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

6-8 September 2022

Session 9: Hands on training on creating product catalogue as an entrepreneur on www.wesellonline.org

Ms. Deepali Gotadke, Resource Person, ESCAP
Presentation Structure

- Uploading profile as an entrepreneur
- Uploading products
- Uploading services
- Q&A
STEP 1 - Log In to Entrepreneur Account

Step 1:

• Go to www.wesellonline.org.
• Click on Login option available in the menu and select “Entrepreneur” option from the drop-down.
• You will be taken to the entrepreneur login page. Here, enter your account’s username (i.e., email ID) and password.

- Refer to the screenshot at next slide
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 in 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.
STEP 2 - Sign In to Entrepreneur Account

Entrepreneur Login

Login Email ID

Password

Submit

Forgot Password?
STEP 3 – After you have updated the profile, please click on ‘Master’ in the dashboard.
STEP 3 – Adding brand in the product master
STEP 3- Add Your Products

After logging in (as entrepreneur) and adding brand, you may start adding further attributes of products. The product publishing process is divided into the steps as given below:

• Navigate to Products -> Add Product section (screenshot at next slide)
• Add *general product attributes* - Title, Stock Keeping Unit (SKU), Brand, Product category, Product description, etc.
• Product size and price attributes
• Product color and product images
STEP 4 – Categories for Reference

Existing Product Categories (reference)

Note: You are not allowed to add categories or subcategories. You may suggest your categories in an email to info@wesellonline.org

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Category Name</th>
<th>Category ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Agriculture</td>
<td>33</td>
</tr>
<tr>
<td>2</td>
<td>Artificial Jewellery</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td>Beauty and Wellness</td>
<td>31</td>
</tr>
<tr>
<td>4</td>
<td>Decoration</td>
<td>45</td>
</tr>
<tr>
<td>5</td>
<td>Florist</td>
<td>48</td>
</tr>
<tr>
<td>6</td>
<td>Gift Items</td>
<td>50</td>
</tr>
<tr>
<td>7</td>
<td>Gold, silver and precious metals jewellery</td>
<td>32</td>
</tr>
<tr>
<td>8</td>
<td>Grocery and Gourmet Foods</td>
<td>49</td>
</tr>
<tr>
<td>9</td>
<td>Handicrafts</td>
<td>18</td>
</tr>
<tr>
<td>10</td>
<td>Others</td>
<td>40</td>
</tr>
<tr>
<td>11</td>
<td>Pet Products</td>
<td>42</td>
</tr>
<tr>
<td>12</td>
<td>Processed food</td>
<td>24</td>
</tr>
</tbody>
</table>
## STEP 4 – Subcategories for Reference

### Product Sub Categories

**Note:** You are not allowed to add categories or sub categories. You may suggest your categories in an email to info@wesellonline.org

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Category</th>
<th>Sub Category</th>
<th>Sub Category ID</th>
</tr>
</thead>
<tbody>
<tr>
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<td>80</td>
</tr>
<tr>
<td>2</td>
<td>Agriculture</td>
<td>Seeds</td>
<td>152</td>
</tr>
<tr>
<td>3</td>
<td>Agriculture</td>
<td>Pesticides</td>
<td>153</td>
</tr>
<tr>
<td>4</td>
<td>Agriculture</td>
<td>Field Crops</td>
<td>154</td>
</tr>
<tr>
<td>5</td>
<td>Agriculture</td>
<td>Others</td>
<td>166</td>
</tr>
<tr>
<td>6</td>
<td>Artificial jewellery</td>
<td>Wooden</td>
<td>23</td>
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<tr>
<td>7</td>
<td>Artificial jewellery</td>
<td>Stone Jewels</td>
<td>30</td>
</tr>
<tr>
<td>8</td>
<td>Artificial jewellery</td>
<td>Terracotta Jewellery</td>
<td>51</td>
</tr>
<tr>
<td>9</td>
<td>Artificial jewellery</td>
<td>Polymer Clay Jewellery</td>
<td>58</td>
</tr>
<tr>
<td>10</td>
<td>Artificial jewellery</td>
<td>Bamboo</td>
<td>98</td>
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<tr>
<td>11</td>
<td>Artificial jewellery</td>
<td>Ceramic</td>
<td>99</td>
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<tr>
<td>12</td>
<td>Artificial jewellery</td>
<td>Fabric</td>
<td>100</td>
</tr>
<tr>
<td>13</td>
<td>Artificial jewellery</td>
<td>Leather</td>
<td>101</td>
</tr>
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<td>14</td>
<td>Artificial jewellery</td>
<td>Others</td>
<td>162</td>
</tr>
<tr>
<td>15</td>
<td>Beauty and Wellness</td>
<td>Face Pack</td>
<td>64</td>
</tr>
<tr>
<td>16</td>
<td>Beauty and Wellness</td>
<td>Hair Oils</td>
<td>66</td>
</tr>
<tr>
<td>17</td>
<td>Beauty and Wellness</td>
<td>Makeup</td>
<td>69</td>
</tr>
<tr>
<td>18</td>
<td>Beauty and Wellness</td>
<td>Beauty &amp; Grooming</td>
<td>102</td>
</tr>
</tbody>
</table>
STEP 4 – Product Sizes for Reference

<table>
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<tr>
<th>Sl No</th>
<th>Size ID</th>
<th>Size Names</th>
<th>Description</th>
<th>Size Type</th>
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<td>1</td>
<td>37</td>
<td>bag</td>
<td>-</td>
<td>Measure</td>
</tr>
<tr>
<td>2</td>
<td>40</td>
<td>bottle</td>
<td>-</td>
<td>Measure</td>
</tr>
<tr>
<td>3</td>
<td>39</td>
<td>box</td>
<td>-</td>
<td>Measure</td>
</tr>
<tr>
<td>4</td>
<td>41</td>
<td>bunch</td>
<td>-</td>
<td>Measure</td>
</tr>
<tr>
<td>5</td>
<td>38</td>
<td>bundle</td>
<td>-</td>
<td>Measure</td>
</tr>
<tr>
<td>6</td>
<td>43</td>
<td>carton</td>
<td>-</td>
<td>Measure</td>
</tr>
<tr>
<td>7</td>
<td>27</td>
<td>cm</td>
<td>Centimeter</td>
<td>Length</td>
</tr>
<tr>
<td>8</td>
<td>44</td>
<td>dozen</td>
<td>12 units</td>
<td>Measure</td>
</tr>
<tr>
<td>9</td>
<td>54</td>
<td>Free Size</td>
<td>size</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>49</td>
<td>ft</td>
<td>Foot</td>
<td>Length</td>
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<tr>
<td>11</td>
<td>36</td>
<td>gm</td>
<td>Gram</td>
<td>Weight</td>
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<tr>
<td>12</td>
<td>21</td>
<td>Inch</td>
<td>Inch</td>
<td>Length</td>
</tr>
<tr>
<td>13</td>
<td>29</td>
<td>KG</td>
<td>Kilogram</td>
<td>Weight</td>
</tr>
</tbody>
</table>
STEP 4 – Product Colors for Reference

Add Color

Color Name:

Color Picker: (Click the below color box)

Submit

Existing Categories

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Name</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>No Color</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Red</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Yellow</td>
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<tr>
<td>4</td>
<td>Blue</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Green</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Brown</td>
<td></td>
</tr>
</tbody>
</table>
Product Categories on Wesellonline.org portal

CATEGORIES

Agriculture
Artificial Jewellery
Beauty and Wellness
Decoration
Florist
Gift Items
Gold, silver and precious metals jewellery
Grocery and Gourmet Foods
Handicrafts
Others
See All

Popular Categories

Stone Jewels
Terracotta Jewellery
Polymer Clay Jewellery
Product categories, sub-categories on Wesellonline portal

- Agriculture
  - Artificial jewellery
  - Beauty and Wellness
  - Decoration
  - Florist
  - Gift items
- Gold, silver and precious metals Jewellery
  - Grocery and Gourmet Foods
  - Handicrafts
  - Others
  - Pet Products
  - Processed food
- Textiles and apparel
  - Women’s Fashion
• If you do not find the required category or sub-category for your products, please contact the admin by sending email to info@wesellonline.org or contact@wesellonline.org.
• The admin will add the same in 2 working days.
STEP 5 – Adding product on the entrepreneur dashboard

Add New Product

General | Size & Price | Images | Specification | Product Tag

(Fields marked with * are compulsory)
- Product Name *
- SKU
- Model
  - Select Brand
  - Select Main Category *
  - Select Sub Category *
  - Select Third Category

(To add brand, navigate to Master -> Brand)

Please select value

Note: If you can’t find the right category, choose the category Others (sub category as Others). You may suggest your categories in an email to info@wesellonline.org

Custom Template
STEP 5 – Adding Product (continued)

- Custom Template

- In Stock  Out of Stock

- Product Description

- Video URL Of Your Product

- Product Meta Information (for search engines)
  - Meta Keywords (comma separated)
  - Meta Description (upto 160 characters)

Go Next
STEP 5 – Adding Product (Explained)

You are required to provide your product details in the input fields as given below:

- Enter your product name/title
- SKU (stock-keeping unit) (optional)
- Product model (optional)
- Product brand (there is provision to add brand in the Master section)
- Select main category from the available list
- Select sub category from the available list
- Select third level category if applicable
- Custom Template - If you check this, you allow the customers to design a product template as per their wish and place enquiry for it. The same will be visible in the enquiry details received by you.
- In stock / Out of stock option
STEP 5 – Adding Product (Explained)

You are required to provide your product details in the input fields as given below:

• Product detailed description
• Product video URL (if you have a product video on youtube or elsewhere)
• Product meta details i.e. meta keywords and meta description related to the product (for improved Google search results)
STEP 5 – Adding Product (Explained)

Writing the product description:
Good product description provides customers with information about the features and value your product offers, so that they are tempted to buy it. Your target is to convince the customer to click the "Add to the Cart" button. You may follow the tips below:
• Know who your Target Audience is
• Focus on the product benefits
• Tell the full story
• Use natural language and tone
• Use encouraging words that sell
• Make it easy to scan through
• Optimize the keywords in the description for Search Engines
STEP 5 – Adding Product (Explained)

Analyzing/framing the keywords for your product

• Google considers the keywords associated with your product to determine which content is relevant to a particular search query and how your web page should rank against searches for a specific word.

• Accordingly, the Google algorithm gives a web page its search ranking.

• Hence you need to add appropriate terms/keywords that describe your product best.
STEP 5 – Adding Product Price and Size Details

To add price and size details for a product, navigate to Products -> View Products -> select All or Categorised -> click Edit button on the product in question -> Click on Size & Price Tab.

- Quantity - full, half (KG for cakes, for instance), one, two, dozen, etc
- Choose size from the list of available sizes (e.g. KG, S-small, L-large)
- Dimensions if applicable (length, width, height, weight)
- Product rate
- Discount
- Shipping charges
STEP 5 – Adding Product Price and Size Details (continued)

- Quantity (optional)
  - E.g. 1 / 0.5 / half / etc

- General Size
  - Select Size

(E.g.: S/M/L/XL for shirts, KG for cakes)

**Product Dimensions**

- Length
  - Length E.g. 100 cm

- Width
  - Product Width

- Height
  - Product Height

- Weight
  - Weight E.g. 200g

**Product Rate**

- 0 BDT

**Discount**

- 0%

**Shipping Charge**

- 0 BDT

**Shipping Charge Type**

- Fixed Shipping Charge
- Multiplicative Shipping Charge (will be multiplied by the quantity selected by buyer)

[Submit]
STEP 6 – Uploading product images

• Once you have your product’s images ready, you can proceed to upload them on the portal.
• Go to the Products menu. Then View Products.
• Click on the Edit button and click on the Images tab.
• Select size you previously added to associate the image with. Select a color if applicable. Under Upload Product Image title, Click on Choose Files. Navigate to the folder where you have kept the image, select it. Click on the Upload button.
STEP 6 – Uploading product images (continued)

Update Product Image Details

<table>
<thead>
<tr>
<th>General</th>
<th>Size &amp; Price</th>
<th>Images</th>
<th>Specification</th>
<th>Product Tag</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>Select Size</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Select Color
- No Color
- (No Color)
- Blue
- (Blue)
- (Blue)
- (Pink)
- (Pink)
- (Light Pink)
- (Light Pink)
- Purple
- (Purple)
- (Purple)
- Grey
- (Grey)
- Brown
- (Brown)
- (Brown)
- Black
- (Black)
- (Black)
- White
- (White)
- (White)
- Light Green
- (Light Green)
- (Light Green)
- Green
- (Green)
- (Green)
- Orange
- (Orange)
- (Orange)
- Yellow
- (Yellow)
- (Yellow)
- Red
- (Red)
- (Red)
- Maroon
- (Maroon)
- (Maroon)
- Beige
- (Beige)
- (Beige)
- Black
- (Black)
- (Black)
- Light Grey
- (Light Grey)
- (Light Grey)
- Grey
- (Grey)
- (Grey)
- Silver
- (Silver)
- (Silver)
- Gold
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STEP 6 – Uploading product images (continued)

Cropping/ Editing/resizing and enhancing images:

• You are advised to upload product images with excellent resolution/quality.

• As mentioned above, you should upload product pictures with proper quality/resolution. You may use software tools like MS Paint, Adobe Photoshop, to edit/crop/style/resize/enhance the images. The standard product image size recommended is 201 pixels (width) and 318 pixels (height).
Bulk uploading of products

- If you have many products to be uploaded, then adding them one by one on the portal may be a tedious work. The entrepreneur dashboard comes with a feature where you can upload all your products in one go.

- All you need to do is, create a spreadsheet where all your products are listed in rows, where each row includes attributes/properties of the product, and you have to enter the attribute value in the respective column as given below:
# Product listing (entrepreneur dashboard)

<table>
<thead>
<tr>
<th>#</th>
<th>Prod.ID</th>
<th>SKU</th>
<th>Name</th>
<th>Image</th>
<th>Category</th>
<th>Sub Category</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>42</td>
<td>Cream colour silk Saree</td>
<td></td>
<td>Textiles and apparel</td>
<td>Sarees</td>
<td>Rate &amp; Stock</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>43</td>
<td>Magenta Silk Saree</td>
<td></td>
<td>Textiles and apparel</td>
<td>Sarees</td>
<td>Rate &amp; Stock</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>44</td>
<td>Maroon Color Cotton Silk Saree with Yellow Border</td>
<td>No image</td>
<td>Textiles and apparel</td>
<td>Sarees</td>
<td>Rate &amp; Stock</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>46</td>
<td>Traditional Irlkal Saree</td>
<td></td>
<td>Textiles and apparel</td>
<td>Sarees</td>
<td>Rate &amp; Stock</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>47</td>
<td>Kasuti Saree Black with yellow border</td>
<td></td>
<td>Textiles and apparel</td>
<td>Sarees</td>
<td>Rate &amp; Stock</td>
</tr>
</tbody>
</table>
Product listing on Wesellonline customer portal

Artificial jewellery / Terracotta Jewellery

Handmade Terracotta Jewellery
Sold By: Patralika Bagchi Parajuli
INR 550
Enquire Now

Handmade Terracotta Jewellery
Sold By: Patralika Bagchi Parajuli
INR 550
Enquire Now

Handmade Terracotta Jewellery
Sold By: Patralika Bagchi Parajuli
INR 500
Enquire Now
Aarti Thali

INR 660

Available Colors
- N/A

Available sizes
- S
- M
- L
- XL
- XXL
- Free-Size

Sold By: Dr. Kanan Sanghavi
Brand: Kanan Utsav

Description
Decorate your home with this beautiful handmade decorative items.

Specifications
Home Decorative Items : these rates are applicable till stocks last.. after which shipping charges would be Extra
Another product (customer portal)

**Terracotta jhumka**

INR 200

Available Colors
- [ ]
- [ ]

Available sizes
- [ ]
- [ ]

Sold By: Gayatri Raikar

**Description**

Designer terracotta jhumkas with a combination of black and metallic colours.
Support Ticket

The provision has been made for both the customers and entrepreneurs to submit their queries, concerns, issues or suggestions to the admin through a ticketing system. Once received, the administrator addresses the issue and replies to the respective customer/entrepreneur.
Ticket updates

<table>
<thead>
<tr>
<th>Ticket Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ticket ID</td>
</tr>
<tr>
<td>Ticket Title/Subject</td>
</tr>
<tr>
<td>Description</td>
</tr>
<tr>
<td>File Attachments</td>
</tr>
<tr>
<td>Date Ticket Raised</td>
</tr>
<tr>
<td>Ticket Status</td>
</tr>
<tr>
<td>Closing Remarks</td>
</tr>
</tbody>
</table>

Ticket Updates:

- **28-01-2021 12:39:54**
  - Thanks!

- **28-01-2021 12:39:37**
  - Click on Profile button visible on the top right corner. There you can update your profile

Add An Update
Logging out

Click on Logout after the uploading all the details
Future updates

To update or delete the products in future, login to your entrepreneur account. Go to products >> view Products and click on Edit.
THANK YOU!!
For any questions/queries contact us
+91 836 4258918
+91 84978 08999
+91 1130973701 / 04
Email Id
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