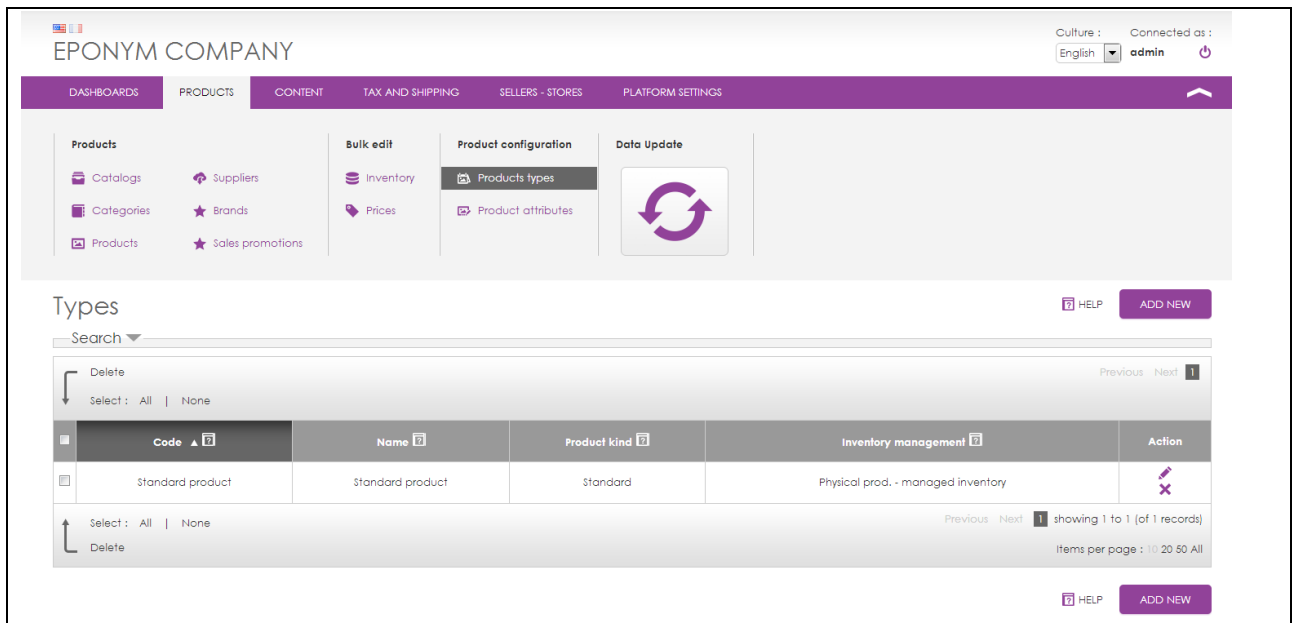
Attributes

Attribute	Name	Type	Required	Visible	Order	Action
[Main image]	Main image	image	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1	[+]
			<input type="checkbox"/>	<input checked="" type="checkbox"/>	0	[x]

Localizations

Culture	Name	Action
English	Standard product	[x]
français	Produit standard	[x]

We see the created product type added to the list:



- Attributes:** Adding additional attributes to products is possible, given that you have created the attribute beforehand. Color, size, the number of megapixels, the storage capacity... These are just a few examples of attributes you can create to further enrich your products.

If you wish to create other product types, follow the procedure given above.

## 6.4.2. Learn more

- Help on Product Types:

<http://www.magelia.org/documentation/adminconsole/Products.Types.Edit?help=true>

- Demonstration video for creating product types:

<http://www.youtube.com/watch?v=pZnyZht7i6s>

- Help with Attributes:

<http://www.magelia.org/documentation/adminconsole/Products.Attributes.Edit?help=true>

## 6.5. Product

We will now create a product in Magelia WebStore and fill in all the information relative to this product: product type, the SKU, the way the product is handled by taxes and inventory, the titles in different languages, catalogs, categories, assigned products, prices, and stocks, etc.

### 6.5.1. Step-by-step procedure

#### Prerequisite:

- Product Type: a product being defined by its type, it is necessary to dispose of a product type to create a product

💡 Even if it is not obligatory, it is recommended to also have a catalog of categories and a warehouse catalog (if your products are manage in inventory).

We are going to create a very simple project: a pair of sunglasses.

⚠️ **Caution!** The case presented below is very simple. Refer to the Help and the videos for detailed information on creating products such as products with variants or bundles, or to find out the meaning of all the available fields in the product file.

#### To create a product:

1. **Go to Products > Products > Products.** This screen presents the list of products. Click on **Add New** to start creating a product
2. **General Tab:**
  - Product Type:** Choose Standard Product which corresponds to the product type that we created previously.
  - SKU:** indicate the **unique reference** of the product, for example **123QWE**
  - Is Active:** **Check this box** to indicate that the product is active. Only active products are sold online.
  - Is Online:** **Check this box** to indicate that the product needs to be visible on the site
  - Catalogs:** base catalog is the already selected and we do not need to change this.
  - Taxes:** Indicate **Sales Tax > Standard Products** because the product is subject to sales taxes, if applicable
  - Warehouse:** **WH1 Chicago** is already selected because the product stocks are in the Chicago store/warehouse.

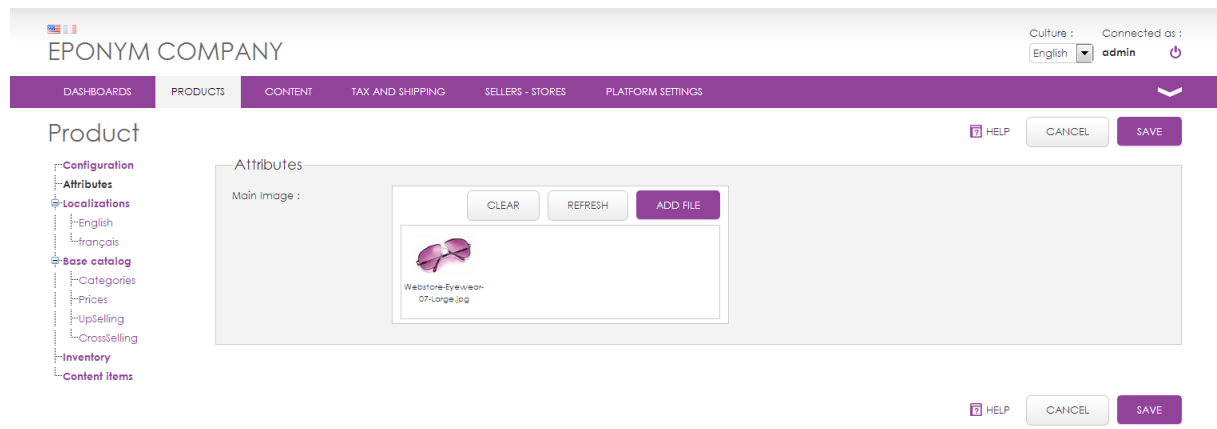


Click on Add Files in the following Main Image Field. The File Manager appears

We can either drag and drop the image directly into this window or use the button “Add file.” We click on Upload, then Select file, and we retrieve the image on the computer. The image appears in the background. We close the Add File window.

For each image, we could define a tag or localized meta-data. We ask that you consult the File Manager help to find out all the possibilities offered by this functionality.

We double-click on the image that we have just added to the file manager to assign this image to a product. The image should appear as:



#### 4. Localizations

Click on **Localizations > English** in the menu on the left and enter the names and localized descriptions in English:

**Name: PurpleSun**

**Descriptions:** These sunglasses merge state-of-the-art Italian design with superior quality. Designed for innovative and open minds, they combine outstanding craftsmanship with contemporary styling. Repeat for **French:**

**Nom : PurpleSun**

**Descriptions :** Ces lunettes de soleil de conception italienne sont de grande qualité. Conçu pour les esprits novateurs et ouverts, elles conjuguent une qualité de fabrication parfaite à un style contemporain.



## 7. Prices

Input **\$230** as the price (sale price) and **\$250** as the cut price, then click on the **“Add”** button.

The barred price is simply for indicative purposes and allows you to show shoppers the savings they will receive from your site as compared to the normal price.

The Sale Unit allows, in the Professional and Enterprise Editions, to define a sale unit (such as products sold in pairs, for example).

SKU ▲	Sale unit	Sale price - USD	Cut price - USD	Action
123QWE		230	250	+

8. **Upselling and Cross Selling:** as we have only created a single product, we do not choose any products for cross- or upselling

## 9. Inventory

**We will enter the different values for the inventory and explain the different stocks**

- **Virtual Stock:** We enter the value **Virtual Stock = 1000** for this example.

Virtual stock corresponds to the available stock for sale on a website. **Warning! Virtual Stock decreases with each add to the shopping cart.**

- **Real stock:** We enter the value **Real Stock = 1000** for this example.

Real stock corresponds to the available merchandise that is actually in the warehouse. Sales do not affect the real stock level. The real stock is not taken into account in the calculations: you must manually manage the stock.

- **Minimum stock:** Usually the value is 0 so **we enter Minimum stock = 0**

When an inventory of a product falls below the minimum stock, it can no longer be sold.

**Warning: if you have 10 products remaining in virtual stock and you have set Min stock to 10 products, you can no longer sell products.**

A minimum stock may be negative to allow customers to order more than what is really in stock.

- **Reorder Level:** we do not enter any value here

This is a simple piece of information that enables the vendor to make a list of products that are below the inventory level and the reorder level.



## Product

- Configuration
- Attributes
- Localizations
  - English
  - Français
- Base catalog
  - Categories
  - Prices
  - UpSelling
  - CrossSelling
- Inventory
- Content items

SKU	Warehouse	Unlimited	Virtual stock	Real stock	Minimum stock	Reorder level	Availability
123QWE	WH1 Chicago	<input type="checkbox"/>	<input type="text" value="1000"/>	<input type="text" value="1000"/>	<input type="text" value="0"/>	<input type="text"/>	<input type="text" value="00"/> H <input type="text" value="00"/> M <input type="text" value="00"/> S

### Content Items

For this example we will not add content to our product.

Thanks to Magelia WebStore content management features, products can be enriched with contents. This is particularly useful if you want to add specific descriptions of your products, user manuals or files, videos, files, etc.

Magelia WebStore is built on an extensible data model that enables you to create content types. These content types can be useful as standalone contents (a store locator, a recipes section, a news section could rely on content types) or contents can enrich commerce objects such as products, categories, catalogs etc.

The community Edition includes one content type that is useful to associate and enrich SEO contents to your website.

**We have finished creating our product. Click “Save.”**

**The created product appears in our list.**

EPONYM COMPANY

Culture : English Connected as : admin

DASHBOARDS PRODUCTS CONTENT TAX AND SHIPPING SELLERS - STORES PLATFORM SETTINGS

Products

- Catalogs
- Categories
- Products

Bulk edit

- Inventory
- Prices

Product configuration

- Products types
- Product attributes

Data Update

Sales promotions

## Products

HELP IMPORT EXPORT ADD NEW

Activate Deactivate Put online Put offline Delete

Select : All None

Name	SKU	Product type	Catalogs	Warehouses	Brand	Tax categories	Is active	Is online	Action	Details
Purple Sun	123QWE	Standard product	Base catalog	WH1 Chicago		Sales Tax > Standard Products	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<div></div>	

Select : All None

Activate Deactivate Put online Put offline Delete

Previous Next 1 showing 1 to 1 (of 1 records) Items per page : 10 20 50 All

HELP IMPORT EXPORT ADD NEW

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## 6.5.2. Additional resources

### - Video presenting creating categories

Tab Configuration: <http://www.youtube.com/watch?v=Nh5qFS5b8tQ>

Tab Localizations: [http://www.youtube.com/watch?v=p\\_GjWKRsfOg](http://www.youtube.com/watch?v=p_GjWKRsfOg)

Tab Catalog > Categories: <http://www.youtube.com/watch?v=mwTo0eHK5qY>

Tab Catalog > Prices: <http://www.youtube.com/watch?v=ExQyWrrLSKI>

Tab Catalog > Upselling/cross-selling: <http://www.youtube.com/watch?v=fYSsgBEbXT0>

Tab Inventory: <http://www.youtube.com/watch?v=dbrH3qjS150>

### - Online help

Tab Configuration Help:

<http://www.magelia.org/documentation/adminconsole/Products.Products.Edit.configuration?help=true>

Tab Characteristics / attributes:

<http://www.magelia.org/documentation/adminconsole/Products.Products.Edit.characteristics?help=true>

Tab Localizations:

<http://www.magelia.org/documentation/adminconsole/Products.Products.Edit.localization?help=true>

Tab Catalog > Categories:

<http://www.magelia.org/documentation/adminconsole/Products.Products.Edit.categories?help=true>

Tab Catalog > Prices:

<http://www.magelia.org/documentation/adminconsole/Products.Products.Edit.prices?help=true>

Tab Catalog > Upselling/cross-selling:

<http://www.magelia.org/documentation/adminconsole/Products.Products.Edit.associations?help=true>

Tab Inventory:

<http://www.magelia.org/documentation/adminconsole/Products.Products.Edit.inventory?help=true>

## 6.6. Generating the Catalog

There is one last step before we are finished: **generating the catalog**

### Why update the data?

To improve performance of Magelia WebStore, the catalog data presented to the shopper is generated. This allows Magelia WebStore to improve its performance.

### What happens during the updating of catalog data?

Even during catalog generation:

- Shoppers can continue to navigate the site
- Shopping carts are saved, but they are at risk of modification if the new catalog does not include the same prices or the same products.

### 6.6.1. Step by step procedure

#### Prerequisite:

There is no prerequisite for generating catalogs. This action is to be executed each time that a change has been made to products, categories, or prices.

Go to the screen **Products > Data update** and click the button **“Update data”**

The screenshot shows the Eponym Store administration interface. At the top, there's a header with the store name 'EPONYM STORE', flags, and user information (Store: Eponym Store, Culture: English, Connected as: admin). Below the header is a navigation bar with tabs: DASHBOARDS, PRODUCTS, CONTENT, TAX AND SHIPPING, SELLERS - STORES, and PLATFORM SETTINGS. The main content area is divided into several sections: Products (Catalogs, Suppliers, Categories, Brands, Products, Sales promotions), Bulk edit (Inventory, Prices), Product configuration (Products types, Product attributes), and Data Update. The Data Update section is highlighted and contains a large circular refresh icon. Below this, there's a 'Data Update' section with a 'HELP' link and an 'UPDATE DATA' button. The text explains that the Data Update Mechanism accelerates performance by recalculating product lists. It includes a warning that clicking 'Update' will temporarily compromise infrastructure performance and an insider info that shopping cart and order calculations are not affected. A second 'HELP' link and 'UPDATE DATA' button are at the bottom.

This operation may last several minutes. Once the operation has finished, a message will inform you that the data has been successfully updated.

This screenshot shows the same Eponym Store administration interface as the previous one, but with a success message. A purple banner at the top of the main content area displays an information icon and the text 'Data update successfully complete.' Below this, the 'Data Update' section is still visible, but the 'UPDATE DATA' button is now disabled. The text and warnings remain the same, but the overall state indicates the operation was successful.

If you have installed a demo store, you may now see the content of this store. To download the demo store, visit the page <http://www.magelia.org/page/demo> and click the button “Download the demo store.” For the procedure explaining how to install the demo store, see the last section of this guide.

## 6.6.2. Additional resources

- Help section: <http://www.magelia.org/documentation/adminconsole/Products.DataBurst?help=true>

## 7. Conclusion

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This QuickStart guide introduced the essential features of Magelia WebStore.

You have successfully configured a store, tax and shipping rates, a catalog, a category and a product and prices.

There are advanced features that we did not present here: the richness of the discount engine, the media library, brands, suppliers, etc. We suggest that you use the help files available from the administration console screens and that you visit the resources section of [www.magelia.org](http://www.magelia.org)

The services architecture of Magelia WebStore may be hard to understand because there is no website out of the box but only web services and administration console. This is a choice by design that makes Magelia WebStore multi-tenant, easy to integrate with 1/3<sup>rd</sup> party software such as Orchard and easy to use to build e-commerce apps, responsive design websites etc. If you want to see a basic website, please read and follow appendix 1 “How Do I View the Website Storefront?”

The Magelia Team is devoted to provide the .NET community with an advanced e-commerce software that is multi-tenant, multi-devices ready, extensible and features rich. So you can expect us to keep pushing hard and bring add additional features in the future. Whether you like Magelia WebStore not, your feedback is important to us so keep us informed.

**To see the website storefront you just configured, please read the next section called “How Do I View the Website Storefront ?”**

# Appendix 1 : How Do I View the Website Storefront ?

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In the previous sections, we configured the settings for an entire e-commerce store. This gives you a good idea of the basic functionalities in Magelia WebStore. We did not go into detail about all of the software's capabilities. To know more, visit the Resources tab on our website [magelia.org](http://magelia.org).

Want to see more than the Admin Console in action?


**Take 2 minutes to install the free Demo Storefront**

## 7.1. See a Demo Site or Install a Demo Site?

Magelia WebStore is composed of an administration console and a web services layer. This allows you to create websites featuring HTML, Flash, apps for mobile devices, and even sites in PHP or Java, and more.

If you wish to see a demo store or configure a demo store without having to install this store, you merely need to use the demo sites and the administration console available for you on the site [magelia.org](http://www.magelia.org) at the address <http://www.magelia.org/page/demo>

If you wish to see your store settings on an internet site, you need to install an example site. We explain to you in what follows how to install this example site, which will allow you to see a site that resembles this, which applies taxes and shipping costs according to whether you're located in Illinois or elsewhere in the United States.





 **What follows is a technical installation procedure. This section is above all dedicated to developers and assumes that you already have access to the Visual Studio development environment.**

## 7.2. Getting a Demo Site

Simply go to the site [Magelia.org](http://Magelia.org) and in the section "Try the Demo," click on the link "Download the Demo Store."

[Home](#)
[Features](#)
[Products](#)
[Technology](#)
[Resources](#)
[Services](#)
[About us](#)

## Why choose WebStore ?

-  Full-featured e-commerce software
-  Designed to meet the requirements of international brands, and SMEs
-  Designed for the .NET environment
-  Free & Open-Source Edition

**Magelia WebStore**  
Built on latest .NET technologies

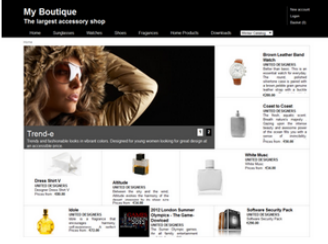
- .NET 4
- ASP.NET
- WCF
- NuGet

## Magelia WebStore - Demo

### Magelia WebStore Community Edition Demos

#### Demo Store :

A sample store and sample code to accelerate your project




[Access the Demo Store](#)

[Download the Demo Store](#)

#### Administration Console :

All the features of Magelia WebStore at a glance



[Try Demo Administration console](#)

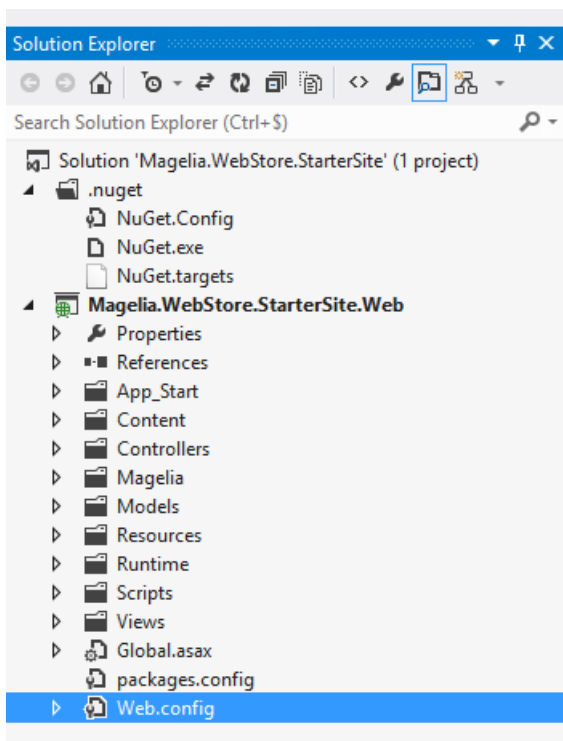
Login = admin | Password = magelia

Click on the link “Download the Demo Store” and save the file on your computer.

Unzip the file in the folder of your choice. Then open the solution Magelia.WebStore.StarterSite.sln with Microsoft Visual Studio.

## 7.3. Configuring the Demo Site

The solution appears in Visual Studio:



The address of Magelia WebStore Web Services as well as the identifier of the store need to be configured in the section `magelia/webstoreClient` of `web.config`.

By default, the values are the following (in the file `web.config`):

```
<magelia>
  <webstoreClient servicesPath="http://localhost/admin/services/" storeId="DCAFD470-
B122-11E0-A00B-0800200C9A66" />
</magelia>
```

## 1. Modify the Services Path

The attribute `servicesPath` corresponds to the address of Magelia web services. If you access the Magelia WebStore administration console via the following URL: <http://localhost/admin/>, the attribute `servicesPath` will have as its value <http://localhost/admin/services/>.

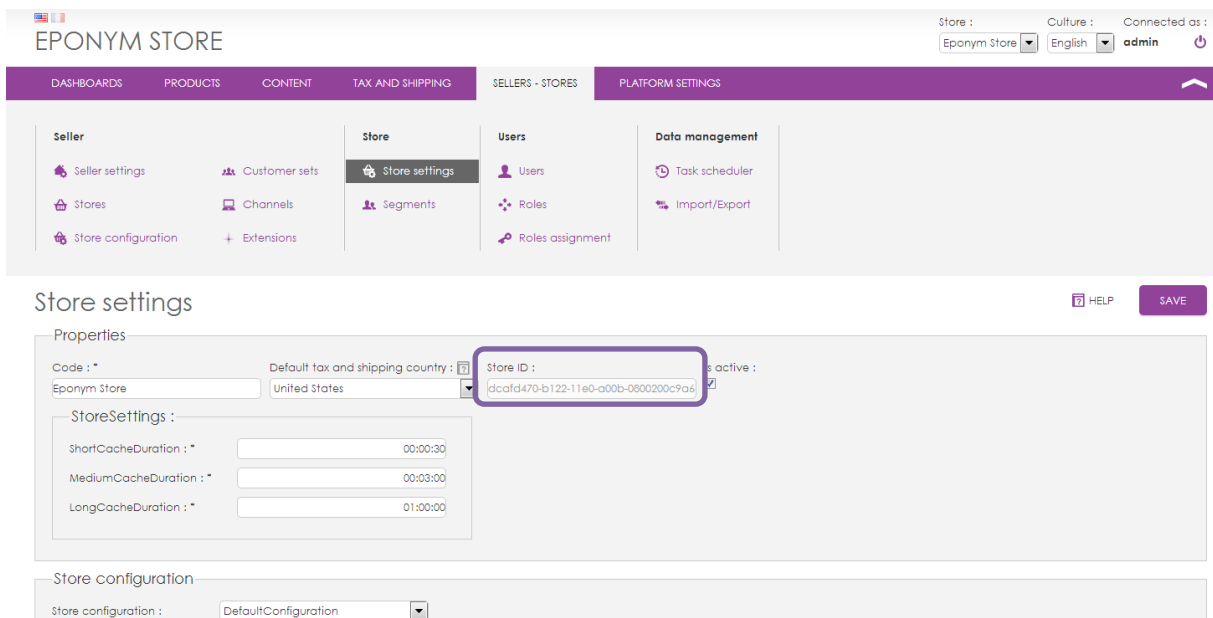
If you no longer remember the settings you used during the installation of the administration console, you can more than likely deduce them by looking at the address of the administration console and by adding `/services/`

## 2. Modify the Store ID

The attribute `storeId` corresponds to the unique identifier of your store.

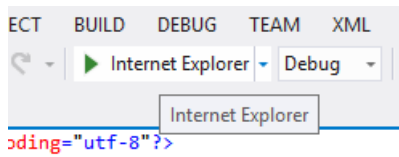
To locate it, go to the screen **Sellers – Stores > Store > Store Settings**

The setting that interests us is found at the top of the screen, as shown in the following screen capture:

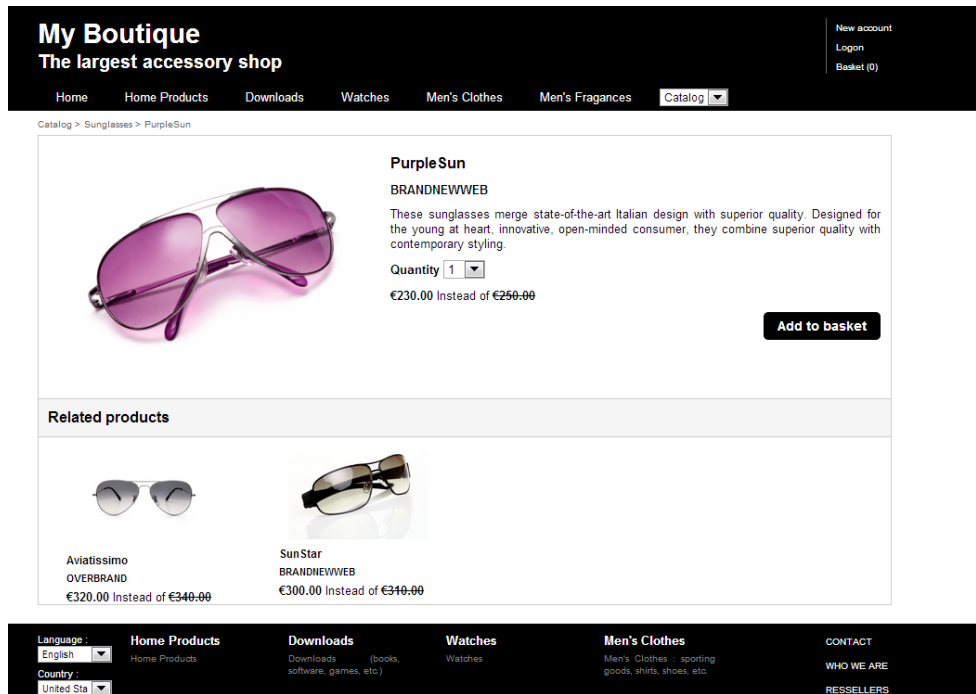


## 7.4. Visualizing the Site

We have configured the settings at the `web.config` level, now you just need to run the project.



The demo site will then display:





## 8. Appendix 2 : Définitions

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- **Brands:** In the management console, users can define product brands and associate a logo (an image) with these brands. A brand is simply defined by a name (non-localized) and a logo (image). The brands established in the management console will then be available in the product settings screen and will be able to be associated with a product during the product's creation. Users can thus easily group product display by brand name on their sites. Brands are defined at the vendor level, which enables several stores belonging to a single vendor to share brands.
- **Bundle:** A bundle is a collection of products that must be sold together as a package. Bundles contain a certain number of features which enable visually creating a specific product file (localized descriptions, images, etc.). Bundles in particular are defined as having a single price that is independent from the individual prices of the products that make up the bundle. Note: the stock of a bundle is defined in terms of the bundle as a whole and not in terms of each individual product in the bundle.
- **Carriers:** Carriers are the businesses that are in charge of delivering the merchandise from the warehouse to the final customer's delivery address. Carriers can, for example, be created to designate businesses like DHL, FedEx, UPS, etc. Magelia WebStore allows you to easily define carriers and assign them a name and a logo. When delivery fees are created, these fees will reflect the choice of carrier.
- **Catalog:** A catalog corresponds to a grouping of products sold on an e-commerce website. Catalogs share common parameters such as start and end dates, rules for calculating taxes, the currencies in which products can be sold, and shipping zones. For example, you can create different catalogs for winter and summer catalog, or separate catalogs to target consumers (B2C) and professionals (B2B). Product prices are created per catalog are defined by catalog, which allows applying different prices for the same product in different catalogs. The rules for calculating taxes in regards to prices are also defined in each catalog, which allows the prices to be displayed including or not including taxes. A catalog can also be associated with specific shipping zones, in order to restrict the sale of products in the catalog to only certain specified areas.
- **Category:** Categories allow for further organizing products inside of a catalog. Categories are hierarchical and Magelia WebStore allows vendors to define sections, subsections, and subsections of subsections, etc. The same product can be placed in several categories of a given catalog.
- **Currencies:** Currencies are monetary units used on a vendor's website. These currencies are identified by a name (which can be translated) and a symbol (e.g. \$, €, or CAD for Canadian Dollars). Currencies are defined at the global level, which enables all vendors and shops on the same Magelia WebStore server to use these currencies. You can select, however, for any given shop which currencies are accepted by their website. This makes it possible to create prices for each product in the different currencies accepted by the vendor.
- **Currency Conversion:** WebStore software does not manage the conversion between currencies. Magelia considers that most sellers define the price of their products in a set way for a given period of time, and that we at Magelia would not know how to conduct a currency conversion (i.e. knowledge of current exchange rates, rounding, etc.). However, it is possible to extend the Magelia WebStore software to make it possible to conduct a currency conversion.
- **Customer segment:** a Customer segment is a grouping of customers to whom you want to give advantages, such as exclusive promotions, for example.
- **Default Preferences for tax and shipping:** Upon landing on a website, a customer generally chooses a country of delivery but it is not always easy to know where the shopper wants to have goods delivered., if several tax zones or shipping zones exist within a country, you can indicate in Magelia WebStore which tax zone and shipping zone to use as the default preference for each country, if no additional information is available.
- **Differential Pricing Policy by Catalog:** The same product can have two different prices for two different catalogs. This is useful for preparing a catalog in advance and for indicating the prices that will be used when the catalog is available online.
- **Minimum Stock:** the minimum stock is important because when inventory of a product falls below the minimum stock, it can no longer be sold. A minimum stock of 0 allows the vendor to sell all the products in stock, whereas a minimum stock of 5 does not allow the sale of the last 5 available products in stock. Beware! It is possible to classify a minimum stock as negative in order to allow pre-orders of products that will soon be available.

- **Price = 0:** The price of a product must be greater than or equal to zero, and it can never be a negative. WebStore manages the absence of a price differently from a price equal to zero: if the price of a product is equal to zero, then this product would simply be considered as free by the Magelia WebStore.
- **Price definition:** the price of a product can be defined in all the currencies that are available in the catalog.
- **Price:** the price of a product or of a variant depends on the catalog to which the product or variant is assigned.
- **Prices Including and Not Including Taxes:** Vendors can select whether prices displayed on products include taxes or not. This is not managed at the level of the product but at that of the catalog. All prices in the same catalog will thus be listed as either taxes included or taxes not included. So for example, if a catalog is defined as taxes excluded, the defined price for a product in this catalog will not include taxes.
- **Product Attributes:** Magelia WebStore allows users to define the attributes of a product. Defining product attributes enable users to filter products by attribute and find more easily what they are looking for. It will also simplify creating product comparison pages, etc. Product attributes are useful for defining clothing size, shirt color, volume of a perfume, memory capacity of an mp3 player, etc.
- **Product Nature:** A product is defined in WebStore in terms of its nature. Magelia WebStore handles three product natures: standard products, product with variants (for example, a shirt available in different sizes) and bundles (a package of several products sold together such as a computer and a monitor). The nature of a product in the Magelia WebStore software serves to distinguish the applicable business rules during the product definition process. Thus, for example, a standard product would have only one SKU whereas a product with variants would have many, because each variant has its own SKU.
- **Product Type:** A product type enables vendors to group together attributes that define similar products, to indicate the product family, and to define rules about how products are managed in stock. For example, an mp3 player product type could be defined as a product with variants (its product nature), and include attributes like memory capacity (16 GB, 32GB, etc.) and color. When a product type is created, vendors also indicate how product stock is managed, making inventory management much easier. The Magelia WebStore software lets you differentiate between “classic” products that are managed in the inventory, classic products that are not managed in the inventory (like samples), virtual products that are not managed in the inventory (like a download), and virtual products that are managed in the inventory.
- **Real Stock:** Real stock corresponds to the available merchandise that is actually in the warehouse. This stock is available so that the seller can manually manage the inventory. Sales do not affect the real stock level. Real stock is defined per seller and per warehouse.
- **Reordering Level (Formerly Maximum Stock):** This is a simple piece of information that enables the seller to make a list of products that are below the inventory level and the reorder level. This is an information-only data that does not affect the virtual or real stock. The reordering level is determined by seller and by warehouse.
- **Seller or Vendor:** a “seller” or “vendor” is a business or enterprise that conducts online sales (e-commerce). Vendors are able to create and launch several on-line stores and manage them all from a single WebStore server. All vendors on an identical Magelia WebStore technical platform must share the same data such as country, language and currency.
- **Shipping Fees:** Shipping charges correspond to price ranges defined for a carrier, the merchandise warehouse of departure, and the shipping zone. The shipping charges themselves can be subject to taxes and are therefore assigned to a tax category. It is possible to define the shipping charges based on the order amount, the product quantity, or the product weight. A description of these shipping charges can be defined in different languages.
- **Shipping Zones:** A shipping zone corresponds to a geographical area for which one or several modes of transportation will be proposed and for which shipping fees must be calculated. A shipping zone can correspond to a region smaller than a state, to a state or several states, to a country, or to a region larger than a country. WebStore is designed so that the delivery zones of your carriers can be easily configured. For example, it is easy to determine a “UPS zone 11” that corresponds to South Korea + Singapore + Thailand, and Turkey.
- **SKU (Stock-Keeping Unit):** This is a code or number reference for identifying a specific product. The SKU can correspond to an EAN code or a code set by the seller or vendor. No two products in WebStore can have the same SKU. The seller or vendor must organize his classification so that each SKU is unique.
- **Standard Product:** A standard product corresponds to a product that is not available in different sizes, colors, etc. A standard product has only one SKU and may have attributes.

- **Store/Shop:** A store or shop corresponds to an e-commerce website; all stores belonging to the same vendor must share the same global data.
- **Suppliers:** From the management console, it is possible to define suppliers and assign a logo. A supplier is simply defined by a name (non-localized). When creating products, you can assign a supplier to the product. The suppliers list is defined by the vendor, which enables several stores belonging to a single vendor to share suppliers.
- **Tax Category:** A tax category is associated with a tax type and corresponds to a product category where all the same tax calculation rules apply. Tax categories permit, for example, to determine products in Europe that are subject to the VAT standard rate or the VAT reduced rate, etc. You can also determine tax categories according to merchandise classifications, commodity codes, etc. Tax categories are easy to assign to products and enable Magelia WebStore to automatically calculate the taxes that apply to a certain product. Various tax categories can be assigned to a product in order to apply different taxes to the same product.
- **Tax Rate:** A tax rate is defined for merchandise of a category of given tax, from the departure tax zone (corresponding to the warehouse) and expedited towards a destination tax zone. This allows, for example, to easily defining that merchandise sent from California to Illinois, whose tax category is "Sales Tax" / standard product, would be subject to a tax of x%.
- **Tax Zones:** Tax zones determine where to apply taxes. A tax zone can be smaller than a country or state. This simplifies applying taxes to regions that have tax exceptions. For example, in the Magelia WebStore, it is easy to define a tax zone that corresponds to Spain and leaves surrounding territories (like the Canary Islands) excluded because they do not fall under the same tax regulations as the rest of the country
- **Types of Taxes:** A tax type is determined by an identifier and name. This enables the creation of taxes like the VAT in Europe and the sales and shipping tax in the United States. Beware! Tax types are determined in terms of the global platform and are therefore available for all sellers and all stores hosted on the same WebStore server.
- **Variant Product or Product with variants or:** A product with variants is a product that is offered in different variations. A good example is a perfume that would be available in different bottle sizes (.25FL OZ, 1 FL OZ, etc.). A product with variants does not have its own SKU because it is managed in terms of its varieties. Therefore, it would contain several SKUs and not only one unique SKU.
- **Variant:** A variant is a specific variation of a product. So an mp3 player offered in blue and in red consists of two variants (the colors) of the same product (the mp3 player). When a customer orders this product, he/she will choose from the possible variants in order to select the specific one that he/she wants to purchase. The product variant (the blue mp3 player for example) will have a SKU, a price and usually a stock.
- **Virtual Stock:** Virtual stock corresponds to the available stock on sale on a website. This is defined by product and by warehouse. The website relies on virtual stock and minimum stock to tell if a product is available or not for a customer. The website calculates the available stock for any given customer and takes into account the products that are already in the shopping carts of other customers. This system also takes into account whether the virtual stock is available in a warehouse serving the customer's shipping zone. If product "A" is only available in a warehouse that is located in the United States, but the vendor only sells to Europe from the European warehouse, then a customer in Germany cannot place an order for product "A". To determine if a warehouse serves a shipping zone, the system utilizes the definition of shipping costs (which are defined in terms of the origin and destination of merchandise). If no shipping rate is defined for delivery in Germany from the United States, then the products in a U.S. warehouse cannot be sold in Germany. Virtual stock is determined per seller and per warehouse.
- **Warehouses and Physical Stores:** Warehouses designate storage areas for merchandise. What we call warehouses in WebStore can also correspond to physical stores. This enables, for example, a chain of stores to classify each store as a warehouse and identify the stock of each product that exists in each store. Every warehouse is assigned to a tax zone. This is mandatory because certain sellers in European countries can choose to apply origin-based taxes. Warehouses are identified in terms of the seller and are therefore shared among the different stores of the same vendor.

During the order process, the calculation of the minimum stock is determined by accumulating the minimum stocks of the same product that is present in each warehouse. The minimum stock is determined per seller and per warehouse.

- **Sales channel:** a sales channel refers to the way the sale is made. For your company, you can define several sales channels corresponding to online internet sales, in-store sales, sales by phone, etc. This information can be used to classify orders via sales channel.

# Thank you for your interest in Magelia WebStore

You will find additional information, videos, and tutorials on Magelia's site

[www.magelia.org](http://www.magelia.org)

You can also follow us on

Twitter (<https://twitter.com/magelia>)

and

Facebook <http://www.facebook.com/pages/Magelia-WebStore/286781414691120>

