Regional Training of Women Entrepreneurs on Utilizing E-commerce and Digital Marketing Platforms For Enhanced Access to Supply Chains

6-8 September 2022

Session 11: Hands on exercise on how to generate online enquiry

Ms. Deepali Gotadke, Resource Person, ESCAP
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](http://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
0.8 ratings
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>
</table>
| Full Hand Embroidery Purse | Color: No Color  
Size: S size  
Seller: Minal Laddha          | - 1+ | INR 1600   | INR 1600    | INR 200          | INR 1800  |
| Aarti Thali           | Color: No Color  
Size: S size  
Seller: Dr. Kanan Sanghavi  | - 1+ | INR 600    | INR 600     | Free             | INR 600   |

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

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

Shipping Address
- Anjali: +919650270413
- Sector 20, Gurugram-122017, Haryana, India

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.png" 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.png" 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 28, 2021

### Shipping Address
- **Vaishnavi:** 9999988888
- **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.jpg) | 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)

#### Home, Decor and Furniture

- Information Technology
  - Mobile App Development
  - Web Designing and Development

#### Marketing
- Advertising
- Digital Marketing
- Other Marketing Services
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

VIEW DETAILS

VIEW DETAILS

VIEW DETAILS

We sellonline.org
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>
</table>
| 1 | Name: Vaishnavi Raikar  
   Email: vaishnavimraikar@gmail.com  
   Mobile: | Website Design & Development | Need website for my beauty care business | 23-09-2021 | View  
   Delete |
| 2 | Name: Kiran Sone  
   Email: kiran.webdreams@gmail.com  
   Mobile: | Website Design & Development | I want to launch a matrimonial portal | 07-06-2021 | View  
   Delete |
| 3 | Name: ava jones  
   Email: avajones2022@gmail.com  
   Mobile: | Digital Marketing | I want to promote my business online | 17-05-2021 | View  
   Delete |
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:** [Redacted]

**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