Session 9: Hands on exercise on how to generate online enquiry

Training of Women Entrepreneurs on Leveraging Digital Infrastructure for Promoting Business through E-commerce & Digital Marketing

8th June 2022
Ms. Deepali Gotadke
Presentation Structure

Hands-on training for generating enquiries on wesellonline.org

• Placing enquiries as a customer
• Placing enquiries by entrepreneur as a customer
• Checking and processing enquiries received
• Q & A
Step 1: Customer enters the website www.wesellonline.org and browses the products/services.
Product Listing

Found 4 Products

Handicrafts / Purses

- Full Hand Embroidery Purse
  Sold By: Minal Laddha
  INR 1600

- Metal Purse
  Sold By: Minal Laddha
  INR 1650

- Jute Bag with Wooden Handle
  Sold By: Minal Laddha
  INR 1150

BUY FROM COUNTRIES
- India

ENTREPRENEURS
- Minal Laddha
- Preeti Agarwal

PRICE
- INR 1 - INR 100
- INR 101 - INR 500
- INR 501 - INR 1000
- INR 1001 - INR 5000
- INR 5001 - INR 10000
- INR 10000 Above

COLOR:
Step 2: Add the products needed into the cart

Click here to add the product
# Enquiry Cart

## Items Summary

Your enquiry cart contains: 2 Product(s)

**Note:** Prices may vary as currency exchange rates vary

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Qty</th>
<th>Unit price</th>
<th>Gross Total</th>
<th>Delivery Charges</th>
<th>Net Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Hand Embroidery Purse</td>
<td>Color : No Color&lt;br&gt;Size : S size&lt;br&gt;Seller : Minal Laddha</td>
<td>-1 1 +</td>
<td>INR 1600</td>
<td>INR 1600</td>
<td>INR 200</td>
<td>INR 1800</td>
</tr>
<tr>
<td>Aarti Thali</td>
<td>Color : No Color&lt;br&gt;Size : S size&lt;br&gt;Seller : Dr. Kanon Sanghavi</td>
<td>-1 1 +</td>
<td>INR 600</td>
<td>INR 600</td>
<td>Free</td>
<td>INR 600</td>
</tr>
</tbody>
</table>

Grand Total

INR 2460

[Add More Items] [Proceed →]
Step 3: Log In, in case do not have an account then create an account.
Entrepreneur / Customer login link on Wesellonline.org portal to place an enquiry

A virtual training platform for women entrepreneurs of South Asia developed under the project implemented by UNESCAP and EIF

Wesellonline - Ecommerce Training and Lead Generation Platform for Women Entrepreneurs Southeast Asia

WESELLONLINE (Women Entrepreneurs SELL ONLINE) is a training platform, designed to build the capacity of women entrepreneurs in South Asia to leverage the potential of e-Commerce for expanding their business. The women entrepreneurs receiving training in e-Commerce under the UNESCAP-EIF project will be able to display their products at the platform to generate queries from potential customers, for possible business opportunities. However, the platform cannot be used for conducting actual sell-purchase which must be conducted outside of the platform. It is only a platform for hands-on training/demonstration purposes for the participants of the program as a part of their learning activities. Once trained, entrepreneurs are expected to list their products at one of the e-marketplaces available in their respective countries or develop their own platforms for conducting their business.

To be part of this platform, eligible participants of the UNESCAP-EIF training programs are invited to register themselves as an entrepreneur. Once the registration process is successfully completed, women entrepreneurs can showcase their products and other details, while the customers looking for relevant products can raise inquiries with the respective women entrepreneurs.

UNESCAP or EIF takes no responsibility for the validity of the claims made by the entrepreneurs displaying their products at the platform about their products/services. It is only for demonstration/training purposes.
Placing of enquiries by entrepreneurs as customers

- As an entrepreneur login, click on the link with the title “Browse the portal for placing enquiry” so that you can place enquiry as a customer
Step 4: Add shipping address and proceed to place the Enquiry

Click here to place an enquiry

Items Selected
Note: Prices may vary as currency exchange rates vary

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Qty</th>
<th>Unit price</th>
<th>Gross Total</th>
<th>Delivery Charges</th>
<th>Net Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Hand Embroidery Purse</td>
<td>Custom Design</td>
<td>1</td>
<td>INR 1600</td>
<td>INR 1600</td>
<td>INR 200</td>
<td>INR 1800</td>
</tr>
<tr>
<td>Aarti Thali</td>
<td>Custom Design</td>
<td>1</td>
<td>INR 660</td>
<td>INR 660</td>
<td>Free</td>
<td>INR 660</td>
</tr>
</tbody>
</table>

Grand Total: INR 2460
Step 5 : Enquiry Submission Details Screen

Thank You! Your enquiry has been sent successfully by email to the entrepreneur.

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**Enquiry Details**
- Enquiry ID: 203
- Enquiry Date: Apr 5, 2021
- Total Items: 2

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**Shipping Address**
- Anjali
- Sector 20
- Gurugram-122017
- Haryana, India

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**Required Items**

<table>
<thead>
<tr>
<th>#</th>
<th>Enquiry Item ID</th>
<th>Image</th>
<th>Product Item</th>
<th>Qty</th>
<th>Unit Price</th>
<th>Gross Total</th>
<th>Delivery Charges</th>
<th>Net Total</th>
<th>Enquiry Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>213</td>
<td><img src="image1" alt="Image" /></td>
<td>Full Hand Embroidery Purse Size : S size Color :</td>
<td>1</td>
<td>INR 1600</td>
<td>INR 1600</td>
<td>INR 200</td>
<td>INR 1800</td>
<td>Not processed yet</td>
</tr>
<tr>
<td>2</td>
<td>214</td>
<td><img src="image2" alt="Image" /></td>
<td>Aarti Thali Size : S size Color :</td>
<td>1</td>
<td>INR 660</td>
<td>INR 660</td>
<td>INR 0</td>
<td>INR 660</td>
<td>Not processed yet</td>
</tr>
</tbody>
</table>

Total: INR 2460
Checking enquiry details in Entrepreneur login

Enquiry Details
- Enquiry ID: 232
- Enquiry Date: Aug 26, 2021

Shipping Address
- Vaishnavi - 9999888888
- test address
- Hubli-543210
- Karnataka, India

Items Requested

<table>
<thead>
<tr>
<th>#</th>
<th>Enquiry Item ID</th>
<th>Image</th>
<th>Product Item</th>
<th>Qty</th>
<th>Unit Price</th>
<th>Gross Total</th>
<th>Delivery Charges</th>
<th>Net Total</th>
<th>Enquiry Status</th>
</tr>
</thead>
</table>
| 1 | 250            | ![Image](image.png) | Cream colour silk Saree  
Product By: Deepali Gotadke  
Size: XL size  
Color: | 1 | INR 4900 | INR 4900 | INR 0 | INR 4900 | Not processed yet |

Total Amount: INR 4900
Product Enquiries Received (Entrepreneur portal)

- Enquiries placed by customer products/services are listed here.
- The details of enquiry are available.
Enquiry details (Product Enquiry Received)

Entrepreneur can update the enquiry status to “Fulfilled” or “Rejected”

Click here to update the enquiry status
After placing the enquiry both the entrepreneur and customer will receive the enquiry details by email.
**Placing Service Enquiry (Service categories on the portal)**

<table>
<thead>
<tr>
<th>Home, Decor and Furniture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Technology</td>
</tr>
<tr>
<td>Mobile App Development</td>
</tr>
<tr>
<td>Marketing</td>
</tr>
<tr>
<td>Advertising</td>
</tr>
</tbody>
</table>
List of Services

Services

(Information Technology -> Web Designing and Development)

Website Design & Development
By: Webdreams India

Website design services
By: Giftwithluv

Website Development
By: GREEN APPLE ENTERPRISES
Service Details and Placing Enquiry

Website Design & Development

(Information Technology -> Web Designing and Development)

Offered By: Webdreams India.

We have a team of creative developers, designers, search engine optimisation experts, who are trained on the latest technology to give better and professional expertise in the work we undertake. The team also works on placing the website on top in the search engines after the website is launched.

We cater to small, medium businesses and government projects with an assurance of giving better service which can help both the parties to grow in the business. We design static and dynamic sites to meet the requirement of the end user. Our Company has potential to give our clients cost effective service. We serve both the established as well as the start up company in developing their company website.

Reviews
# List of Service Enquiries Placed

<table>
<thead>
<tr>
<th>#</th>
<th>Enquiry ID</th>
<th>Service Title</th>
<th>Enquiry Description/Comments</th>
<th>Enquiry Date</th>
<th>Enquiry Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>13</td>
<td>Website Design &amp; Development</td>
<td>Need website for my beauty care business</td>
<td>Sep 23, 2021</td>
<td>Fulfilled</td>
</tr>
</tbody>
</table>
List of Service Enquiries Received

<table>
<thead>
<tr>
<th>#</th>
<th>Enquiry By</th>
<th>Service</th>
<th>Enquiry Comments</th>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Name: Vaishnavi Raikar</td>
<td>Website Design &amp; Development</td>
<td>Need website for my beauty care business</td>
<td>23-09-2021</td>
<td>View</td>
</tr>
<tr>
<td></td>
<td>Email: <a href="mailto:vaishnavimaikar@gmail.com">vaishnavimaikar@gmail.com</a></td>
<td></td>
<td></td>
<td></td>
<td>Delete</td>
</tr>
<tr>
<td></td>
<td>Mobile: ___________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Name: Kiran Sone</td>
<td>Website Design &amp; Development</td>
<td>I want to launch a matrimonial portal</td>
<td>07-06-2021</td>
<td>View</td>
</tr>
<tr>
<td></td>
<td>Email: <a href="mailto:kiran.webdreams@gmail.com">kiran.webdreams@gmail.com</a></td>
<td></td>
<td></td>
<td></td>
<td>Delete</td>
</tr>
<tr>
<td></td>
<td>Mobile: ___________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Name: ava jones</td>
<td>Digital Marketing</td>
<td>I want to promote my business online</td>
<td>17-05-2021</td>
<td>View</td>
</tr>
<tr>
<td></td>
<td>Email: <a href="mailto:avajones2022@gmail.com">avajones2022@gmail.com</a></td>
<td></td>
<td></td>
<td></td>
<td>Delete</td>
</tr>
<tr>
<td></td>
<td>Mobile: ___________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Details of Service Enquiry Received

Service Enquiry Details
- Enquiry ID: 13
- Service Title: Website Design & Development
- Enquiry Date: Sep 23, 2021
- Enquiry: Need website for my beauty care business

Customer Details
- Name: Vaishnavi Raikar
- Email: vaishnavimraikar@gmail.com
- Mobile: [blank]

Enquiry Status: Fulfilled

Update Status To:
- Fulfilled

Final Remarks:
- Website design service successfully delivered

Update
THANK YOU!!

For any questions/queries contact us

+91 836 4258918
+91 84978 08999
+91 1130973701 / 04

Email Id
info@wesellonline.org
suveera.saxena@un.org