

NWS Ecommerce Features

Products: Created using posts that you can categorize, tag etc.

Types of products you may add:

- Tangible **regular** products
- Tangible products with **selectable options**
- Tangible products with **price affecting selectable options**
- **Digital** products with or without **Licence keys, self-hosted** or **Payloadz hosted**, with or without **expiration date**.
- ***Affiliate Products** with „Buy Now“ buttons

***Shopping Cart Related Products:** Utilizing a combination of WordPress' excellent category, tag and custom taxonomy systems.

Shop modes - more to come...

- **Regular** mode: Takes customer to a payment gateway
- **Inquiry** mode: Sends Shopping Cart contents as email inquiry to merchant
- **PayLoadz** mode: for Payloadz hosted digital goods. You still have the option to self-host your digital goods if desired
- ***Affiliate** mode: transforms your shop to one selling **ONLY** affiliate products.

Basic Inventory Tracking - with a more advanced version on the way...

***Coupon /Voucher Codes**

- Choose between a Specific Amount or Percentage-Based Amount,
- One Time Use or Multiple Use (Reseller)
- Generate a PDF for printing
- Upload your own Custom Background Image for the Printable Vouchers (PSD Template Provided)
- Manage Vouchers- keep track of what is used and when
- Manage your Resellers

***Frontend customer Login/Registration (not required for purchasing) and protected account area** - do your customers really need to see your WordPress backend?

***, „Create and Save“ Customer Wishlist**

Payment options - more to come...

- PayPal (regular)
- Authorize.net
- WorldPay
- Bank transfer in advance
- Cash at store
- Cash on delivery

Shipping:

- Ship Internationally or only Nationwide
- 6 different shipping calculation methods (all explained in the Theme's Options) - more to come...
 - **Free:** what it says. Shipping is free regardless of item number or weight
 - **Flat:** a one time fee applied regardless of item number or weight
 - **Flat Limit:** same as FLAT above with the only difference that for orders above a certain value shipping is free
 - **Weight Flat:** a set fee amount per kilogramm
 - **Weight Class:** a different fee amount applied to different weight classes.
 - **Per Item:** a fee applied according to how many items are in the cart

Delivery:

- post
- pick up from location
- direct download or email (for digital products)

International Address Formats: Formatted after the UPU, Universal Postal Union guidelines
What this means is that the address format on step 2 of the checkout process auto-adjusts to the required address format for the selected country

Communication:

Notification Emails send to merchant:

- New Order
- New Pending Payment Order
- Cleared Pending Transaction
- New Inquiry
- Low Stock
- Low Licence Keys
- *New Registered Member

Emails send to Customers:

- Order Confirmation & Shipping Notification
- Inquiry Confirmation
- *New Member Welcome
- *Password Reset

Other:

- Printable „Bill“ document that your customers can get after an order has gone through. In PDF Format and for some languages in printable HTML format.

- Google Maps link to your shop

Order Management:

- View details for each received order:
 - When
 - Who
 - How much
 - Chosen payment option
 - Chosen Delivery Option
- Manually send emails to individual customers (for pending orders etc)
- Print order invoices
- View PayPal transaction id's
- Change the status of each order (for better management and clearer overview) from “Newly received & Paid” to:
 - In process
 - Shipped
 - Completed
- View Sales Statistics

Advertisement:

- Manage Google Adsense and Google Analytics

*Only available in *The Clothes Shop* and *The Furniture Store* themes for now