MARKETPLACE BUILDER – MULTI VENDOR

Turn PrestaShop into a marketplace with simple setup steps, #1 PrestaShop Marketplace module (multi-vendor) that allows sellers to list their products for sale and pay a percentage fee amount for each sale or a membership fee

A product of PrestaHero

Contents

I. WELCOME 4

II. INTRODUCTION 4

III. INSTALLATION 4

IV. SETTING UP YOUR MARKETPLACE 5

1. Conditions 5
2. Application 6
3. Membership 7
4. Shop settings 10
5. SEO settings 17
6. Map settings 18
7. Order settings 20
8. Email settings 22
9. Customize notification messages 26
10. Contact form settings 27
11. Home page settings 30

V. SETTING UP PAYMENT METHODS FOR SELLER TO WITHDRAW COMMISSION MONEY 32

VI. MANAGING SELLER APPLICATIONS 36

VII. MANAGING SELLER SHOPS 39

VIII. MANAGING SELLER FEE INVOICES 42

IX. MANAGING SELLER PRODUCTS AND SELLER ORDERS 44

1. Managing seller products 44
2. Managing seller orders 47

X. MANAGING OTHER SELLER SHOP'S FEATURES **51**

1. Attributes and features 51

2. Carriers and Brands 52

3. Convert commission into voucher code 54

4. Shop managers 54

5. Report shops or products as abused 56

6. Seller product ratings 58

XI. DASHBOARD **61**

XII. THANK YOU **64**

I. WELCOME

Thank you for purchasing our product. We hope to guide you through all the aspects of the module installation and the module setup within this document. If you have any questions beyond this documentation's scope, please feel free to contact us.

Note:

All instruction screenshots are taken from PrestaShop 1.7, but installing and configuring this module on PrestaShop 1.6 is similar.

II. INTRODUCTION

Marketplace Builder is the best PrestaShop marketplace module (multi vendor module) to convert your online store into a marketplace so that multiple sellers can list their products on your marketplace and in exchange you can charge a fixed percentage fee amount for each single order they get or require sellers to pay a membership fee (monthly fee, yearly fee, one-time fee, etc.).

** "**Marketplace Builder**" is compatible with PrestaShop 1.6.x, PrestaShop 1.7.x and PrestaShop 8.x*

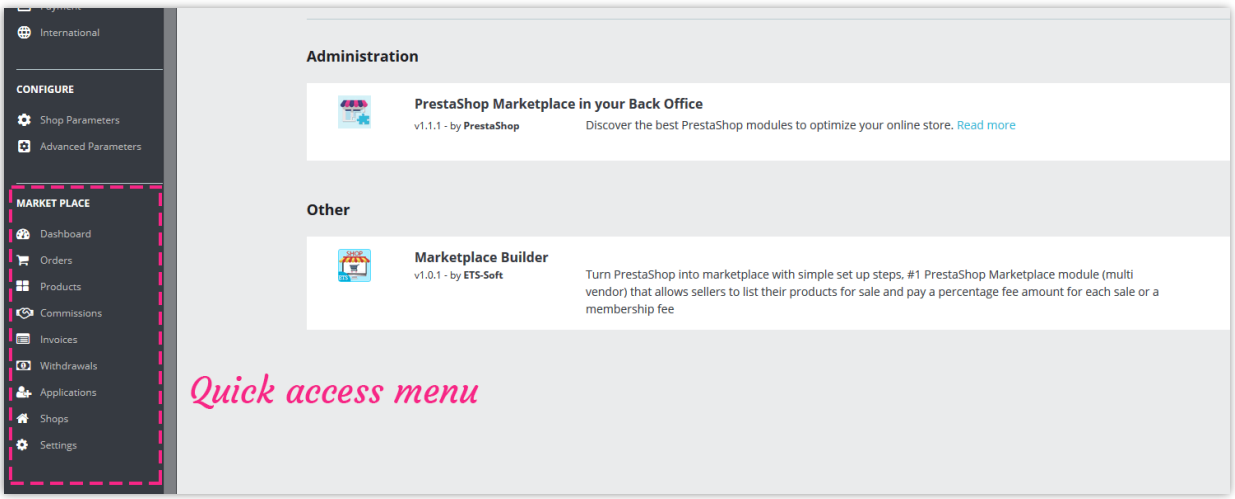
III. INSTALLATION

1. Navigate to **"Modules / Modules & Services",** click on **"Upload a module / Select file".**

2. Select the module file **"ets_marketplace.zip"** from your computer then click on **"Open"** to install.

3. Click on "**Configure**" button of the module you just installed to open the module's configuration page.

Quick access: You can also navigate to **Marketplace Builder**'s configuration page through the quick access menu.



IV. SETTING UP YOUR MARKETPLACE

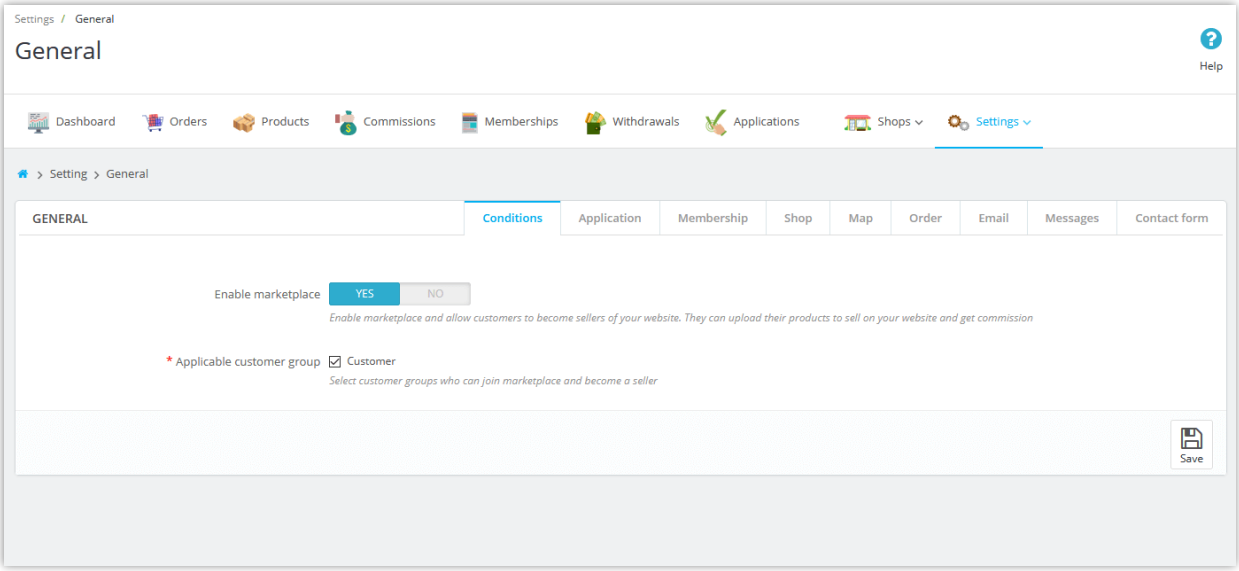
After successfully installing **Marketplace Builder** module, let's configure all necessary elements for your marketplace!

From module's configuration page, select "**Settings**" > "**General**" menu to be navigated to "**General**" page.

1. Conditions

Enable marketplace: turn on this option to enable marketplace and allow customers to become sellers of your website.

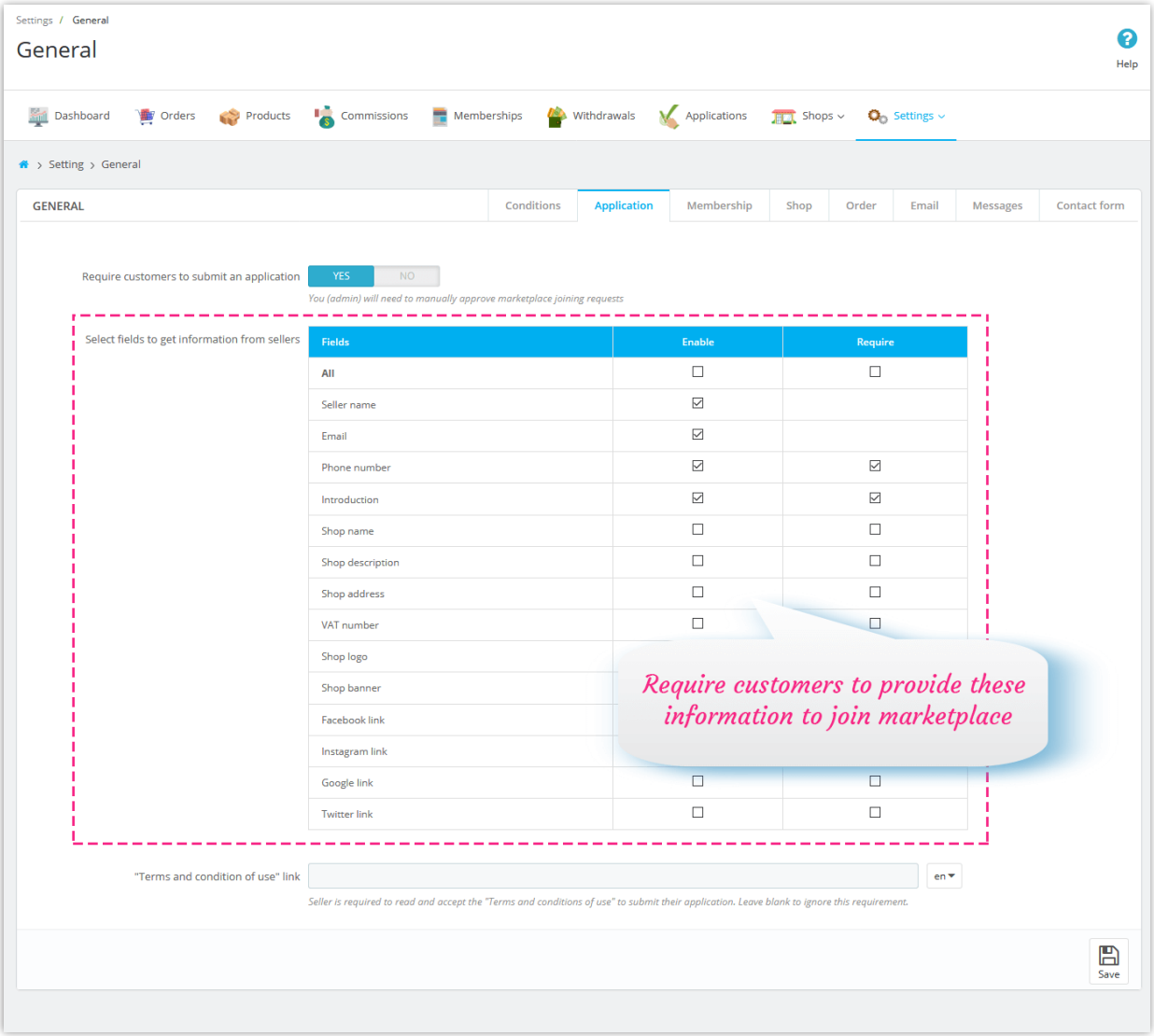
Applicable customer group: select customer groups who can join marketplace and become a seller.



2. Application

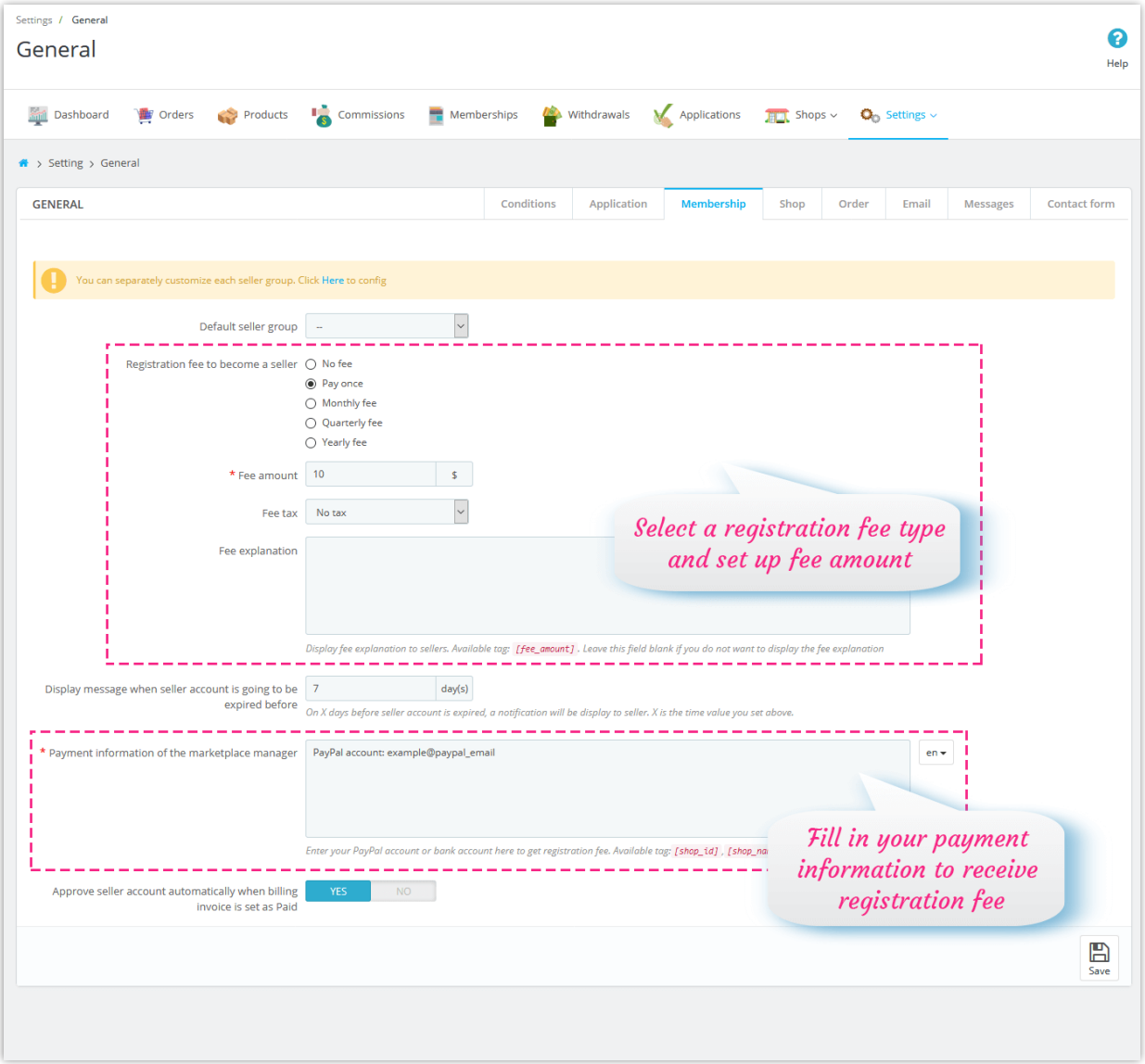
Require customers to register to join marketplace: if you turn on this option, customers will have to submit a registration form and waiting for approval from marketplace administrator to become a seller.

"Terms and condition of use" link: Seller is required to read and accept the "Terms and conditions of use" to submit their application. Enter the link to your marketplace's "Terms and condition of use".

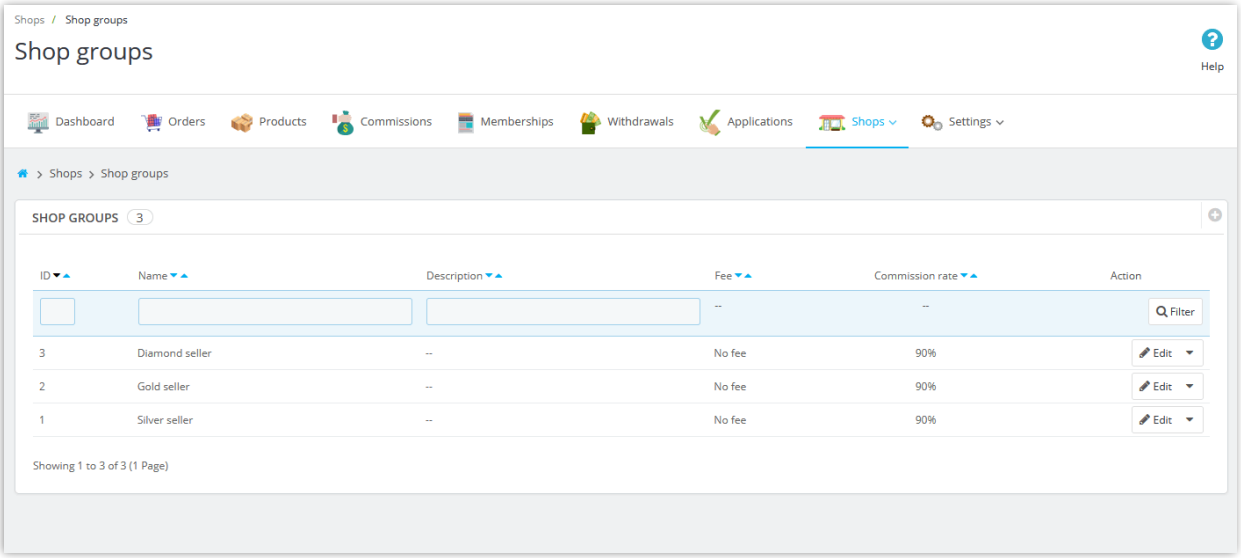


3. Membership

Registration fee settings: you can select a fee type and set up fee amount, add an explanation and payment information to receive registration fee from sellers.

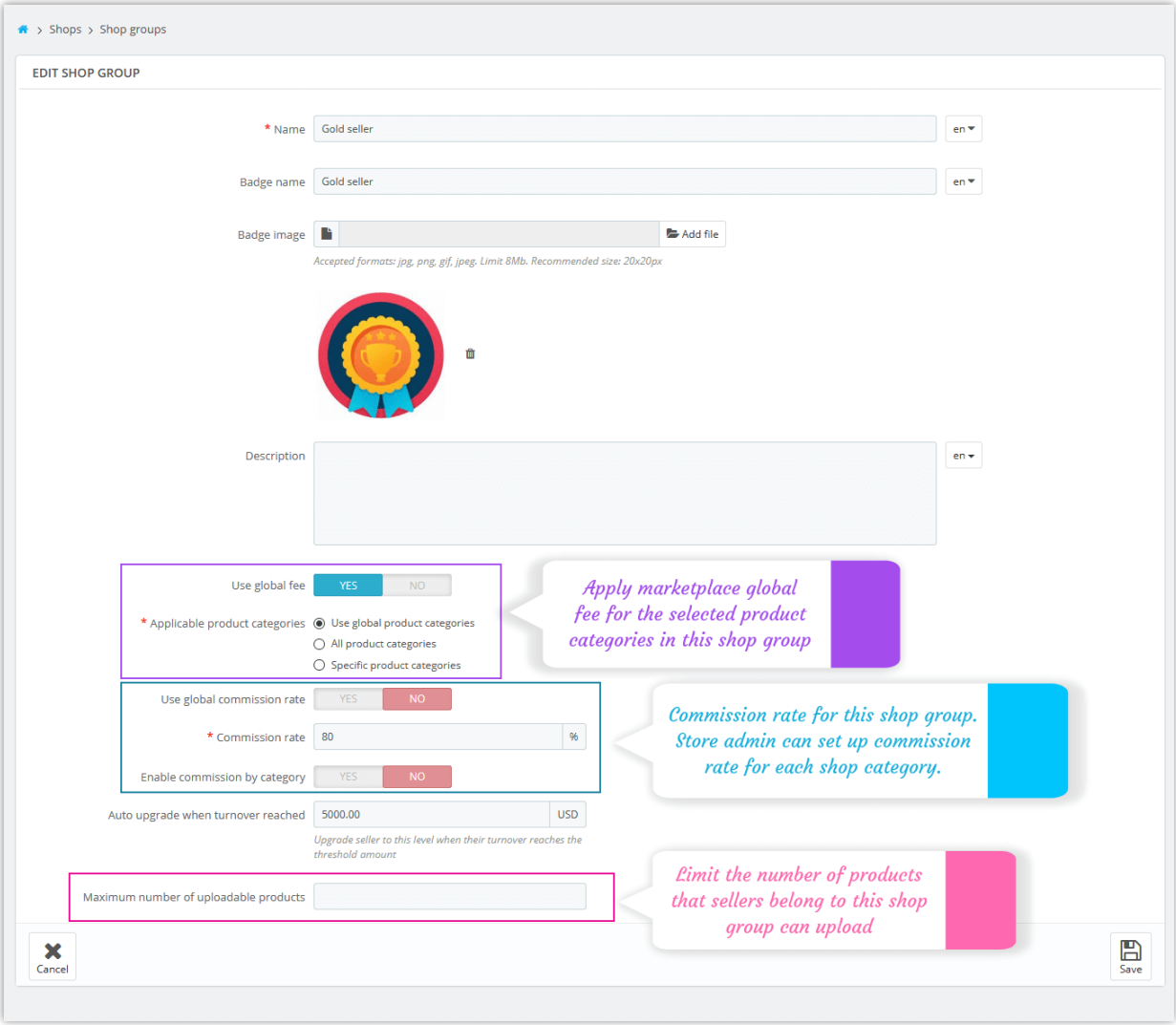


Marketplace Builder also enables you to separately customize registration fee and commission rate for each seller group. Click on the highlighted link on top of "**Membership**" tab to be navigated to "**Shop groups**" configuration page.



Click on "**Add new**" icon on top – right corner to add a new shop group.

Click on "**Edit**" button to edit any shop group you want.

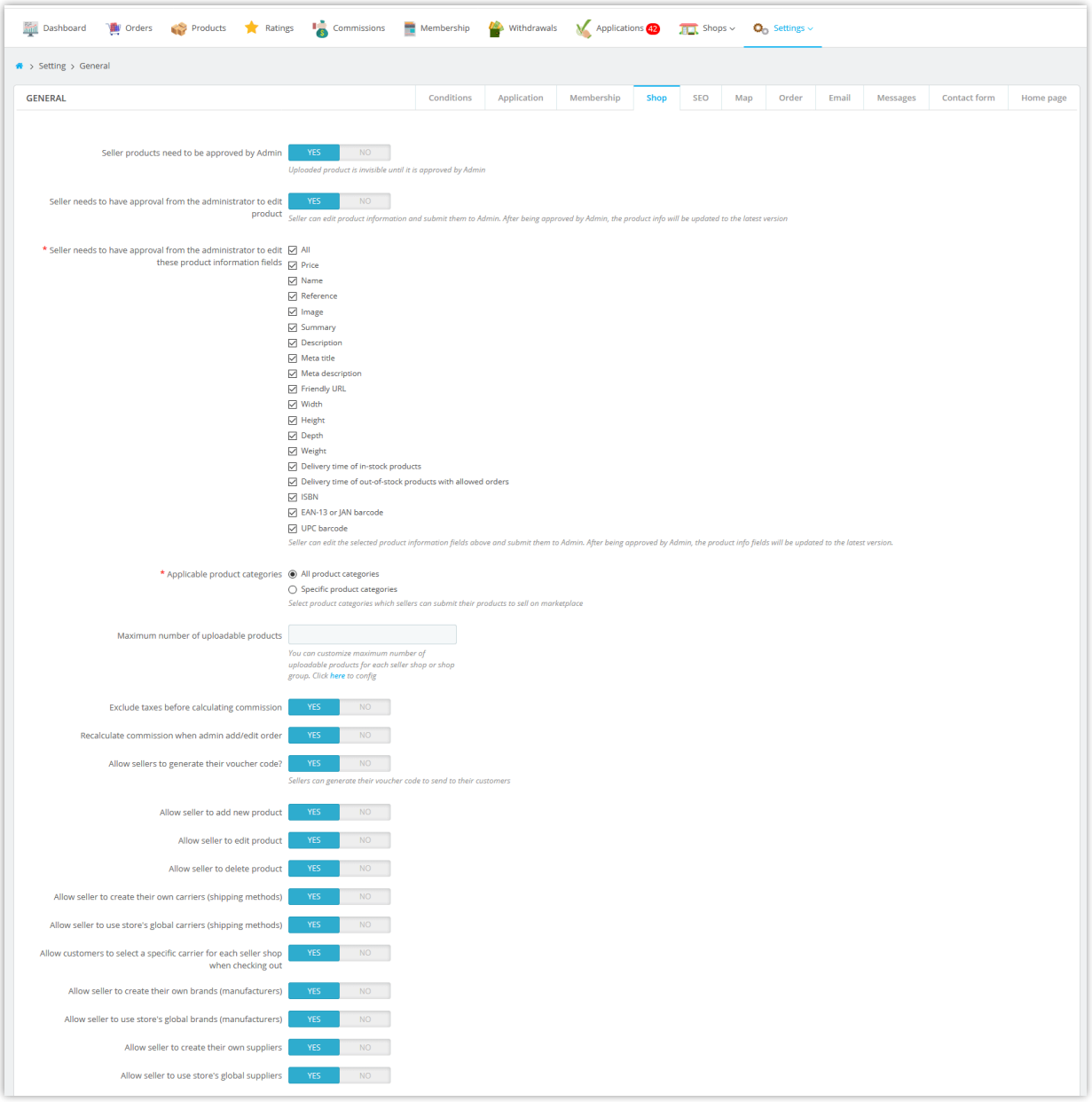


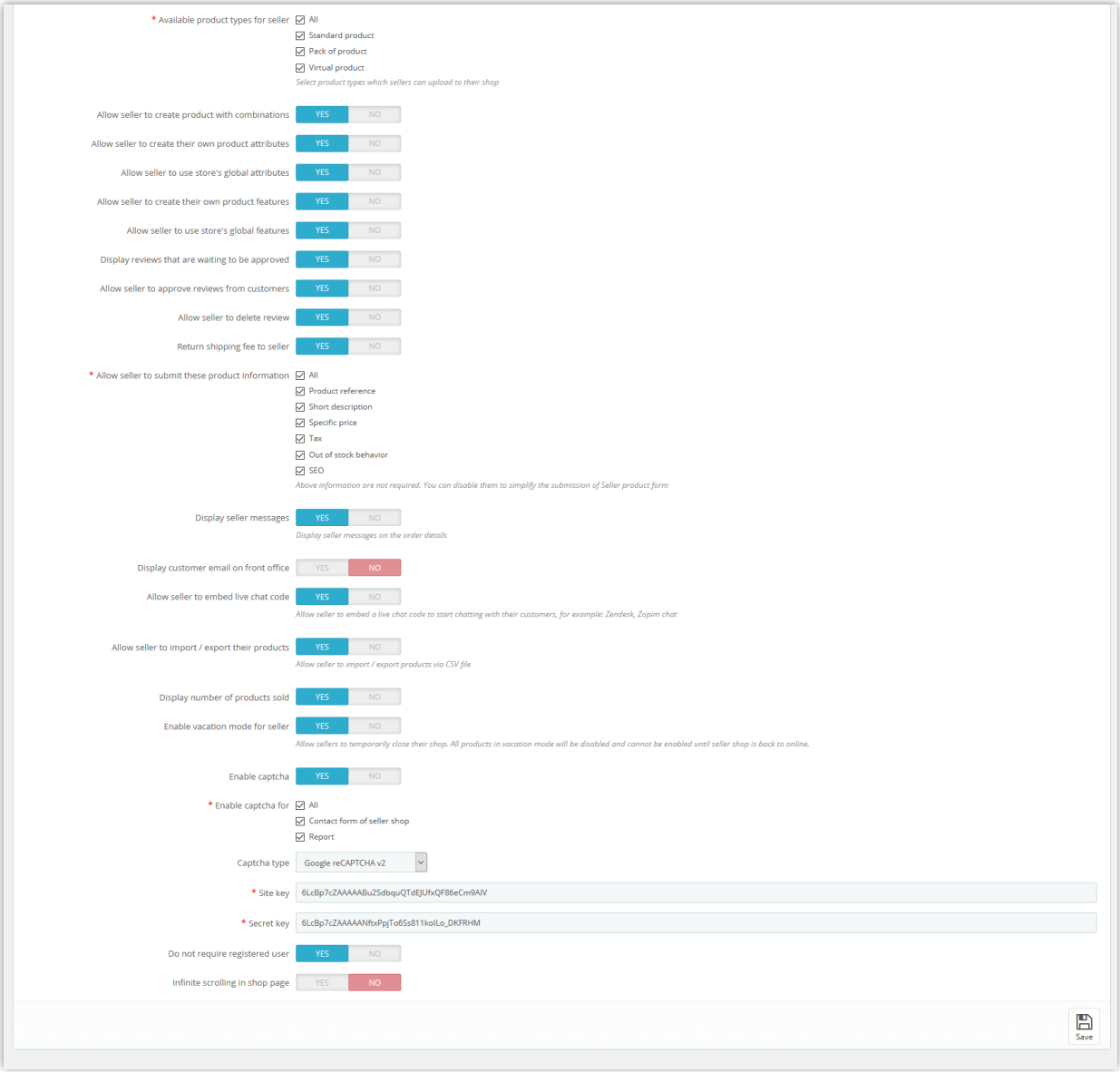
4. Shop settings

From "**Shop settings"** page**,** you can see various settings for all the shops created by sellers.

Seller products need to be approved by admin: all uploaded products from seller will be set as invisible until they are manually approved by marketplace admin.

Applicable product categories: marketplace admin can select product categories which sellers will submit their products to sell on marketplace.





Seller needs to have approval from the administrator to edit product: Seller can edit product information and submit them to Admin. After being approved by Admin, the product info will be updated to the latest version.

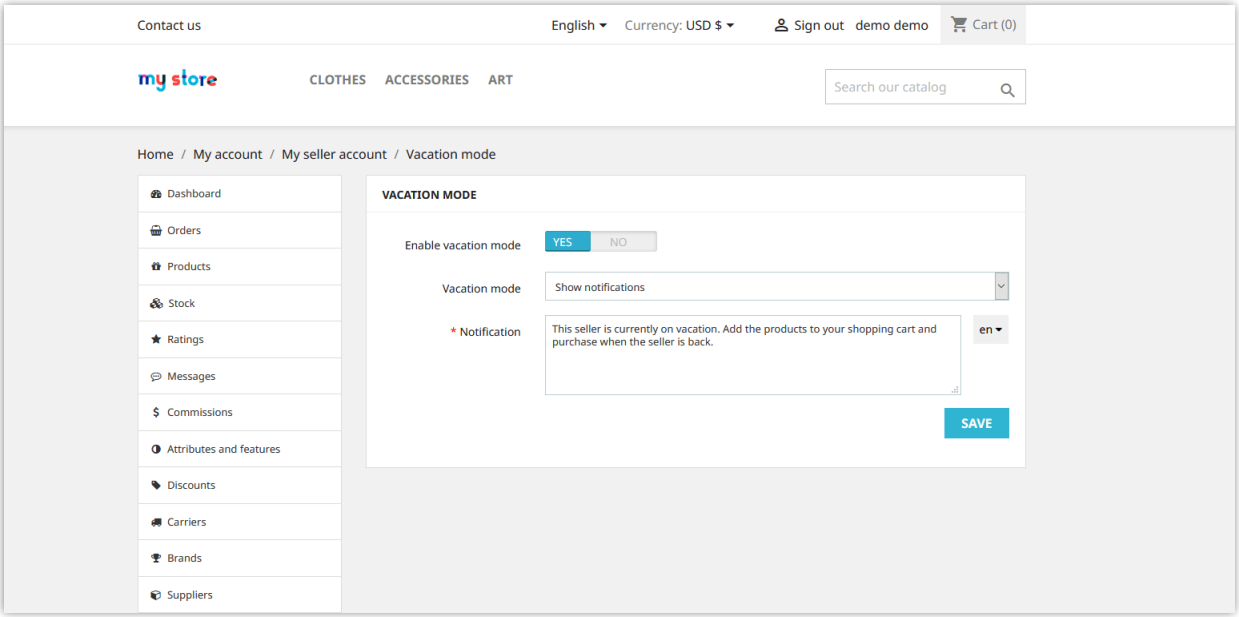
Allow sellers to update order status: If you enable this option, sellers can change the status of any order which contains their products to the selected order status.

Maximum number of uploadable products: Marketplace admin can customize maximum number of uploadable products for each seller shop or shop group.

Enable vacation mode for seller: Allow sellers to temporarily close their shop. All products in vacation mode will be disabled and cannot be enabled until seller shop is back to online.

❖ VACATION MODE:

From "**My seller account > Vacation mode**" area, sellers can enable/disable vacation mode for their shop.



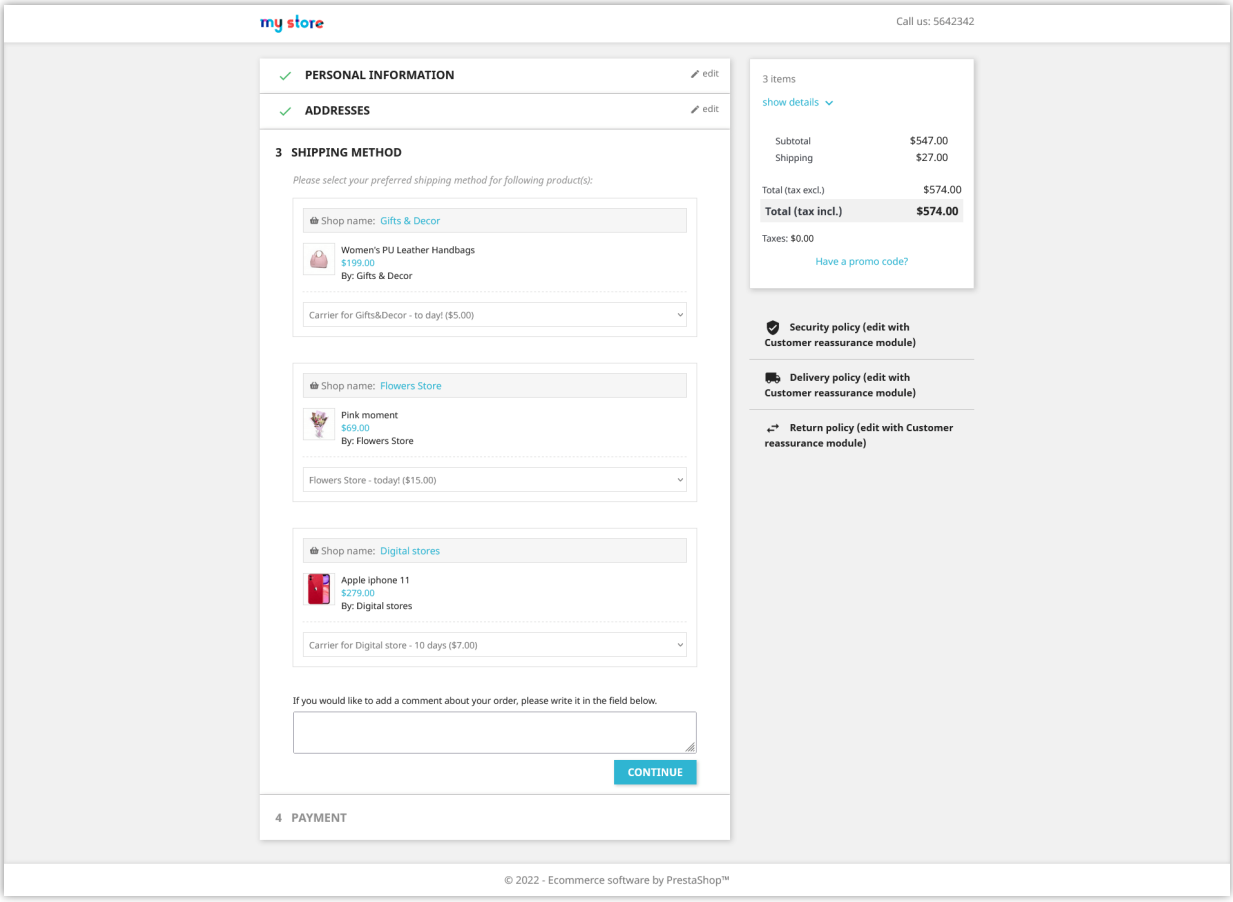
Marketplace Builder supports 5 types of vacation mode:

- Show notification: display a notification on seller shop page. Customers can add seller products into their shopping cart but cannot order them.
- Disable products: all products of seller shop will be disabled; customers cannot add products into their shopping cart.
- Disabled products and show notification: display a notification on seller shop page and disable all products of seller shop.
- Disable shopping feature: customers cannot add products into their shopping cart.
- Disable shopping feature and show notification: display a notification on seller shop page; customers cannot add products into their shopping cart.

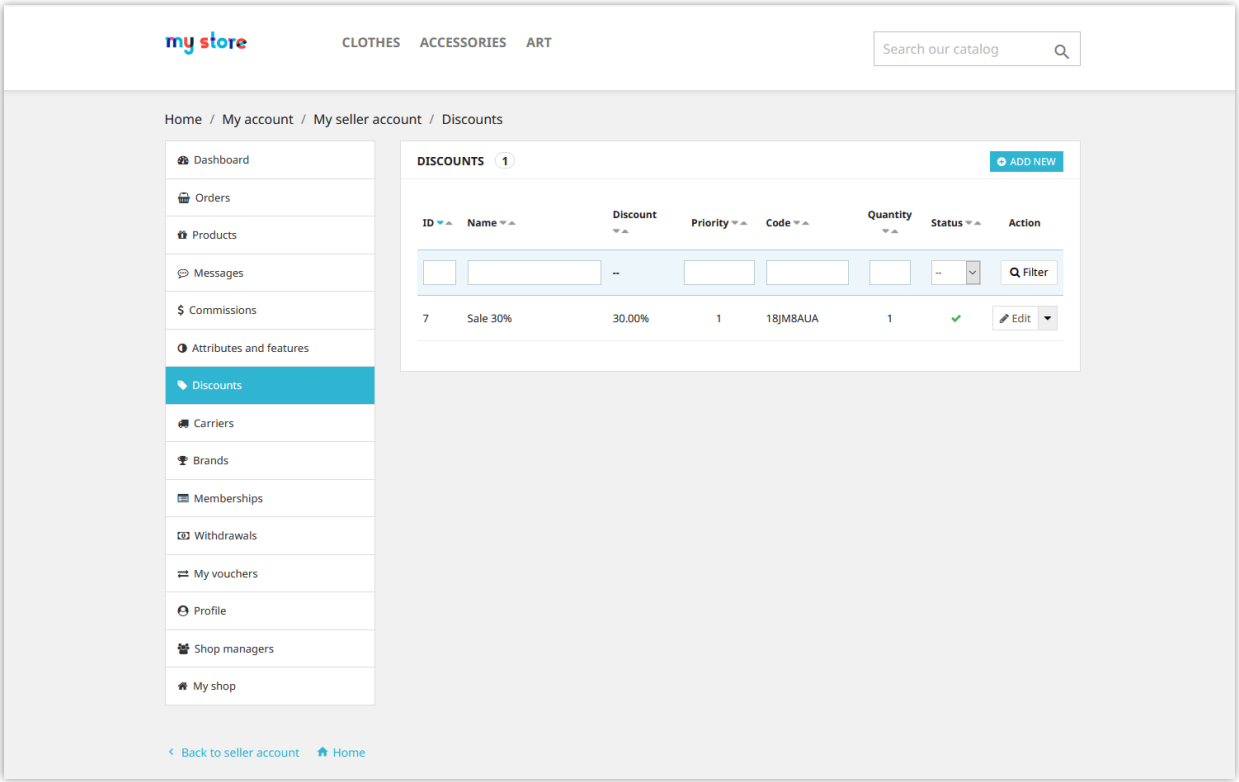
Seller commission rate (%): Rate of commissions that sellers earn from each order of customer on the marketplace.

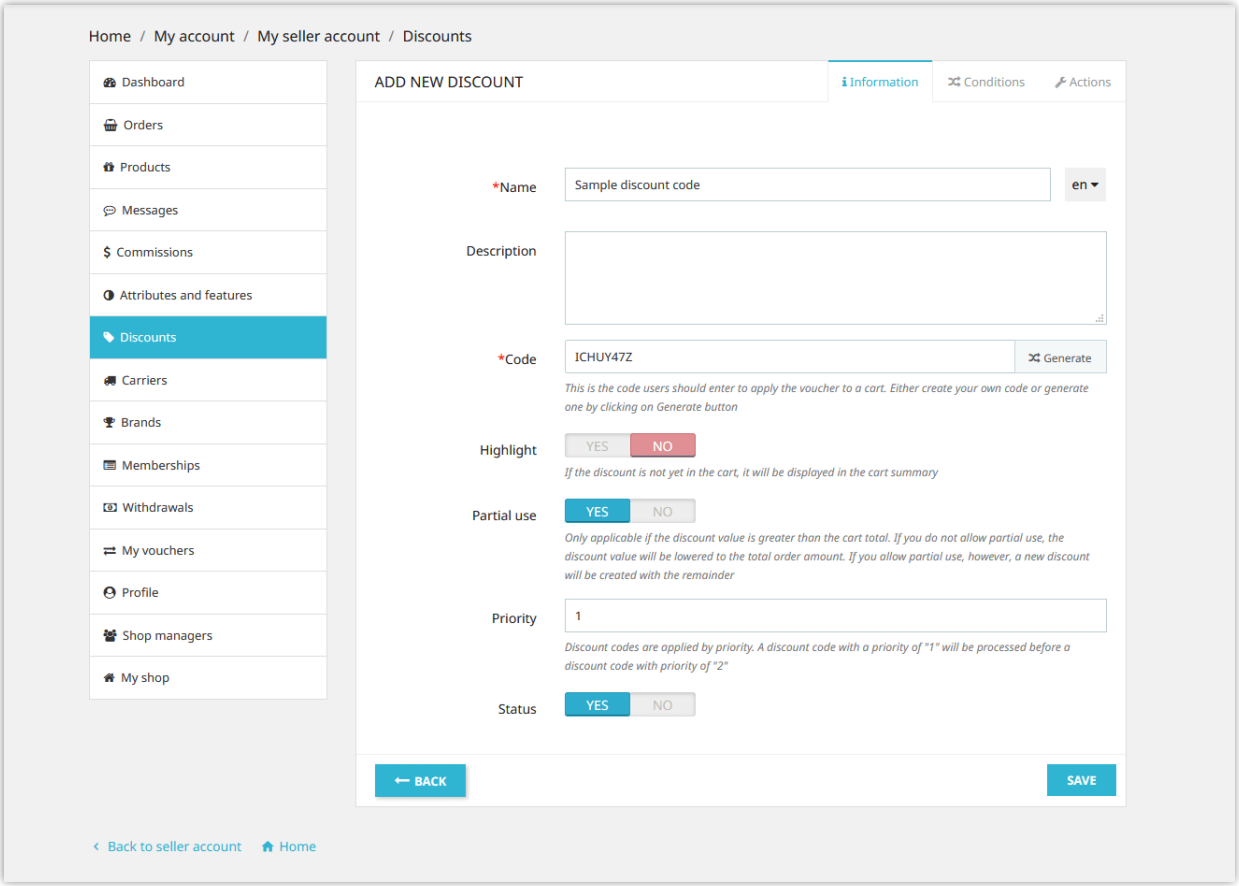
For example, in the screenshot below, a customer purchases 3 products from 3 different sellers. The marketplace admin set the commission rate to 70%. When the payment is completed, the commission each seller earned will be:

- "Gifts & Decor" shop: $199 * 0.7 = $139.3
- "Flowers Store" shop: $69 * 0.7 = $48.3
- "Digital stores" shop: $279 * 0.7 = $195.3

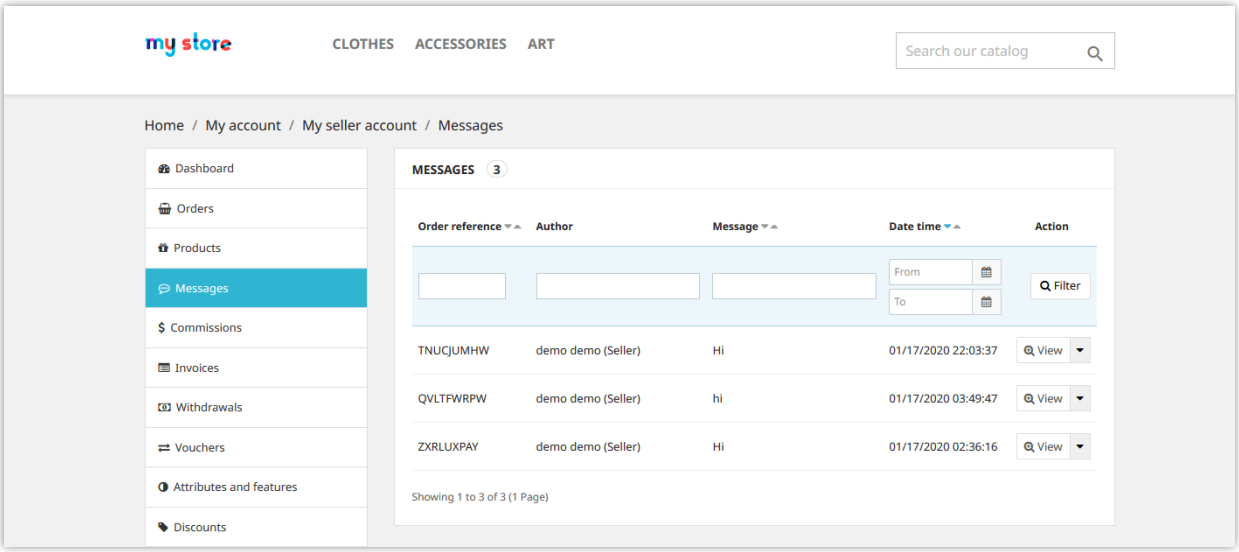


Allow sellers to generate their voucher code: If you enable this option, sellers can generate their voucher code (discount code) to send to their customers. Sellers can apply voucher code (discount code) for all products or some specific products.

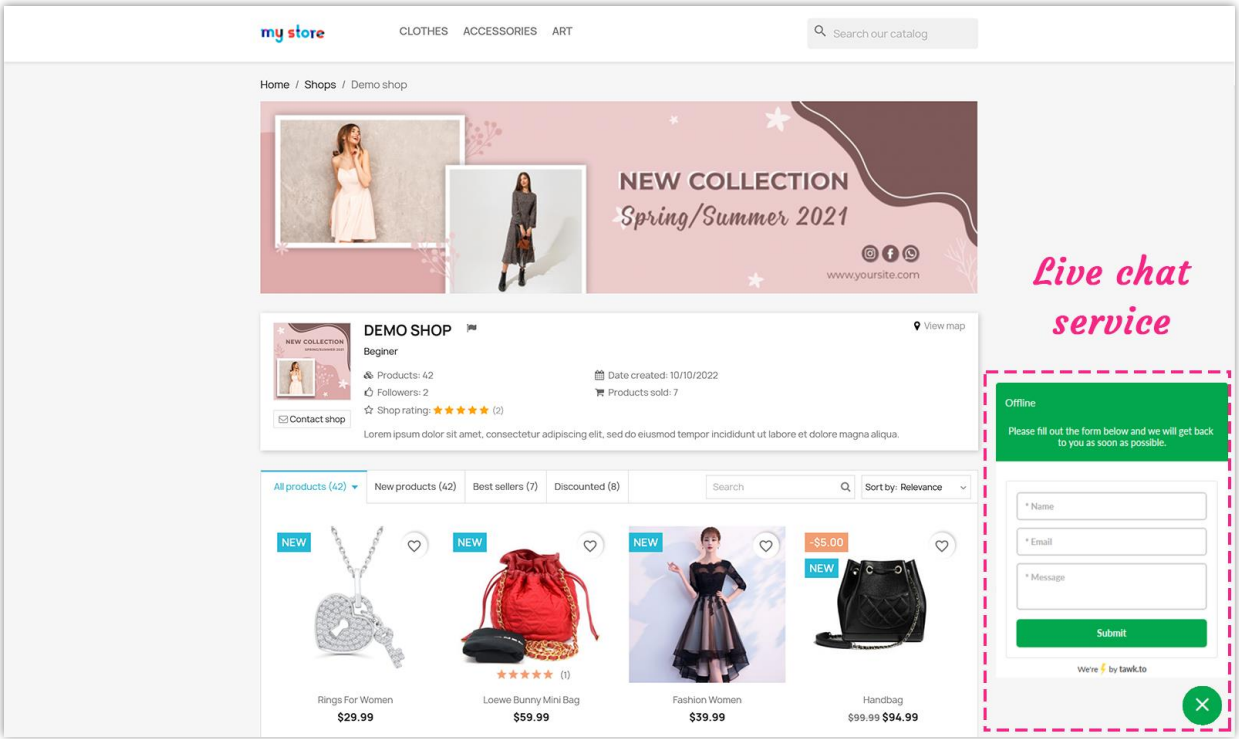

my store
CLOTHES
ACCESSORIES
ART
Search our catalog
Home / My account / My seller account / Discounts
Dashboard
Orders
Products
Messages
Commissions
Attributes and features
Discounts
Carriers
Brands
Memberships
Withdrawals
My vouchers
Profile
Shop managers
My shop
DISCOUNTS 1
ADD NEW
ID
Name
Discount
Priority
Code
Quantity
Status
Action
Filter
7
Sale 30%
30.00%
1
18JM8AUA
1
Edit
Back to seller account
Home


Home / My account / My seller account / Discounts
Dashboard
Orders
Products
Messages
Commissions
Attributes and features
Discounts
Carriers
Brands
Memberships
Withdrawals
My vouchers
Profile
Shop managers
My shop
ADD NEW DISCOUNT
Information
Conditions
Actions
*Name
Sample discount code
en
Description
*Code
ICHUY47Z
Generate
This is the code users should enter to apply the voucher to a cart. Either create your own code or generate one by clicking on Generate button
Highlight
YES
NO
If the discount is not yet in the cart, it will be displayed in the cart summary
Partial use
YES
NO
Only applicable if the discount value is greater than the cart total. If you do not allow partial use, the discount value will be lowered to the total order amount. If you allow partial use, however, a new discount will be created with the remainder
Priority
1
Discount codes are applied by priority. A discount code with a priority of "1" will be processed before a discount code with priority of "2"
Status
YES
NO
BACK
SAVE
Back to seller account
Home

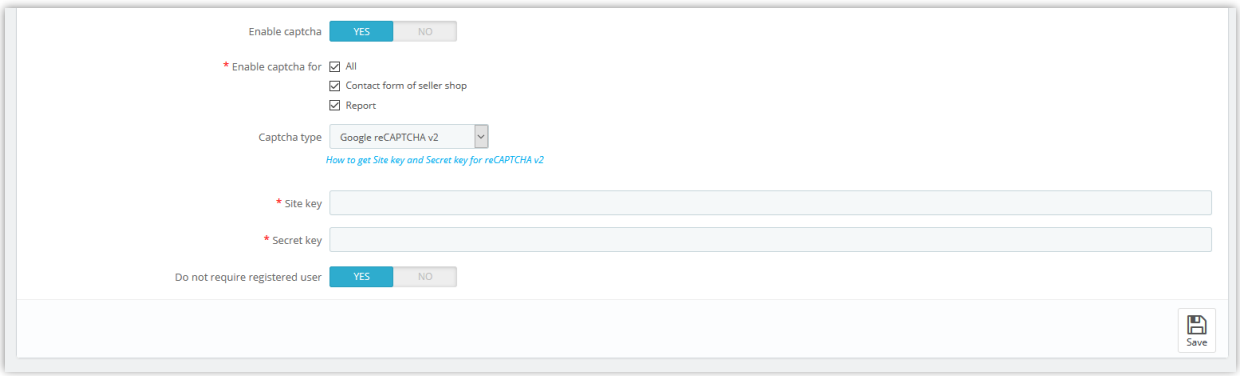
Display seller messages: Display message tab on seller account when customer purchase their products.



Allow seller to embed live chat code: Seller can embed a live chat code to start chatting with their customers, for example: Zendesk, Zopim chat.

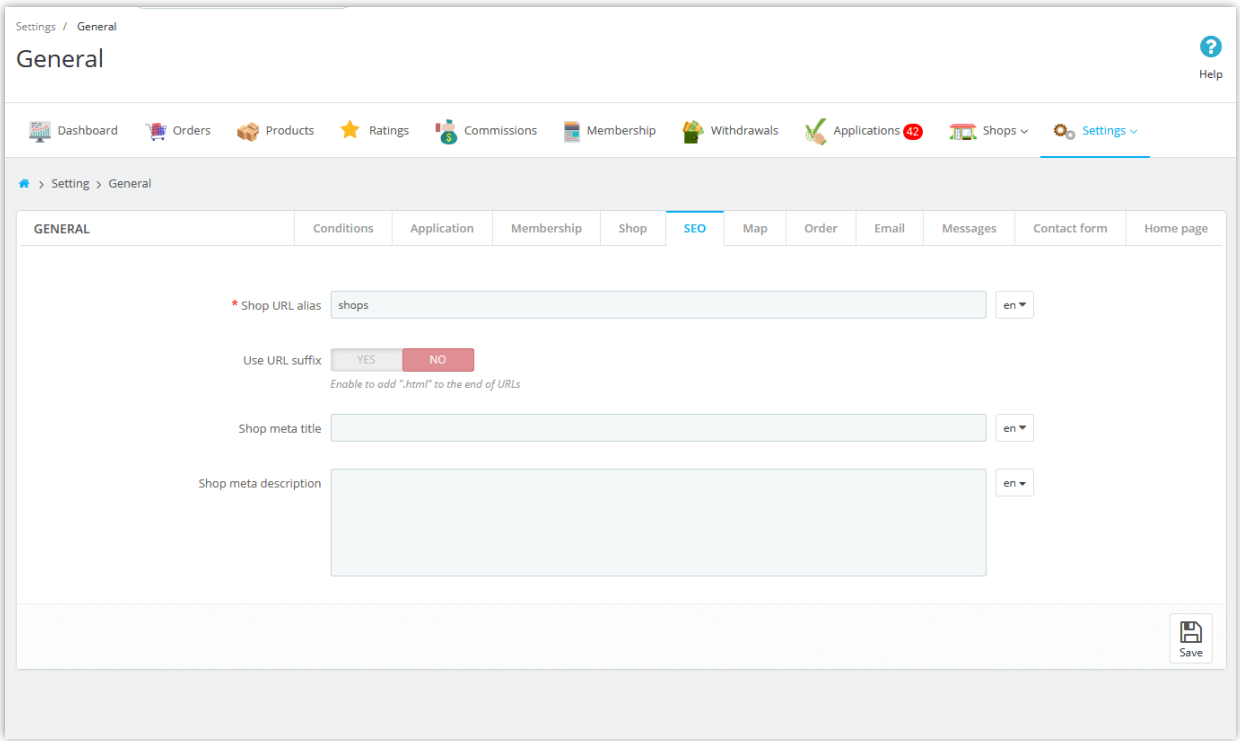


Enable CAPTCHA: Enable Google reCAPTCHA (v2 or v3) for all the forms of seller shop to prevent spam.



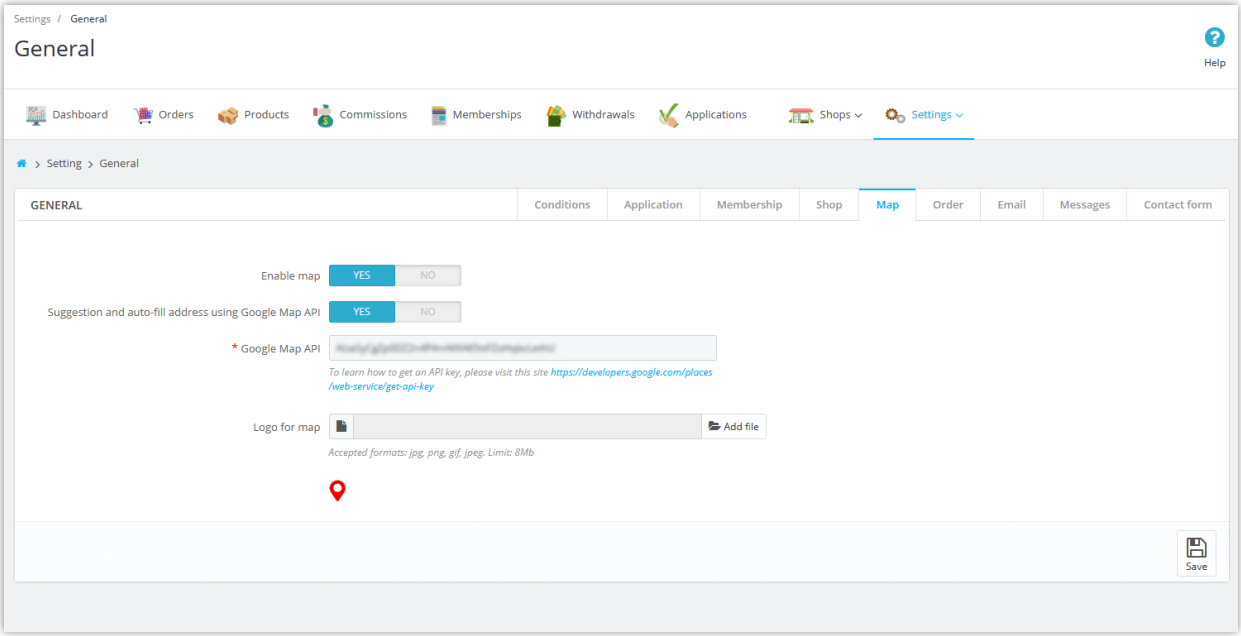
5. SEO settings

Marketplace admin can set up SEO elements for seller shops to help these shops appear on top positions of search result page.

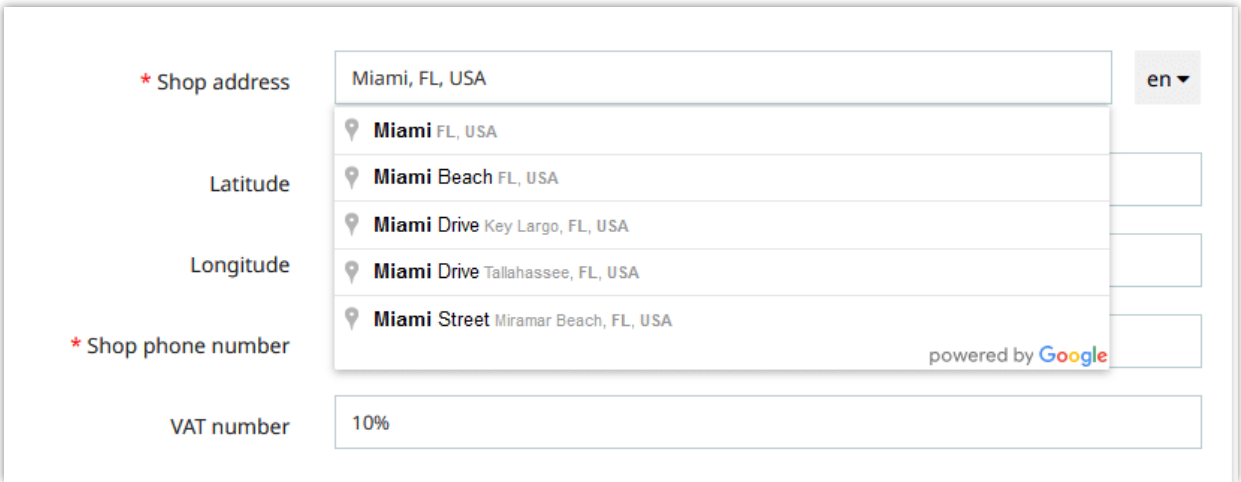


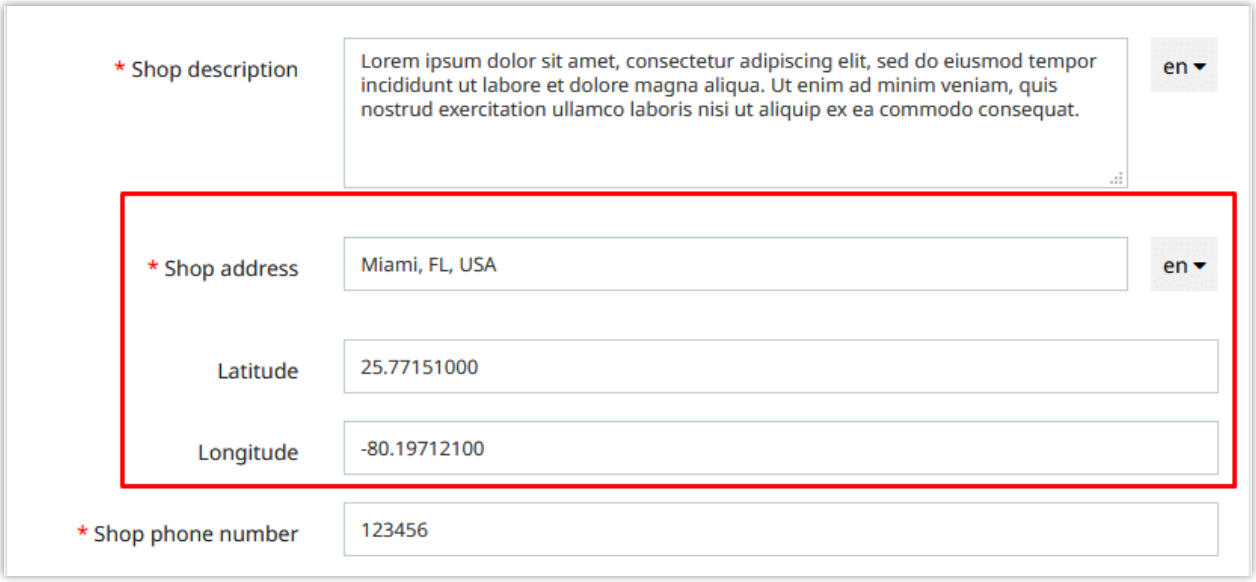
6. Map settings

You can allow sellers to identify their store location and display a map to show store locations by using Google Map API.

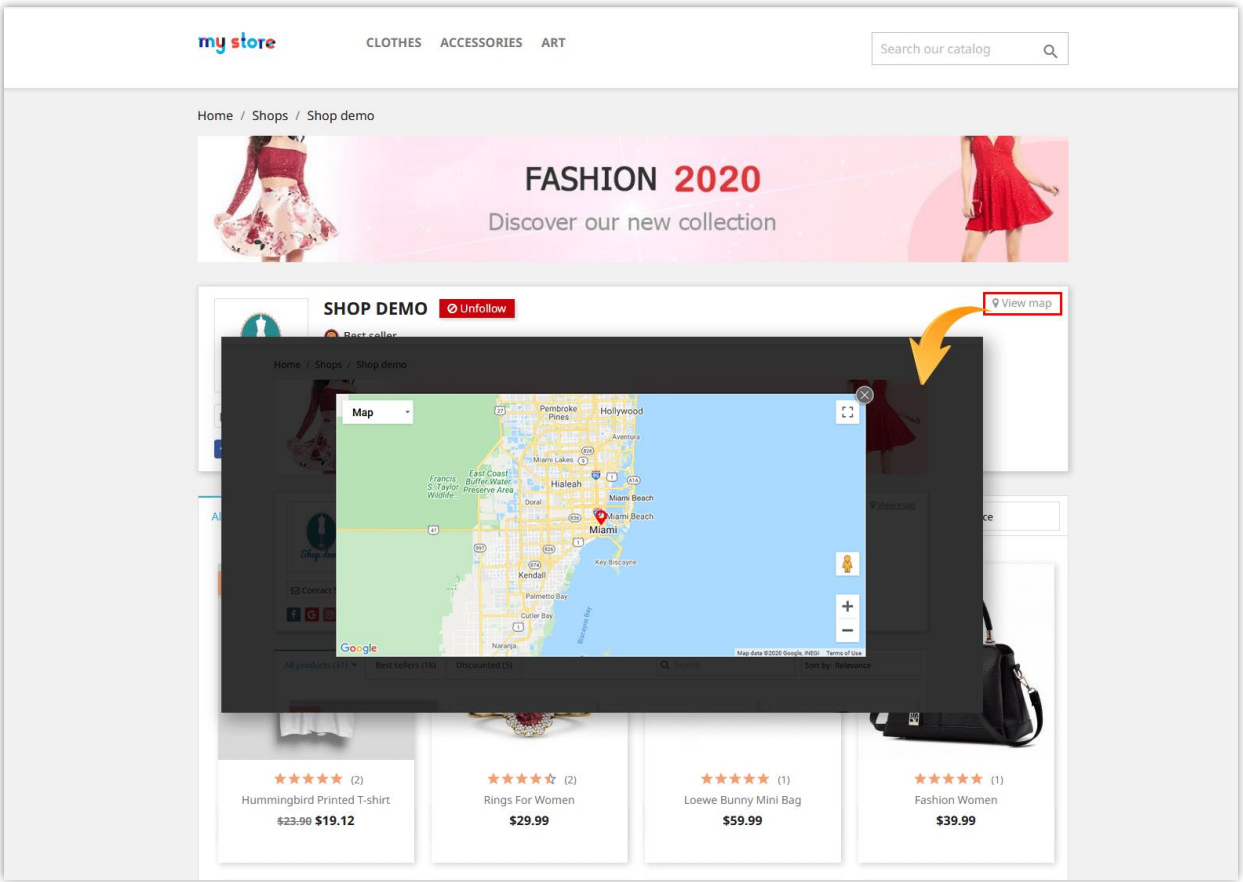


When creating a new shop, sellers can enter their store address and location via latitude and longitude:





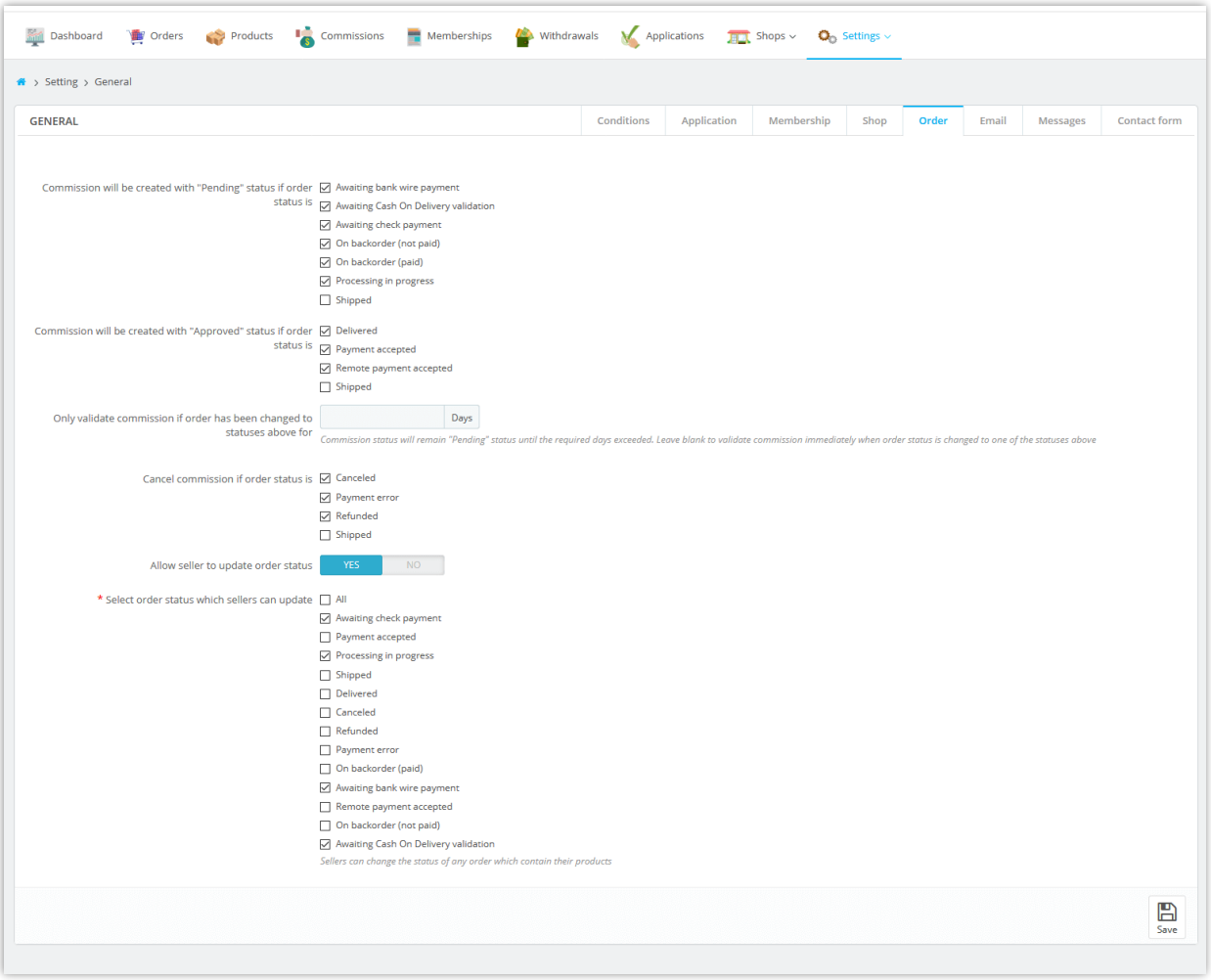
From seller shop's main page, customers can see shop location by clicking on "**View map**" link on the top – right corner:



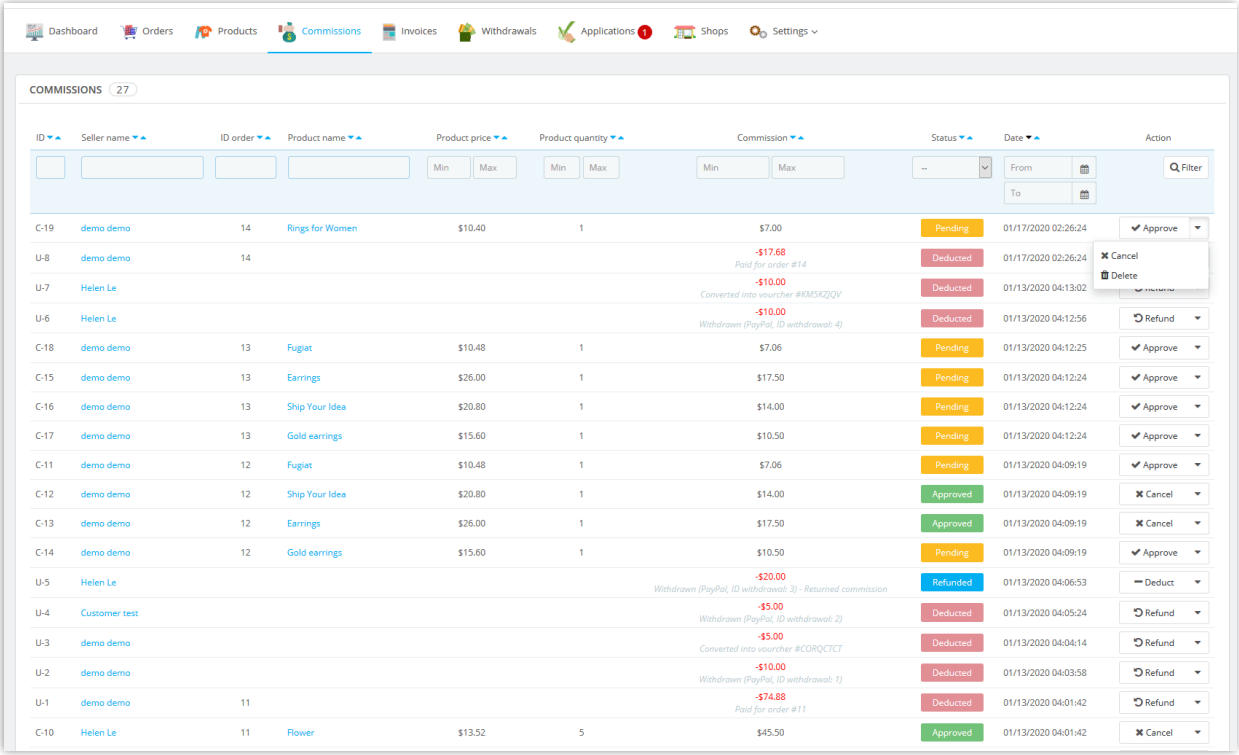
7. Order settings

On this page, you can configure how commission status will be set in specific conditions.

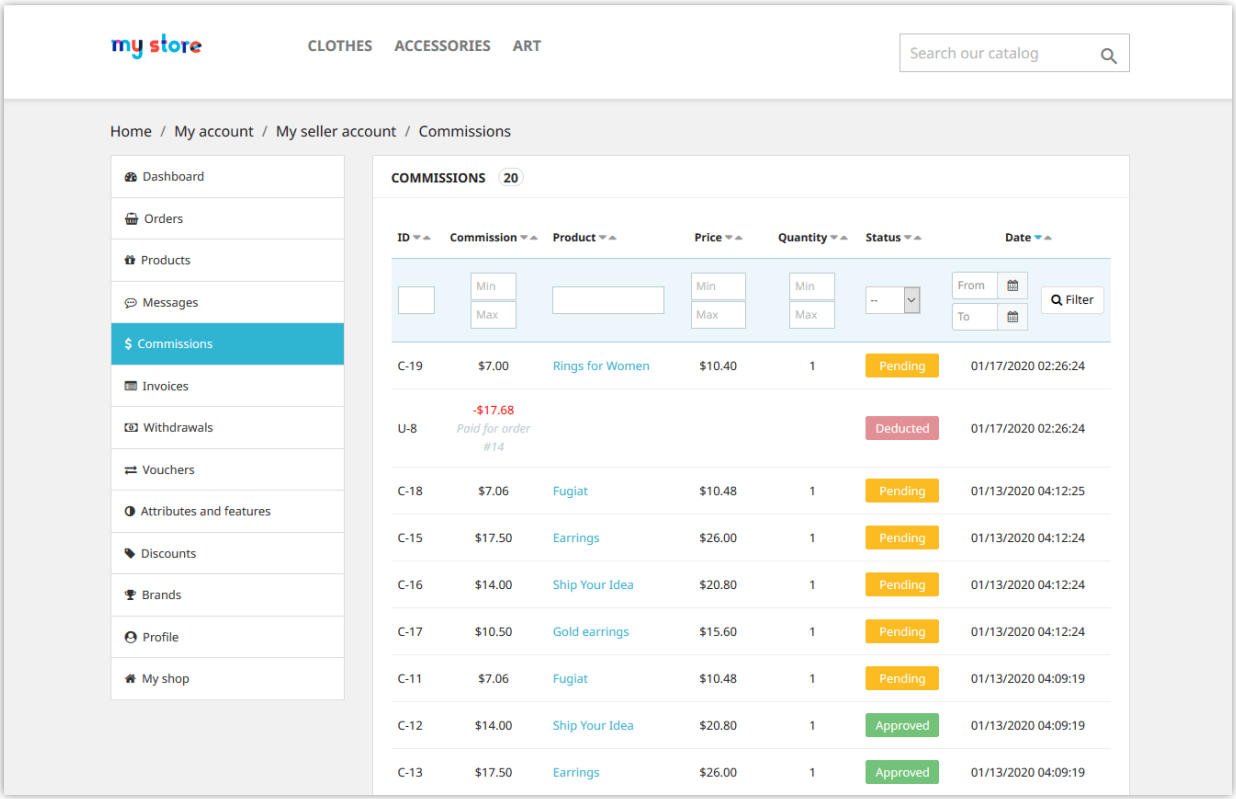
Only validate commission if order has been changed to statuses above for () days: Commission status will remain "Pending" until the required days exceeded. Leave this field blank to validate commission immediately when order status is changed to one of the statuses selected above.



To view all seller commissions, marketplace admin can navigate to "**Commissions**" page. From this page, marketplace admin can approve / cancel / delete a "Pending" commission or deduct, refund a commission.

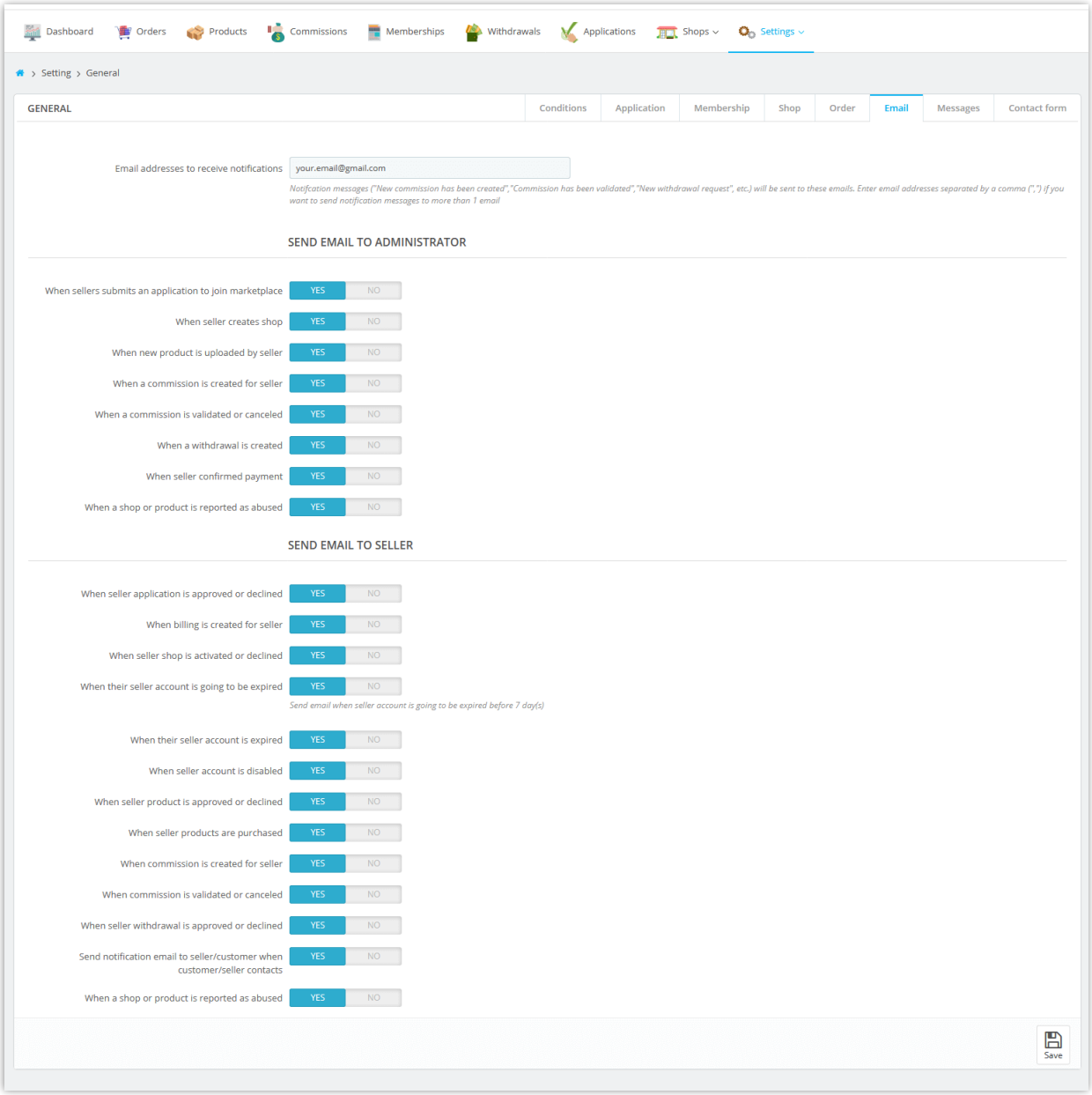


Sellers can also view their commission status from "**My seller account"** area from marketplace frontend:

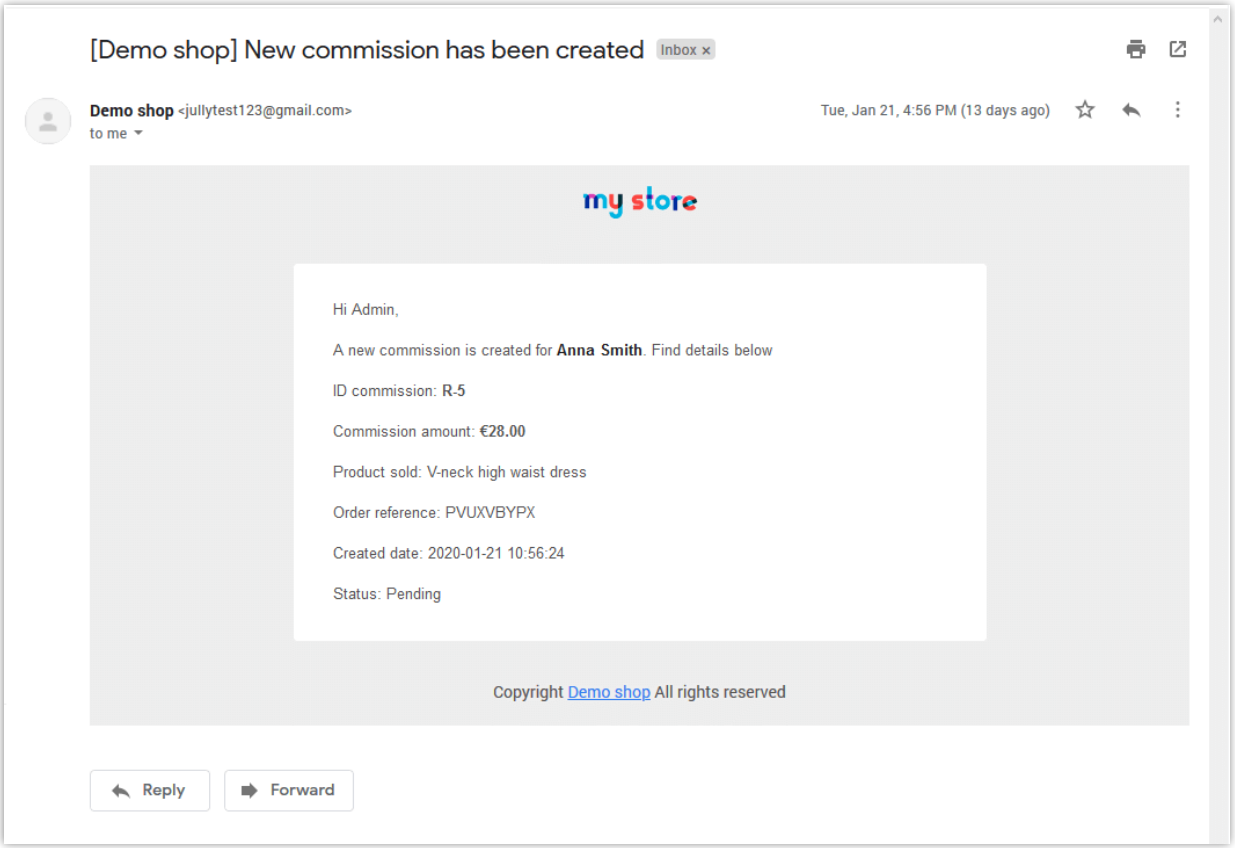


8. Email settings

On this page, you can set up the email addresses you want to receive notification email from Marketplace. Enter email addresses separated by a comma (",") if you want to send notification messages to more than 1 email.



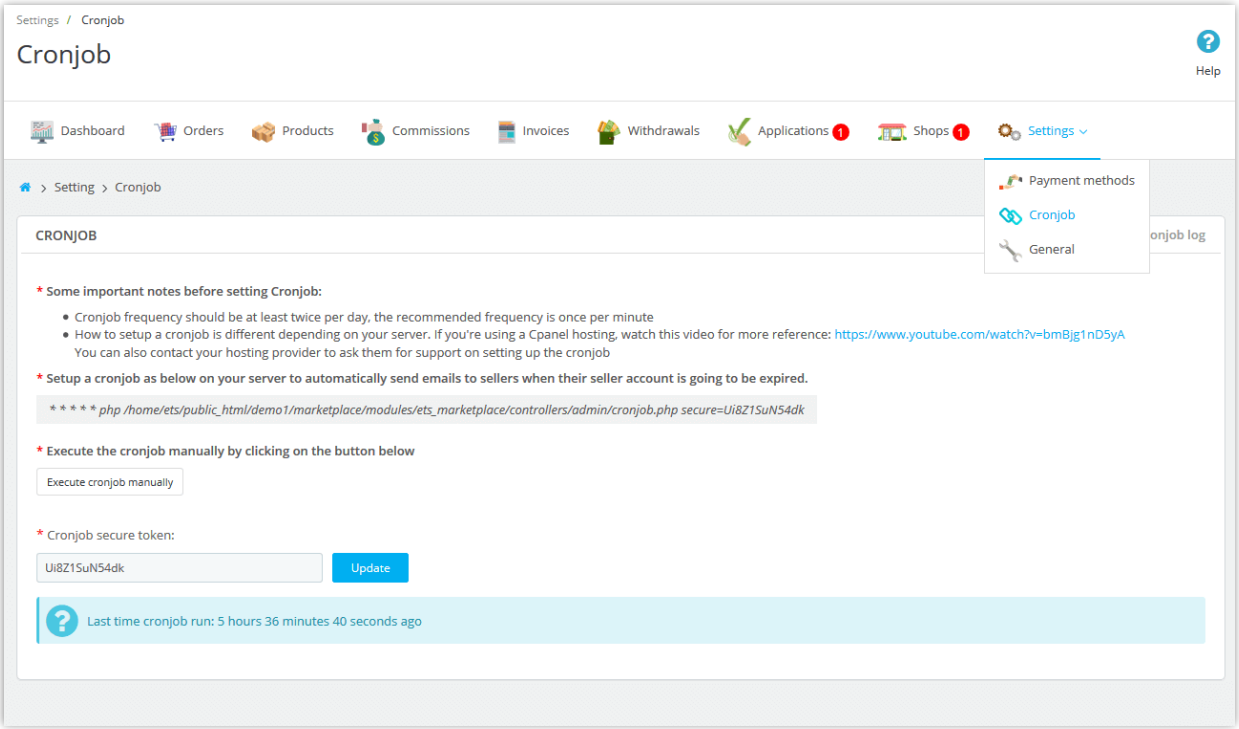
Below is an example notification email send to marketplace admin *when a commission is created for seller*:



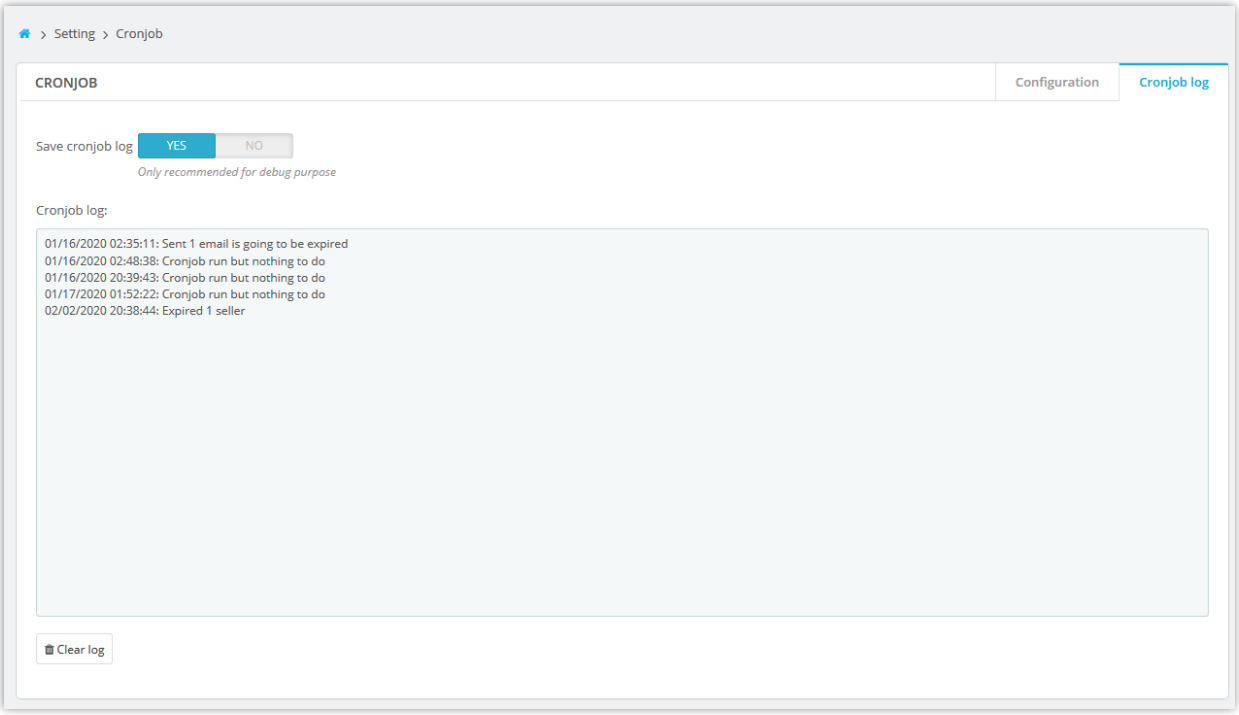
NOTE:

You may set up a **cronjob** on your server to *automatically send emails to sellers when their seller account is going to be expired and to automatically upgrade seller shops*.

To set up cronjob feature, please navigate to "**Settings**" >> "**Cronjob**" menu.



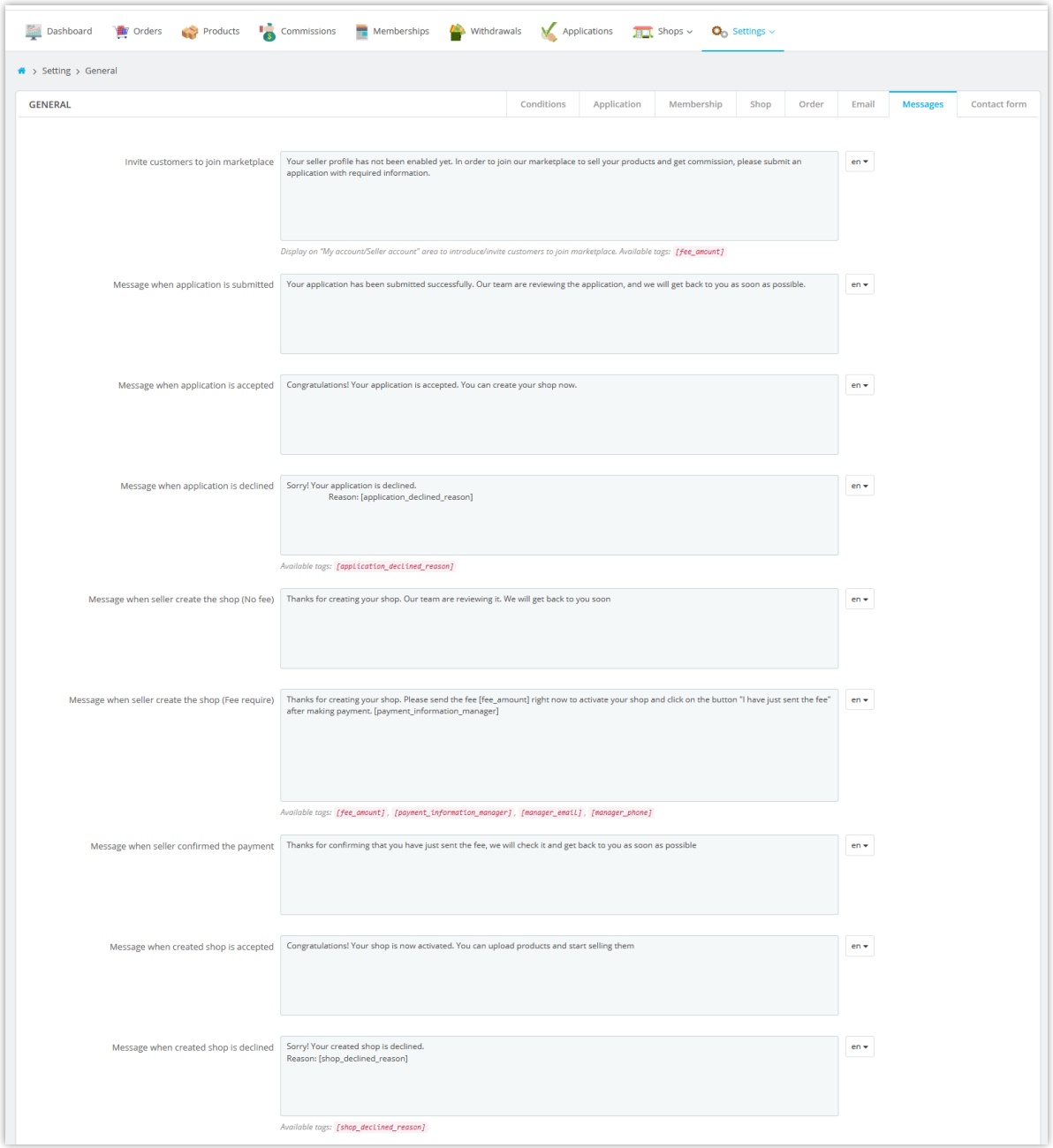
Marketplace Builder also allows you to save cronjob log for debug purpose.



9. Customize notification messages

Marketplace Builder module allows you to customize the content of notification messages displaying on different situations. Open "**Messages**" page to edit these notification messages as you prefer.

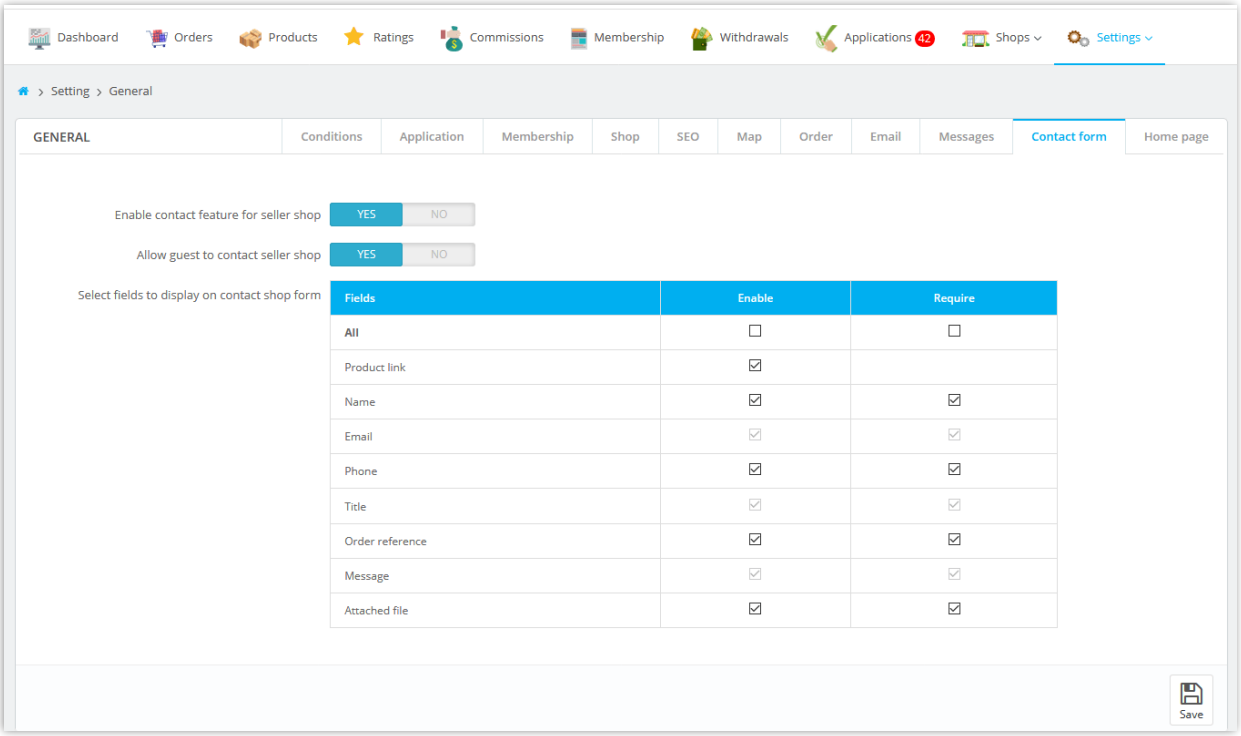
You can also insert available tags into message to display respective contents.



10. Contact form settings

Customers can contact a seller if they have any question about seller shop, seller products or their orders, etc.

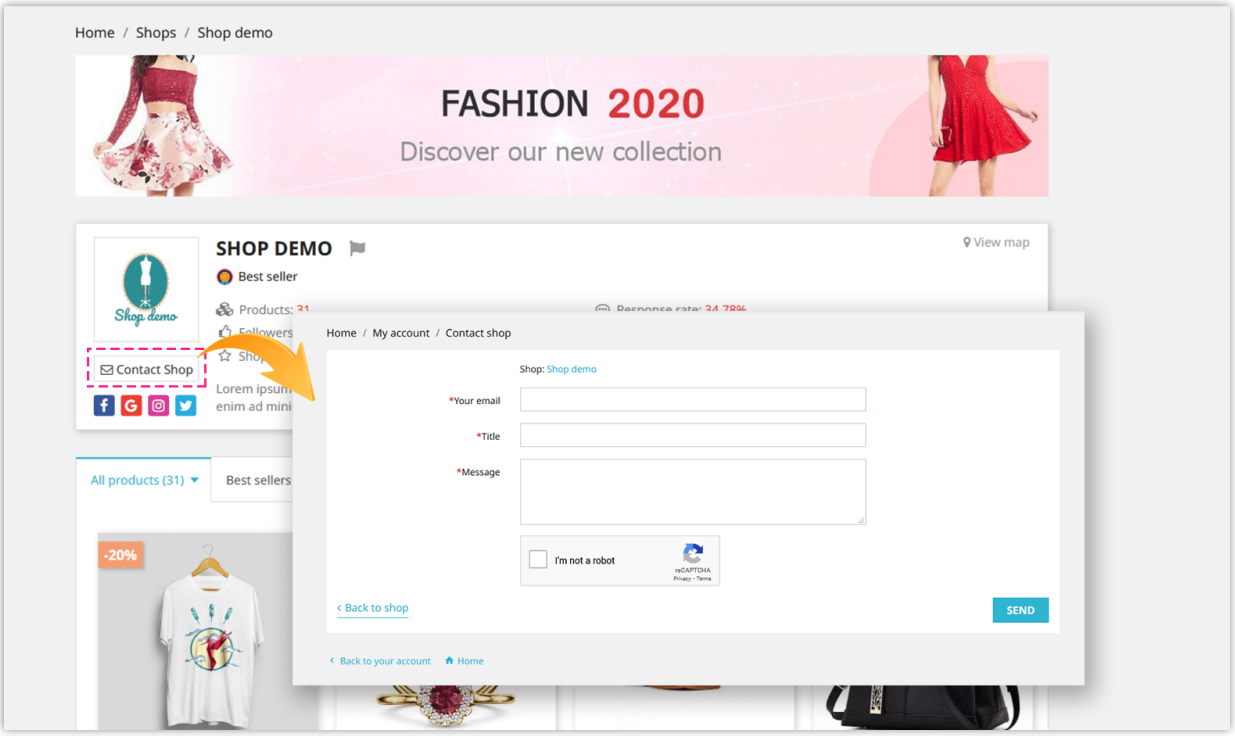
On this page, you can select the fields will be displayed on contact form of each seller shop:



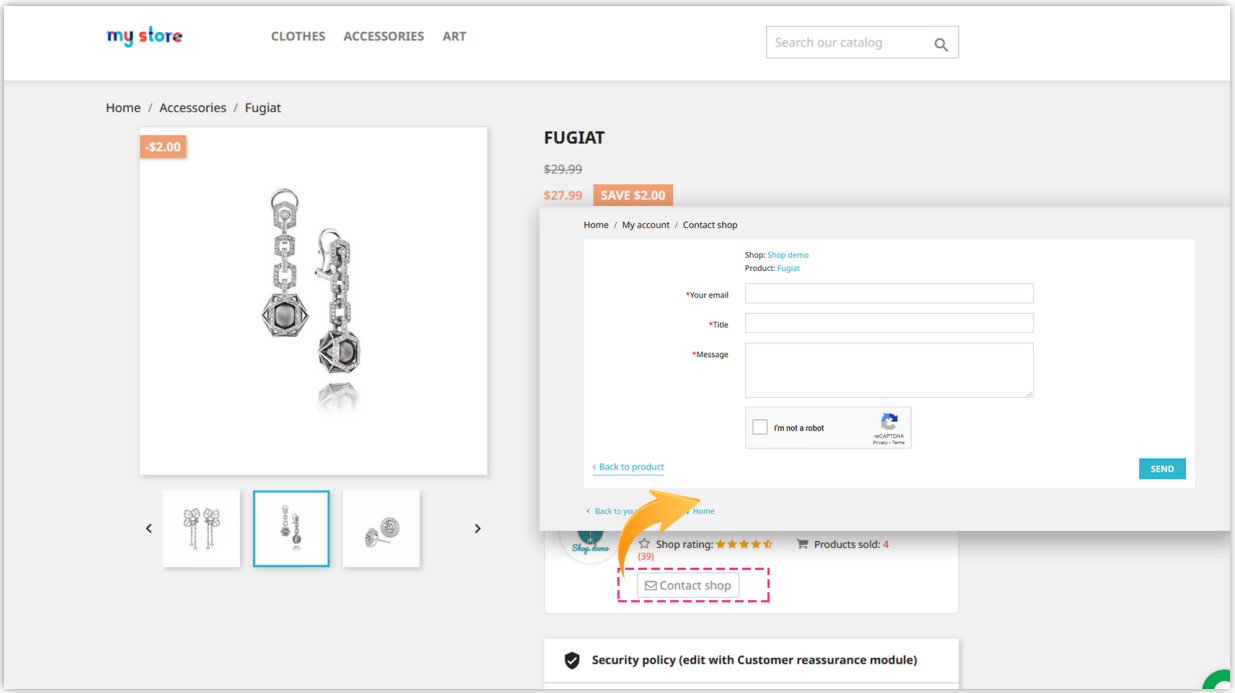
Remember to save all your configuration. And now your marketplace is ready to welcome the first seller!

- **CONTACT FORM ON FRONTEND:**

On every page for seller shop, customers will find a "**Contact seller**" button. Click on this button, customers will be navigated to the contact form of seller shop. When a message is submitted successfully, both seller and customer will receive notification email.



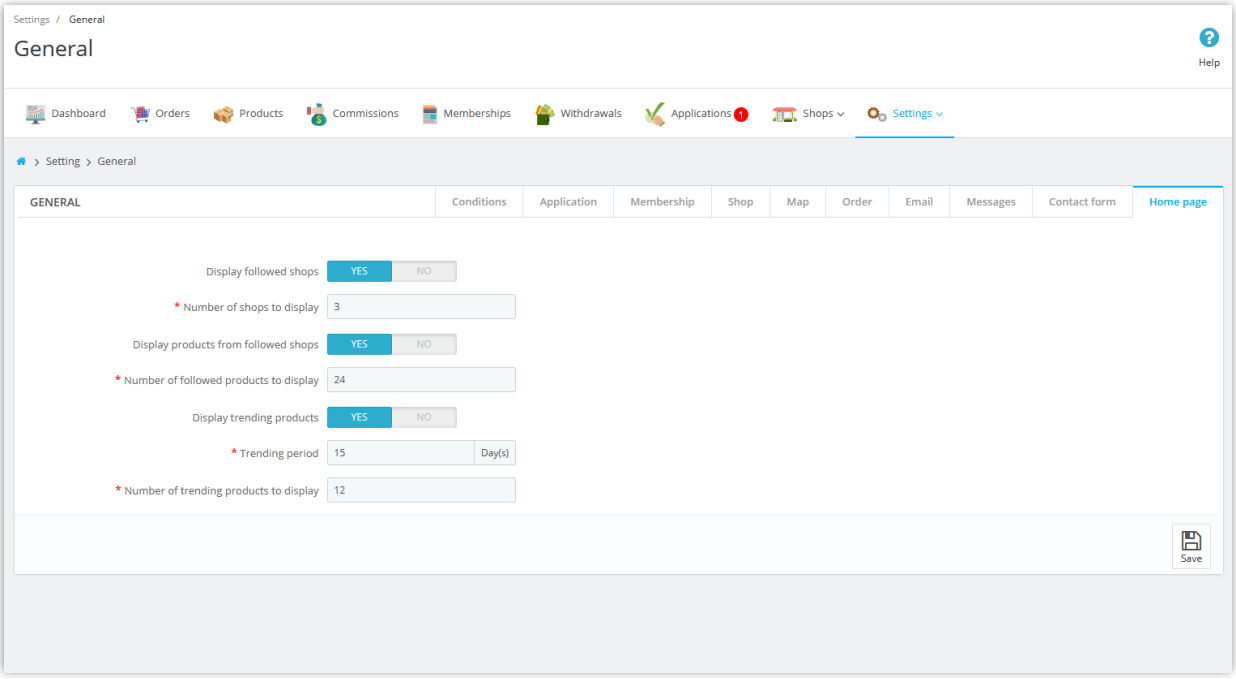
On each detail page of seller product, there is also a "**Contact seller**" button. Customers can contact seller to ask for more information about the current viewing product.



All contact messages can be viewed from "**My seller account**" >> "**Messages**" area.

11. Home page settings

Marketplace Builder allows marketplace admin to display the seller shops that user followed, the products that user followed and trending products on marketplace home page.



After users logging in with their account, they will find the followed shops and followed products from marketplace home page.

CUSTOM TEXT BLOCK

Lorem ipsum dolor sit amet conse ctetu

Sit amet conse ctetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit.

PRODUCTS FROM FOLLOWED SHOPS

★★★★★ (1)
By: Shop demo
Fashion Women
$39.99

By: Shop demo
Today Is A Good Day Framed...
$29.00

★★★★★ (1)
By: Shop demo
KoiMooi Mode Bag
$240.00

★★★★★ (1)
By: Shop demo
Mountain Fox Cushion
$18.90

YOUR FOLLOWED SHOPS

SHOP DEMO
36 products

RED SHOE
4 products

COMPUTER SRORE
2 products

DIGITAL STORES
1 product

TOP SHOP

SHOP DEMO
36 products

DIGITAL STORES
1 product

RED SHOE
4 products

COMPUTER SRORE
2 products

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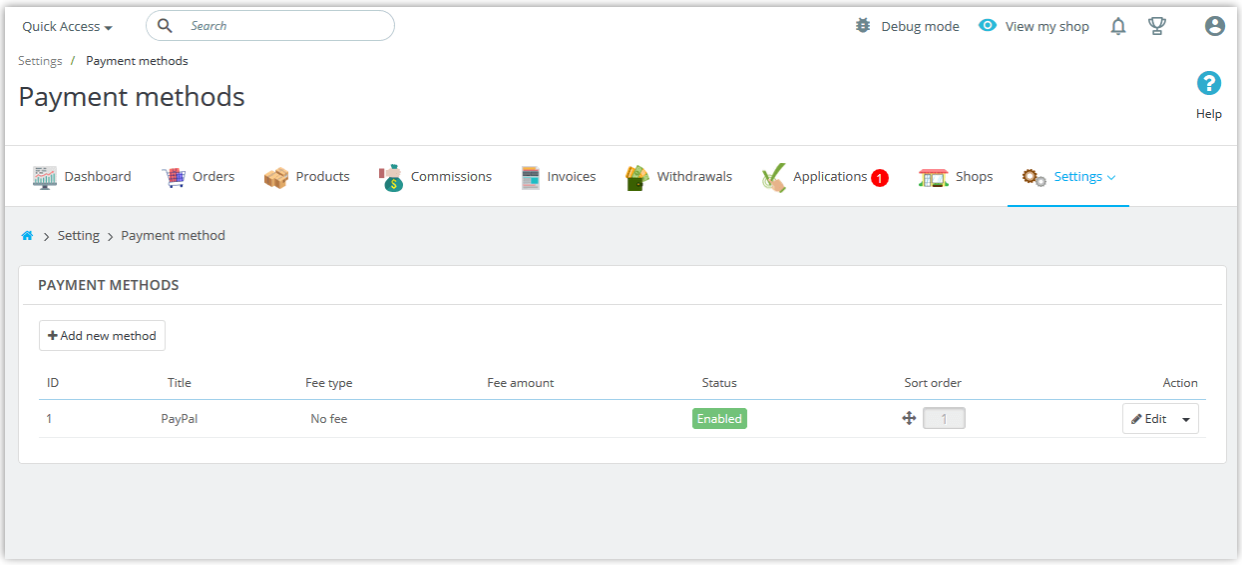
V. SETTING UP PAYMENT METHODS FOR SELLER TO WITHDRAW COMMISSION MONEY

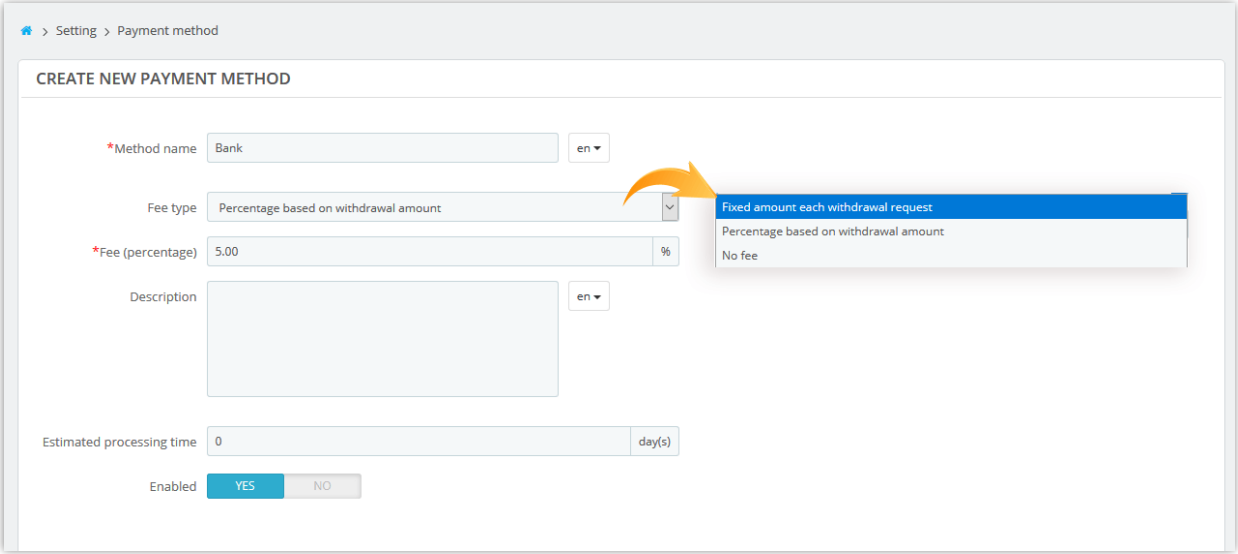
After earning commission by successfully selling their products, sellers can send a withdrawal request to marketplace admin and receive their commission money. You should set up a payment method to enable seller to submit their withdrawal request.

From module's configuration page, select "**Settings**" > "**Payment methods**" menu to be navigated to "**Payment methods**" page.



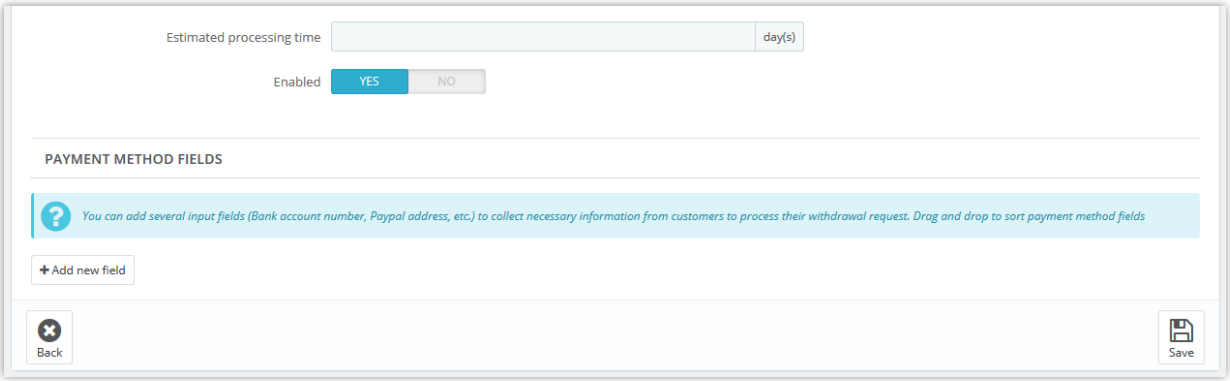
Marketplace Builder has already created a default payment method for you. To add a new payment method, please click on "**Add new method**" button.

Next, please enter payment method name >> select payment fee type >> enter estimated processing time. Turn "Enable" option to "YES" then click "Save" button.

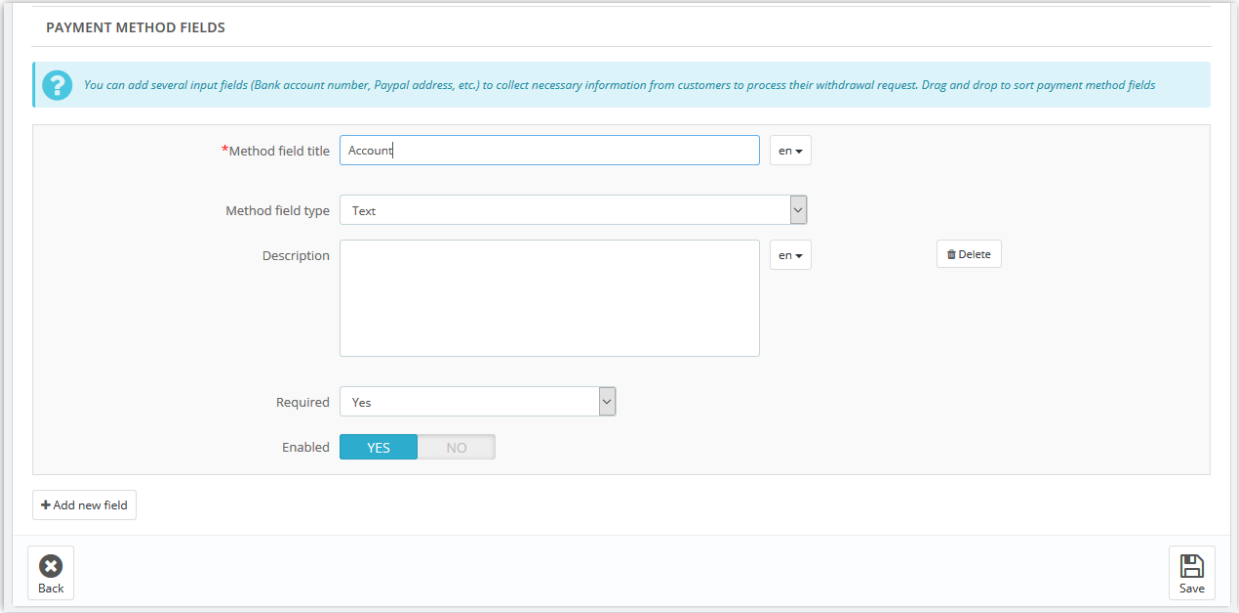


After saving new payment method, you can add several input fields (Bank account number, PayPal address, etc.) to collect necessary information from customers to process their withdrawal request.

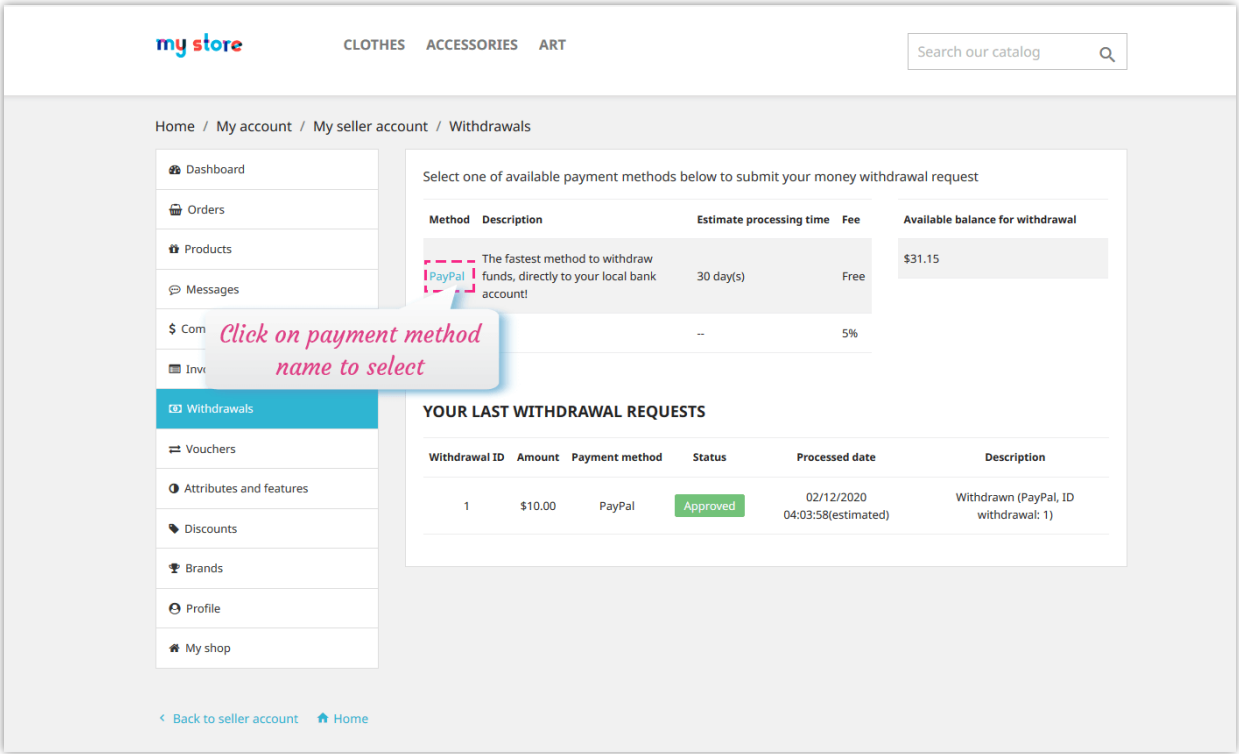
Click on "**Add new field**" button to add payment input fields.



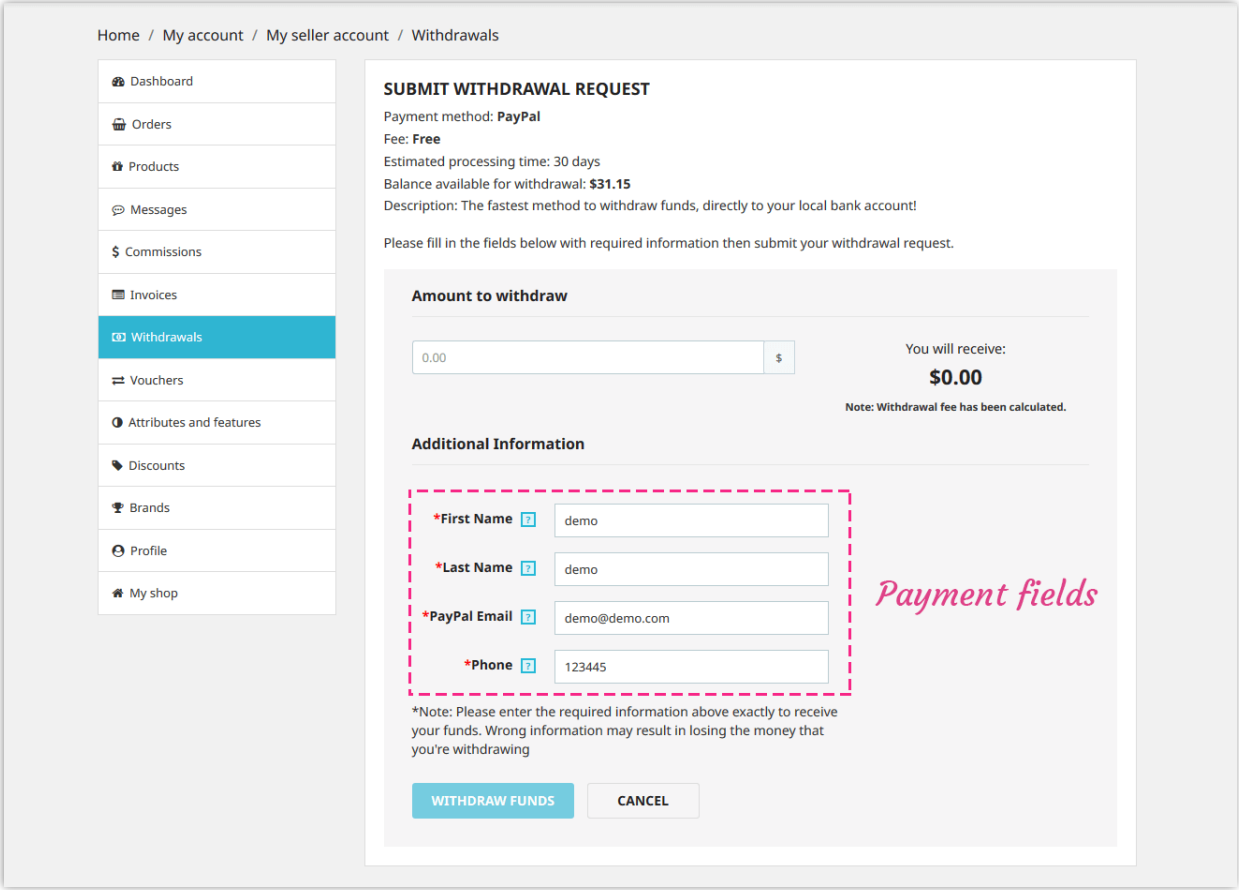
Enter method field title >> Select field type >> Add description (optional) >> Set this field as required or not >> Turn "Enable" option to "YES". Click "Save" to finish.



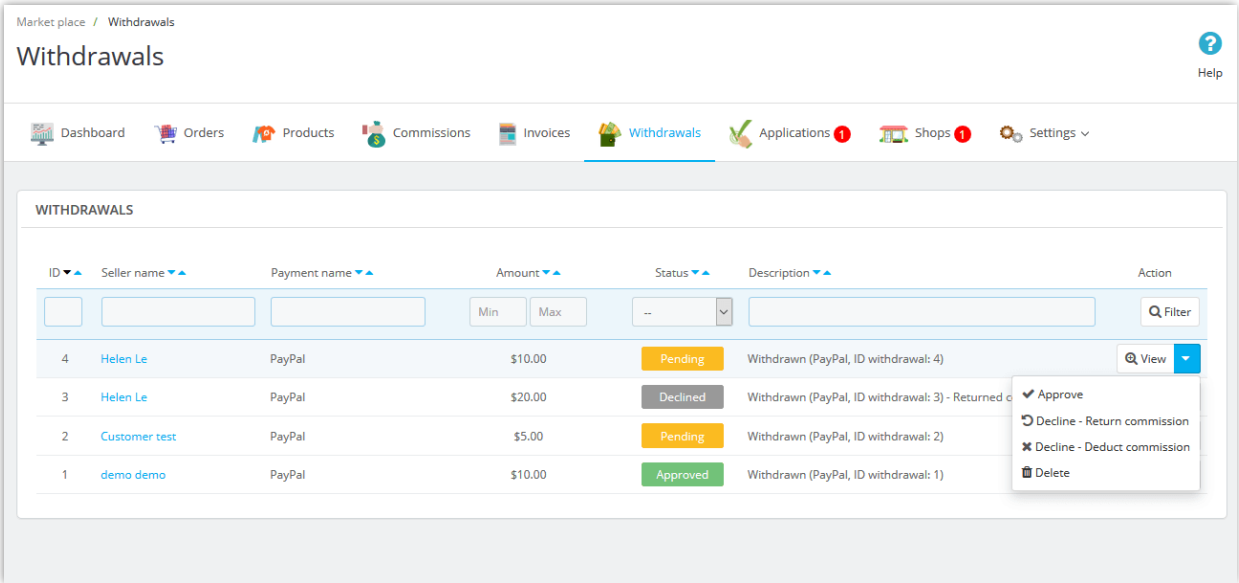
❖ ***How sellers can submit their withdrawal request***:



Sellers will need to fill in the withdrawal request form to be able to submit their request:



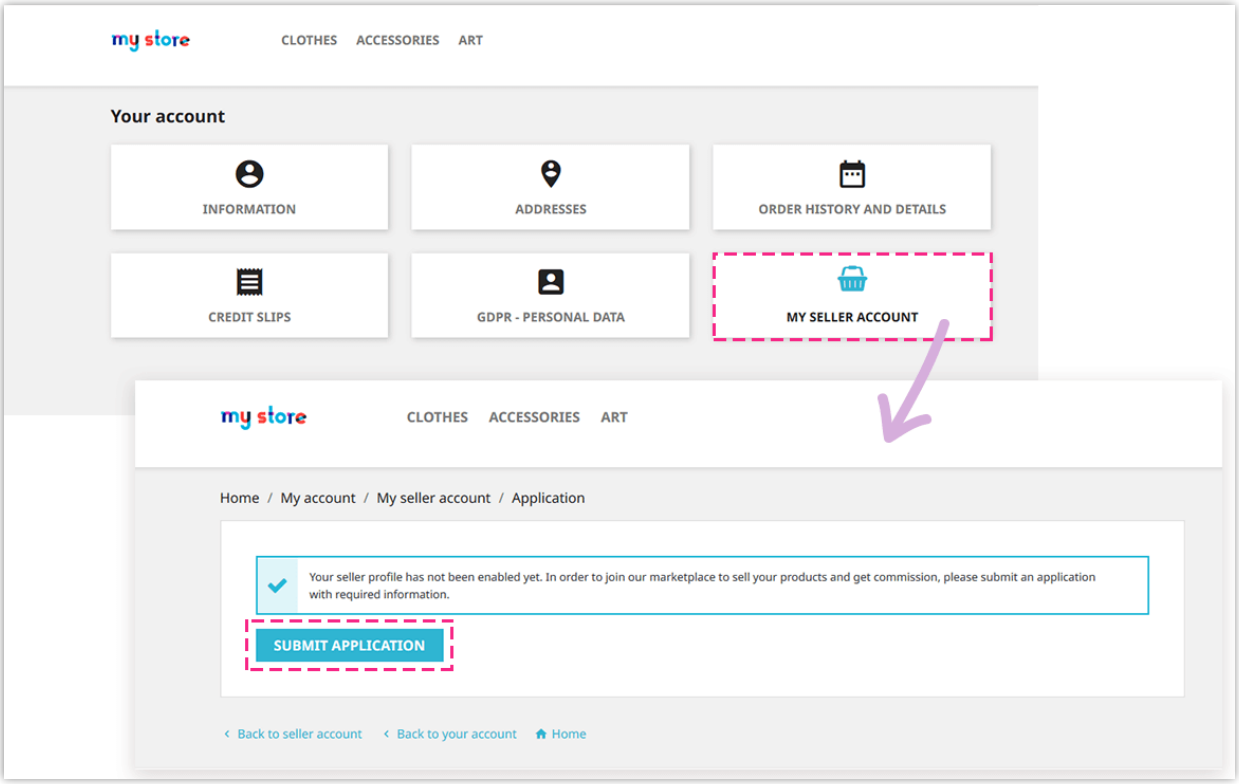
Marketplace admin can view and manage all withdrawal requests on "**Withdrawals**" page:



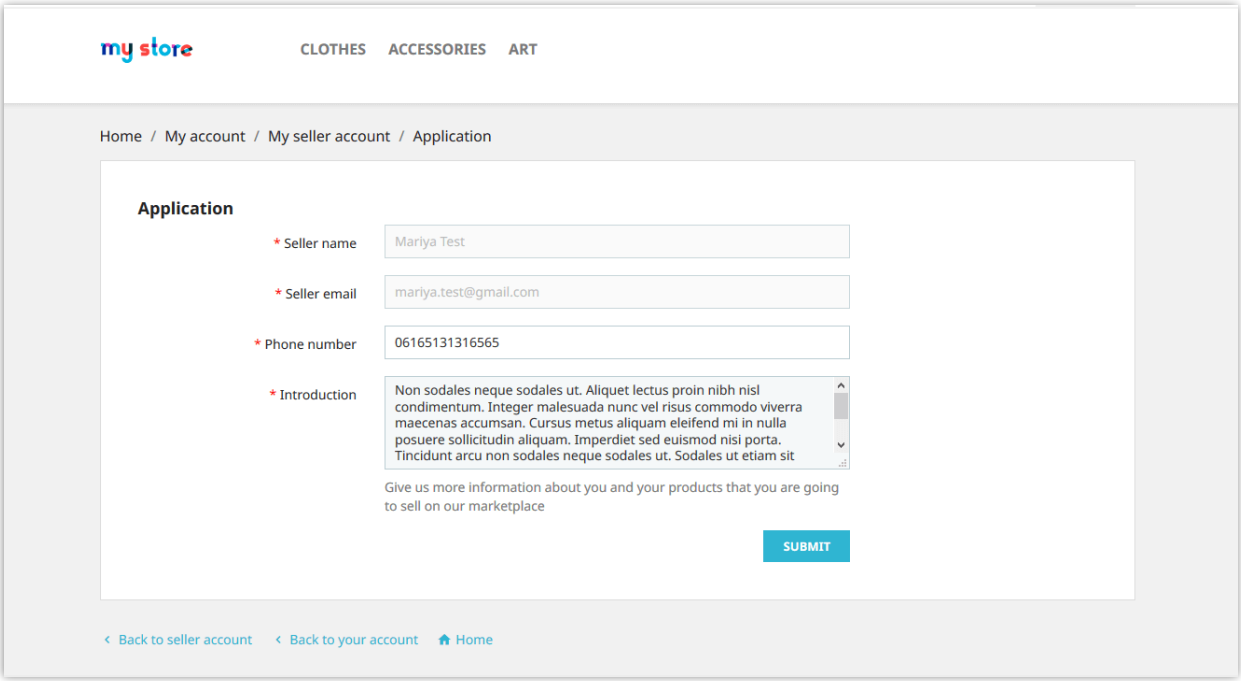
VI. MANAGING SELLER APPLICATIONS

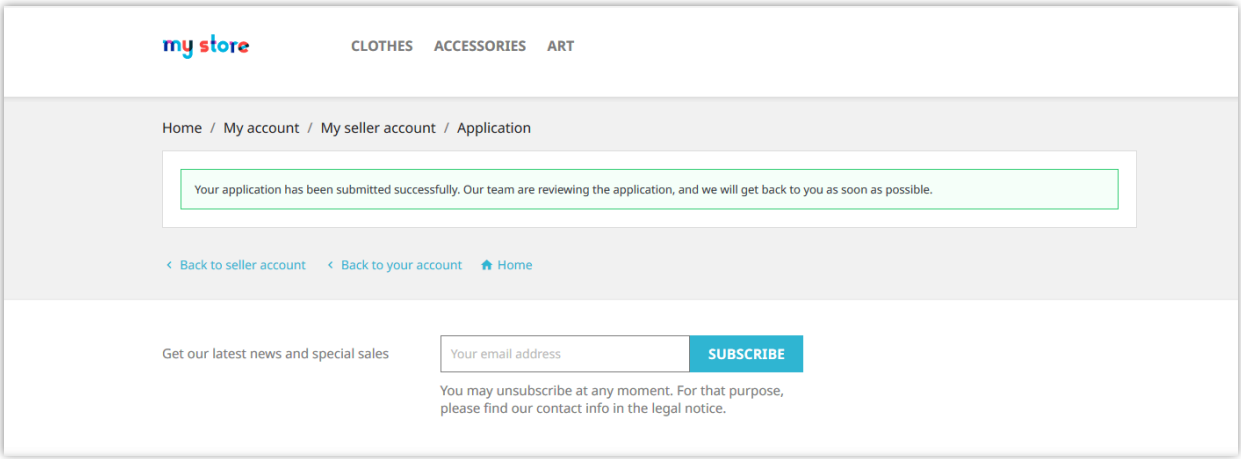
Any registered customers can become a seller on your marketplace. Customers will need to submit an application to be able to join your marketplace.

From "**My account**" page, customer will find "**My seller account**" area. They can manage everything related to seller account by accessing this area.

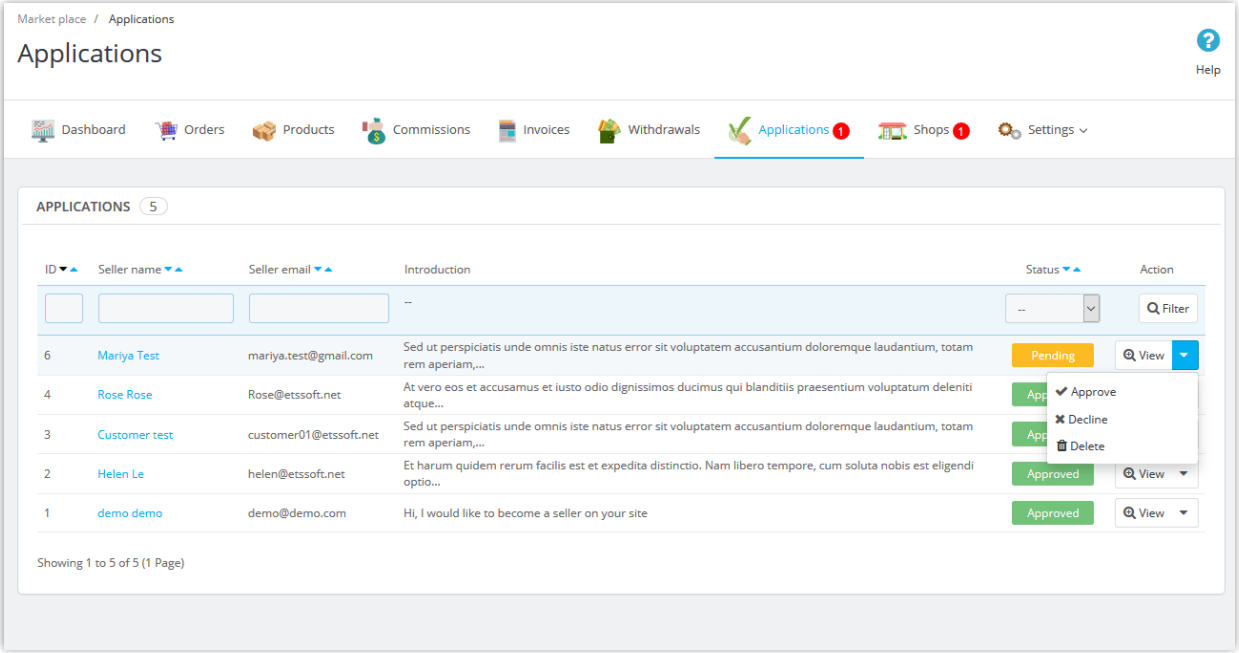


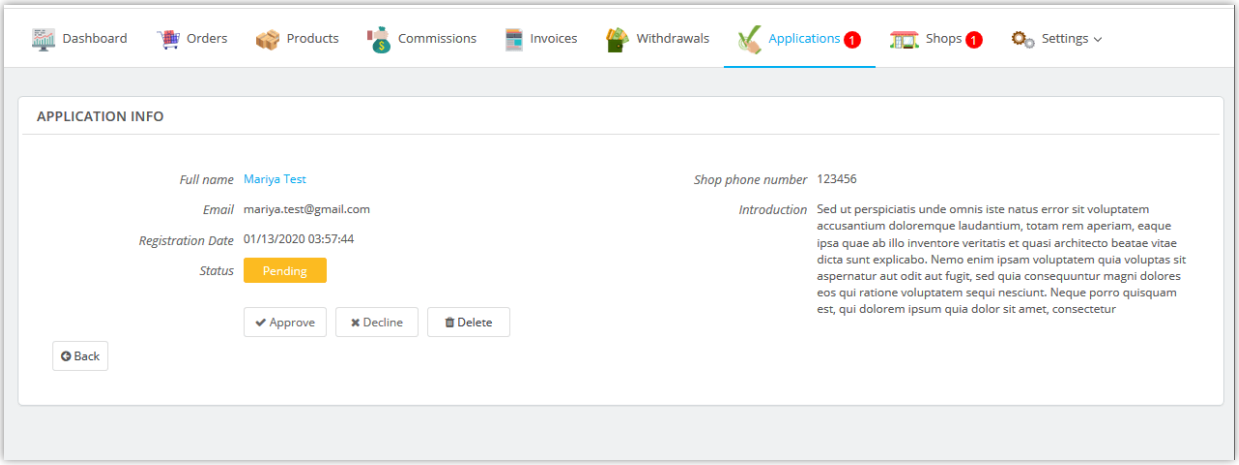
Customers need to enter all necessary information (which is required by marketplace admin on "**General**" >> "**Conditions**" page from module backend).



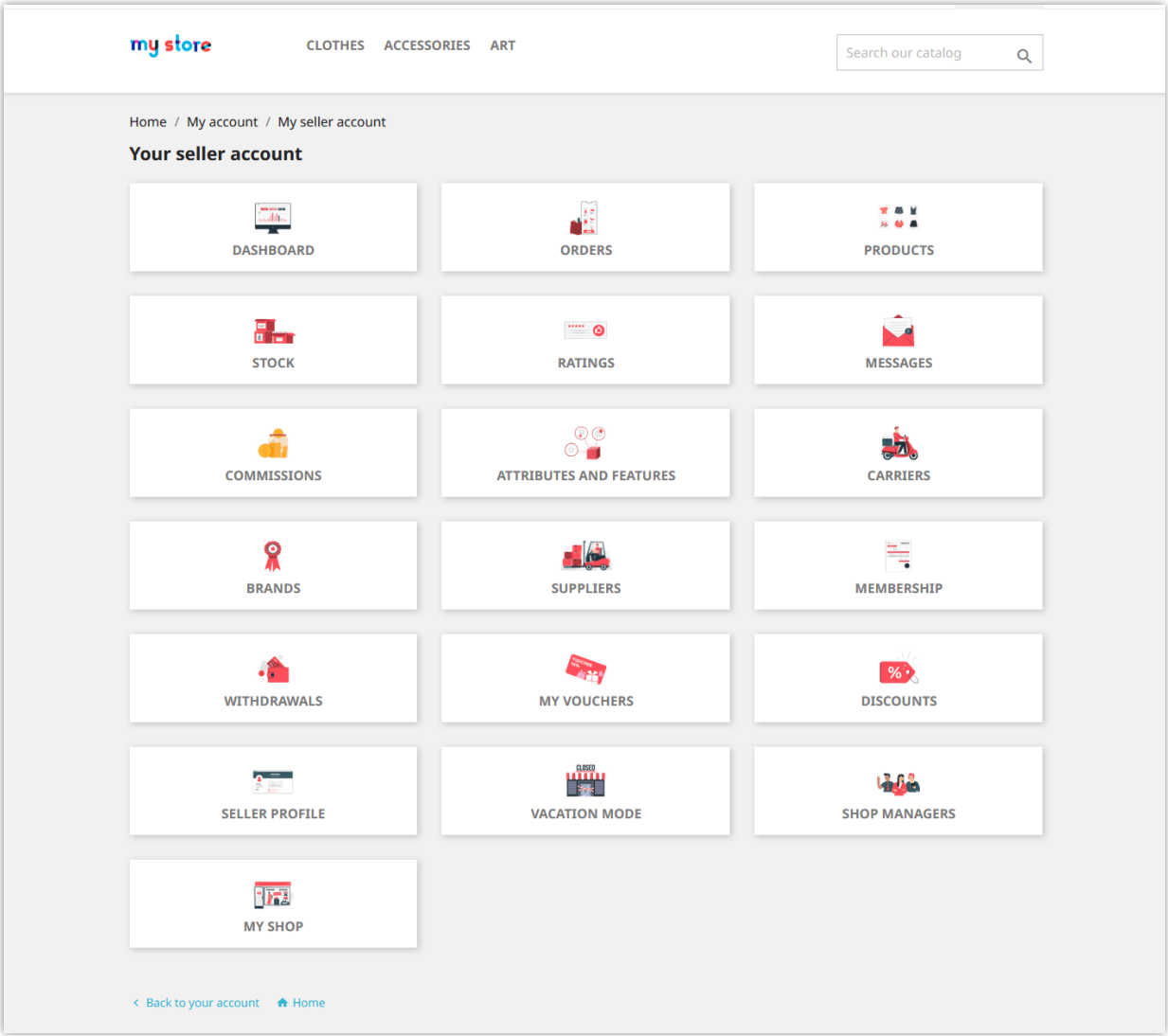


Marketplace admin can view and manage all seller applications from "**Applications**" page.





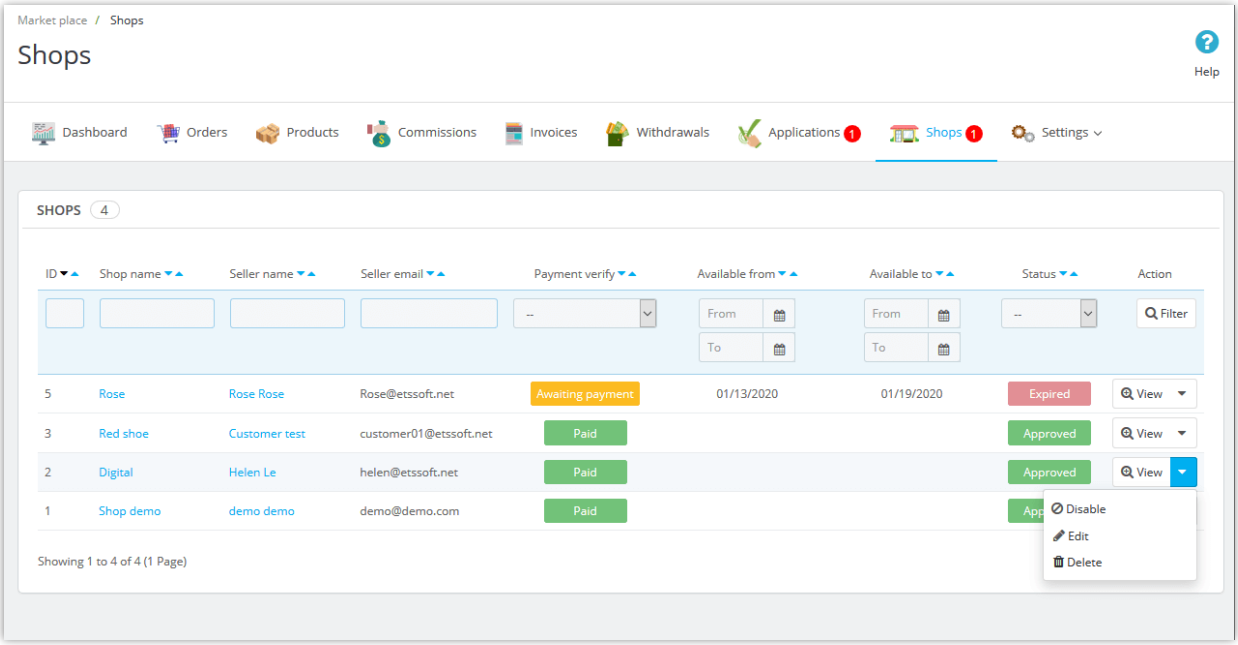
After successfully registering, seller can manage his/her shop easily through "**My seller account**" area:



VII. MANAGING SELLER SHOPS

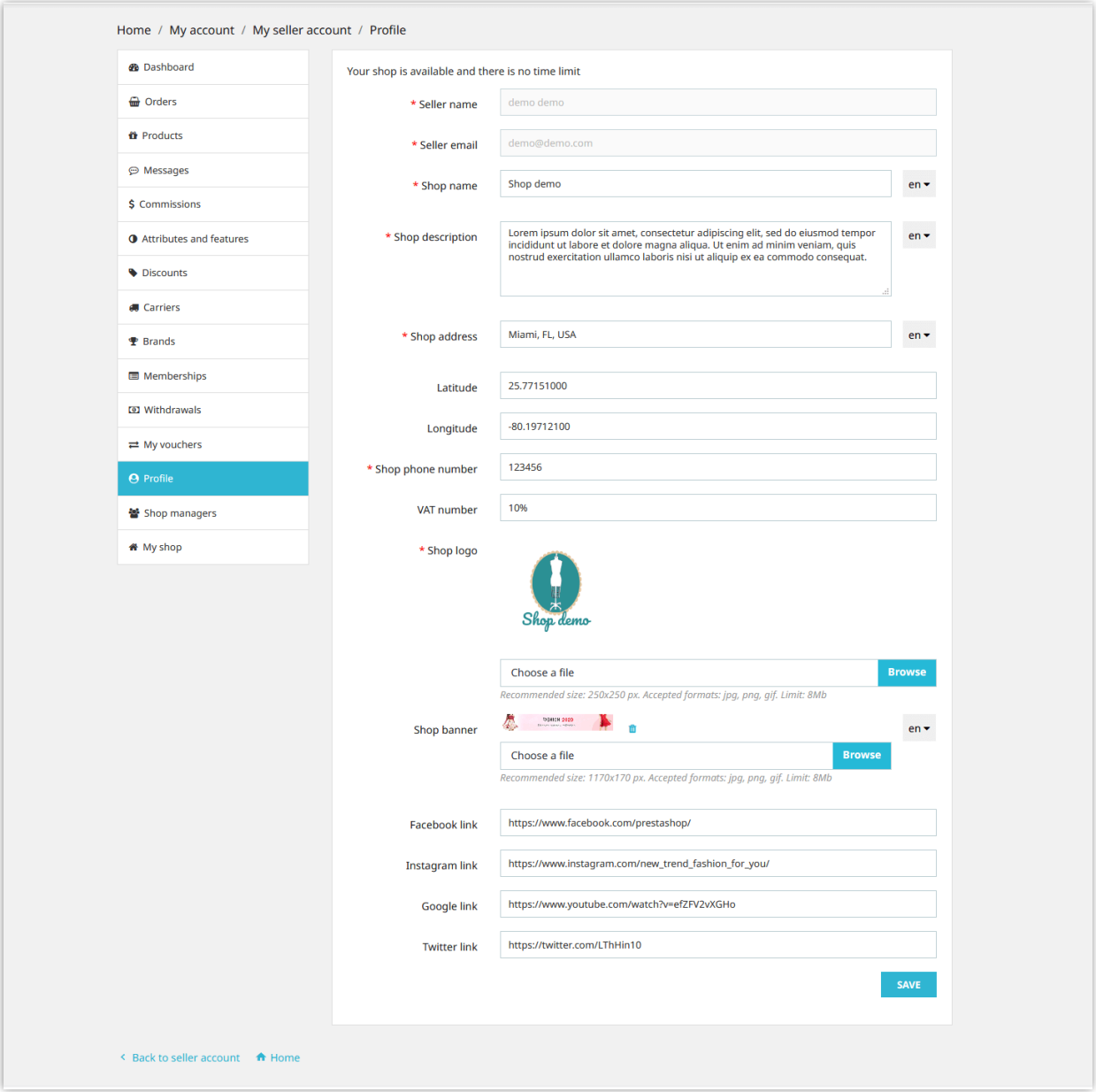
After their applications being approved, sellers can start opening their own shop.

From **Marketplace Builder** module backend, marketplace admin can view detail information and manage seller shops. Navigate to "**Shops**" page to view all seller shops on your marketplace.



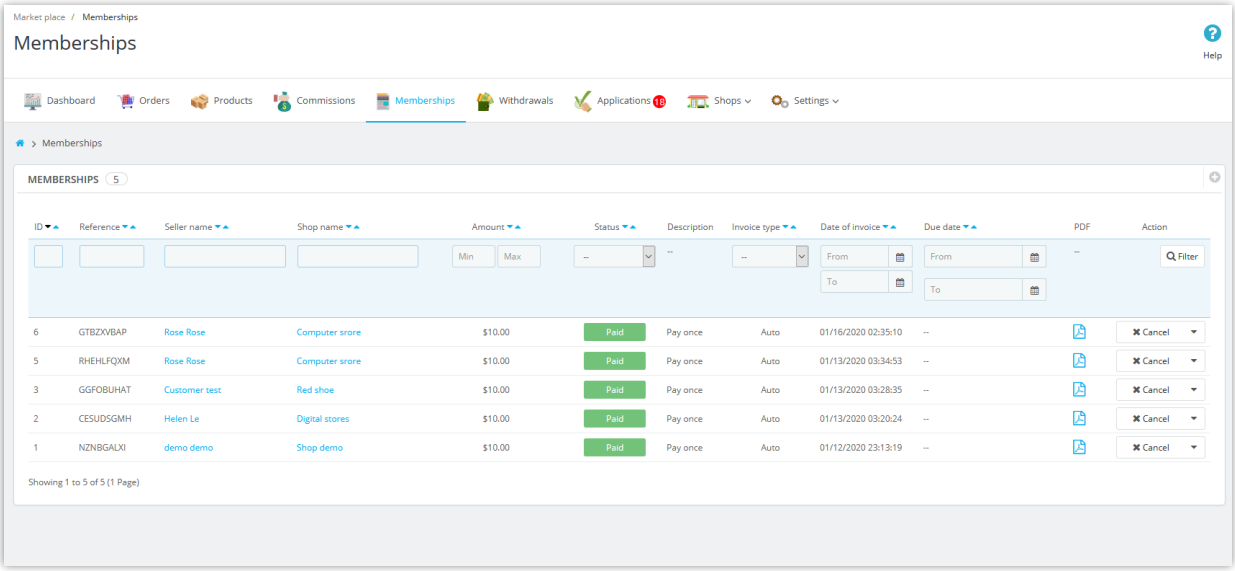
Marketplace admin can edit shop information, modify seller commission balance, view seller fee invoices and manage seller commissions.

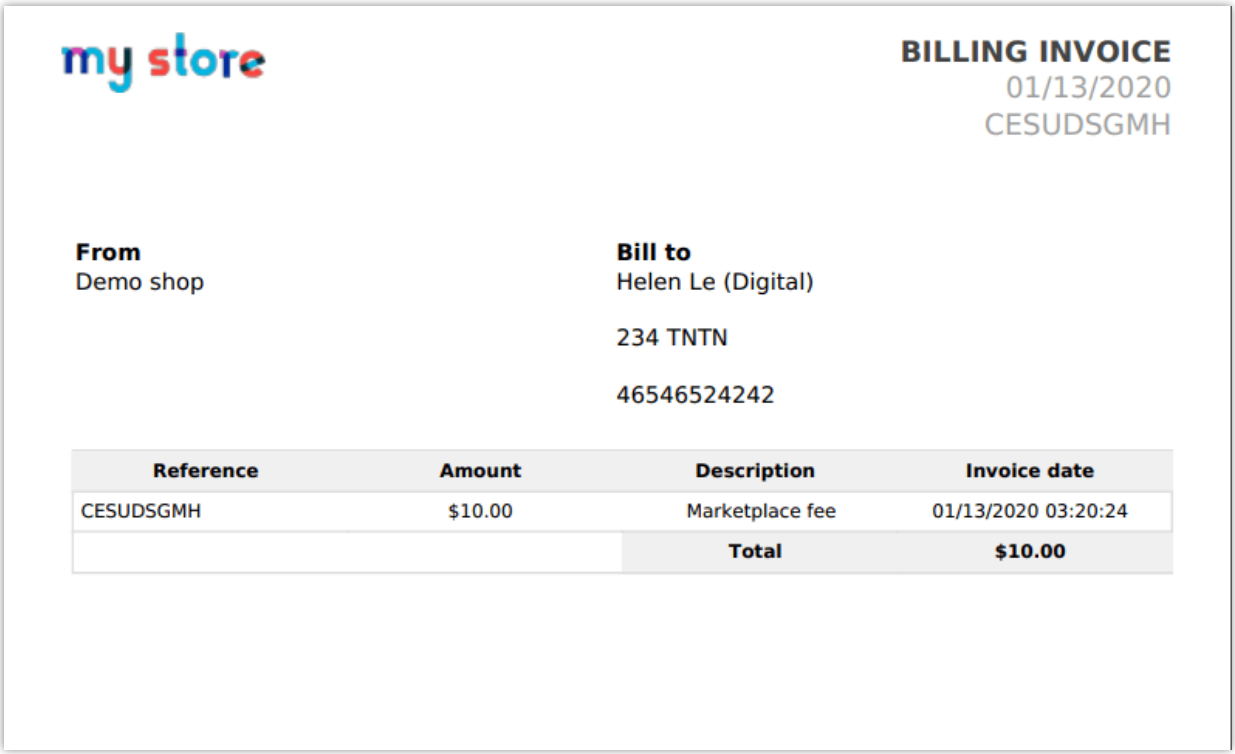
Sellers can also view and edit their shop information from "**My seller account**" area from marketplace frontend:



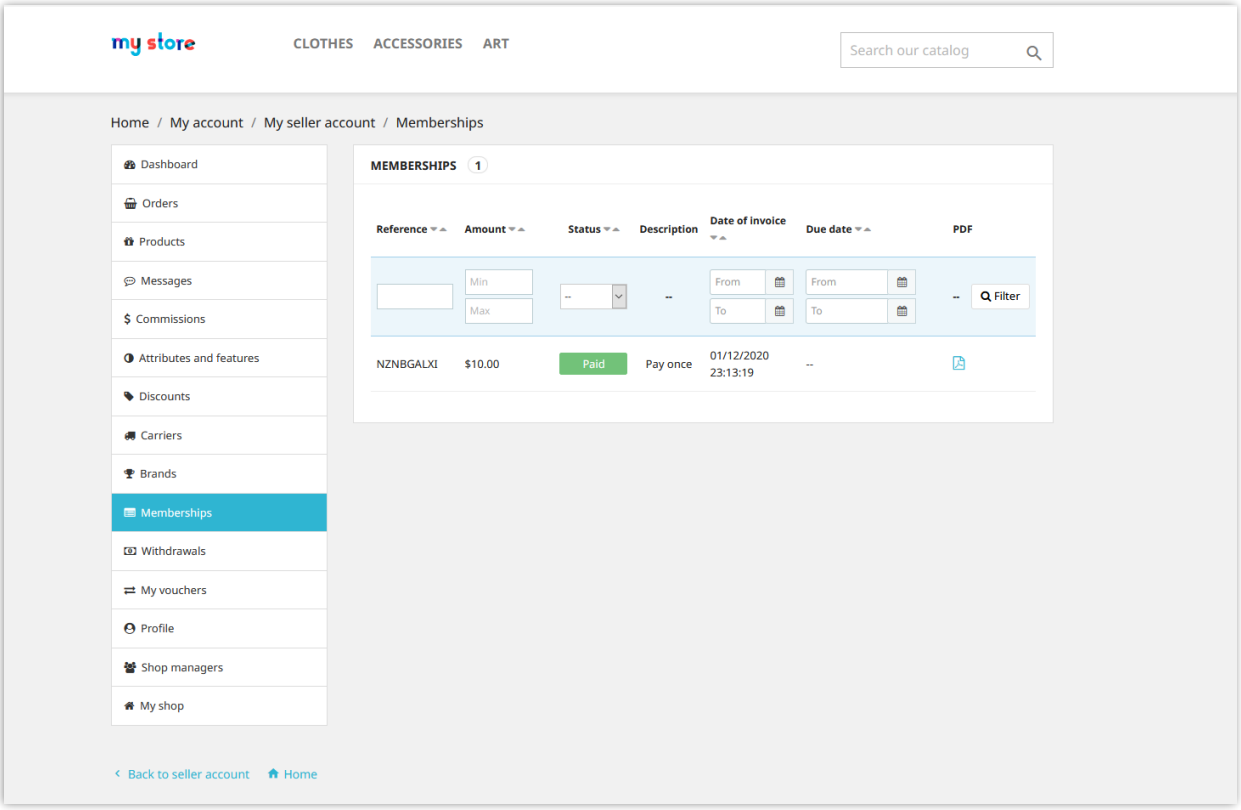
VIII. MANAGING SELLER FEE INVOICES

If you require sellers to pay seller fee to keep their shops active, when sellers pay for their fee, detailed invoices will be saved into **Marketplace Builder** backend. Marketplace admin can view, manage and download invoice PDF files from "**Memberships**" page.





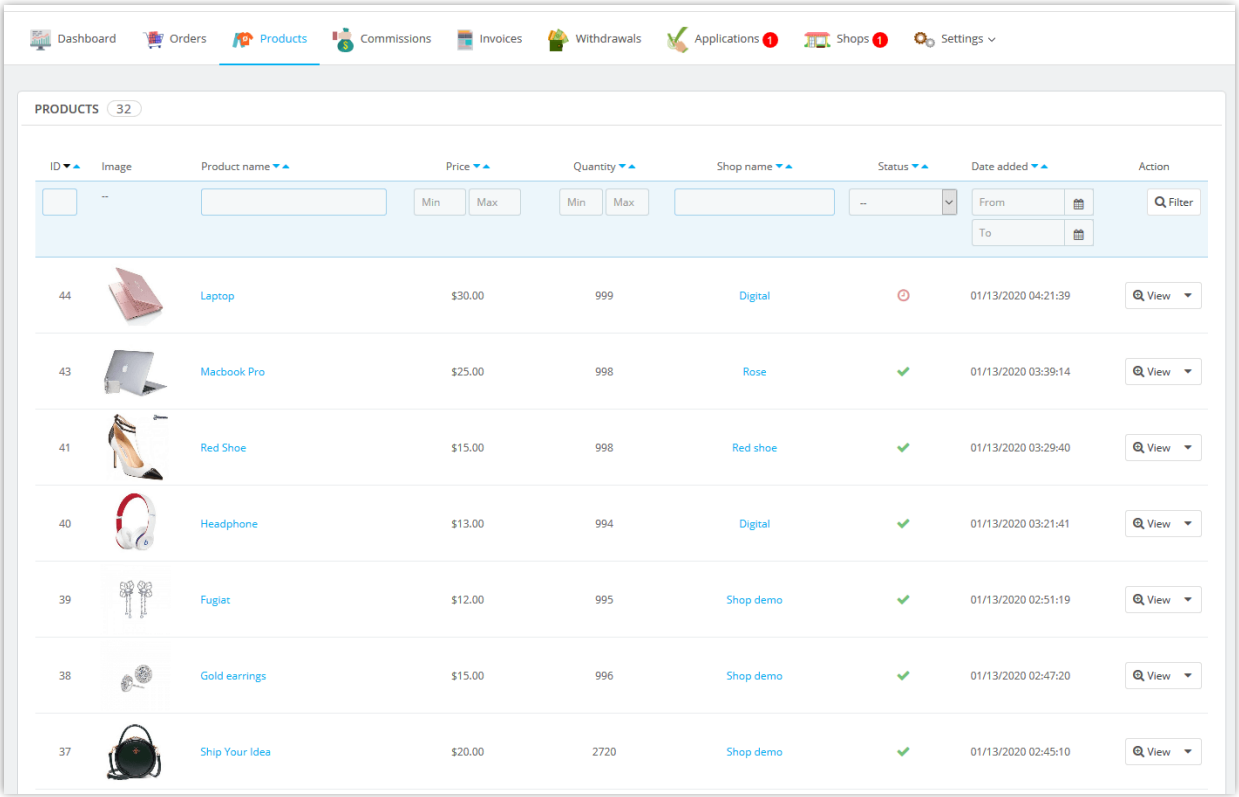
Sellers can also view their fee invoice from “My seller account” area from marketplace frontend:

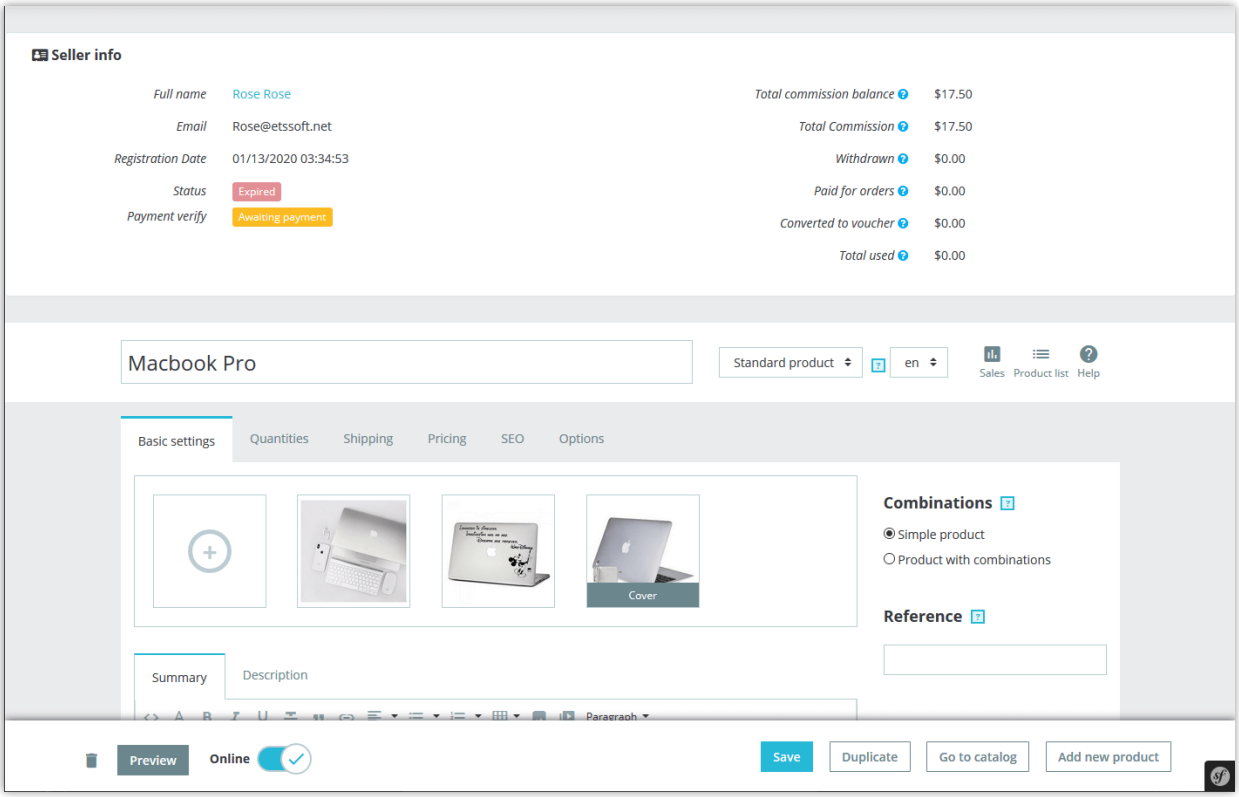


IX. MANAGING SELLER PRODUCTS AND SELLER ORDERS

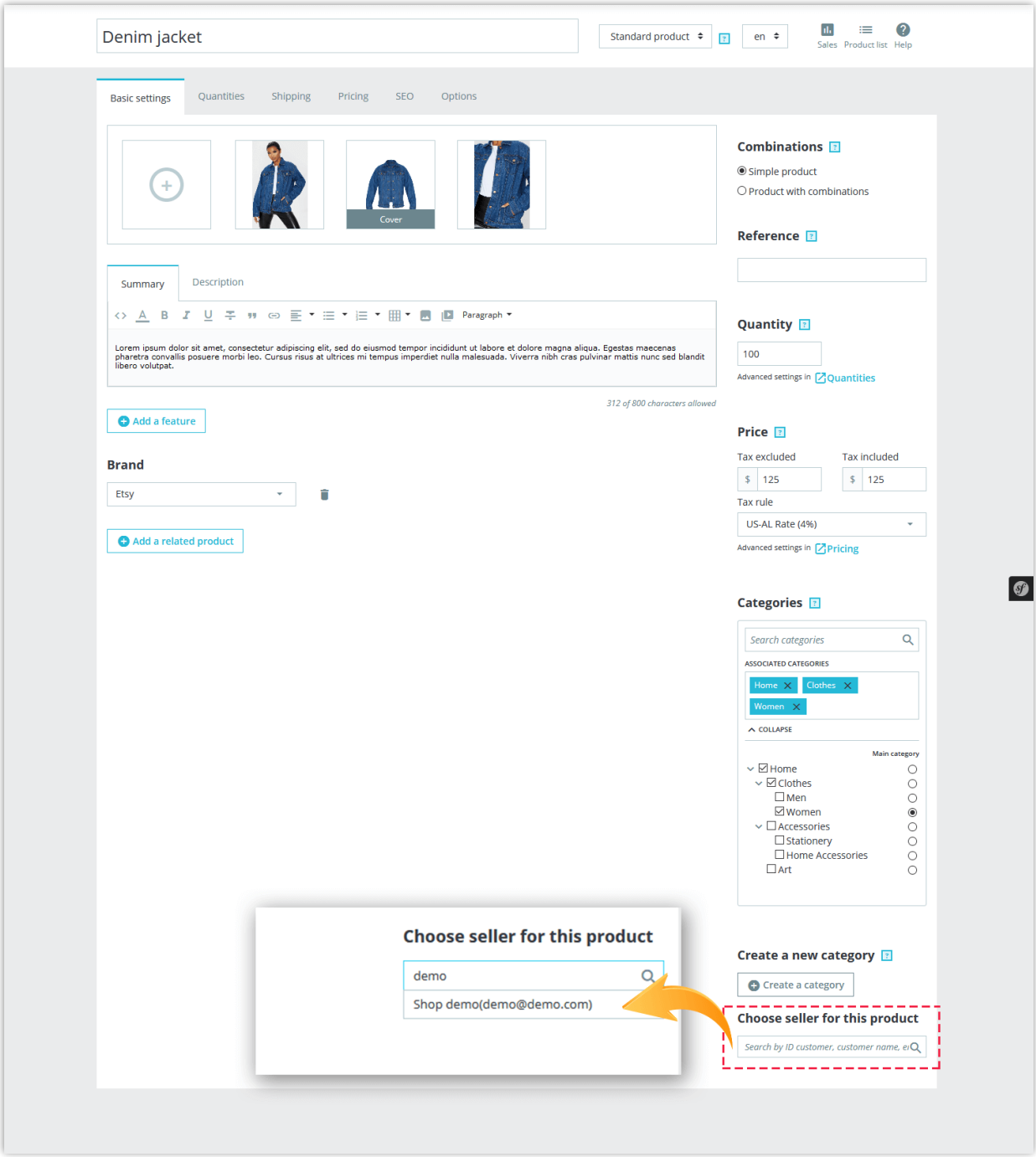
1. Managing seller products

All products uploaded by sellers will appear on "**Products**" page. Marketplace admin can view both seller information and seller product information on product detail page. Marketplace admin can also edit seller product information.

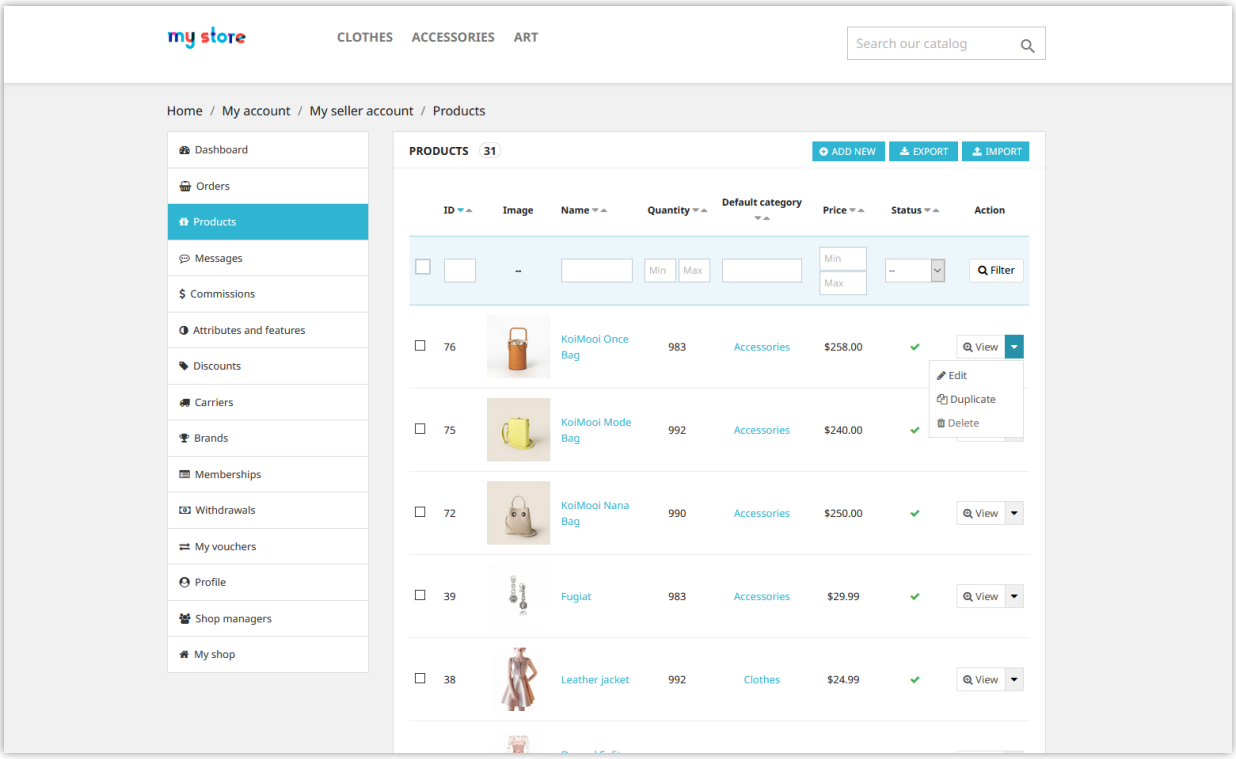

Dashboard
Orders
Products
Commissions
Invoices
Withdrawals
Applications 1
Shops 1
Settings
PRODUCTS 32
ID
Image
Product name
Price
Quantity
Shop name
Status
Date added
Action
Filter
44 Laptop $30.00 999 Digital 01/13/2020 04:21:39 View
43 Macbook Pro $25.00 998 Rose 01/13/2020 03:39:14 View
41 Red Shoe $15.00 998 Red shoe 01/13/2020 03:29:40 View
40 Headphone $13.00 994 Digital 01/13/2020 03:21:41 View
39 Fugiat $12.00 995 Shop demo 01/13/2020 02:51:19 View
38 Gold earrings $15.00 996 Shop demo 01/13/2020 02:47:20 View
37 Ship Your Idea $20.00 2720 Shop demo 01/13/2020 02:45:10 View


Seller info
Full name Rose Rose
Email Rose@etssoft.net
Registration Date 01/13/2020 03:34:53
Status Expired
Payment verify Awaiting payment
Total commission balance $17.50
Total Commission $17.50
Withdrawn $0.00
Paid for orders $0.00
Converted to voucher $0.00
Total used $0.00
Macbook Pro
Standard product
en
Sales
Product list
Help
Basic settings
Quantities
Shipping
Pricing
SEO
Options
Cover
Combinations
Simple product
Product with combinations
Reference
Summary
Description
Preview
Online
Save
Duplicate
Go to catalog
Add new product

Marketplace admin can upload new products to marketplace and assign uploaded products to a specific seller.



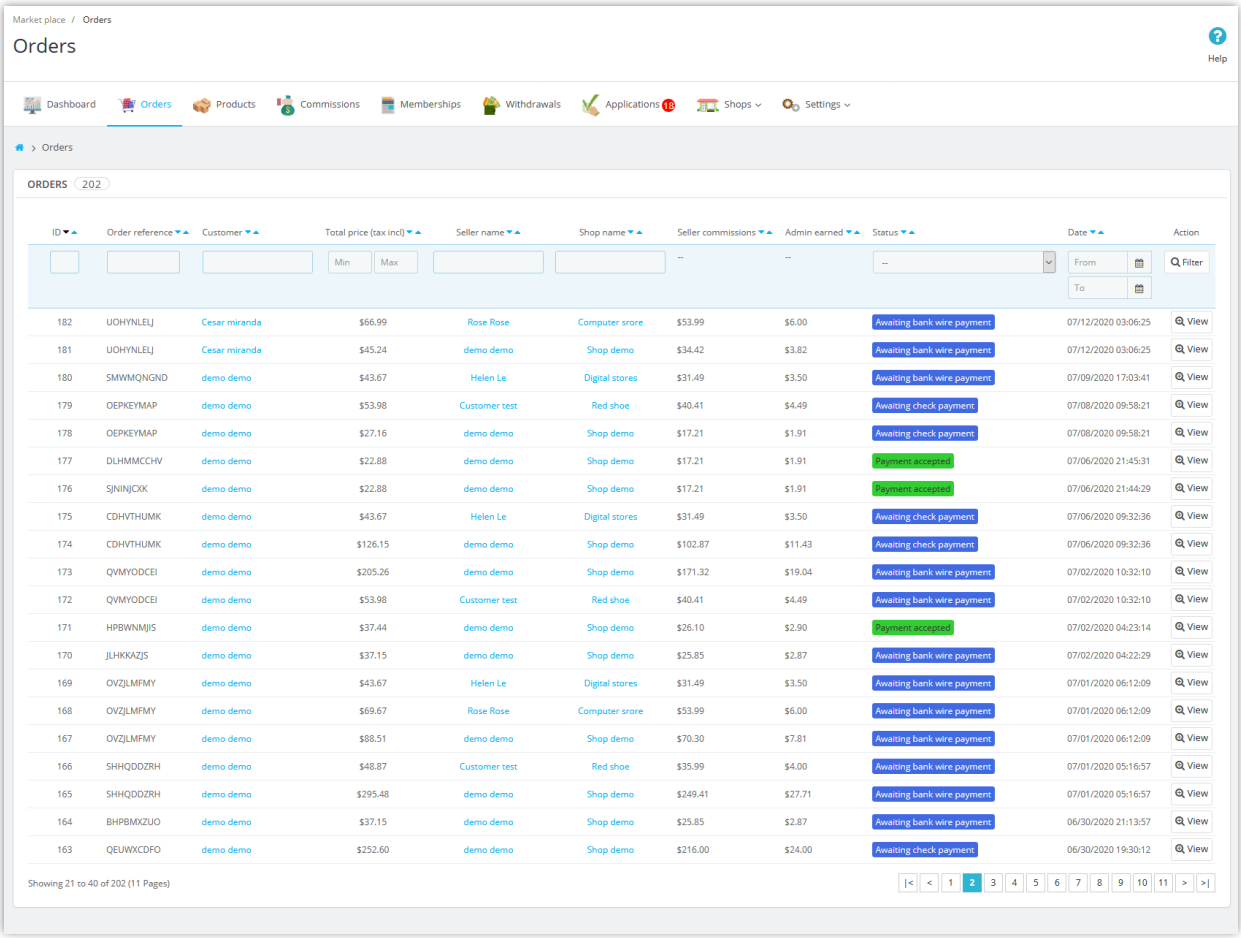
Sellers can manage their products from “My seller account” area from marketplace frontend:

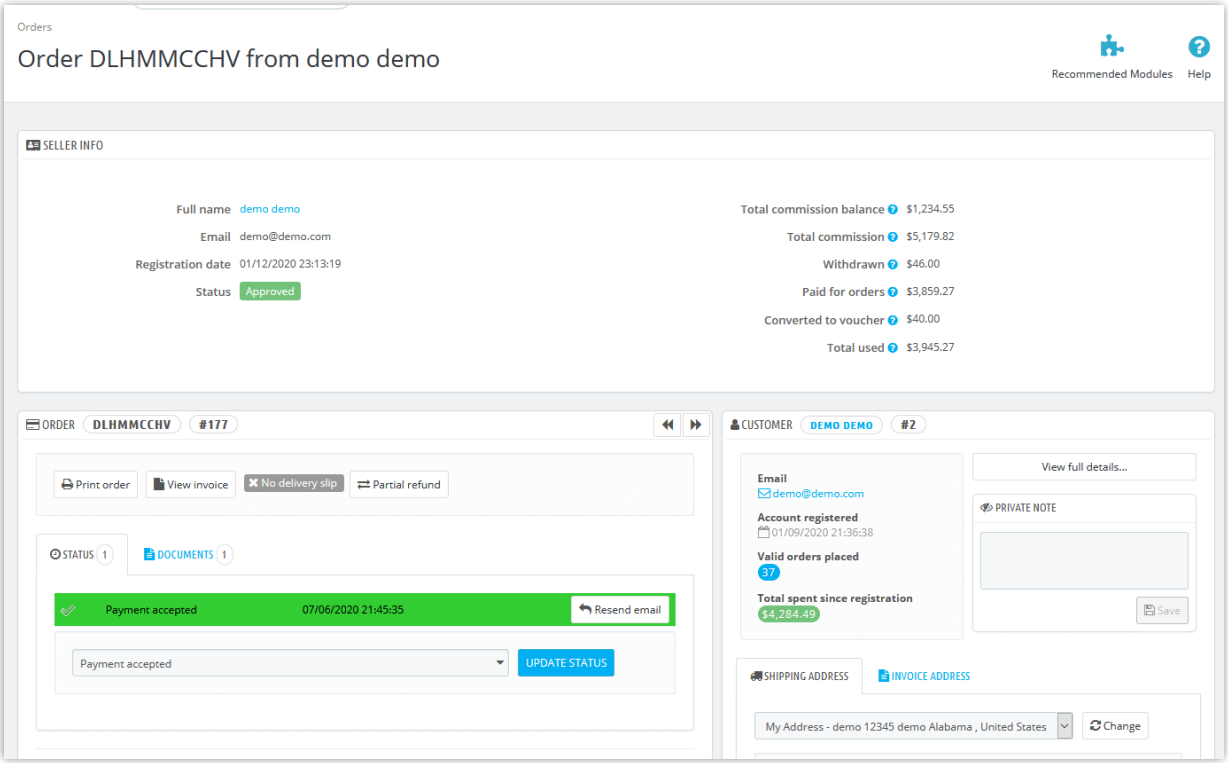


Marketplace Builder allows seller to import products from .CSV file and export products to .CSV file.

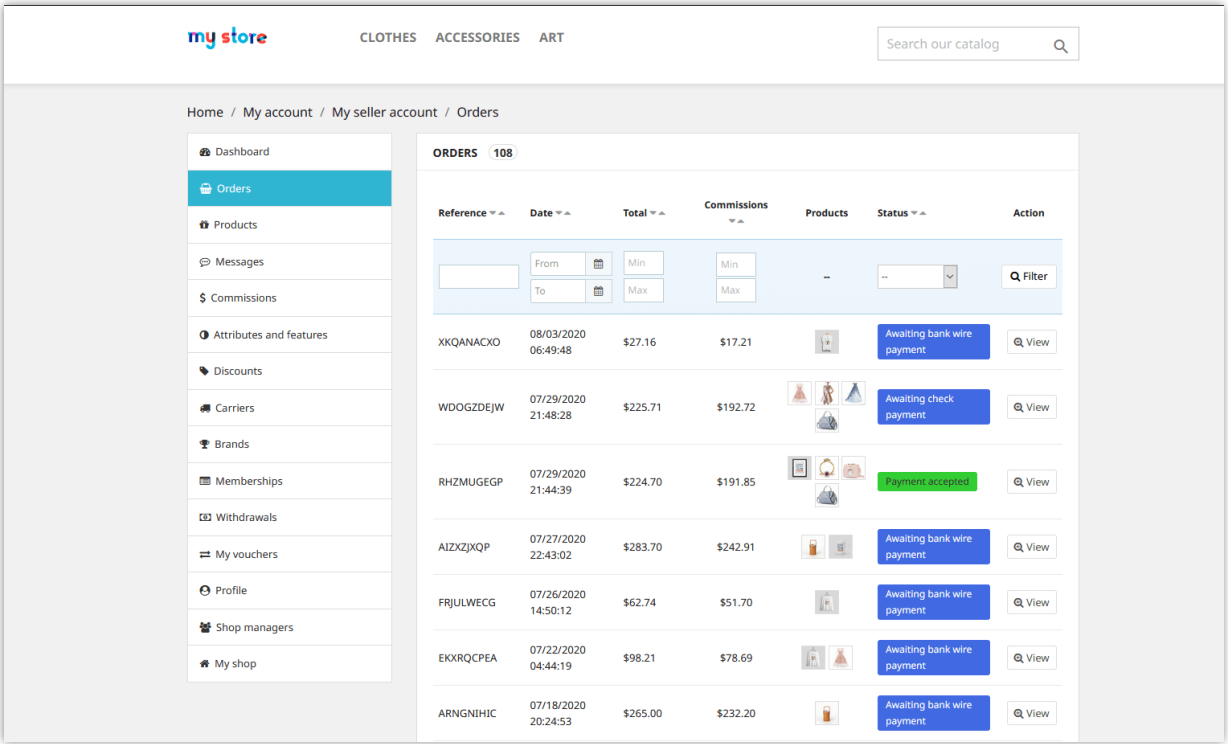
2. Managing seller orders

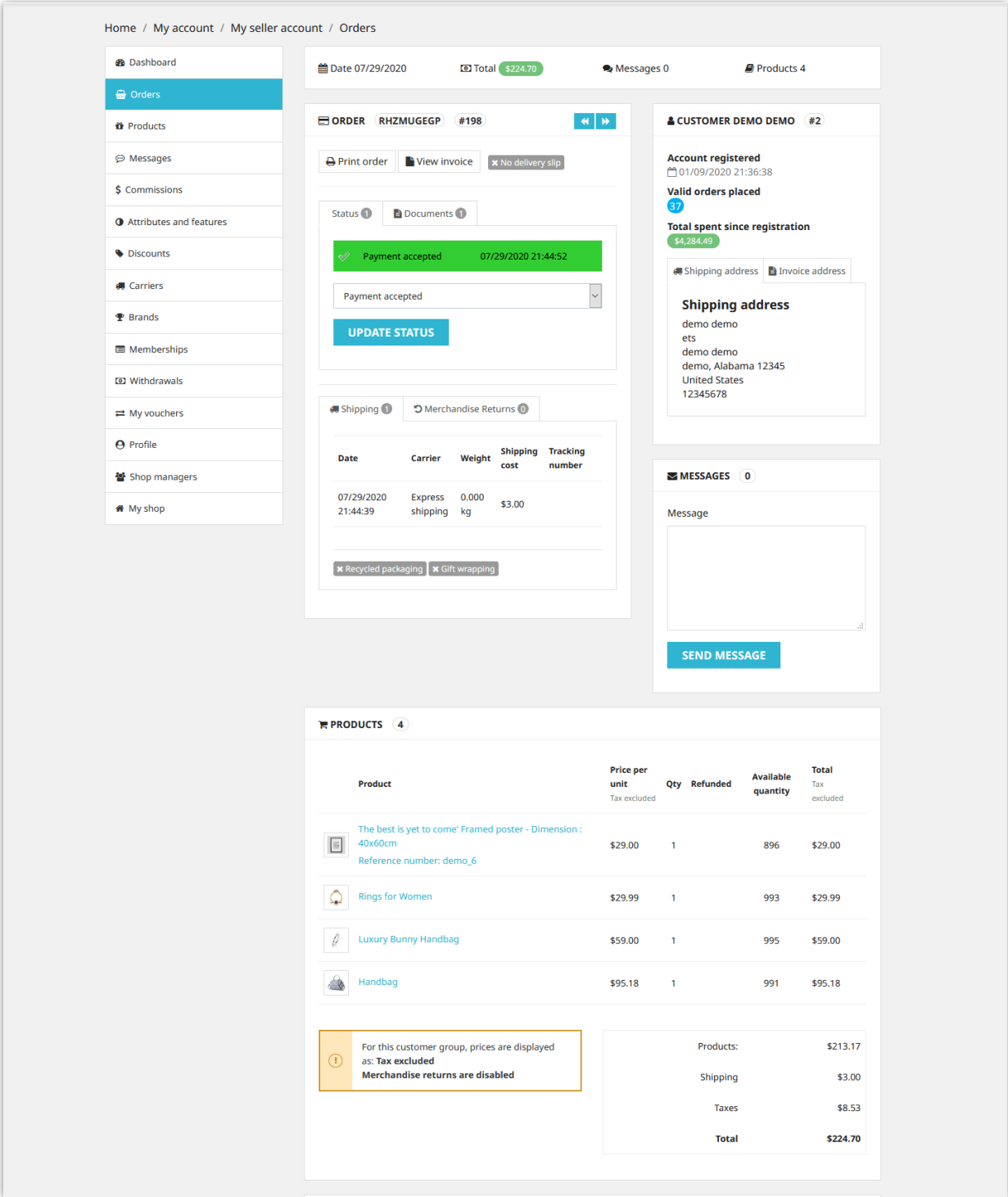
All orders containing seller products will appear on “**Orders**” page. Marketplace admin can view both seller information and order information on order detail page. Marketplace admin can also edit seller order information.


Market place / Orders
Orders
Help
Dashboard
Orders
Products
Commissions
Memberships
Withdrawals
Applications 18
Shops
Settings
Orders
ORDERS 202
ID
Order reference
Customer
Total price (tax incl)
Seller name
Shop name
Seller commissions
Admin earned
Status
Date
Action
Min
Max
From
To
Filter
182 UOHYNLELJ Cesar miranda $66.99 Rose Rose Computer srore $53.99 $6.00 Awaiting bank wire payment 07/12/2020 03:06:25 View
181 UOHYNLELJ Cesar miranda $45.24 demo demo Shop demo $34.42 $3.82 Awaiting bank wire payment 07/12/2020 03:06:25 View
180 SMWMQNGND demo demo $43.67 Helen Le Digital stores $31.49 $3.50 Awaiting bank wire payment 07/09/2020 17:03:41 View
179 OEPKEYMAP demo demo $53.98 Customer test Red shoe $40.41 $4.49 Awaiting check payment 07/08/2020 09:58:21 View
178 OEPKEYMAP demo demo $27.16 demo demo Shop demo $17.21 $1.91 Awaiting check payment 07/08/2020 09:58:21 View
177 DLHMMCCHV demo demo $22.88 demo demo Shop demo $17.21 $1.91 Payment accepted 07/06/2020 21:45:31 View
176 SJNINJCXK demo demo $22.88 demo demo Shop demo $17.21 $1.91 Payment accepted 07/06/2020 21:44:29 View
175 CDHVTHUMK demo demo $43.67 Helen Le Digital stores $31.49 $3.50 Awaiting check payment 07/06/2020 09:32:36 View
174 CDHVTHUMK demo demo $126.15 demo demo Shop demo $102.87 $11.43 Awaiting check payment 07/06/2020 09:32:36 View
173 QVMYODCEI demo demo $205.26 demo demo Shop demo $171.32 $19.04 Awaiting bank wire payment 07/02/2020 10:32:10 View
172 QVMYODCEI demo demo $53.98 Customer test Red shoe $40.41 $4.49 Awaiting bank wire payment 07/02/2020 10:32:10 View
171 HPBWNMJIS demo demo $37.44 demo demo Shop demo $26.10 $2.90 Payment accepted 07/02/2020 04:23:14 View
170 JLHKKAZJS demo demo $37.15 demo demo Shop demo $25.85 $2.87 Awaiting bank wire payment 07/02/2020 04:22:29 View
169 OVZJLMFMY demo demo $43.67 Helen Le Digital stores $31.49 $3.50 Awaiting bank wire payment 07/01/2020 06:12:09 View
168 OVZJLMFMY demo demo $69.67 Rose Rose Computer srore $53.99 $6.00 Awaiting bank wire payment 07/01/2020 06:12:09 View
167 OVZJLMFMY demo demo $88.51 demo demo Shop demo $70.30 $7.81 Awaiting bank wire payment 07/01/2020 06:12:09 View
166 SHHQDDZRH demo demo $48.87 Customer test Red shoe $35.99 $4.00 Awaiting bank wire payment 07/01/2020 05:16:57 View
165 SHHQDDZRH demo demo $295.48 demo demo Shop demo $249.41 $27.71 Awaiting bank wire payment 07/01/2020 05:16:57 View
164 BHPBMXZUO demo demo $37.15 demo demo Shop demo $25.85 $2.87 Awaiting bank wire payment 06/30/2020 21:13:57 View
163 QEUWXCDFO demo demo $252.60 demo demo Shop demo $216.00 $24.00 Awaiting check payment 06/30/2020 19:30:12 View
Showing 21 to 40 of 202 (11 Pages)
1 2 3 4 5 6 7 8 9 10 11



Sellers can manage all orders containing their seller products from "**My seller account**" area from marketplace frontend:



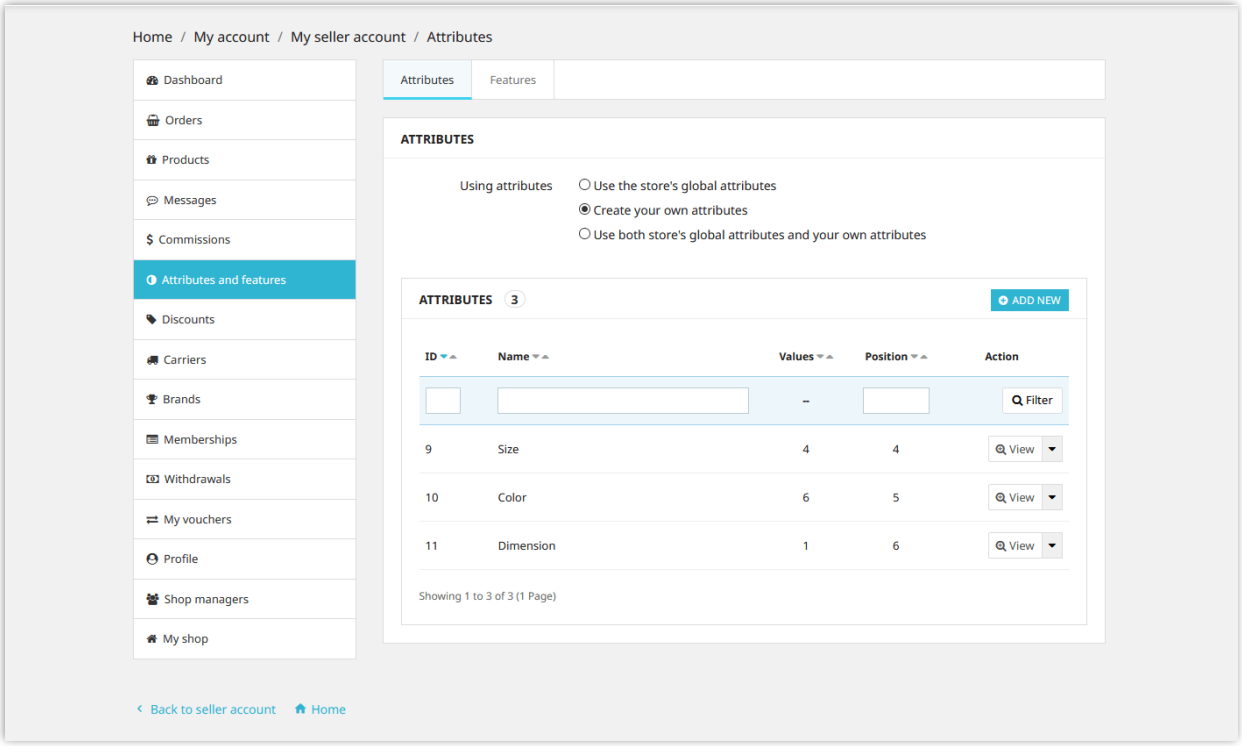

Home / My account / My seller account / Orders
Dashboard
Orders
Products
Messages
Commissions
Attributes and features
Discounts
Carriers
Brands
Memberships
Withdrawals
My vouchers
Profile
Shop managers
My shop
Date 07/29/2020
Total $224.70
Messages 0
Products 4
ORDER RHZMUGEGP #198
Print order
View invoice
No delivery slip
Status 1
Documents 1
Payment accepted 07/29/2020 21:44:52
Payment accepted
UPDATE STATUS
Shipping 1
Merchandise Returns 0
Date
Carrier
Weight
Shipping cost
Tracking number
07/29/2020 21:44:39
Express shipping
0.000 kg
$3.00
Recycled packaging
Gift wrapping
CUSTOMER DEMO DEMO #2
Account registered
01/09/2020 21:36:38
Valid orders placed
37
Total spent since registration
$4,284.49
Shipping address
Invoice address
Shipping address
demo demo
ets
demo demo
demo, Alabama 12345
United States
12345678
MESSAGES 0
Message
SEND MESSAGE
PRODUCTS 4
Product
Price per unit
Tax excluded
Qty
Refunded
Available quantity
Total
Tax excluded
The best is yet to come' Framed poster - Dimension : 40x60cm
Reference number: demo_6
$29.00
1
896
$29.00
Rings for Women
$29.99
1
993
$29.99
Luxury Bunny Handbag
$59.00
1
995
$59.00
Handbag
$95.18
1
991
$95.18
For this customer group, prices are displayed as: Tax excluded
Merchandise returns are disabled
Products:
$213.17
Shipping
$3.00
Taxes
$8.53
Total
$224.70

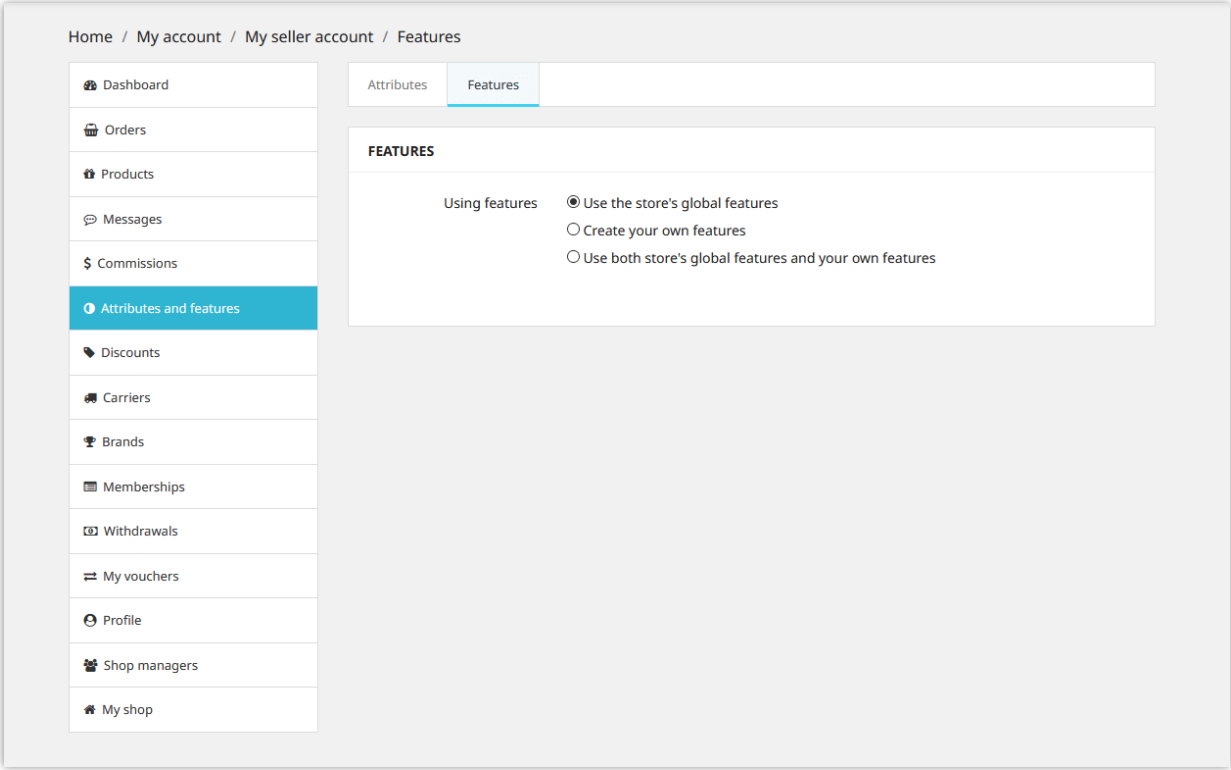
X. MANAGING OTHER SELLER SHOP'S FEATURES

1. Attributes and features

Sellers can select which type of product attribute and product feature they want to use. **Marketplace Builder** offers 3 types of attribute/feature:

- Use the store's global attributes / features
- Create your own attributes / features
- Use both store's global attributes / features and your own attributes / features



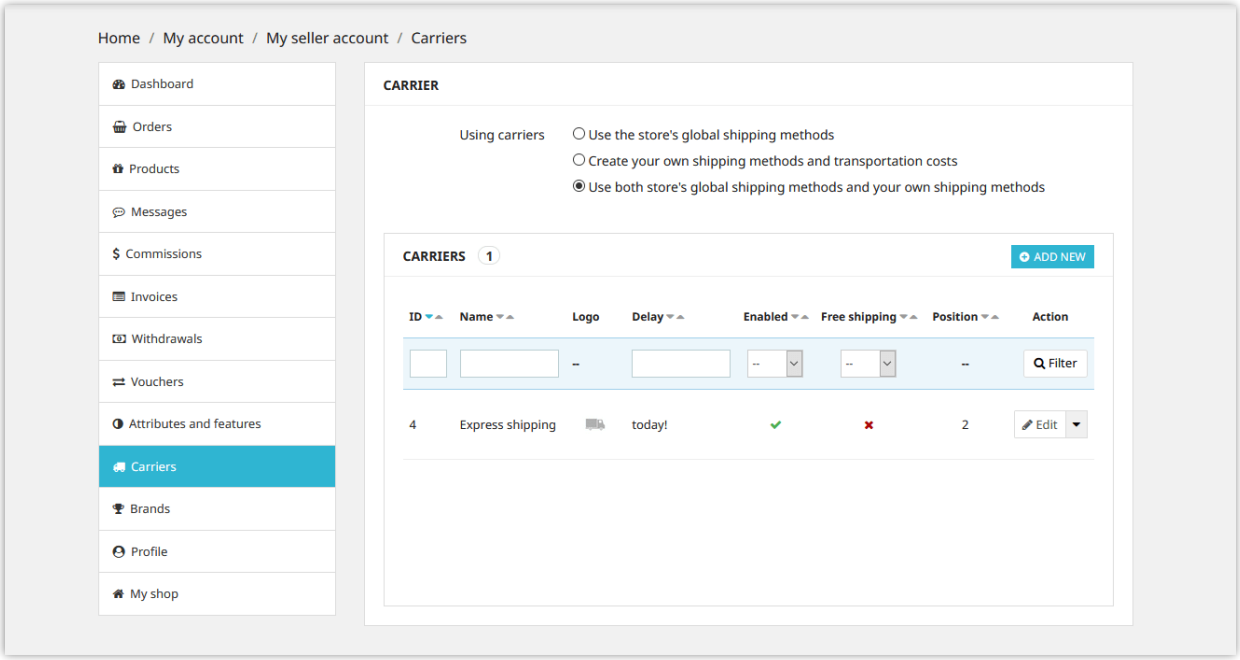


2. Carriers and Brands

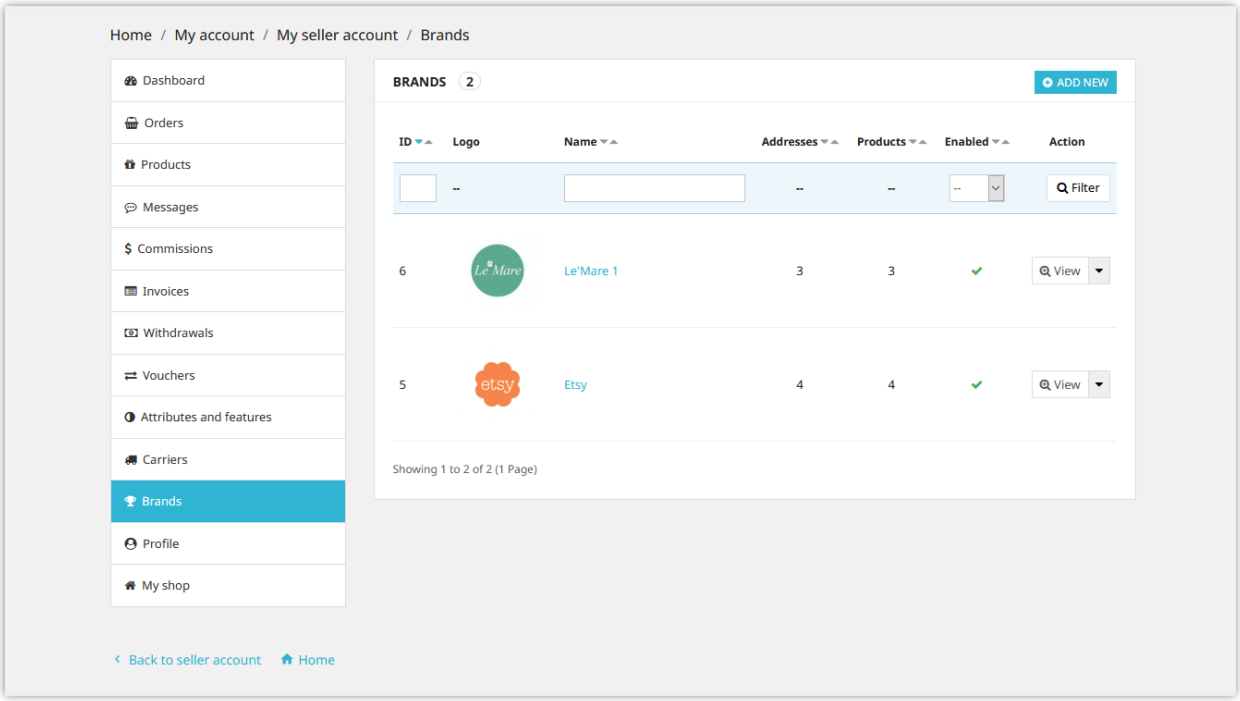
Sellers can select which type of carrier they want to use. **Marketplace Builder** offers 3 types of carrier:

- Use the store's global shipping methods
- Create your own shipping methods and transportation costs
- Use both store's global shipping methods and your own shipping methods

You can add unlimited number of shipping methods to your shop.

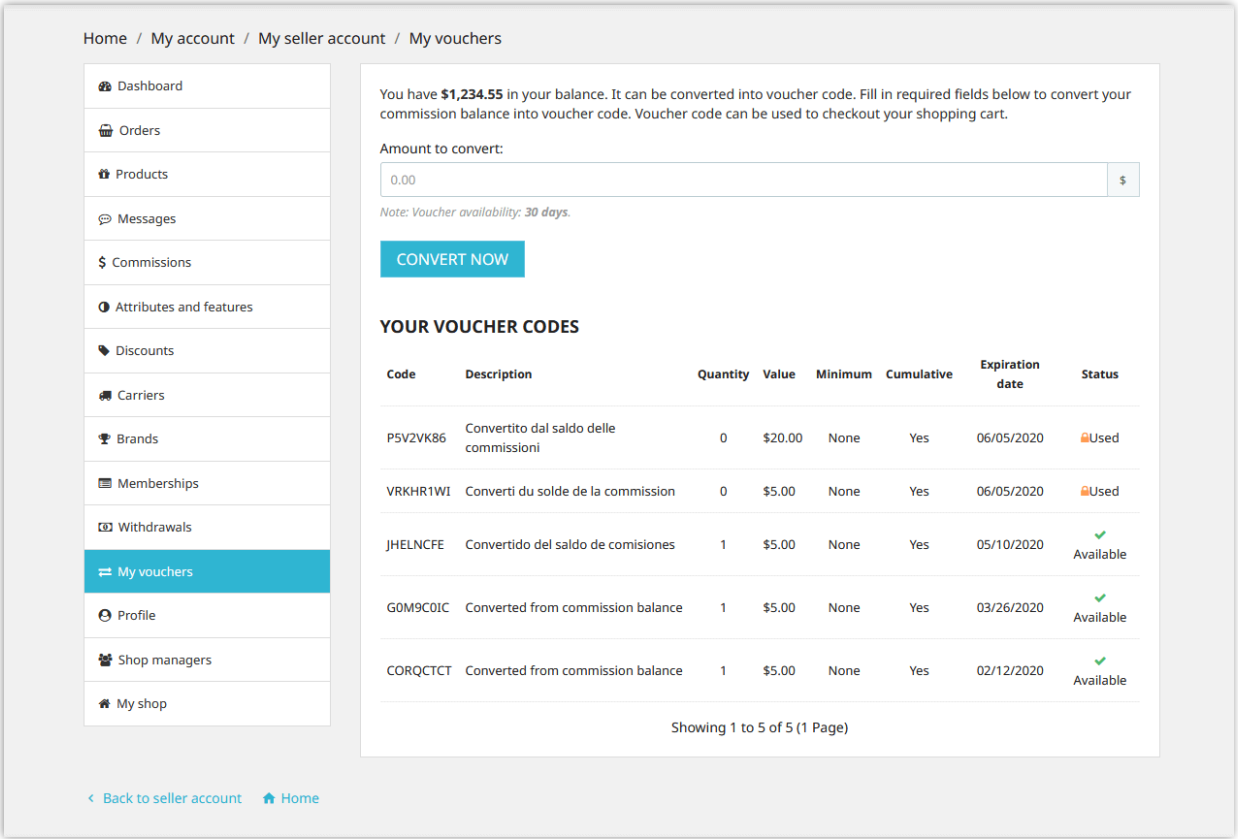


Similar with adding new brands on PrestaShop back office, sellers also can add new product brands for your shop from "**Brands**" tab.



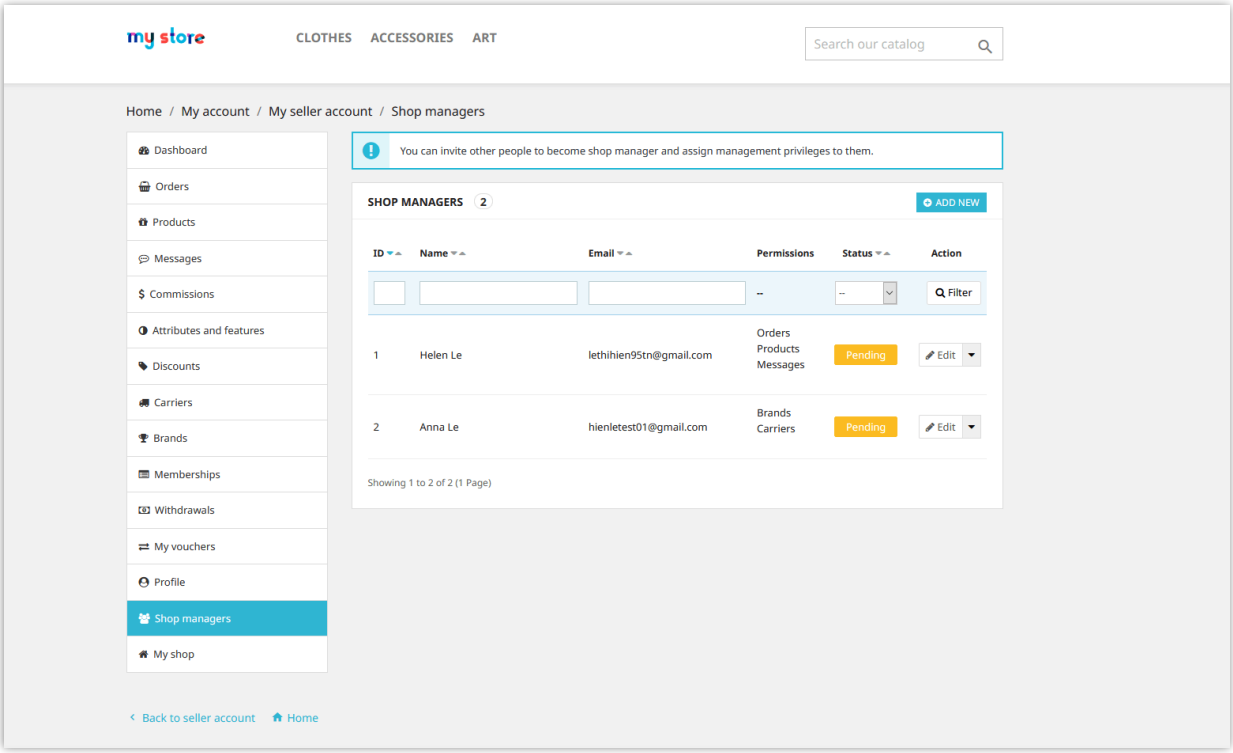
3. Convert commission into voucher code

Sellers can convert their commission balance into voucher code. Voucher code can be used to checkout seller's shopping cart.

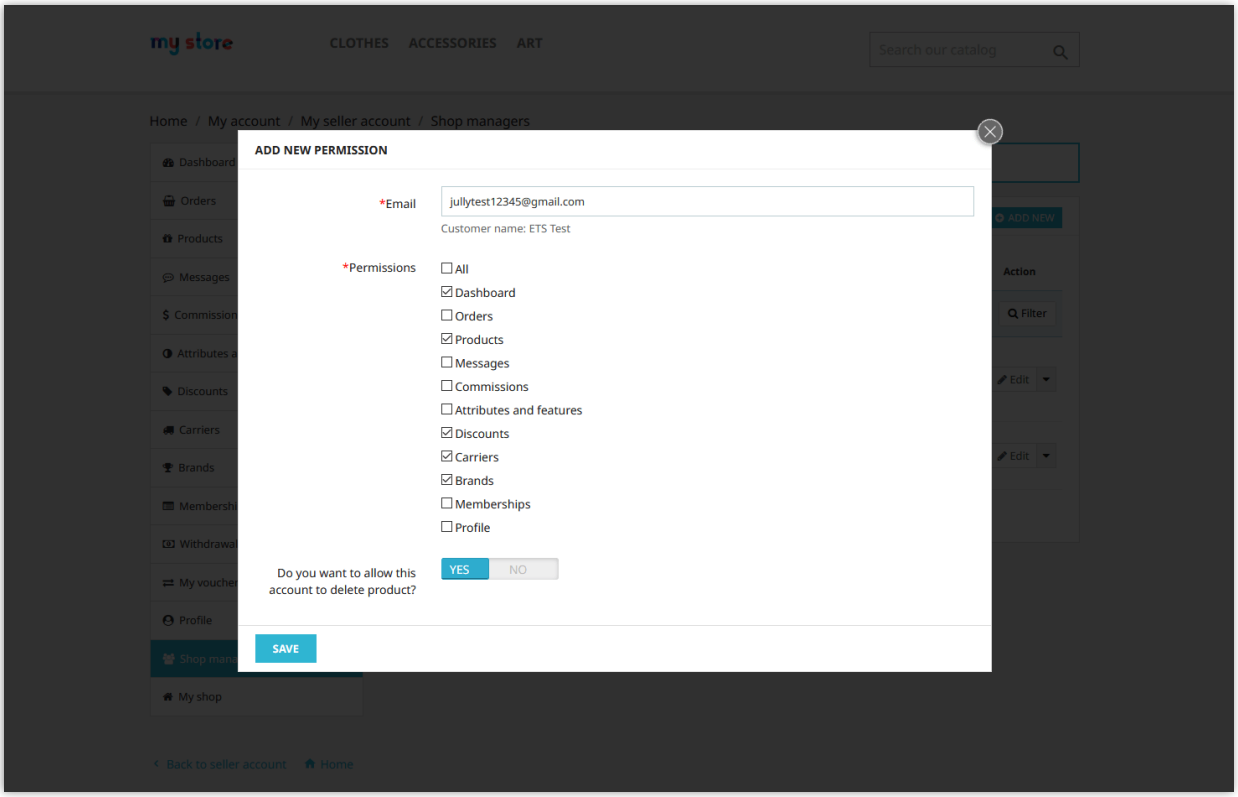


4. Shop managers

Marketplace Builder allows seller to invite other people to become shop managers. Sellers can assign specific management privileges to these shop managers.

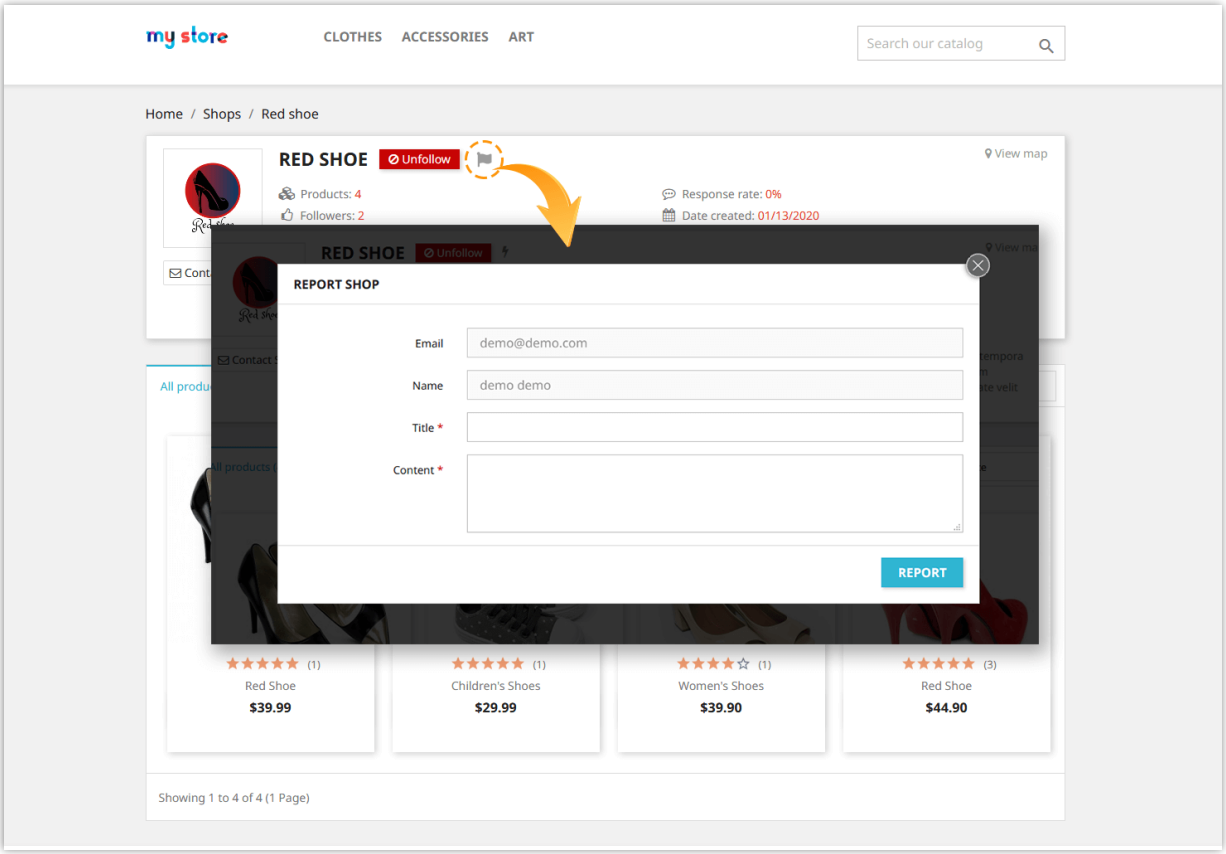


Click on “Add new” button to invite a customer. Enter customer’s email address and select the permissions granted to him/her then click “Save” to finish.

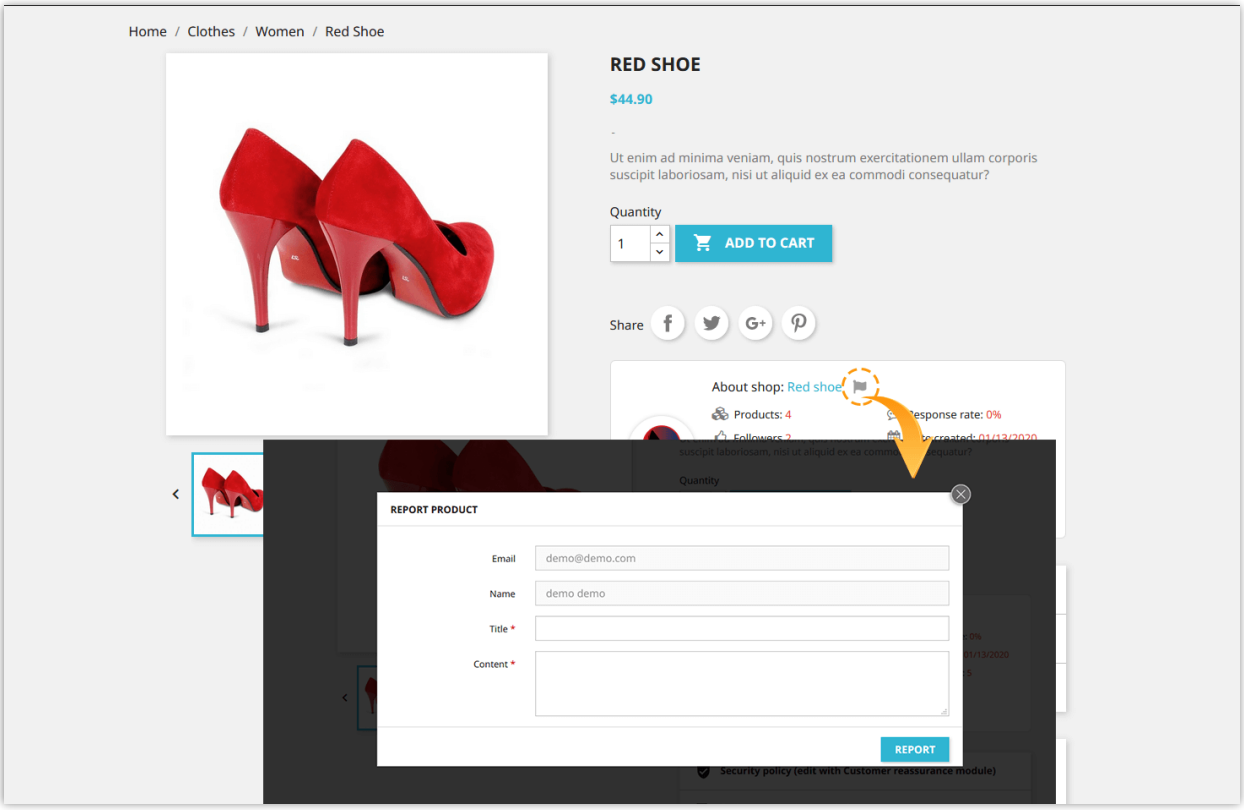


5. Report shops or products as abused

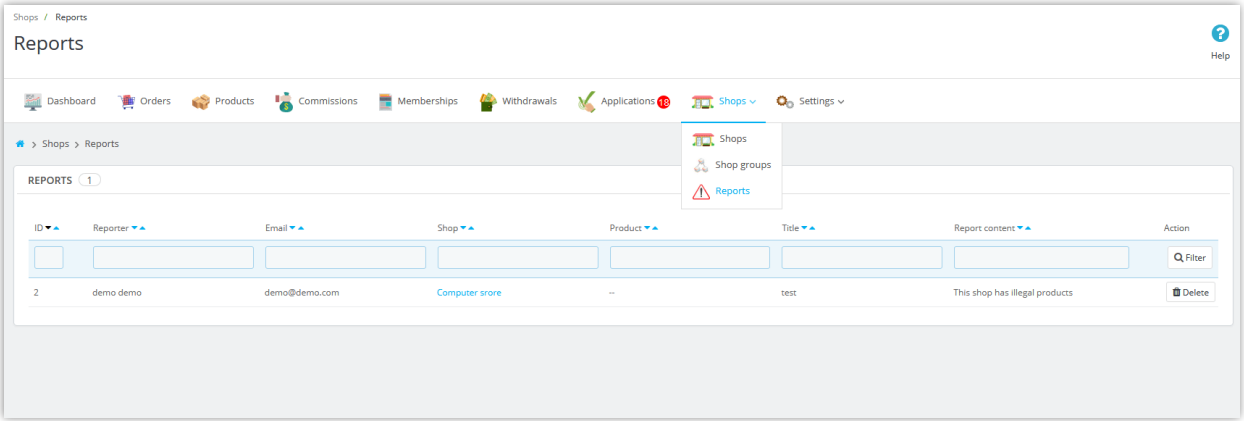
Marketplace Builder allows users to report seller shops and products which they find as illegal or abused. Click on the report icon (flag icon) next to shop name to report a seller shop.



On product detail page, users can report a product by clicking on report icon (flag icon) next to shop name.

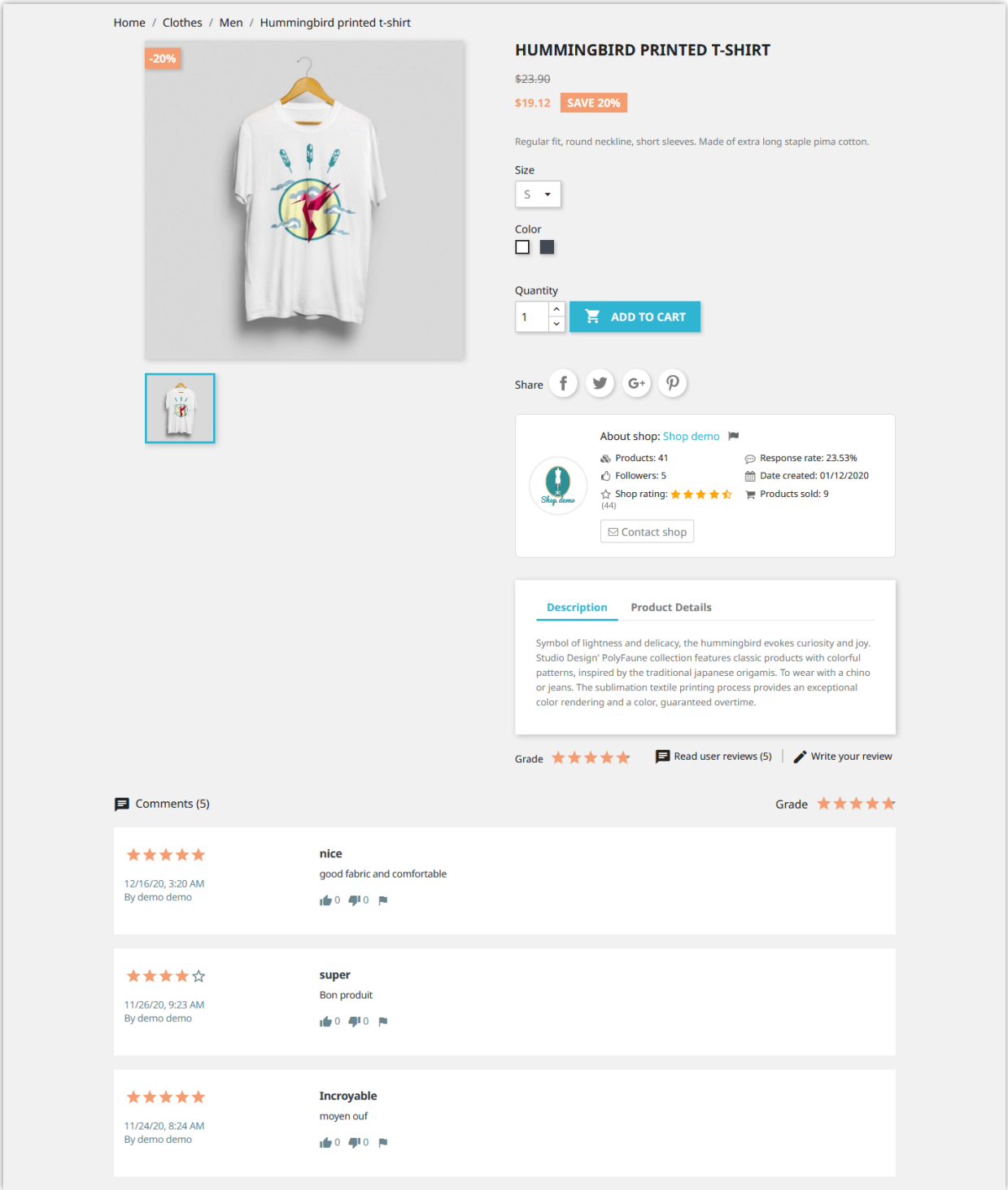


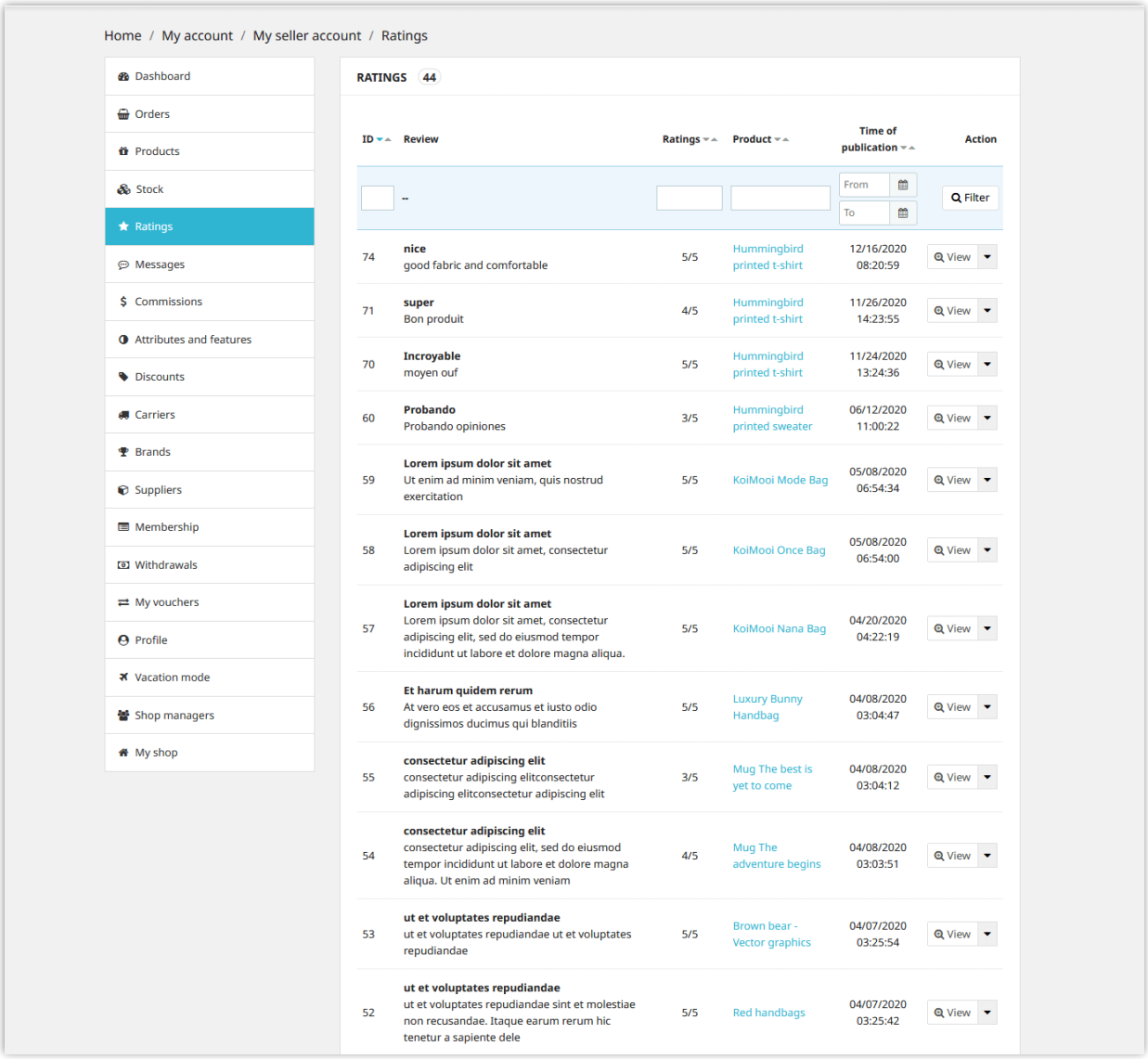
Marketplace admin can view all shop reports and product reports from "**Shops > Reports**" page:



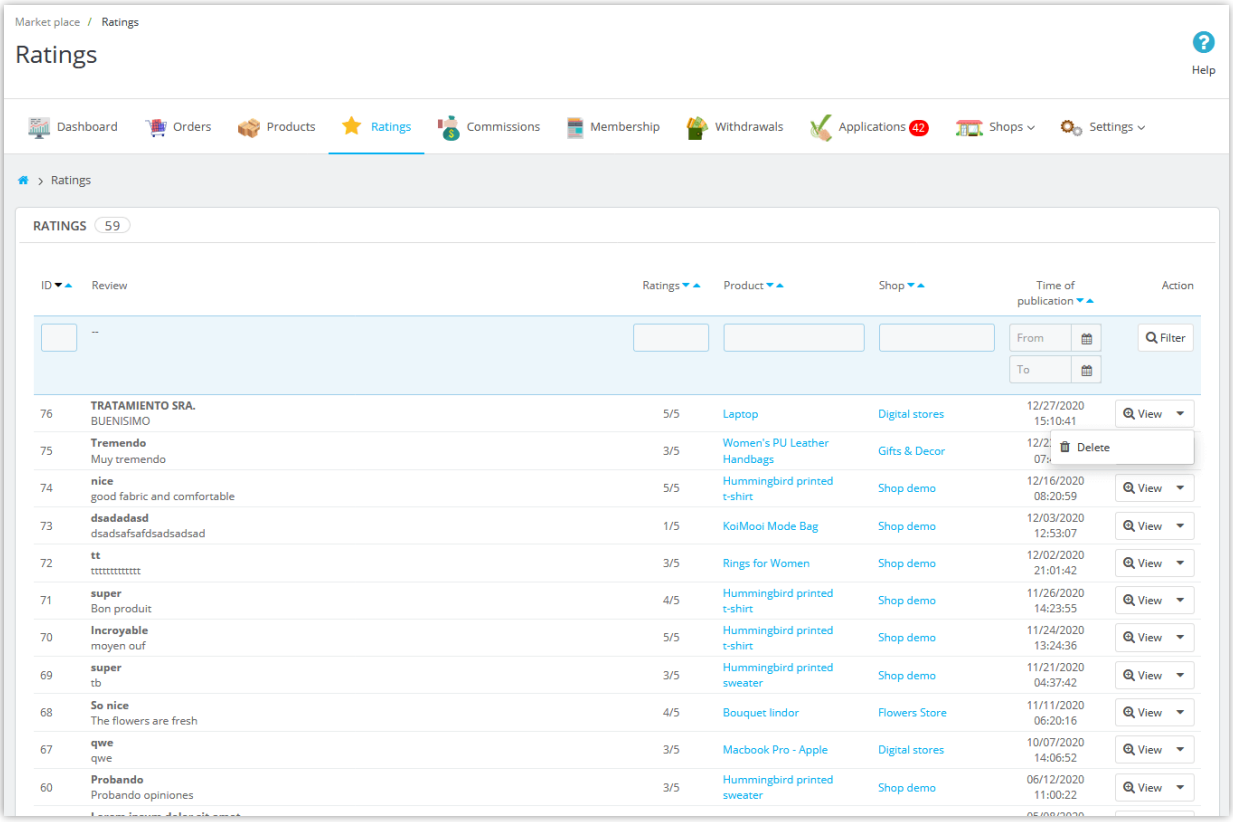
6. Seller product ratings

When customers leave comments and rating about seller products, sellers can view or delete customer comments via "**My seller account > Ratings**" area.



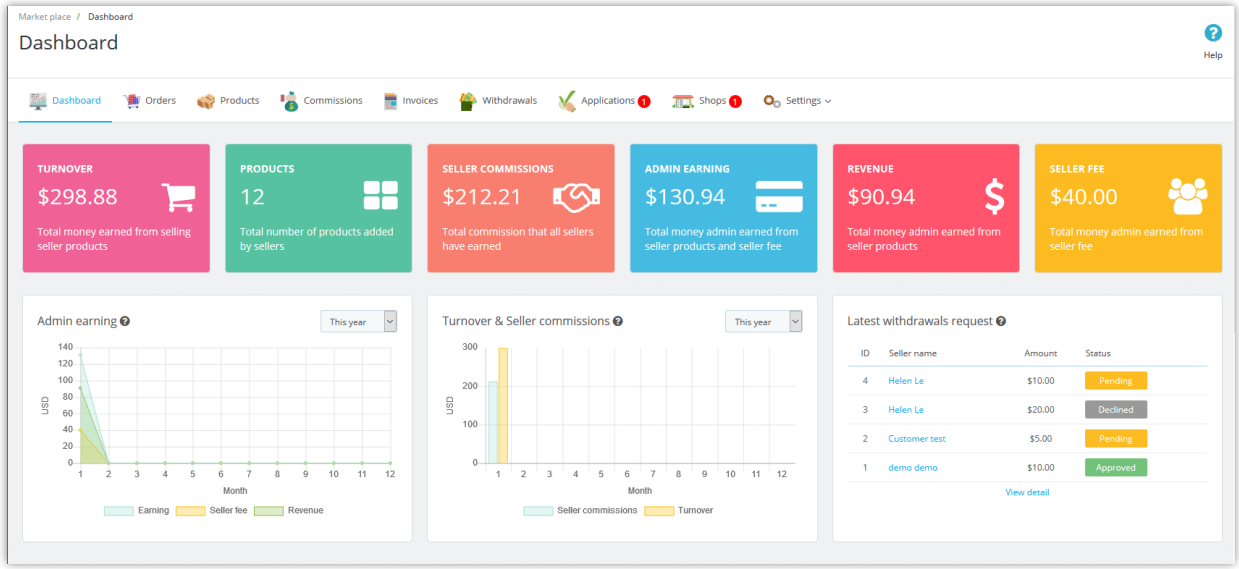


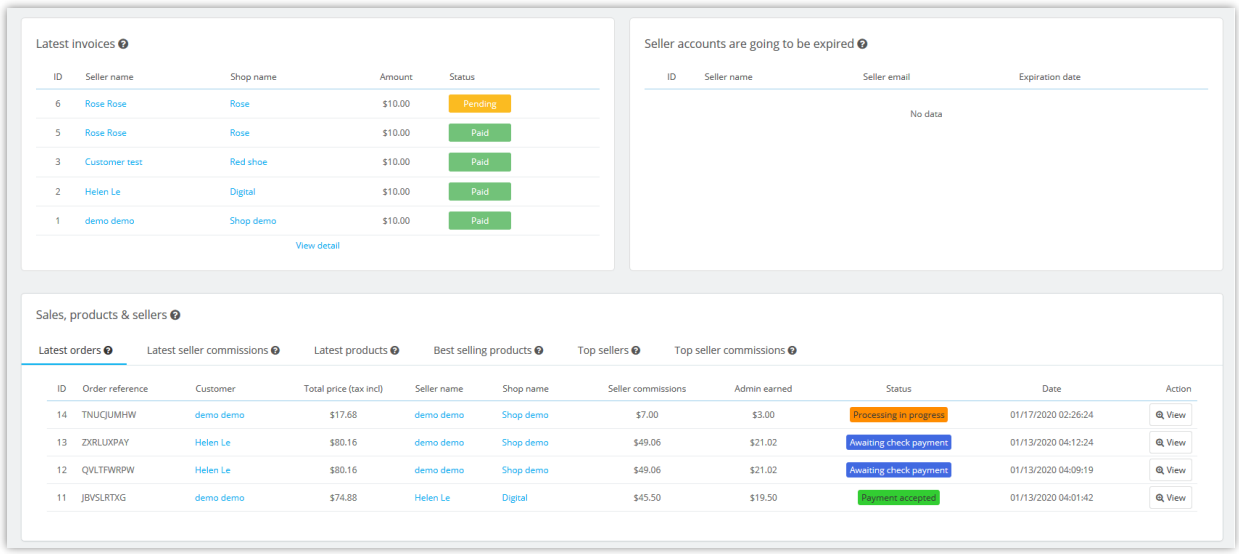
Marketplace admin can also view and delete customer comments from module's back office.



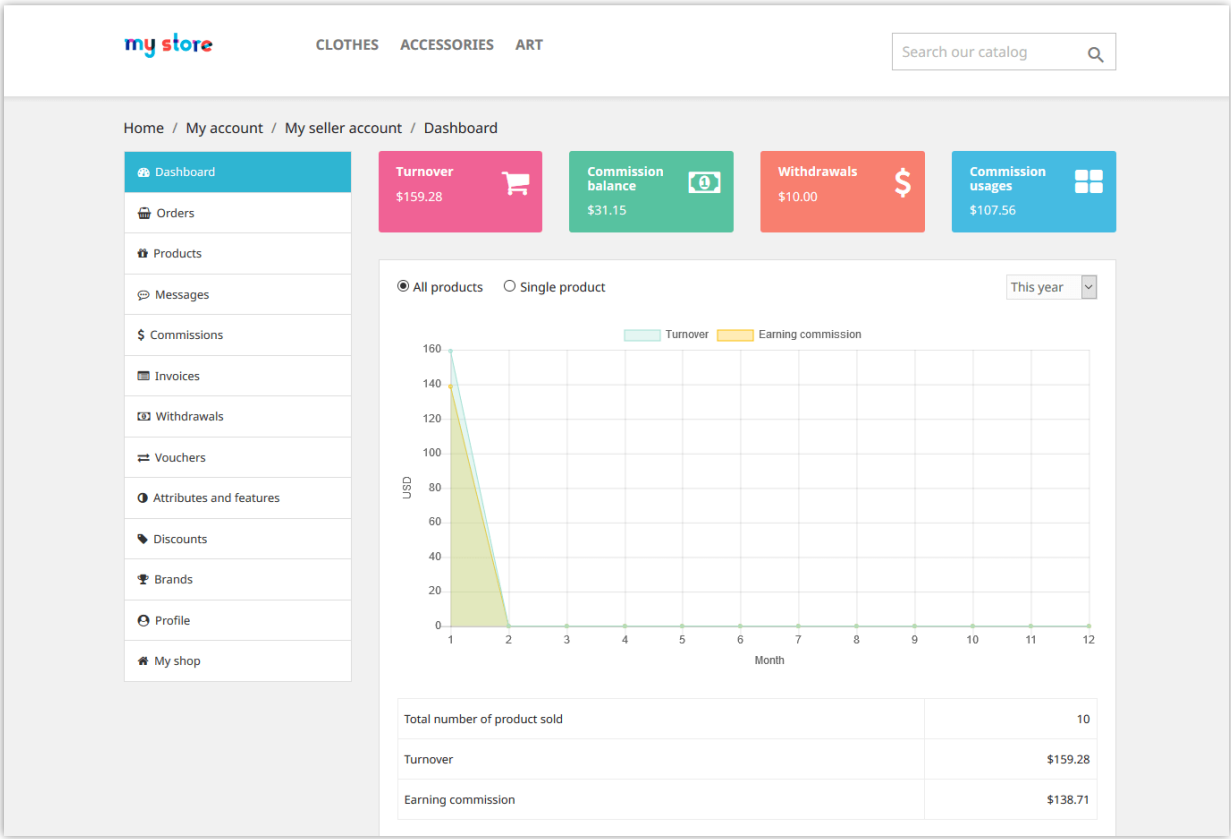
XI. DASHBOARD

Marketplace Builder module comes with a dashboard with detailed statistic charts and helpful information. Marketplace admin can have an overall look about marketplace activities through this dashboard.





Sellers are also provided a dashboard on “My seller account” area to keep track of their shop status, detailed statistic data of turnover, earning commission, etc.



Total number of product sold	10
Turnover	$159.28
Earning commission	$138.71

Best selling products

ID	Image	Product name	Price	Sold quantity	Active	Added date
37		Ship Your Idea	$26.00	4	✔	01/13/2020 02:45:10
35		Charm	$14.56	2	✔	01/13/2020 02:36:43
39		Fugiat	$10.48	2	✔	01/13/2020 02:51:19
30		Rings for Women	$10.40	1	✔	01/12/2020 23:17:27
38		Gold earrings	$15.60	1	✔	01/13/2020 02:47:20

‹ Back to seller account Home

XII. THANK YOU

Thank you again for purchasing our product and going through this documentation. We hope this document is helpful and efficient in the installation and usage of **Marketplace Builder** module. If you do have any questions for which the answer is not available in this document, please feel free to contact us.