



## Product Listing Guide

### Product Listing Guidelines:

1. To start selling your product on uttarakhandhaat.com you first need to list it on uttarakhandhaat.com. Listing is a key process to start selling on uttarakhandhaat.com. Your product listing is the detailed information on your product offering.
2. You can provide your product information such as the product category, brand name, product features and specifications, product images, and price. All these details are available to your customer to help them purchase your product.
3. **Essential Elements of Product Listing:**
  - a. **Product title:** Write a proper product title so that buyer can understand exactly what he/she is looking at.
  - b. **Images:** A product listing should have at least one image of the product. There should be a variety of images too, including images showing the product's size and the product being used. Showing multiple angles of the product and its packaging is also helpful.
  - c. **Image Dimensions:** Image must be in square shape (1:1) and the recommended dimensions are 800x800 pixels. If the submitted images are not square (1:1), listing will not get approved.
  - d. **Image Quality:** You need to upload HD quality image so that the buyer can see the quality of the product through the image. If the submitted images are blur and not representing the products properly the listing will not get approved.
  - e. **Short Description/Bullet points:** Below the price of product listing's page are several bullet points. The best way to use this section is to highlight the product's main features and benefits. Remember, this part of the listing is more important than the full product description because of the position it appears on the page, i.e. above the fold and close to the images, price, and Add to Cart button.
  - f. **Description:** Even though a description is not as important as bullet points, it is still important. It lets you give more information about the product. When writing your product description, think about your customer. What is the information they would most want to know? This is the information you should include.

4. If the product you are listing is not available in stock and you are planning to make the product you listed after receiving the order please mention the processing time in the product description section.
5. If the product you are listing is a custom product like Nameplate etc, and you don't want COD option in the product do mention this detail in short description section while listing the product.
6. If someone buys products listed by you, you will receive the order details on the registered email id. Make sure you check your registered email id every day. The email will consists of the order details like product purchased, quantity, and shipping details like address, contact no and email id.
7. Our team will also notify about the order you received through WhatsApp. If the registered number is not on WhatsApp, share your WhatsApp no with our team on our official contact no. +91 9897340097
8. When you will receive an order you will get the shipping details of the buyer like shipping address, email id, contact no. etc, in any circumstances you must not directly contact the buyer. If you have any queries related to the order contact us at our official support no. Our team will sort out the issues you are facing. Failing this will cause permanent deletion of seller account at Uttarakhandhaat.com
9. You need to ship the products of your own. If you want us to deliver the product you need to place your products at our warehouse based at Haldwani.
10. For the convenience of the buyer, we give the option of COD or Online payment to the buyer at the time of checkout. Make sure that you are able to ship your products with COD facility as well. COD facility for the buyer is not available above order value Rs. 2000. If you have any query regarding that our team can guide you to resolve the issue you have. Feel free to get in touch with us.
11. Once you ship the product you need to share the shipping details like Shipping Company Name and AWB No through WhatsApp on our official no. +91 9897340097
12. As you are shipping the products of your own you need to send us the proof of delivery on the day product get delivered. After receiving the proof of delivery from your end, the payment will be transferred to you in 3-5 working days.
13. Payment will be transferred by your preferred method e.g., through UPI, Net Banking, etc. We prefer UPI for faster transactions. You need to share your preferred payment method to our team so that we can add your preferred payment in our system.
14. We offer 3 days Return Policy to the customer, if the customer wants to return the product and our return and refund manager accepts their request no amount will be disbursed to you from Uttarakhand Haat. If the customer wants a replacement of the product, you need to resend the product to the customer and once the product is delivered we will initiate the payment.

# Factors to Consider While Deciding the Product Price

**Here are a few points you need to consider while deciding the product's price.**

1. We charge a 10% commission on every sale as Admin Fee.
2. There is a Flat 10% Off Coupon on the website that can be used by the buyer.
3. If the cart value exceeds Rs. 1000, we offer free delivery. Below that we charge Rs. 65 (Fixed) for delivery.

**Example 1:** If you decide the price of one of your products Rs. 100 and you get a sale.

Here is calculation of how the system works.

**Product Price:** Rs. 100

**Coupon Applied:** 10% Off = Rs. 10

**Shipping Cost:** Rs. 65

**Amount We Received:** Rs. 155

**Our Commission:** 10% of the Sale = 10% of Rs. 90 = Rs. 9

**Amount You Will Get:** Rs. 81 + Rs. 65 (Shipping) = Rs. 146

**Example 2:** If your product cost is above Rs. 1000 i.e Rs. 1200

Here is calculation of how the system works.

**Product Price:** Rs. 1200

**Coupon Applied:** 10% Off = Rs. 120

**Shipping Cost:** Nil

**Amount We Received:** Rs. 1080

**Our Commission:** 10% of the Sale = 10% of Rs. 1080 = Rs. 108

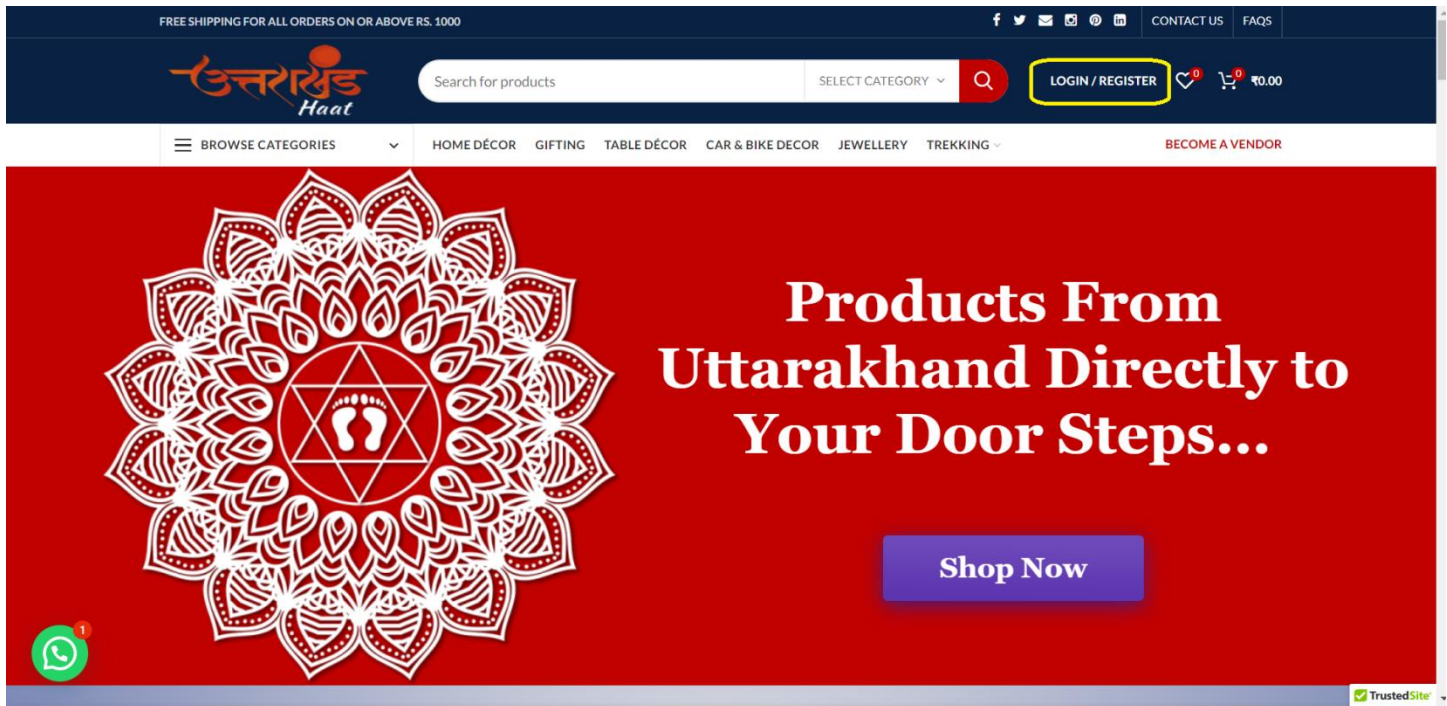
**Amount You Will Get:** Rs. 972

**Keeping all these factors in mind you need to decide the pricing of the products before listing.**

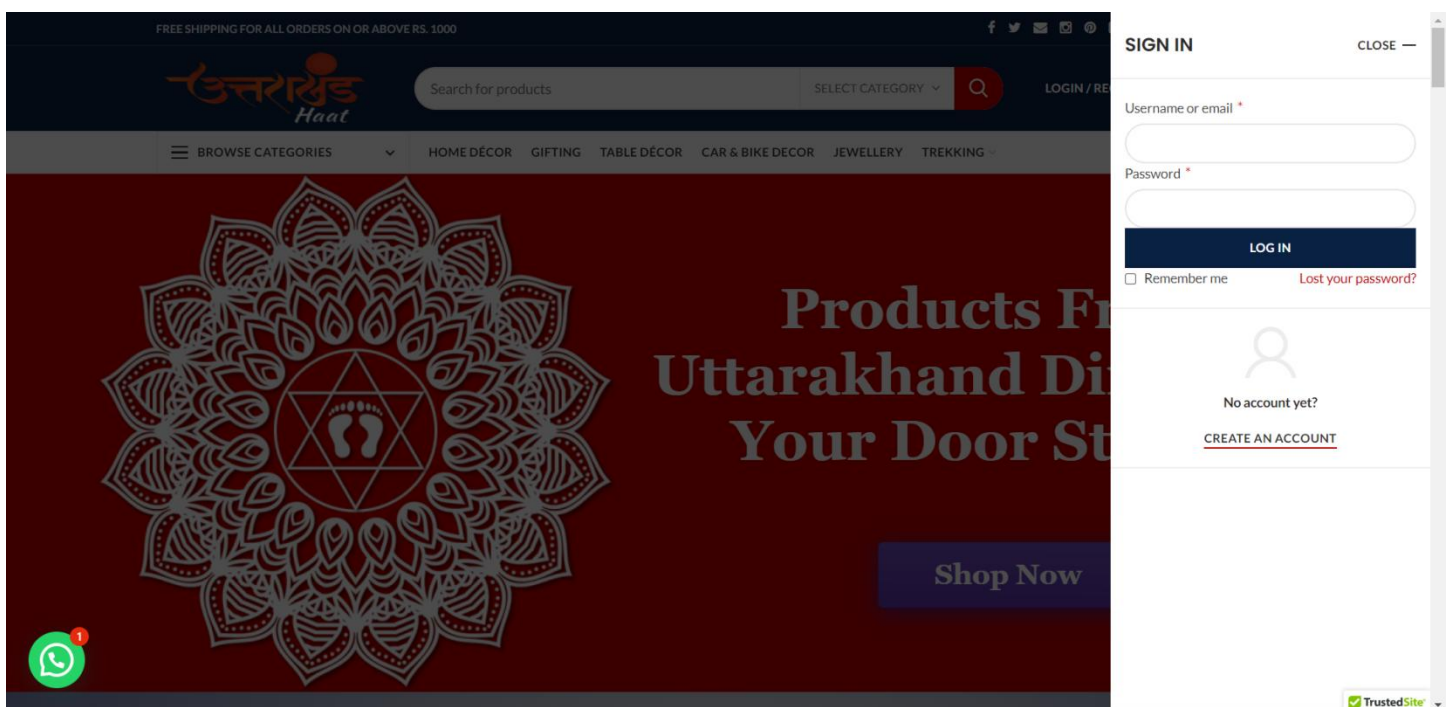
# How to Add Products Using Desktop

**Step 1:** Visit [www.uttarakhandhaat.com](http://www.uttarakhandhaat.com)

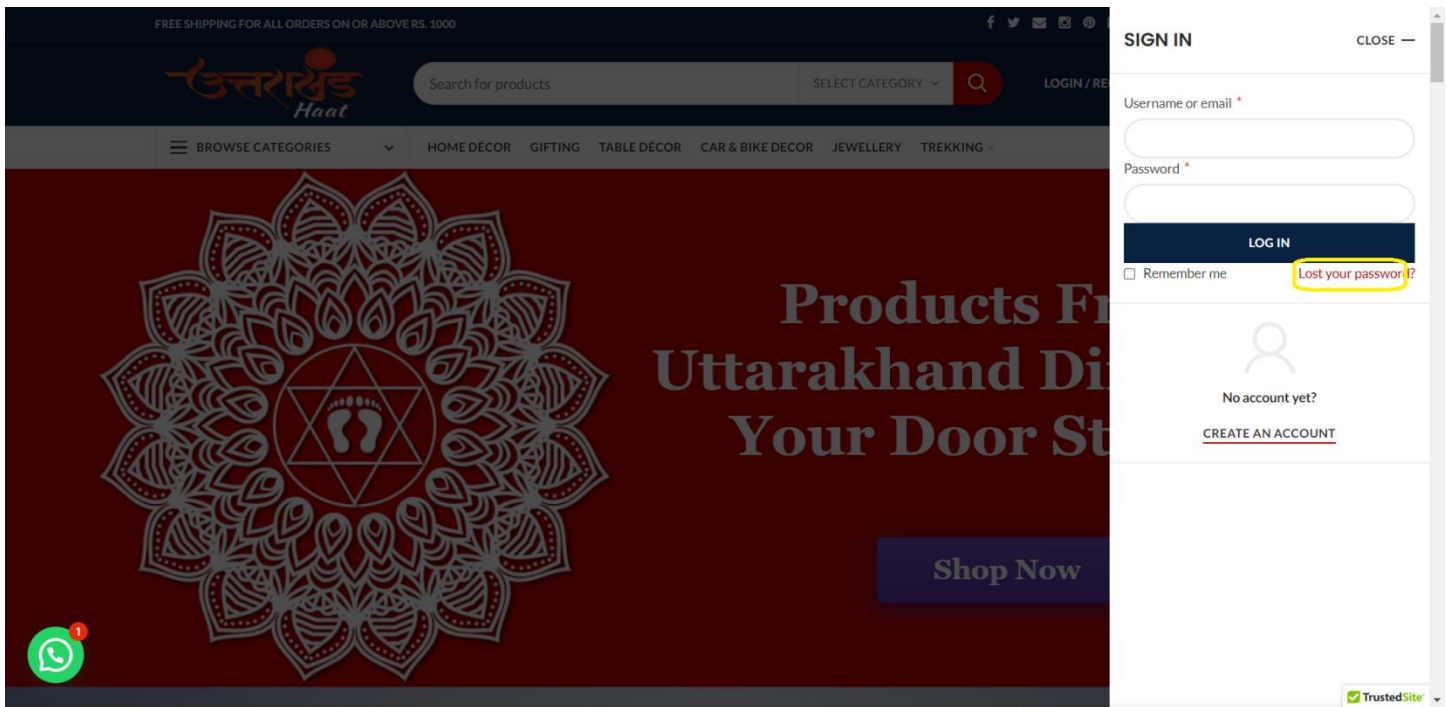
**Step 2:** Click on the Login/Register Button on the top right corner. Shown in the image below.



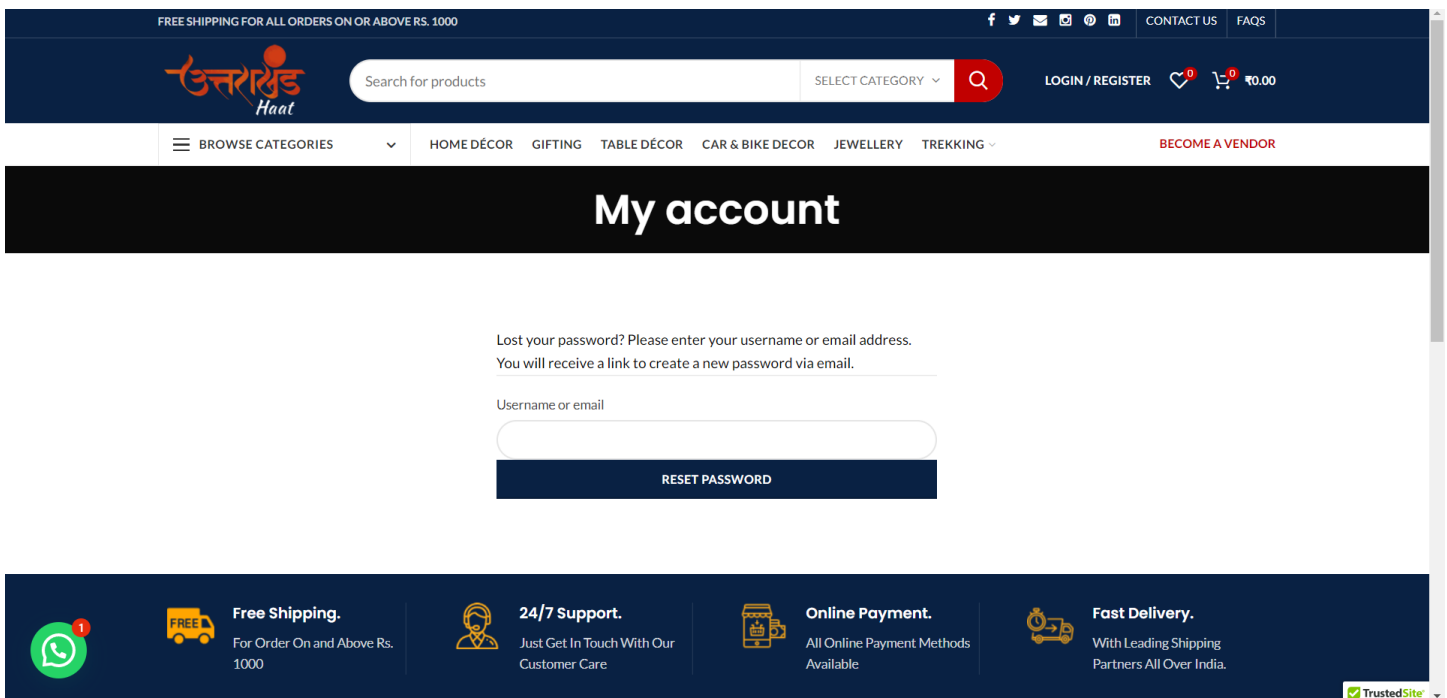
**Step 3:** Insert your login details in the given field and hit Log In Button to login to your account.



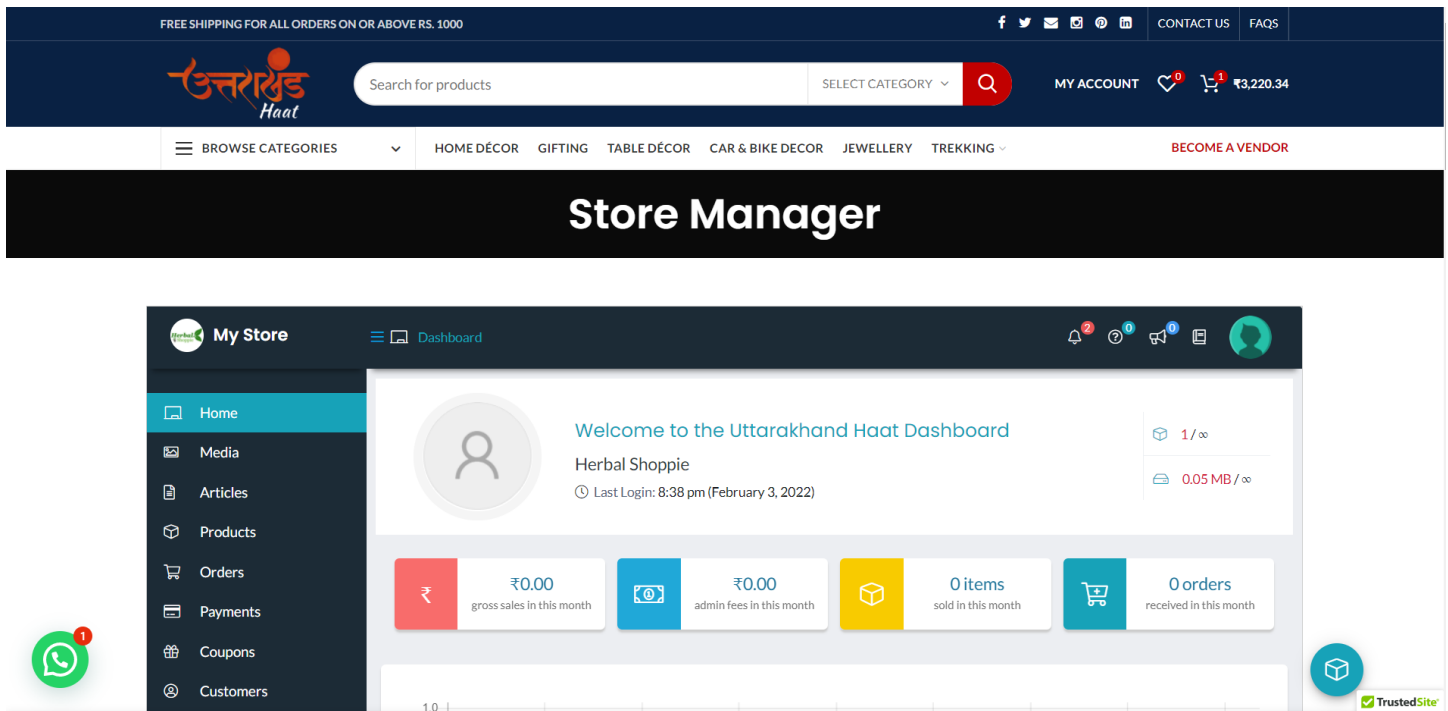
**Step 4:** In case you are not remembering your password, you can click on Lost Your Password to reset it.



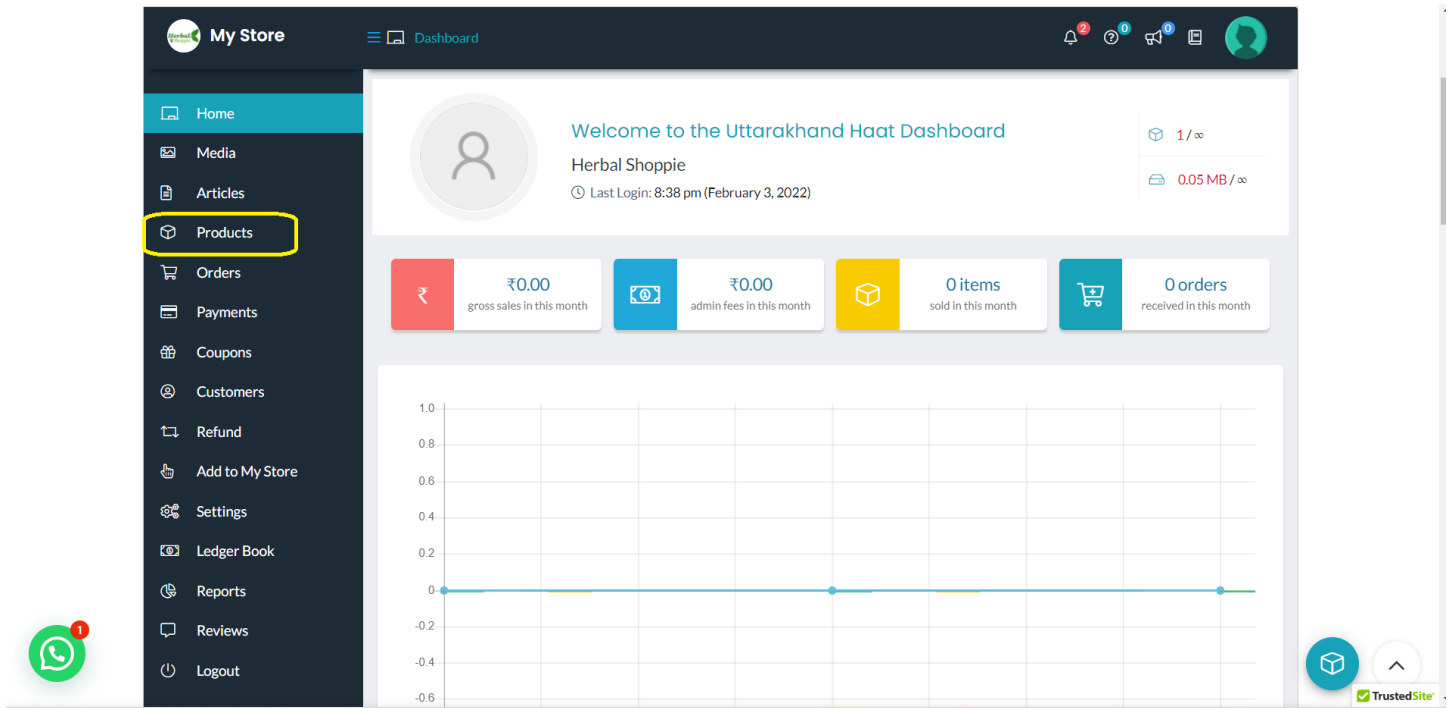
**Step 5:** This window will open when you click on Lost Your Password. Here you can put your registered email to reset password. When you will click on Reset Password you will receive an email to the registered email id with instruction to reset the password.



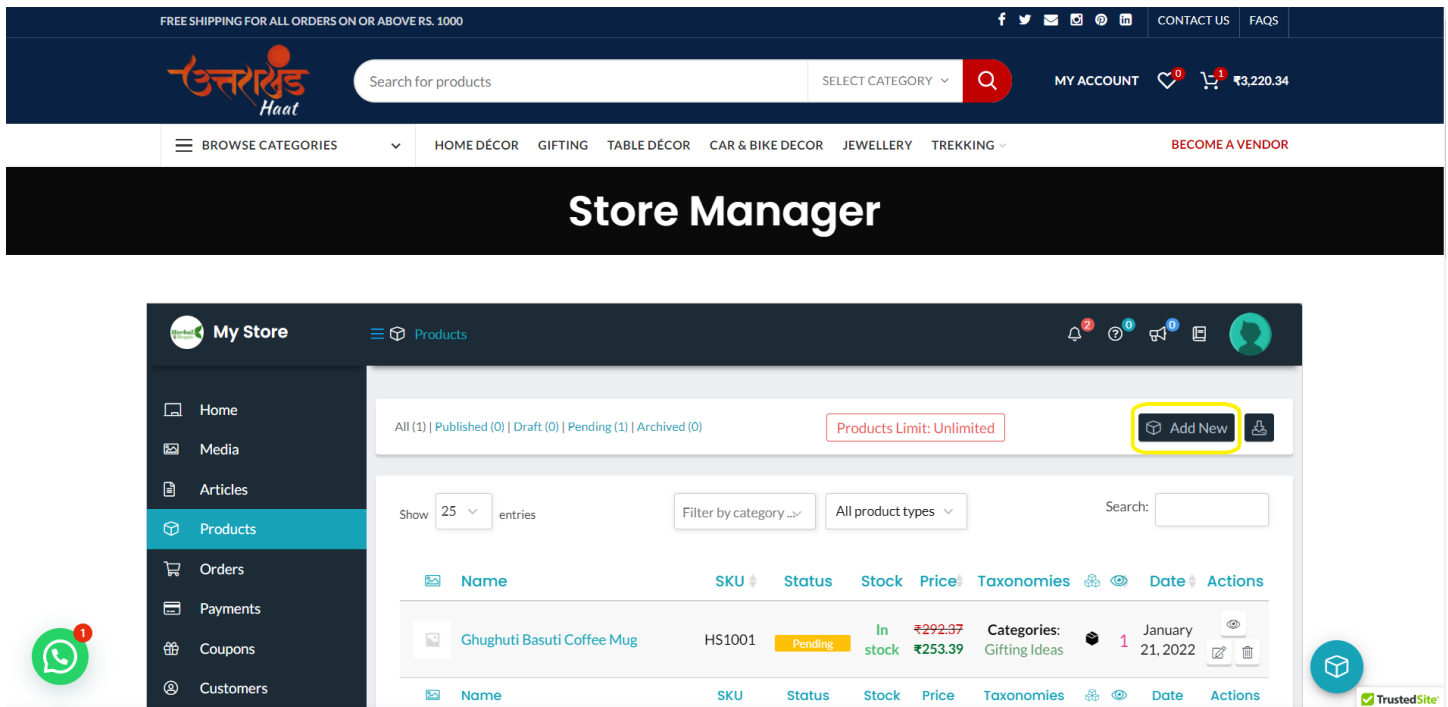
**Step 6:** Now you are logged in to your Vendor panel.



**Step 7:** Click on Product Option from the menu.

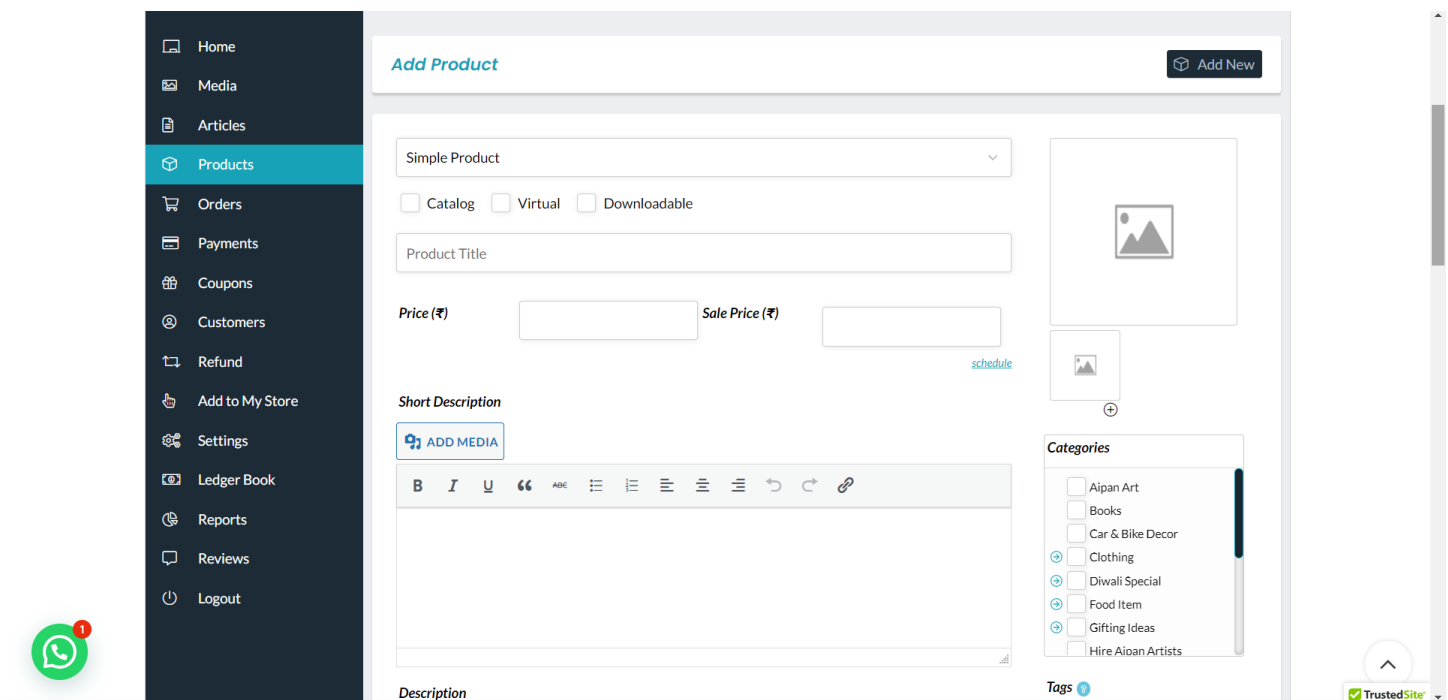


**Step 8:** To add product click on the Add New Option as shown in the image below.



**Step 9:** Once you will click on Add Product Option this below shown screen will open. Now put the Product details like Product Title, MRP, Discounted Price (If Any), Short Description, Long Description, and Select the category where your product falls from the list provided.

**Note:** As you are adding physical products you need not to select any options from catalog, virtual, and Downloadable.



**Step 10:** To add Product Image click on the option shown in the image below.  
(Note: Use Square Images, Best Resolution 800x800 pixels)

**Add Product**

Simple Product

☐ Catalog ☐ Virtual ☐ Downloadable

Product Title

Price (₹)  Sale Price (₹)

Short Description

**ADD MEDIA**

**Categories**

- ☐ Aipan Art
- ☐ Books
- ☐ Car & Bike Decor
- ☒ Clothing
- ☒ Diwali Special
- ☒ Food Item
- ☒ Gifting Ideas
- ☐ Hire Aipan Artists

**Tags**

**Step 11:** After putting the product information now you need to provide SKU (Stock Keeping Unit) Code.

**Inventory**

SKU

Manage Stock? ☐

Stock status

Sold Individually ☐

**DRAFT** **SUBMIT FOR REVIEW**



**Step 12:** If you want to show the number of units available click on Manage Stock Option and fill the quantity available with you.

The first screenshot shows a sidebar with options: Inventory, Shipping, Tax, Attributes, Linked, SEO, and Product Policies. The main form has fields for SKU, Manage Stock? (checkbox), Stock status (dropdown), and Sold Individually (checkbox). The 'Manage Stock?' checkbox is highlighted with a yellow box.

The second screenshot shows the same form with 'Manage Stock?' checked, 'Stock Qty' set to 0, and 'Allow Backorders?' set to 'Do not Allow'.

**Step 13:** After filling the details click on Submit For Review button to submit your product for review. Your product will be reviewed within 24 hours.

This screenshot shows the same form as the previous ones, but with the 'DRAFT' and 'SUBMIT FOR REVIEW' buttons visible at the bottom right. A WhatsApp icon is visible in the bottom left corner, and a 'TrustedSite' logo is in the bottom right corner.

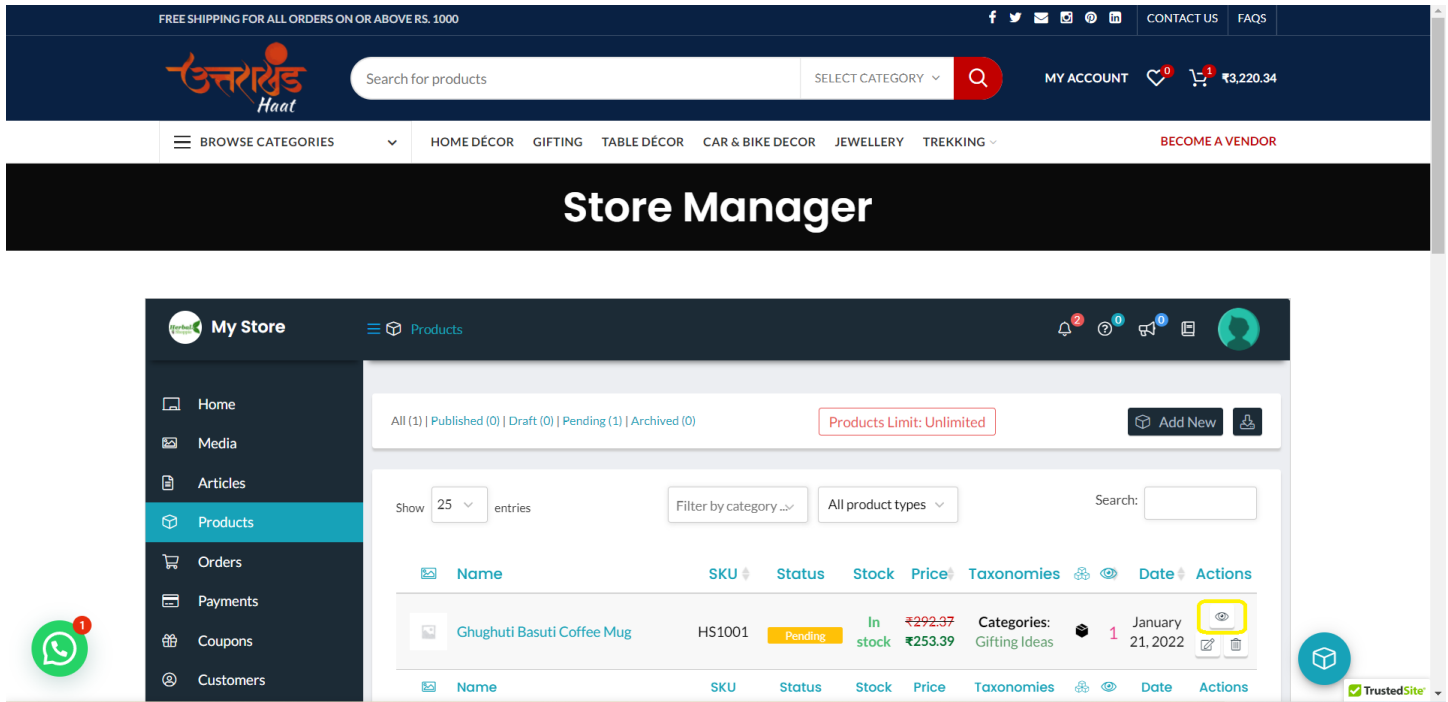
**Step 14:** After submission you can see the status of your products in a small menu as shown below.

The screenshot shows the 'Store Manager' interface. At the top, there's a navigation bar with the 'उत्तराखण्ड Haat' logo, a search bar, and a 'SELECT CATEGORY' dropdown. Below this is a menu with 'BROWSE CATEGORIES', 'HOME DÉCOR', 'GIFTING', 'TABLE DÉCOR', 'CAR & BIKE DECOR', 'JEWELLERY', and 'TREKKING'. A 'BECOME A VENDOR' link is on the right. The main heading is 'Store Manager'. Below this, the 'My Store' dashboard is visible. It includes a sidebar with 'Home', 'Media', 'Articles', 'Products' (highlighted), 'Orders', 'Payments', 'Coupons', and 'Customers'. The main content area shows a filter bar with 'All (1) | Published (0) | Draft (0) | Pending (1) | Archived (0)' (highlighted with a yellow box), 'Products Limit: Unlimited', and 'Add New' button. Below the filter bar, there's a table with columns: Name, SKU, Status, Stock, Price, Taxonomies, Date, and Actions. The first row shows 'Ghughuti Basuti Coffee Mug' with SKU 'HS1001', Status 'Pending', Stock 'In stock', Price '₹292.97' and '₹253.39', Categories 'Gifting Ideas', and Date 'January 21, 2022'. The 'Actions' column has an 'Edit' icon (highlighted with a yellow box) and a 'Delete' icon.

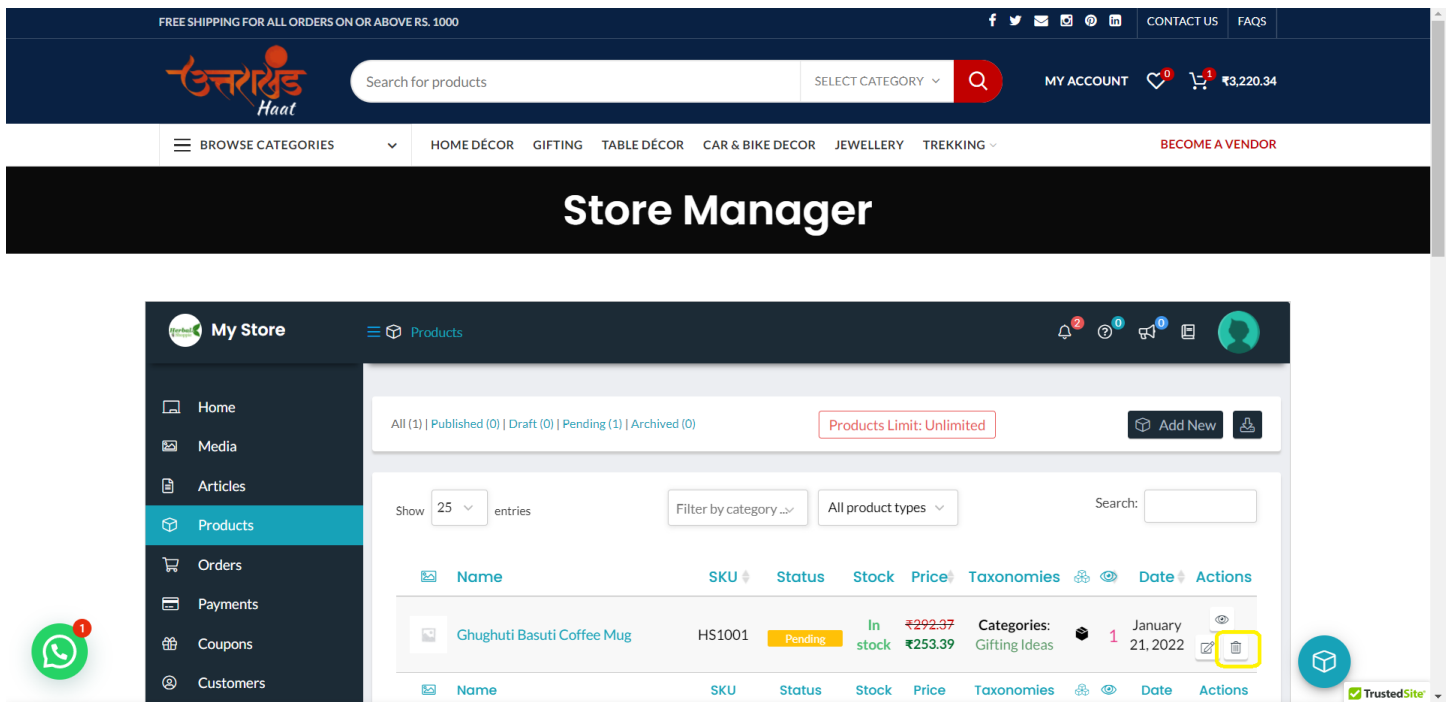
**Step 15:** If you miss some information or you want to edit the product details, click on the Edit button under the Action section to make an edit to your product listing. Shown in image below.

This screenshot is identical to the previous one, showing the 'Store Manager' interface. The 'Edit' icon in the 'Actions' column for the 'Ghughuti Basuti Coffee Mug' product is highlighted with a yellow box, indicating where to click to edit the product details.

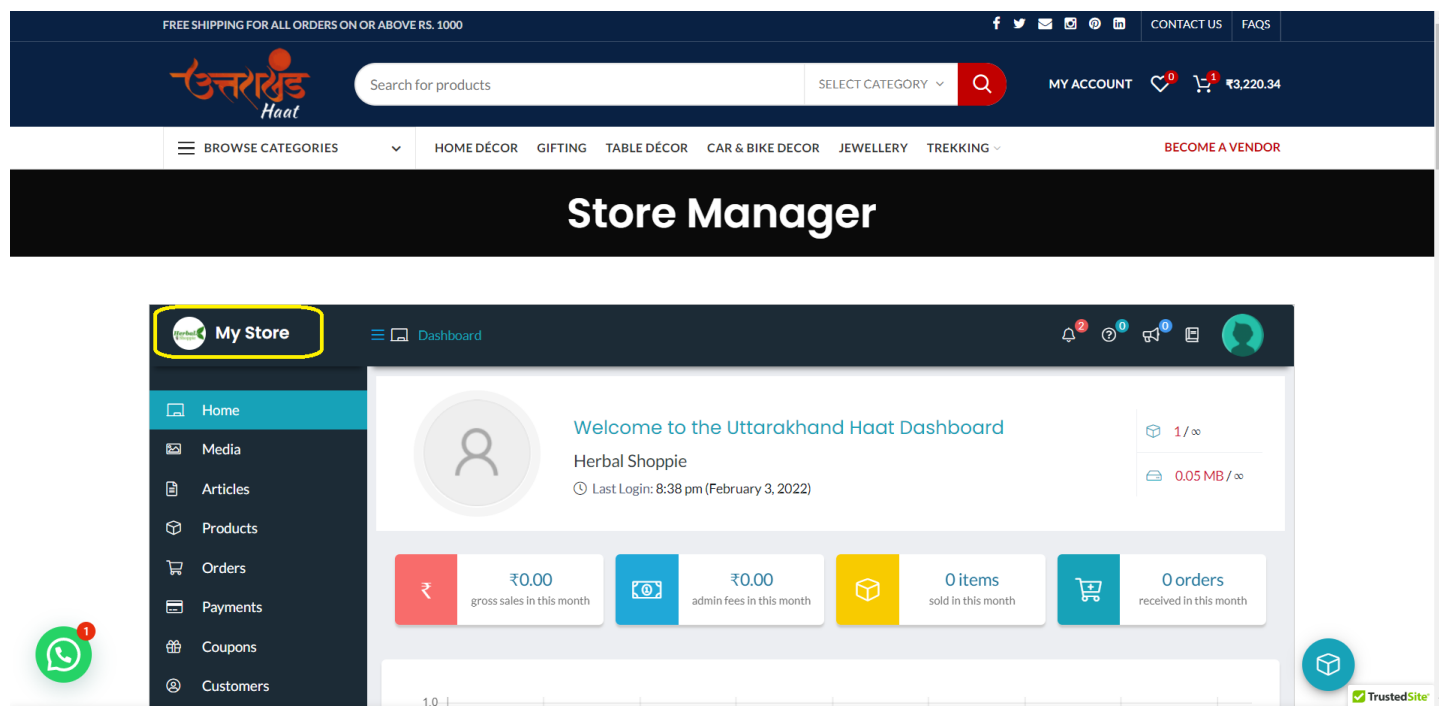
**Step 16:** To see how your product will display at [www.uttarakhandhaat.com](http://www.uttarakhandhaat.com) click on the eye button under the action section. Shown in the image below.



**Step 17:** If you want to delete any product from listing, click on the bin button under the Action section. Shown in the image below.



**Step 18:** If you want to see how your store will be visible to the people visiting the website click on the My Store at the top. Also you can share this link to your friends, your followers etc to promote your store and make more sale.



## How to Add Variable Products:

### **What is Variable Product?**

If one product is available in various options like different size, color, style etc called a variable product. An example of a 'variable' product, which is a product with different options at different pricing. A variable product allows you to choose from several variable options from a drop-down menu. For example: a common variable product would include different options with different pricing.

For example one product you want to list is T-Shirt, it will be a variable product as it may have various size like Small, Medium, Large, Extra Large Etc.

### Steps to Add a Variable Product:

**Step 1:** Follow the Above Mentioned Steps till Step 8.

**Step 2:** Once you will click on Add Product Option this below shown screen will open. Now Click anywhere in the box shown below. You will get a dropdown menu.

The screenshot shows the 'Add Product' form in a dashboard. On the left is a dark sidebar with menu items: Home, Media, Articles, Products (highlighted), Orders, Coupons, Store Vendors, Customers, Refund, Settings, Capability, Withdrawal, Reports, Reviews, and Logout. The main content area is titled 'Add Product' and includes an 'Add New' button with a WordPress logo. A dropdown menu is open, showing 'Simple Product' as the selected option. Below the dropdown are checkboxes for 'Catalog', 'Virtual', and 'Downloadable'. There are input fields for 'Product Title', 'Price (₹)', and 'Sale Price (₹)'. A 'Short Description' section has an 'ADD MEDIA' button and a rich text editor with various formatting tools. On the right, there are image upload boxes and a 'Categories' list with checkboxes for: Alpan Art, Beauty & Wellness, Books, Car & Bike Decor, Clothing, Diwali Special, and Food Item. A 'Track' button is visible on the far right.

**Step 3:** Select the option “Variable Product” from the dropdown menu.

This screenshot shows the same 'Add Product' form, but the dropdown menu is open and 'Variable Product' is now selected and highlighted in blue. The other elements of the form, including the sidebar, input fields, and category list, remain the same as in the previous screenshot.

**Step 4:** Once you will select “Variable Product” option you will get a screen as shown below. Now put the Product details like Product Title, Short Description, Long Description, and Select the category where your product falls from the list provided.

The screenshot shows the 'Add Product' interface. On the left is a dark sidebar with navigation links: Home, Media, Articles, Products (highlighted), Orders, Coupons, Store Vendors, Customers, Refund, Settings, Capability, Withdrawal, Reports, Reviews, and Logout. The main content area is titled 'Add Product' and features a dropdown menu set to 'Variable Product'. Below this is an unchecked 'Catalog' checkbox and a 'Product Title' text field. The 'Short Description' section includes an 'ADD MEDIA' button and a rich text editor with formatting tools (bold, italic, underline, quote, link, etc.). The 'Description' section also has an 'ADD MEDIA' button and a rich text editor. On the right, there is a media gallery with a placeholder image and a 'Categories' list with checkboxes for various product categories. A 'Track' button is located at the bottom right of the form.

As you are selling the product through our website thus you need not to select Catalog option.

**Step 5:** Now add Product Image by clicking on the option shown in the image below.  
(Note: Use Square Images, Best Resolution 800x800 Pixels)

This screenshot is identical to the previous one, showing the 'Add Product' form. A green rectangular box highlights the media gallery area on the right side of the form, which contains a placeholder image and a small 'ADD MEDIA' button. This highlights the area where a user should click to upload a product image.

**Step 6:** After entering all the basic details like Product Title, Short Description, Detailed Description etc as mentioned in previous steps. Scroll and Click on “Inventory” available at the left side menu. Provide SKU (Stock Keeping Unit) Code in the box.

The screenshot shows a web interface for managing product inventory. On the left, a dark sidebar contains a menu with items: Inventory (highlighted with a yellow box), Shipping, Tax, Attributes, Variations, Linked, SEO, Product Policies, Store, and Commission. The main content area is white and contains the following fields:

- SKU**: A text input field.
- Manage Stock?**: A checkbox.
- Stock status**: A dropdown menu currently showing "In stock".
- Sold Individually**: A checkbox.

At the bottom right of the interface, there are two buttons: "DRAFT" and "SUBMIT". To their right is a blue "Track" button with a barcode icon, and a circular button with an upward-pointing arrow.

**Step 7:** If you want to show the number of units available click on Manage Stock Option and fill the quantity available with you.

This is a close-up view of the "Manage Stock?" checkbox in the interface. The checkbox is currently unchecked. It is highlighted with a yellow rectangular box. The surrounding interface elements, including the sidebar menu and other form fields, are partially visible in the background.

Inventory

Shipping

Tax

Attributes

Linked

SEO

Product Policies

SKU

Manage Stock?

Stock Qty

Allow Backorders?

Sold Individually

☒

0

Do not Allow

☐

**Step 8:** Now Click on “Attributes” option given on the left side menu. You will get this screen as shown below.

Inventory

Shipping

Tax

Attributes

Variations

Linked

SEO

Product Policies

Store

Commission

Attributes

☐ Brand

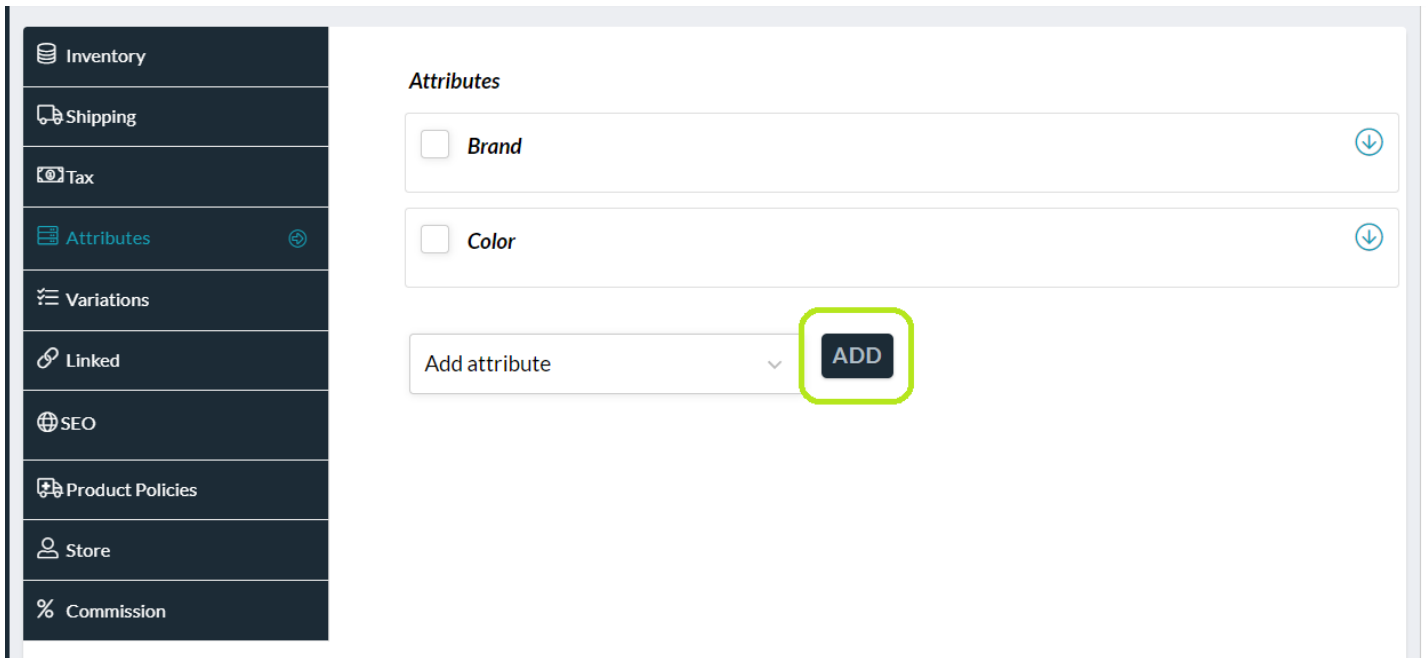
☐ Color

Add attribute

ADD



**Step 9:** Click on the “ADD” button.



After clicking “ADD” button, you will get the screen as shown below. Now enter the Name of Variation like “Select Size” or Simply “Size” in the box in front of Name.

In the value(s) section add variation of size as applicable separated by “|” symbol. Like Small | Medium | Large | XL and more.

**Step 10:** After filling the details click on the “Variations” in the left side menu. You will get the screen as shown below.

Inventory

Shipping

Tax

Attributes

Variations

Linked

SEO

Product Policies

Store

Commission

Default Form Values: Any Select Size ..

Variations Bulk Options: Choose option

Any Select Size ..

Enable ☒ Virtual ☐

Manage Stock ☐

Image

Regular Price(₹)  Sale Price(₹)

SKU  Stock status

Commission Rule

Commission Mode

Track

**Step 11:** Leave “Default From Value” as it is. To create every possible combination of variations from your attributes and their values click on Choose Option Box in front of “Variations Bulk Options”. A dropdown menu will open as shown below. Select “Create variations from all attributes” from the dropdown menu.

Inventory

Shipping

Tax

Attributes

Variations

Linked

SEO

Product Policies

Store

Commission

Default Form Values: Any Select Size ..

Variations Bulk Options: Choose option

Any Select Size ..

Enable ☒ Virtual ☐

Manage Stock ☐

Image

Regular Price(₹)  Sale Price(₹)

SKU  Stock status

Commission Rule

Commission Mode

Track

Choose option

Create variations from all attributes

Status

- Enable all Variations
- Disable all Variations
- Set variations "Virtual"
- Set variations "Non-Virtual"

Pricing

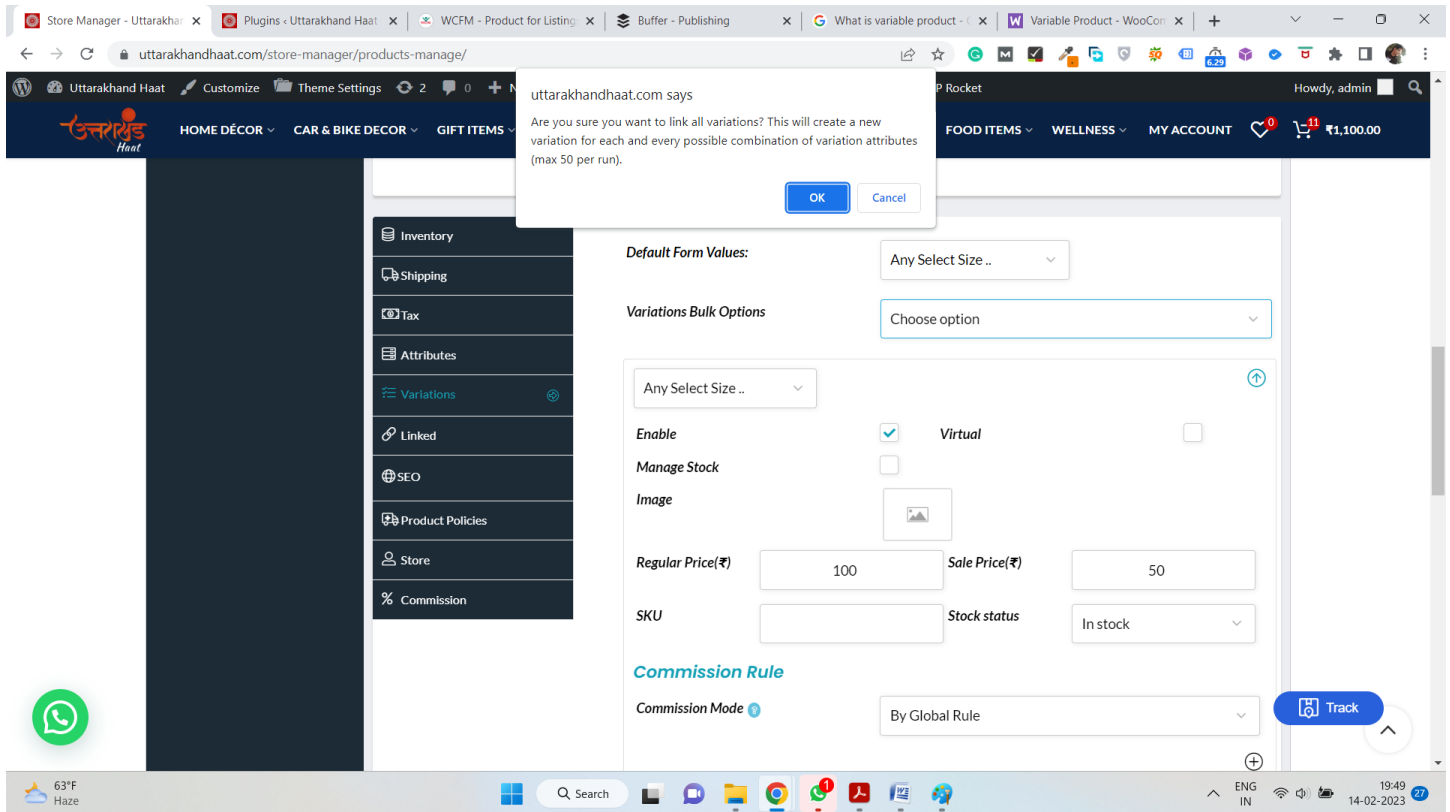
- Regular prices
- Regular price increase
- Regular price decrease
- Sale prices
- Sale price increase
- Sale price decrease

Inventory

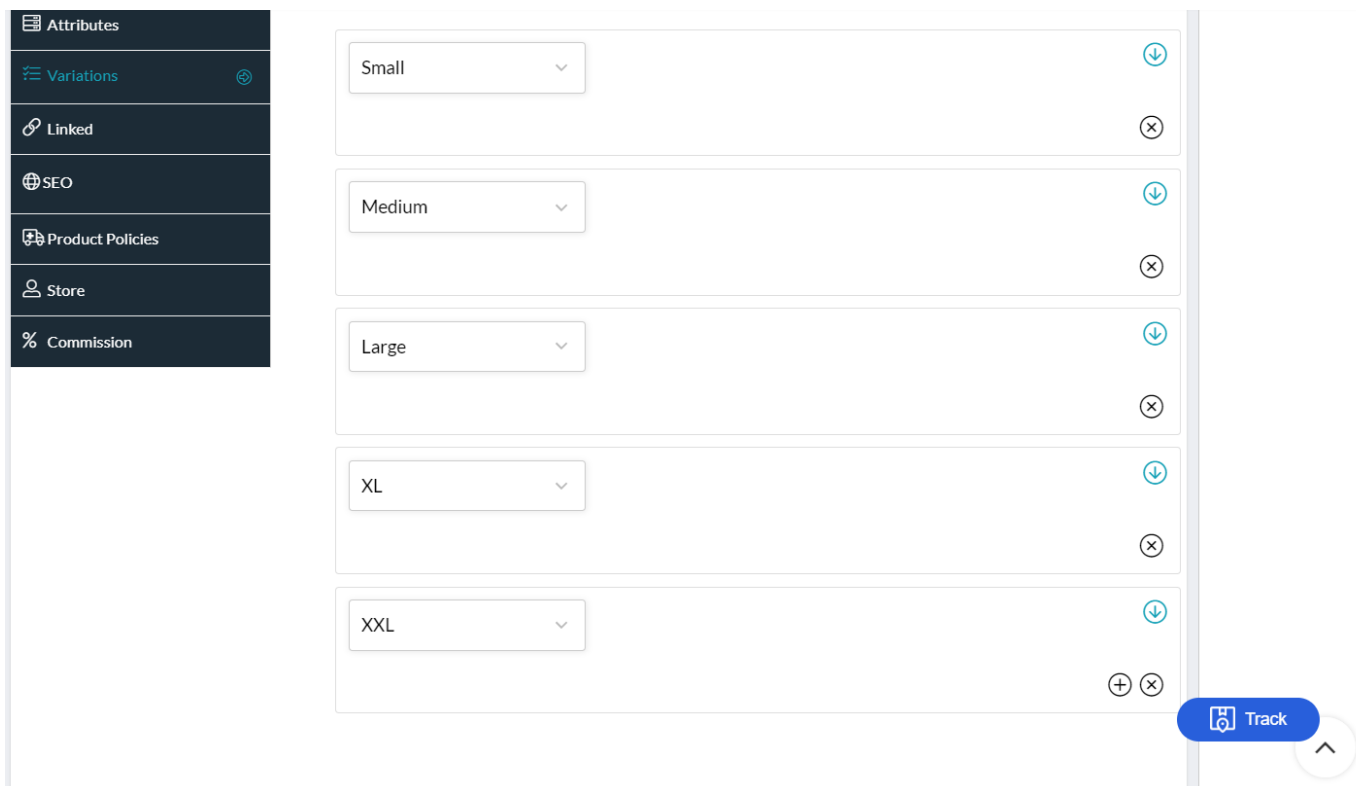
- ON "Manage stock"
- OFF "Manage stock"
- Stock
- Increase Stock
- Set Status - In stock

By Global Rule

**Step 12:** When you will click on “Create variations from all attributes” from the dropdown. A popup will appear as shown below. Click on “OK” button to create all variation.



When you will hit the “OK” button, the system will generate all the variables as shown below.



**Step 13:** Click the small arrow on the right side of the box (Shown below in the image) of all variables.

Attributes

Variations

Linked

SEO

Product Policies

Store

Commission

Small

↓

⬇

ⓧ

Medium

↓

⬇

ⓧ

Large

↓

⬇

ⓧ

XL

↓

⬇

ⓧ

XXL

↓

⬇

ⓧ

**Step 14:** Fill the details required like variable image, variable price etc as applicable.

Attributes

Variations

Linked

SEO

Product Policies

Store

Commission

Small

Enable

Manage Stock

Image

Regular Price(₹)

SKU

Commission Rule

Commission Mode

By Global Rule

Virtual

Virtual

Regular Price(₹)

Sale Price(₹)

SKU

Stock status

In stock

Commission Rule

Commission Mode

By Global Rule

Medium

Large

**Step 15:** Click on “SUBMIT” button to submit your product for review. Your product will be reviewed within 24 hours.

The screenshot displays a user interface for submitting a product. On the left, a dark sidebar contains two menu items: 'Store' with a person icon and 'Commission' with a percentage icon. The main area features three vertically stacked dropdown menus for selecting sizes: 'Large', 'XL', and 'XXL'. Each dropdown has a blue downward arrow icon on its right side. To the right of each dropdown is a circular icon with a white 'x' on a dark background. Below the 'XXL' dropdown, there are two circular icons: one with a white '+' and one with a white 'x' on a dark background. At the bottom right of the main area, there are three buttons: 'PREVIEW', 'DRAFT', and 'SUBMIT'. The 'SUBMIT' button is highlighted with a green rectangular border. To the right of these buttons is a blue button with a white icon of a document with a checkmark and the text 'Track'. Below the 'Track' button is a small circular button with a white upward arrow on a dark background.

**Note:** If you face any trouble in listing your variable product or any other product get in touch with our support team through WhatsApp or Call at +91 9897340097