



USE CASE

**E-COMMERCE**

**MARKETPLACE PLATFORMS**

POWERED BY WEBKUL SOFTWARE

Nowadays E-Commerce is taking over major part of trades. We can easily see that lot of E-Commerce stores are getting online each day and it's becoming really difficult to stand out in the queue. So, What we can do to improve online presence of any E-Commerce store?

Any of the E-Commerce store in this world relies upon following few factors to be more successful -

01 Web Traffic

02 Versatility in Range of Products

03 Backlinks/URL's

04 Sales and Revenues

05 Social Media Impact

Now the point is ***“How to improve all these factors to make out the best from E-Commerce Store?”***

We can improve all these factors simultaneously by making a simple single step that is to convert E-Commerce Store into Multi Vendor Marketplace Store.

You might be thinking ***“How Multi Vendor Marketplace Store differs from E-Commerce Store?”*** Let's figure out the basic difference between E-Commerce store and Multi Vendor Marketplace Store -

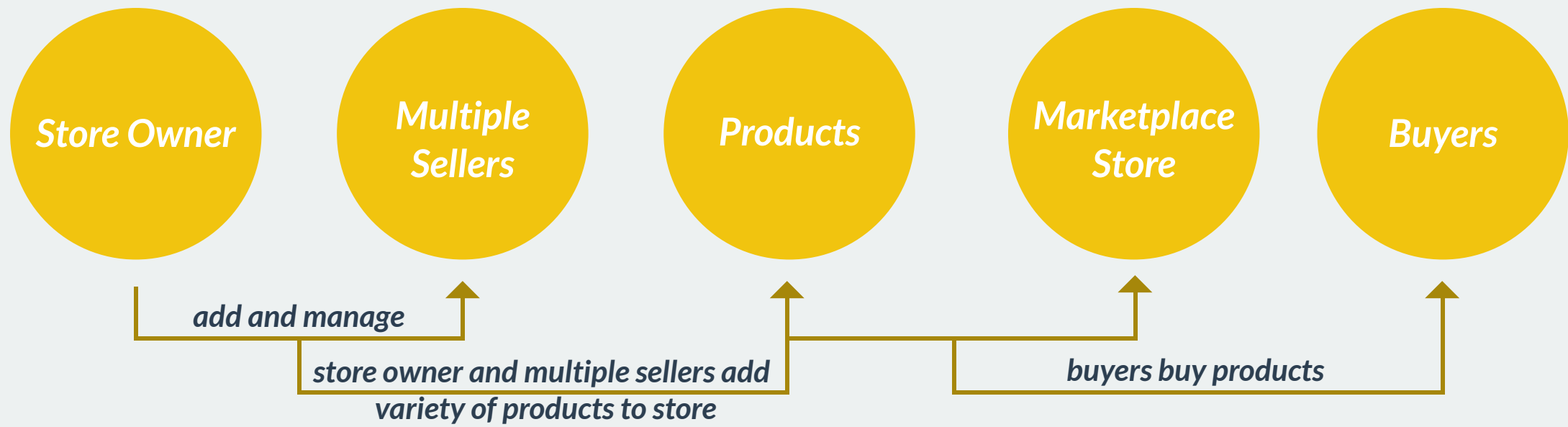
### **E-COMMERCE STORE**

- Only store owner and buyers are involved
- Only store owner can sell goods to buyers
- Only Admin can add and manage goods
- Admin collect revenues from direct sales of goods

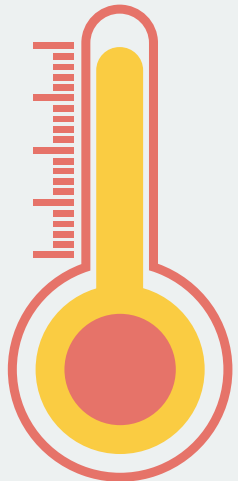
### **MULTI VENDOR MARKETPLACE STORE**

- Store owner, sellers and buyers are involved
- Both sellers and store owner can sell goods to buyers
- Both sellers and admin can add and manage goods
- Admin collect revenues from direct sales and also earn commissions from the sales of sellers.

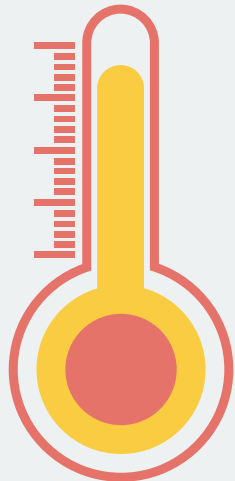
Let's see how actually the whole process for Multi Vendor Marketplace takes place -



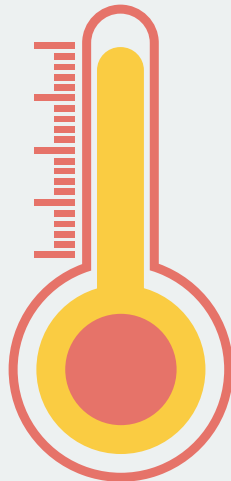
## ADVANTAGES OF MULTI VENDOR MARKETPLACE STORE OVER E-COMMERCE STORE



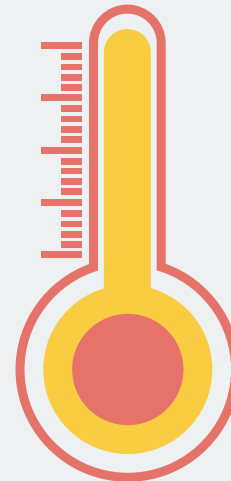
**More Traffic**



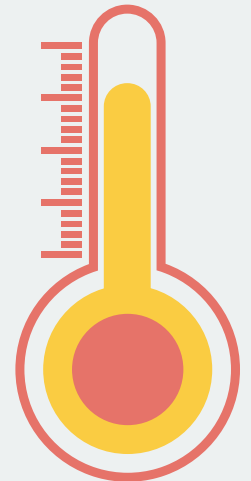
**More URL's**



**More Products**



**More Sales**



**More Revenues**

It has been found that almost all of the leading brands are using Multi Vendor Marketplace Store instead of E-Commerce Store. Let's check out stats for few of the top brands who relies upon Marketplace Store to sell products online-

### amazon.com

Approx **107,063,816** Daily Unique visitors

Approx **856,510,528** Daily Pageviews

### ebay.com

Approx **35,687,939** Daily Unique visitors

Approx **285,503,512** Daily Pageviews

### etsy.com

Approx **4,723,404** Daily Unique visitors

Approx **37,787,232** Daily Pageviews

Now a major question arises **"How to create Multi Vendor Marketplace?"**, so that multiple sellers can sell from your store. Well We have got two solutions in that case -

## SOLUTION 01

Creating Multi Vendor Marketplace Store from scratch, which will take a long time and huge money investment to setup store.

## SOLUTION 02

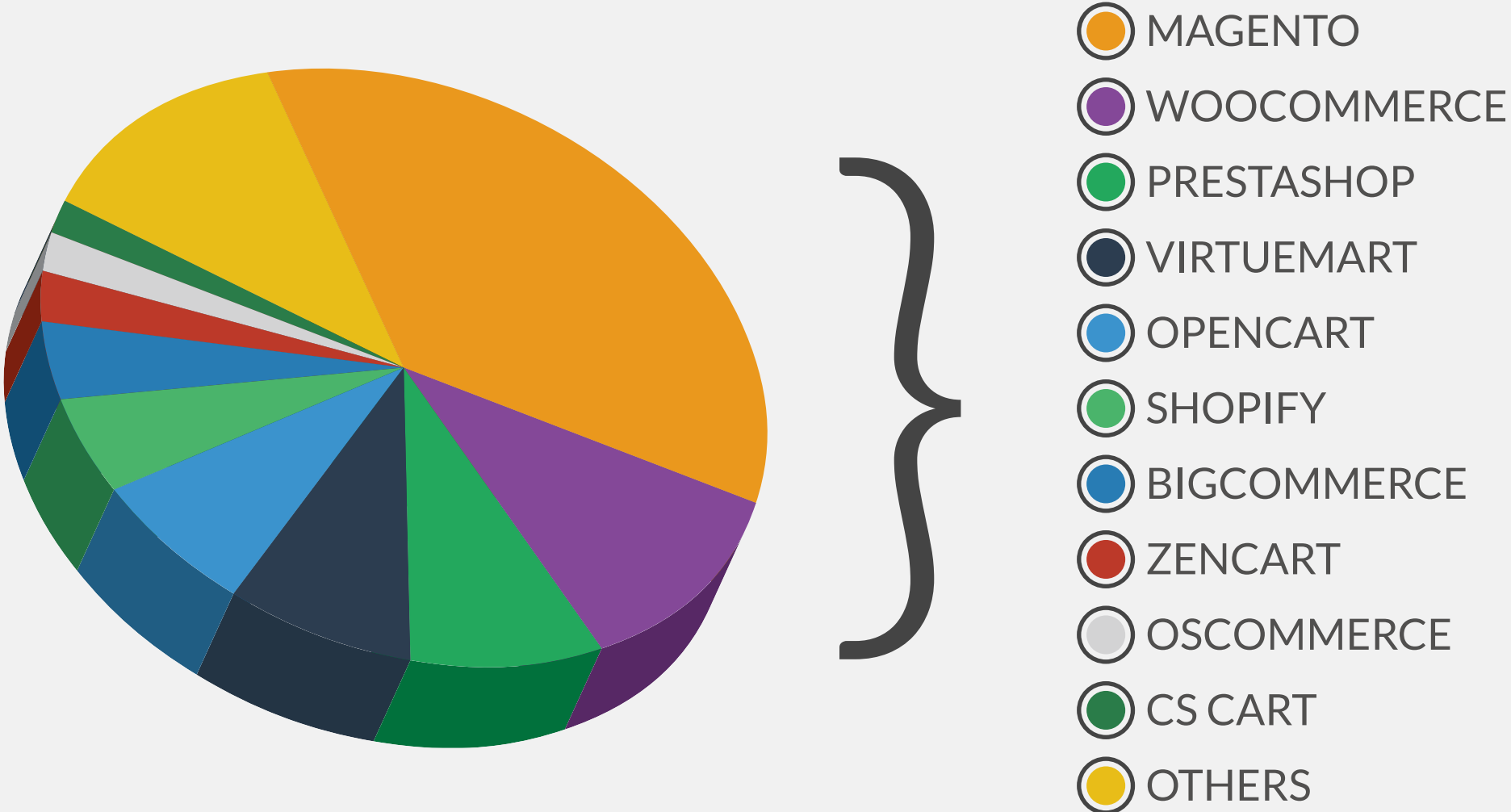
Using existing resources to create E-Commerce Store and then converting that E-Commerce Store into Multi Vendor Marketplace. What do we really mean about using existing resources. By Existing Resources here we mean the Open Source E-Commerce Platforms which can be used to create E-Commerce Store.

We have a wide range of Open Source E-Commerce Platforms which can be used to create a new E-Commerce Store for commercial purpose without any restrictions or limits. Apart from this, these Open Source platforms provides a great backend interface to add and manage products, orders and customers.

Few of the very popular Open Source E-Commerce Platforms are -



Here is pie chart which reflects total amount of users over a particular open source platform. We can see that a large part is covered by Magento and later is WooCommerce followed by Prestashop, Opencart and Virtuemart.



Keeping in mind all the traffic facts and the need of users, we developed a plugin which can convert an Open Source E-Commerce Platform into full fledged Marketplace Store. Our Plugin comes for all the popular Open Source E-Commerce Platforms.

# MULTI VENDOR MARKETPLACE PLUGIN



Once Multi Vendor Marketplace Plugin is enabled it allows admin to add multiple sellers/vendors so that they can sell from the same store and earn profits, however admin or store owner collects revenues as a commission from the sales of sellers/vendors.

*Let's get into the features of super advanced plugin which converts normal E-Commerce Store into full fledged Multi Vendor Marketplace Store.*



## SELLER AND PRODUCT APPROVAL BY STORE OWNER

Whenever a user registers as a seller, a request is generated and sent to the admin. The user cannot sell any products until the request is approved by the admin. Once the admin approves the request, the user becomes a seller and can start selling products from the store. The same thing happens whenever a seller adds a product to sell from the store. Always a product request from the seller and a seller request from the user is accepted by the admin before any final action.

## SUPPORT ALL TYPE OF PRODUCTS

Multi Vendor Marketplace supports all type of products -

- Virtual Products
- Bundle Products
- Grouped Products
- Configurable Products
- Downloadable Products
- Simple Products

## RESPONSIVE LAYOUT FOR EVERY SCREEN AND DEVICE

Responsive layout always help buyers and sellers with better user experience and of course better user interface. Multi Vendor Marketplace comes with full responsive layout and adapts to width of any device. Responsive feature of Multi Vendor Marketplace makes it even more best, better and flexible plugin.

## COMMISSION MANAGEMENT FOR BOTH ADMIN AND SELLER

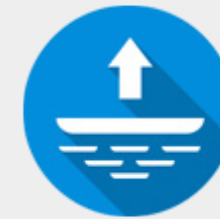
Multi Vendor Marketplace can manage commissions for both store owner (admin) and seller. Multi Vendor Marketplace makes it very easier for admin to view and manage both commissions and revenues without any hectic effort.

## ADD-ONS WORKS LIKE BOOSTER FOR MARKETPLACE

Multi Vendor Marketplace comes with large range of add-ons which not only make it efficient but also makes it more flexible in terms of e-commerce features. Each and every marketplace add-on have its own capability and can used to improve the functionality of E-Commerce store.



MARKETPLACE DEALS AND AUCTION



MASS PRODUCT UPLOAD



RMA AND REFUND MANAGEMENT



MEMBERSHIP FOR SELLERS



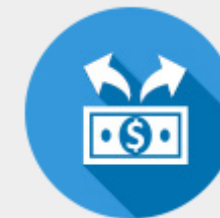
PAYPAL ADAPTIVE PAYMENT



SELLER BUYER CHAT WITH CHAT HISTORY



SELLER SHIPPING MANAGEMENT

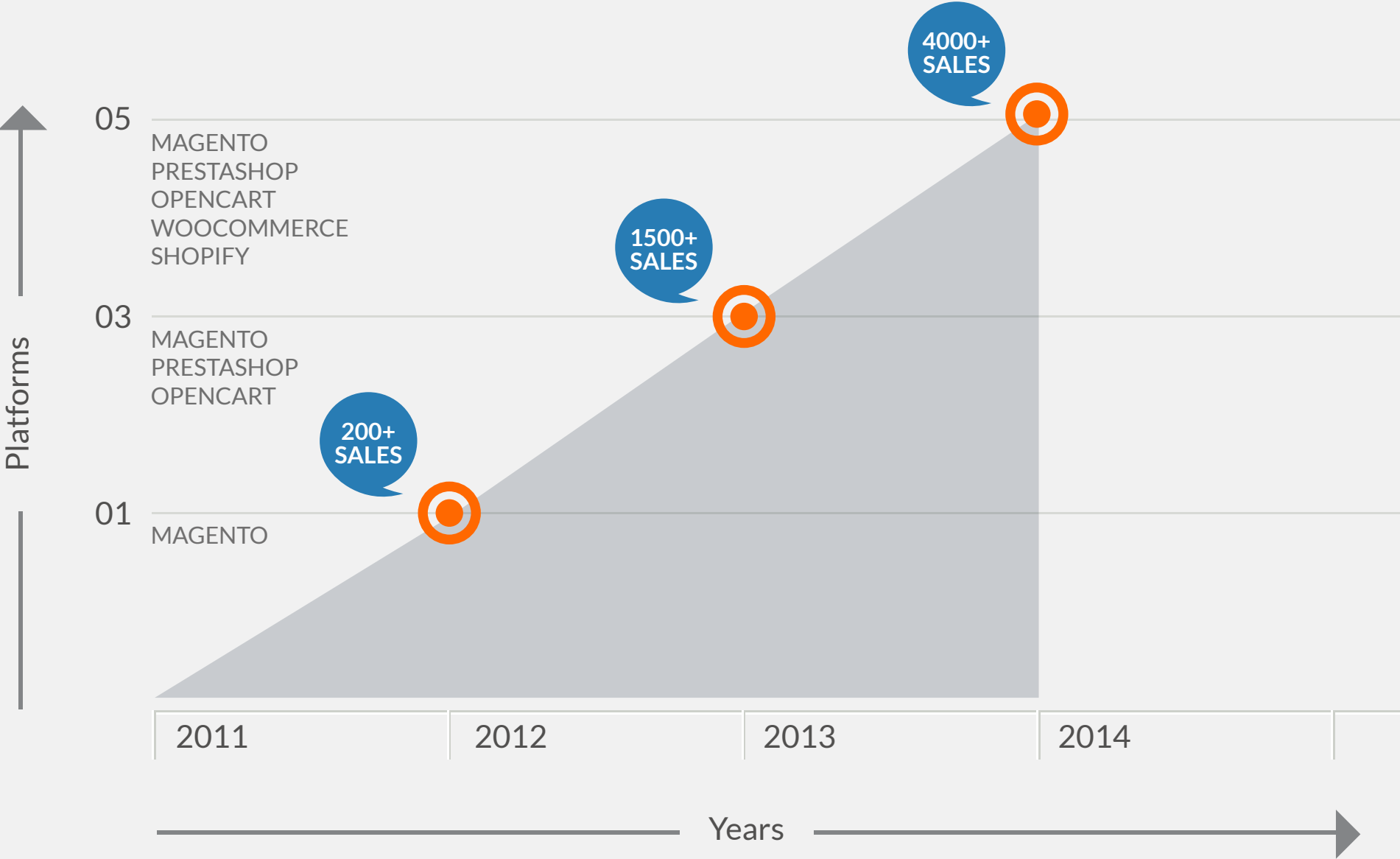


SELLER SPLIT PAYMENT



PRODUCT CUSTOM OPTIONS

Let's check out few stats for marketplace plugin so that we can have clear picture over how it's evolved for different platforms in past few years and used by people to convert their stores into full fledged marketplace stores.





NOW MULTI VENDOR MARKETPLACE  
PLUGIN SUPPORT ALL MAJOR AND POPULAR  
OPEN SOURCE E-COMMERCE PLATFORMS  
WHICH INCLUDES MAGENTO, JOOMLA  
VIRTUEMART, PRESTASHOP, OPENCART,  
WOOCOMMERCE AND SHOPIFY.

SO, FOR WHAT YOU ARE WAITING FOR?  
JUST CONVERT YOUR E-COMMERCE STORE  
INTO MARKETPLACE ONE TO COLLECT  
BEST OUT OF YOUR E-COMMERCE STORE

[BUY PLUGIN FROM STORE](#)



CASE STUDY

**E-COMMERCE**

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