

Buy and Sell With Ease

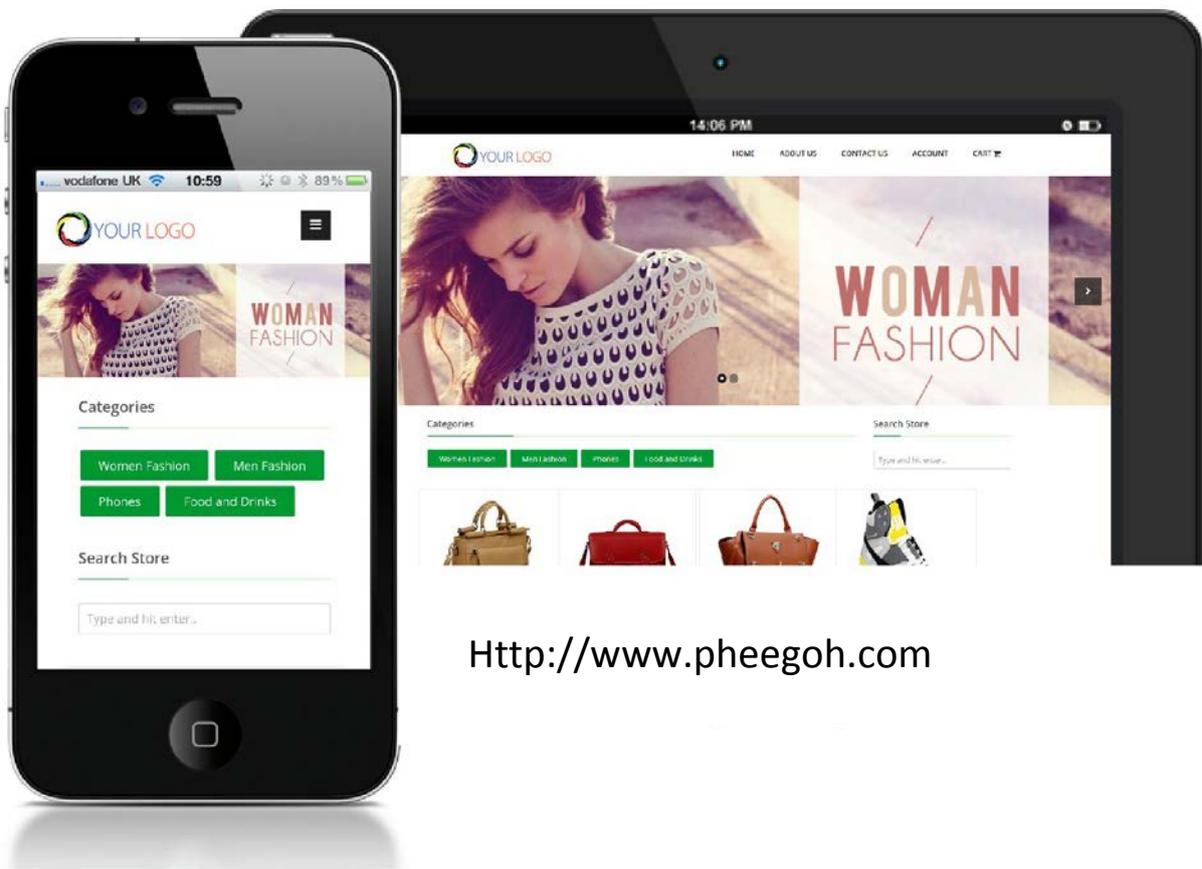
Everything You Need is Just a Click Away

Get Started

Learn More

PHEEGOH

USER'S MANUAL



[Http://www.pheegoh.com](http://www.pheegoh.com)

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INTRODUCTION

Pheegoh.com is a portal where business owners can create and host their online stores and receive orders without delay, keeping their businesses open 24 hours a day, 365 days a year. It also serves as an online mall for buyers to shop from each of the stores.

The portal features a much more personalized effect for each seller, giving the appearance of a personal website as it hosts the complete basic features of a professional e-commerce website.

Why Pheegoh?

Pheegoh offers a complete content management system that gives the store owner full administrative access to make any change on his/ her web store through its very flexible portal. A few noted benefits are listed below:

- It takes less than 2 minutes to set up.
- No technical or design experience required.
- No maintenance burden or hosting costs.
- Secure data in the hands of well grounded professionals.
- 24/7 customer service to put you through.
- Responsive Design (i.e it is accessible from any device - tabs, pc or mobile).
- Unlimited upload limit (No quota to hard drive space consumed).
- No transaction fee.
- unlimited number of products (No quota to number of items in store).
- Generate promo and discount codes.
- Create social links for store-front.
- Broadcast messaging to registered customers (Useful for store news and updates).
- Declare delivery parameters (including COD, Home delivery and Park delivery options).
- Change store theme.
- Manage inventory (item categories & attributes, extra images).
- Automatic stock update and alerts.
- Upload homepage sliders/banners and logo.
- Set store information (FAQ, Delivery info, Terms & conditions, 'About us' page, Contact Page).
- Store front displays store owner's phone and BBM Pin on every page of the store.
- Email alerts (for both store owners and their customers).
- Easy subscription process in form of bank transfer, subscription code or online payment.

SETTING UP YOUR STORE FRONT

Setting up your store is easy. Your store will appear as a subdirectory on Pheegoh's portal (i.e www.pheegoh.com/yourStoreName) so we suggest that you keep your store links short and simple for it to remain easily accessible to your customers.

An example is www.pheegoh.com/kemiBeads (where the store link is '**kemiBeads**').

Managing Multiple Stores

A user can create more than one store under one account. This is a very useful feature for individuals who earn a living from managing the online presence of various stores and this can be achieved without any interference. This means Mr. X can actually sell products for Store A, Store B and Store C while all three stores pay Mr. X an agreed fee for helping them sell their products.

Your Admin Menu

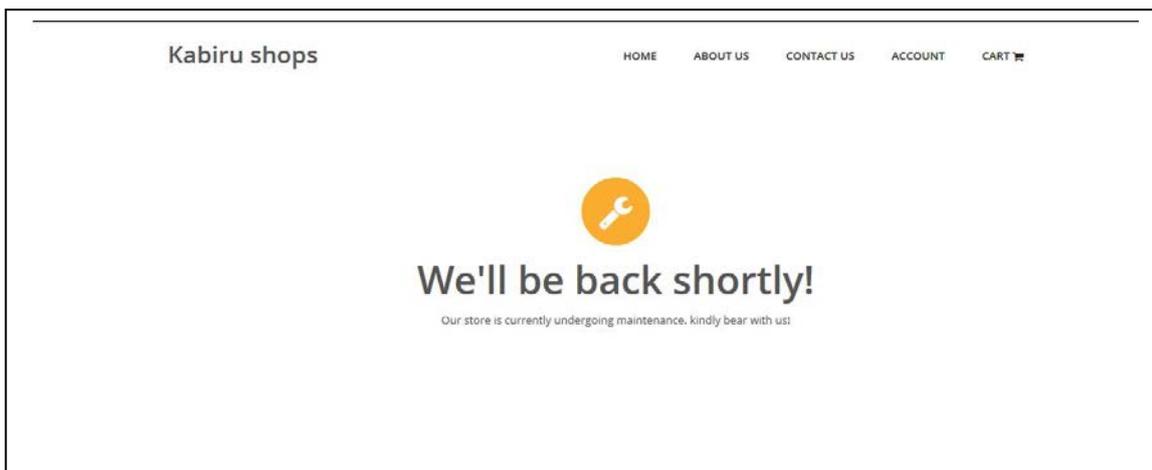
- **MY STORES** - This showcases all stores listed under your account.
- **ADD NEW STORE** - This is a link leading to a form to add an extra store to your account.
- **LOG OUT**- A link to log out your current account.
- **HELP** - This menu links you to (a) download product manual, (b)Pheegoh contact page.
- **DASHBOARD** - The dashboard is an overall glance of all the events in your store. It alerts the store owner about pending orders, subscription status, items running out of stock, tips, recent orders, most viewed items, and most sold items.
- **SUBSCRIBE** - This menu leads the store owner to make necessary payments to keep the store running.
- **MODULES** - The modules menu envelopes a number of other links that serve as the administrator / site owner's tools. These 'tools' are described below:
 1. **Add New Item** (To add a new item / product to your store).
 2. **Stock Inventory** (A list of all your products).
 3. **Homepage banner** (Upload or change your store homepage banner. The homepage banner is a landscape-sized image that covers the full width of the screen, usually meant to convey a message or used as some form of advertisement on the store).
 4. **Store Logo** (Upload a logo that represents your business).
 5. **Item Categories** (Create categories to group your products and make them found easily in your store).
 6. **Delivery Settings** - This is where you declare which states your business deliver items to, cash on delivery options and the prices of home or park delivery.
 7. **Promo Coupons** - Generate coupon codes to offer discount to your registered customers.

8. **Store Information** - All your store details such as delivery information, FAQ, terms and conditions, what your store is about, phone numbers, social links etc can be stored and modified here.
 9. **Store theme** - Switch your store theme to a color that matches your brand.
 10. **Customers**- This menu links you to your list of registered customers. You can also send a broadcast message to all your customers here.
 11. **Orders** - This menu links you to all orders made on your store. This is where you take the orders and update their process status in order to keep the buyer informed.
 12. **Portfolio** - This menu links you to the option of creating an online portfolio for your services.
- **ACCOUNT** - The Account menu links you to either reset your password or log out of your admin portal.

I HAVE CREATED MY STORE. WHAT NEXT?

After setting up your store, it immediately goes live (i.e it becomes accessible to any visitor that knows your store link). Delivery parameters are automatically generated on your behalf for all states but you may edit delivery costs for each state or else it will be assumed to be free by your buyers. (Navigate to MODULES > DELIVERY SETTINGS).

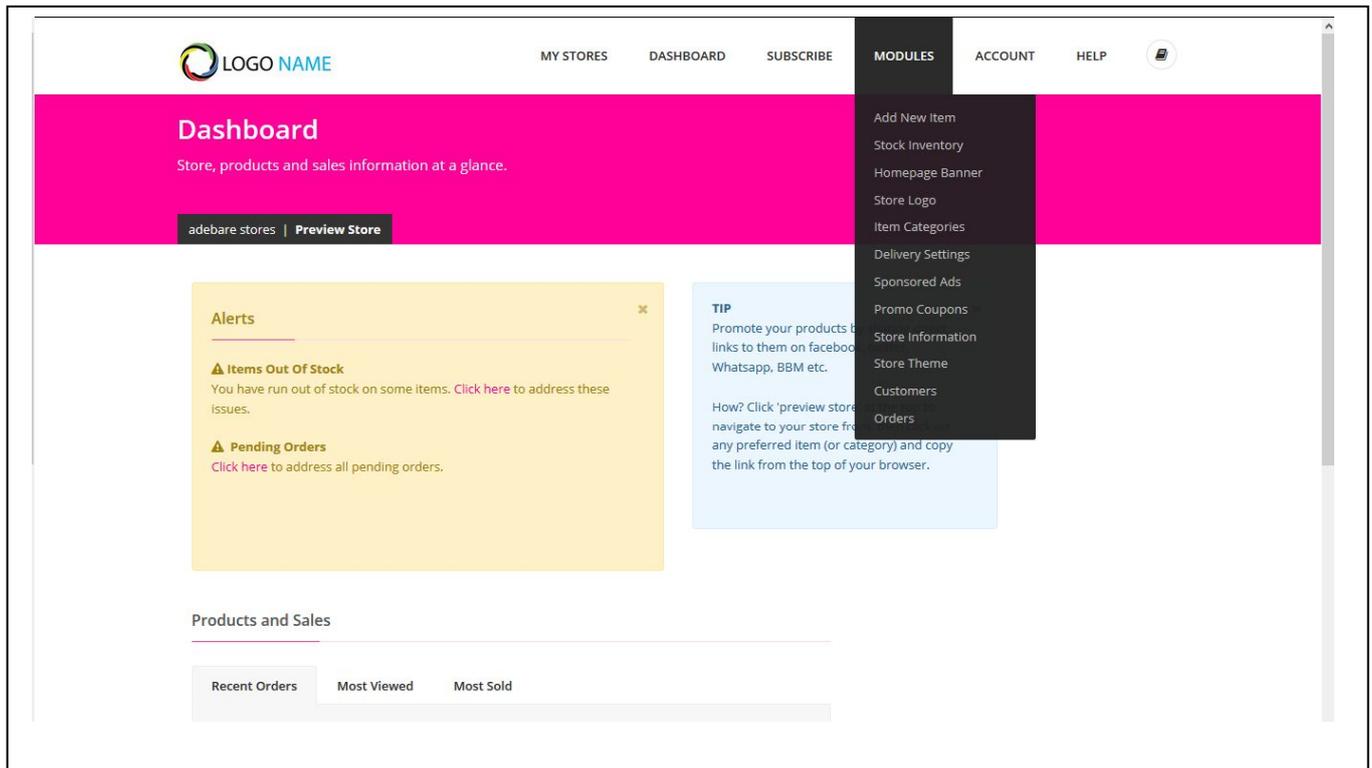
If your store settings are incomplete, , your store-front (i.e the part visible to visitors/customers) will remain in maintenance mode until you set at least one parameter and update your store information. Keep in mind that visitors don't have access to your admin portal. They can't see your admin content and they can only access your store-front.



(Store front with no delivery parameter or missing necessary store information will be automatically switched to maintenance mode)

Step 1 - Select A Store To Manage

Your first step will be to click on <Manage Store> to navigate to your admin dashboard. Here you will find alerts notifying you about your subscription status as well as a request to submit details for your store information and delivery parameters.



(Sample dashboard with notifications)

Step 2 - Update Store Information

Your store information is very crucial as it reflects your details to all your customers and site visitors alike. Since customers may likely contact you for enquiries, the store information section helps you to deal with all aspects in this area. This section also stores your bank information which is displayed to your buyers during purchase.

Fill up the fields and click 'save'.

LOGO NAME MY STORES DASHBOARD SUBSCRIBE MODULES ACCOUNT HELP

Store Information

Enlighten your customers. Keep them connected and informed.

adebare stores | [Preview Store](#)

Astrixed areas are compulsory. Please keep your admin passwords safe, in order to avoid alteration of these details.

Store / Company Information (For the 'About Us' Page)* We sell ankara bags and shoes. The quick black fox jumped over the lazy dog The quick black fox jumped over the lazy dog The quick black fox jumped over the lazy dog The quick black fox jumped over the lazy dog The quick black fox jumped over the lazy dog The quick black fox jumped over the lazy dog The quick black fox jumped over the lazy dog and that's what makes us awesome.	Contact E-Mail adebare@gmail.com	Phone Line 1* 08038175312	Phone Line 2 08055531737
Bank Account / Payment Information * Debbie's Jewelry Kingston Bank 2046820538	Facebook Page URL http://facebook.com/mystore	Twitter Page URL http://twitter.com/yourpage	Blackberry Pin 2BDEF56
Additional Delivery Information The quick black fox jumped over the lazy dog The quick black fox jumped over the lazy dog The quick black fox jumped over the lazy dog The quick black fox jumped over the lazy dog The quick black fox jumped over the lazy dog The quick black fox jumped over the lazy dog .	Store / Office Address 124, Olusegun Ogundana Ave. Magodo - Ibeju Lagos, Nigeria.		
Frequently Asked Questions 1. how long does delivery take? Delivery takes 2-4 working days	Store Terms and Conditions <H3>Terms 1</H3> The quick black fox jumped over the lazy dog The quick black fox jumped over the lazy dog The quick black fox jumped over the lazy dog The quick black fox jumped over the lazy dog The		

(Store information page)

Step 3 - Add Delivery Parameters

This module saves you a lot of time spent on explaining delivery charges based on location to customers. Navigate to **MODULES > DELIVERY SETTINGS**, click on 'edit settings' button to edit the delivery information then fill the fields with how much you wish to charge for both park or home delivery in each state. You can also choose which states to accept cash on delivery, which has been disabled by default.

If the delivery pattern does not fully work for you, you can insert your own additional information in the field below. This information will be displayed to buyers during checkout and also available on your storefront's delivery information page.

Your Logo MY STORES DASHBOARD SUBSCRIBE MODULES ACCOUNT HELP

Edit Delivery Settings

Define your delivery costs to your customers across the country based on their location and system of delivery.

Nasad Stores | [Preview Store](#)

Edit the settings as it suits you

Automatic Settings

State	Cash on Delivery	Home Delivery (₦)	Park Delivery (₦)
Abuja FCT	no	0	0
Abia	no	0	0
Adamawa	no	0	0
Akwa Ibom	no	0	0
Anambra	no	0	0
Bauchi	no	0	0
Bayelsa	no	0	0
Benue	no	0	0

Your Logo MY STORES DASHBOARD SUBSCRIBE MODULES ACCOUNT HELP

Zamfara	no	0	0
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Additional Delivery Information (Manual settings)
Inform your customers about special charges, delivery timeframes etc.

Outside Lagos = 3000
Mowe, Ibadan = 2000

We charge based on weight. N5,000 per kg. so if you're buying 6 that's N5,000 x6 =N30,000

[Save Settings](#)

Step 4 - Add Product Categories

Each of your products must belong to a category. This helps your products to be properly indexed and your customers can easily find them.

You can navigate to this page through **MODULES > ITEM CATEGORIES**

Item Categories
In order to help your customers locate your products easily, each item must belong to a category.

adebare stores | [Preview Store](#)

Add New Category
(e.g Women Fashion, Laptops, Phones & Gadgets)

Phones and Gadgets

Add Category

Available Categories	
Men Fashion	[Delete]
Food Stuff	[Delete]
Women Fashion	[Delete]
Body Cream and Lotions	[Delete]
Cereal	[Delete]
Cars	[Delete]
Fragrance	[Delete]

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[Home](#) [Affiliates](#) [Terms of Use](#) [Disclaimer](#) [Help](#) [Logout](#)

STEP 5 - ADD NEW ITEMS TO STORE

Now that you have your categories in place, you can proceed by uploading your products. Add your product name and other details of the product, then select the item's image from your system or device.

Make use of clear images preferably with white background. Make sure the size is as low as possible within its best quality.

Keep in mind that the higher the size (in kilobytes) of your image, the slower your page loads.

The screenshot shows a web application interface for adding a new item to a store. At the top, there is a navigation bar with the logo 'LOGO NAME' and links for 'MY STORES', 'DASHBOARD', 'SUBSCRIBE', 'MODULES', 'ACCOUNT', and 'HELP'. Below the navigation bar is a red header section with the title 'Add New Item' and the subtitle 'Stock up your inventory with new items within minutes.' A dark grey button labeled 'adebare stores | Preview Store' is located in the top left of the form area. The form itself contains several input fields: 'Item Name: *' (text input), 'Category: *' (dropdown menu with '-- Select Category --'), 'Price: *' (text input), 'Quantity: *' (text input), and 'Photo (200kb max): *' (file upload button labeled 'Browse...' with the text 'No file selected.'). Below these fields is a text area labeled 'Describe the item briefly:'. At the bottom of the form is a red button labeled 'Save Details'. The footer of the page is dark grey and contains the copyright notice '© Pheegoh Stores. Powered by Pheegoh' and links for 'Home', 'Affiliates', 'Terms of Use', 'Disclaimer', 'Help', and 'Logout'.

When adding new items, try as much as possible to be descriptive with your item names. Avoid using short, vague names or titles. Descriptive titles will give your audience a better understanding of the product at a glance. This will also be an advantage when visitors stumble upon your products online.

For example, if you sell hair extensions (weavon), avoid using a product name like "weavon for sale". Instead, use a more descriptive name like "Remy Brazilian Hair".

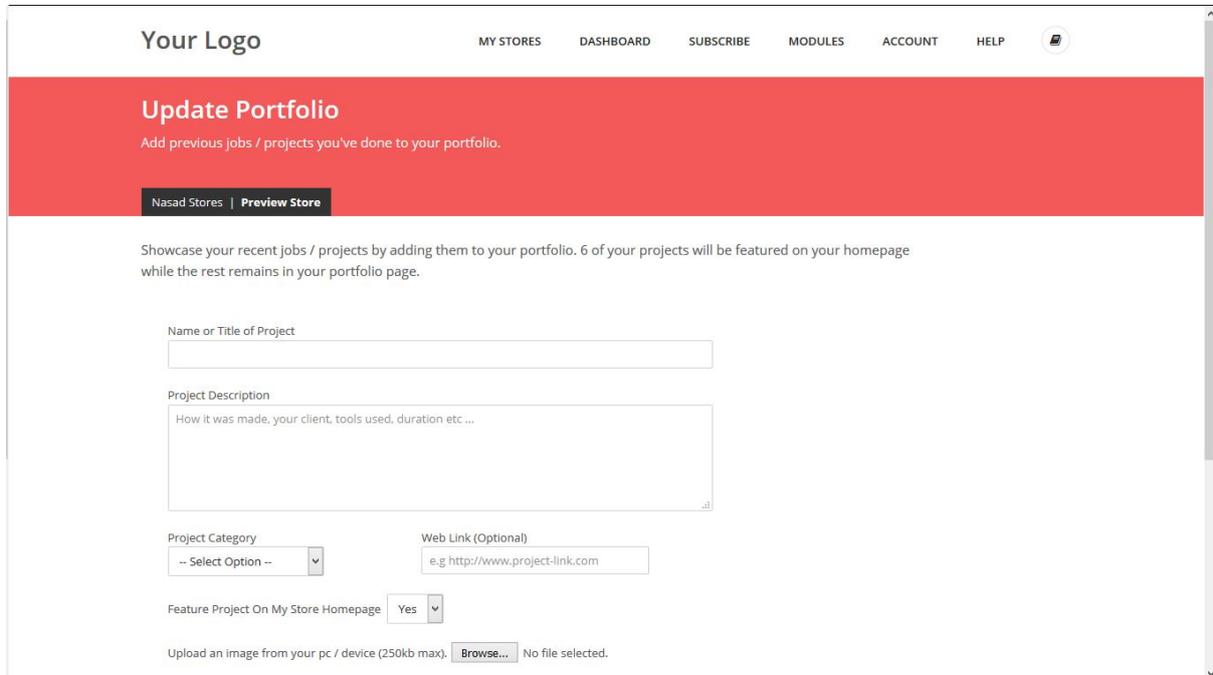
Adding Product Attributes

Sometimes you may wish to add a more descriptive feature to distinguish your products in situations where one item has more than one possible feature or attribute (e.g color, size, volume etc). Adding an attribute enables the buyer to pick a choice out of your given list. Therefore, after saving your "Remy Brazilian Hair", simply add an attribute from the preview page. So your attribute for "Remy Brazilian Hair" can be "Size 16 - Black". Select the quantity available for that attribute and click on 'Save Attribute' to attach your new attribute to your product.

On this same page, you can add more images of that same product. Please keep the upload size limitations and impact of uploading 'heavier' images in mind.

Portfolio

This module comes to use if you also offer services and you want a gallery to showcase your works / projects. This comes in handy for designers, makeup artists, architects and many other fields of work. Add new by going through **MODULES > PORTFOLIO**



The screenshot shows a web interface for updating a portfolio. At the top, there is a navigation bar with 'Your Logo' on the left and links for 'MY STORES', 'DASHBOARD', 'SUBSCRIBE', 'MODULES', 'ACCOUNT', and 'HELP' on the right. Below the navigation bar is a red header section with the title 'Update Portfolio' and a sub-header 'Add previous jobs / projects you've done to your portfolio.' Below the header, there are two buttons: 'Nasad Stores' and 'Preview Store'. The main content area contains a paragraph: 'Showcase your recent jobs / projects by adding them to your portfolio. 6 of your projects will be featured on your homepage while the rest remains in your portfolio page.' Below this paragraph are several form fields: 'Name or Title of Project' (text input), 'Project Description' (text area with placeholder 'How it was made, your client, tools used, duration etc...'), 'Project Category' (dropdown menu with '-- Select Option --'), 'Web Link (Optional)' (text input with placeholder 'e.g http://www.project-link.com'), 'Feature Project On My Store Homepage' (checkbox and dropdown menu with 'Yes'), and 'Upload an image from your pc / device (250kb max)' (file upload button labeled 'Browse...' and 'No file selected.').

Promo Coupons

This module enables you to offer discounts to your customers. Your promo coupons can be in 3 forms:

1. Discount on all items:- This method offers a given percentage off the total cost of all items bought.
2. Discount based on purchase range:- This implies that the customer's cart must have a total cost up to the provided range before the discount code can be valid when applied.
3. Discount based on category:- This kind of discount is focused on the store owners' choice. The discount will be applied to only that given category if it exists in the buyer's cart.

Your promo codes will become invalid as soon as the declared expiry date has been reached.

Promotional Coupons
Create custom coupon codes to offer your shoppers a discount on whatever they're buying from your store.

adebare stores | [Preview Store](#)

Create New Coupon

Select Coupon Type

All Items
(Discount will be off the total cost of all items ordered)

Purchase Range
(Discount will be off the total cost of all items not lower than the provided range)

Specific Category
(Discount will be off the total cost of all items from the provided category)

Coupon Code

Percentage To Deduct %

Expiry Date (yyyy-mm-dd format)

[Generate Coupon](#)

Current Coupon Campaigns

Code	Offer	Status	
MEN2	10% off Men Fashion category <i>Date due: 10th October, 2016</i>	Active	
WITCG	30% off purchases from N29000 <i>Date due: 10th October, 2015</i>	Active	
QWRTY	5% off purchases from N4000 <i>Date due: 10th October, 2015</i>	Active	
weab	10% off all items ordered <i>Date due: 10th October, 2016</i>	Active	
QRTWQ	40% off purchases from N30000 <i>Date due: 1st January, 2016</i>	Active	
WER34	10% off Body Cream and Lotions category <i>Date due: 19th October, 2019</i>	Active	

To create coupon codes, navigate to **MODULES > PROMO COUPONS**

Receiving and Addressing Orders

When customers place their orders, an email alert will be sent to you to notify you about a new order. Another mail is sent to the customer to acknowledge that you have received the mail.

You can address orders by directly linking pending orders from your dashboard or notifications. After viewing the order, you may place a call to the customer to re-confirm the order and then update the progress by changing order status. This action will automatically mail your buyer with that status of his/her purchase.

LOGO NAME MY STORES DASHBOARD SUBSCRIBE MODULES ACCOUNT HELP

Order Status: In Transit

Summary of costs - Order 20150817102902

Item	Unit Price (₦)	Quantity	Subtotal (₦)
Hugo Boss Quality Men's Cologne	9,000.00	1	9,000.00
Miss Branson Attachment with Kinky Twist Lace Tip (purple)	28,000.00	1	28,000.00
Perry Morgan & Jules Lace Twists With Half-Slit Weave (size 7 white)	14,500.00	3	43,500.00
Cost of Items			80,500.00
Delivery Cost (Park Delivery)			3,000.00
Total			83,500.00

Order submitted by Adebajo Johnson Omolara

Delivery Details

Name	cs
Phone	090078
City	sd

Payment Method

Bank Transfer

Update Order Status

A notification mail will be delivered to your customer when you update the order information

-- Select Option --

Save Update

Homepage Banners and Store Logos

Banners and logos give your business or store a much more professional outlook, thus making it easier for your customers to trust you. We strongly recommend you upload your banner and logo for your store to look much more welcoming to the eye of visitors.

The screenshot shows the 'Homepage Banners' configuration interface. At the top, there is a navigation bar with 'LOGO NAME' and links for 'MY STORES', 'DASHBOARD', 'SUBSCRIBE', 'MODULES', 'ACCOUNT', and 'HELP'. The main heading is 'Homepage Banners' with a subtext: 'A good banner attracts your customers at first glance, giving your store a more professional look.' Below this, there is a link 'adebare stores | Preview Store'. The text explains: 'You have 2 slots for your homepage banners that will interchange continually. You may chose to upload just one or upload both. You may skip this page if you don't have a banner yet.' A 'Preview:' section shows two banner slots. 'banner 1' contains a fashion image with 'WOMAN FASHION' text and a '[Remove]' link. 'banner 2' is a grey box with a question mark and 'No banner' text. Below the preview, instructions state: 'Upload an image from your pc / device (500kb max). We strongly recommend a dimension of 1200 x 400 pixels'. There is a dropdown menu with '--Select Option --' and a 'Browse...' button with the text 'No file selected.' below it.

Here's what the store-front will look like after uploading a banner:

The screenshot shows the store front after the banner is uploaded. The navigation bar includes 'LOGO NAME', 'HOME', 'ABOUT US', 'CONTACT US', 'ACCOUNT', 'CART' (with a '1' item count), and social media icons for Facebook and Google+. The main banner area displays the uploaded fashion image with 'WOMAN FASHION' text. Below the banner, there is a 'Categories' section with buttons for 'Men Fashion', 'Food Stuff', 'Women Fashion', 'Body Cream and Lotions', 'Cereal', 'Cars', and 'Fragrance'. To the right is a 'Search Store' section with a search box containing the placeholder text 'Type and hit enter..'. At the bottom, there is a row of four product thumbnails: a colorful logo, a handbag, another handbag, and a black kettle.

The Affiliate Program

The affiliate program is not limited to store owners alone. The program pays you for encouraging people to create their online stores on our website. This program does not require any fees and is quite easy to set up.

A very interesting feature of this program is, not only does a subscription fetch you 10%, but that same subscriber will keep fetching you 10% every time he/she subscribes.

After setting up your affiliate account, an affiliate wallet is created for you. This is where all your discounts get saved until you have earned enough to transfer to your real bank account (at least N3,000).

As an affiliate, you can view subscribers with both expiring and expired accounts who signed up through your link in order to remind them to re-subscribe.

Pheegoh Stores

INVENTORY MY ACCOUNT

Affiliate Inventory

Manage clients and process your rewards.

Affiliate / Inventory

Tip: Share this link on your social networks and groups to attract more clients. <http://pheegohstores.com/create-store.php?ref=sobandeibukun@gmail.com>

Statistics	
Subscribed Clients	5
Clients With Expiring Accounts	1
Clients With Expired Accounts	1
Wallet Balance	₦300
Total Earnings	₦3,200

Click the button below to have your wallet balance transferred to your account. Minimum wallet balance must be ₦3,000.

Request Transfer

Payment History (Last 10)		
Client	Credit (₦)	Date
Adebare stores	200	30/08/2015
Adebare stores	100	28/08/2015

Cash-out History (Last 10)		
Request Date	Amount	Status
28/08/2015	₦3,200	Pending

(a sample affiliate inventory)

We do hope you find this documentation helpful. For further questions and enquiry, send a mail to support@Pheegoh.com