

# New Merchant Orientation

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# Objectives of Training

The New Merchant Orientation is necessary to help you successfully start your store on Konga Mall. Therefore it is important that you spend some quality time reading and understanding the Konga Mall trading etiquette.

## **By the end of this training:**

- You should understand how to set up a store on Konga
- You should understand the trading process of Konga Mall
- You will be required to take a test to assess your understanding of selling on Konga Mall.

# Requirements of Selling on Konga

To become a registered seller on Konga, you will be required to:

- Upload your profile picture on your SellerHQ profile page. ["HELP"](#)
- Upload a scanned copy of your international passport OR driver's license OR permanent voters card as proof of identification in the store documents section of your profile page - ["HELP"](#)

On completion of this orientation program, you will be verified upon the requirements below:

- Uploaded profile picture on your SellerHQ
- Submitted copy of a valid means of identification
- Profile picture on your submitted proof of identification and your SellerHQ profile must be a match.
- 80% score points in the orientation . assessment

# Successful Sellers testimony on

## Konga

- *“Seeing products we thought we made a poor choice buying receive massive sales on Konga. That has been very encouraging!”*  
- **Swish Ideas**
- *“The seamless ease of registering to uploading my items on Konga have been my very best. Also the fact that Konga took time off to prepare the How to videos really supported my on boarding effectively”* - **Arie Agie Enterprises**
- *“It has been awesome so far, learnt a lot from the seller academy and mail broadcast. Selling my products conveniently to anybody anywhere nationwide, that i almost thought would take a decade to achieve. But Konga made it so easy and accessible to all THUMBS UP.”* - **Miki Int Solutions.**

# Seller Commitment



- Becoming a successful merchant on Konga requires commitment among other things.
- Once you have registered you should ensure to list all your products.
- For a list of available seller providers to assist you with listing please visit [http://  
www.konga.com/seller-services-providers](http://www.konga.com/seller-services-providers)
- Actively manage products. This includes monitoring products and pausing product when quantity is no longer available.

# Seller Mentoring

The Konga Seller Mentor program is put together for sellers that need help with the best selling processes on Konga Mall.

A Seller Mentor is a fully experienced merchant also on the Konga platform who is interested in helping new and inexperienced sellers succeed, and can assist with providing advice on SellerHQ product listing, order management, and general business advice. By indicating interest in being part of the Mentor Program, you are assigned a personal mentor.

To get paired to a mentor, you may send an email to [sellermentors@konga.com](mailto:sellermentors@konga.com) indicating your interest.



# Konga Brand Reputation



- Our brand is our marketplace identity. It should be top-of-mind in every decision made.
- It is **Konga's** responsibility to provide you with a safe and trusting platform that will help you reach millions of buyers and build a successful online business.
- It is **your** responsibility not to diminish nor discredit **Konga**.
- The more recognizable the brand, the greater its value.

# Tips to successful selling



## Master the Art of Pricing

As sellers, you must learn the art of setting good prices for your products as wrong product pricing can cause a decline in sales for your store.

- **Know your customers;** Knowing your customers is an important aspect of your pricing strategy. It is necessary to profile your buyers, be sure of what your buyers value. How your buyers consider your product and what you are selling is down to how much you charge.
- **Pricing similarities can cause you a sale;** From a new research, if two similar items are priced the same, buyers are much less likely to buy one than the other if their prices are even slightly different.
- **Compare Prices across other online malls or stores;** Comparing prices is one of the unique ways to succeed in selling online.

## Social Media Savvy (cont.)

Social media is fast becoming a value-adding marketing channel. It has become very significant and has a great impact on marketing.

**Word of mouth;** Through social media, word of mouth has become very helpful. It's a great advantage. Communications spread fast across various social media sites.

- **Communicating with Buyers;** Through the use of social media you can reach out to unsatisfied customers directly and privately.
- **Influence Buyers;** In creating a social media account, you must be careful of who your target audience are. Audiences have been broken down into 3 groups, Social Broadcaster, Mass Influencers, Potential Influence. The potential influencers are usually the most influential being the highest population of people on social media.

## Good Customer Service (cont.)

Konga encourages you to strive for good feedback from buyers as these feedback encourages you to do better and will keep your buyers coming back.

However, it is necessary that you put in place “**Good customer service**”.

- Understand your customers' needs and figure out how they can be met. This will encourage positive feedback and repeat of business.
- Be willing to answer questions
- Provide Value; offer free gifts with buyer purchases, it does not have to be expensive.
- Check in; Make the buyer feel loved and cared for during the process of transaction

# Fast delivery and Appropriate Shipping Plans (cont.)

- Speedy delivery has become very important to customers.
- Ensure that you deliver fast, by doing this you should use courier services that are reliable and easily accessible to you.
- Customers look out for better service, overall experience, and perks like free and faster shipping
- Buyers appreciate up-to-date information about delivery timing

# Benefits of selling online



- Online Malls connect buyers and sellers and allow them to transact in a secure, trusting environment.
- Buyers find the Mall experience easy and rewarding because of the huge choices available.
- Konga Mall will make sure your products are available to the X million Nigerians who already have access to the Internet - a number that continues to grow rapidly

# About K-Express and it's Locations

Konga Express Delivery is Nigeria's first order fulfillment service provider combining e-commerce, warehousing and logistics services. The company is a fully owned subsidiary of Konga Online Shopping Ltd. K-Express has different locations across the regions of Nigeria. K-express can be found in;

To view all K-Express locations, log on to <http://shq.konga.com> and check under your "delivery settings". You can also view the list of all K-Express drop off centers from the SellerHQ homepage.

# Self Fulfillment

## What is Self Fulfill?

- Self-fulfil is a service offered by Konga Mall that will enable you as a seller to sell as you fit without being compelled to use any specific shipment services directly from Konga.
- Self-fulfil will allow you as a seller ship orders by yourself to your buyers or use other carriers of choice without the need to use Konga's delivery service.



- Konga has drop-off locations in Lagos, Abuja and all South-West states.
- This means that if you are a merchant and do not reside within the above mentioned locations you **MUST** self-fulfill your orders or make use of other available courier services.
- To view available courier partners that can assist with shipping within and outside your area, please click on <https://goo.gl/Qa5Cj9>

# Benefits of Self Fulfillment



- Faster delivery to your buyers
- One on one relationship with your buyers
- Reduced return rate as buyers can receive their orders fast especially for prepaid orders and increases their chances of visiting your store and placing more orders
- Determine the location to ship your items
- Determine whether or not to offer “free shipping”

# Uploading Good images and good Product Title

## Uploading Good Images

Product images are the most essential element on an online store. It helps for good product presentation. Ensure that your image is of highest quality and correct (500 mega pixel) before uploading them.

- Upload images that the resolution is 500 Mega Pixels and size is between 100KB and 2MB
- Use photos with white background

# Uploading Good Images

## Good Image



## Bad Image



## Good Product Title and description (cont.)



A good product title is a comprehensive summary of the product. Therefore In naming a product ensure that you create an effective title. Customers who know what they want search for items using keywords.

- Use descriptive keywords to make your title as clear as possible
- Include brand name
- Include specifics like size , color or model number
- Don't use profane or obscene Languages

# Good Product Title and description (cont.)

It is necessary to give a detailed description of a product, that way the customer knows exactly what to expect.

- Always try to avoid using manufacturers descriptions, write up your own unique descriptions that feature relevant keywords to help make them more search-engine welcoming.
- Describe your item the best way you can, a detailed description must contain at least 200 words.
- Use bold headers, use font sizes of 12 or 14 maximum.
- Be sure to use unique identifiers; one of the most important thing you can do to get your listing to show would be to include Author's name, brand's details, manufacturer's details, ISBN's .e.tc.

# Example of a good product title and description (cont.)

## Product Title :

- Deo Milano Patent Leather Slip-on Loafer with Gold Chain – Blue

## Description:

- The Deo Milano brand came to the fashion scene and took the world by surprise. It redefined the way men think and see fashion. It brought creativity where there was none and took over every man's closet with its makeover first season collection which position it as the brand to watch. Deo Milano's 2015 new season collection is the icing on the cake! And the message is clear - 'Evolve or Regress' ...and Deo Milano keeps evolving!

Explore the new season of Deo Milano's collection exclusively on [Konga.com](http://Konga.com) at affordable prices with fast delivery service nationwide.

# About Konga SHQ Dashboard



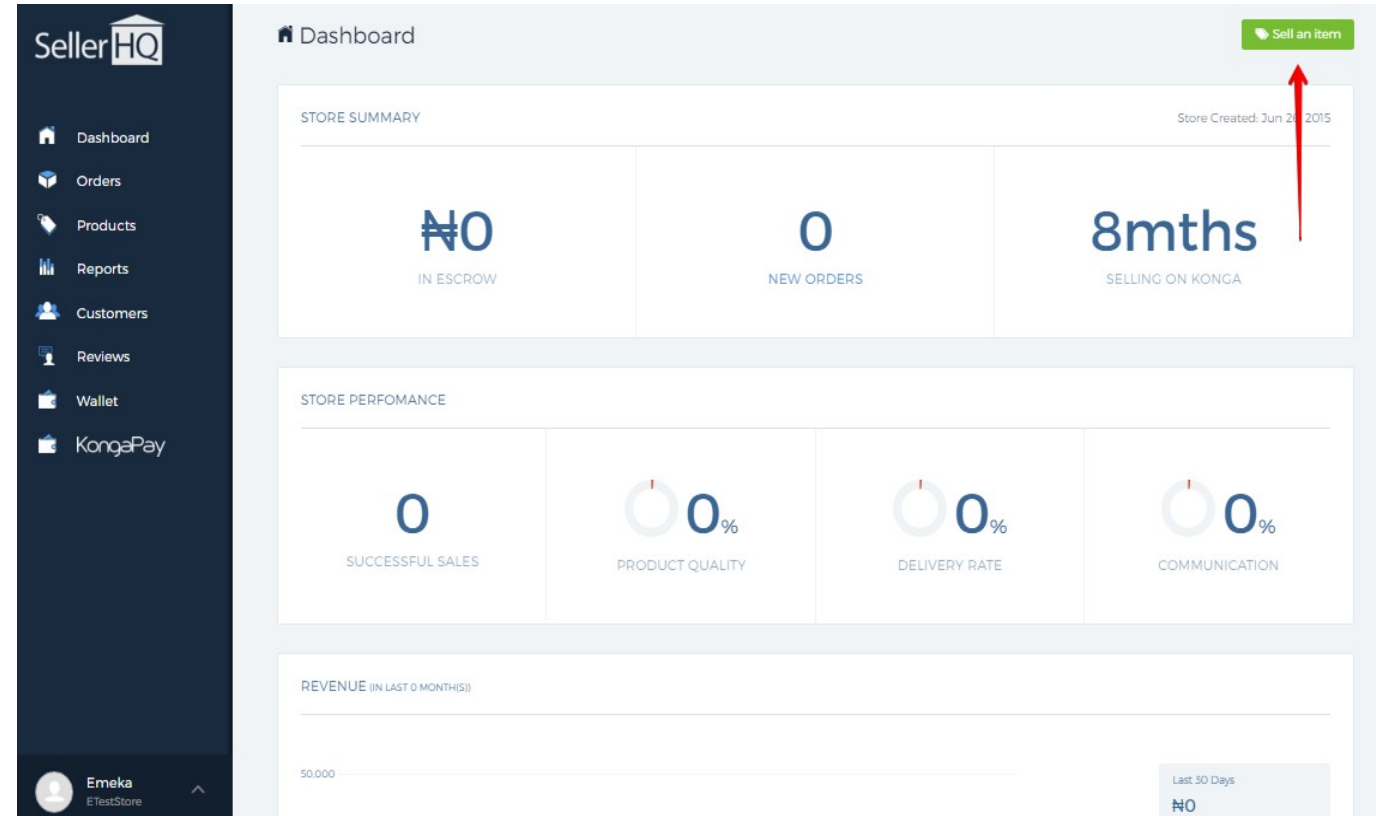
The Konga SellerHQ dashboard is your personal selling portal that helps you:

- Register & upload the products you want to sell on Konga
- Manage all your products listing
- Store your bank details to enable immediate payout of funds owed to you on items sold
- Manage your escrow(payment in waiting)
- Accept & ship new orders
- Update your product quantity to ensure all your listed items are still available for sale



# Konga SHQ Dashboard

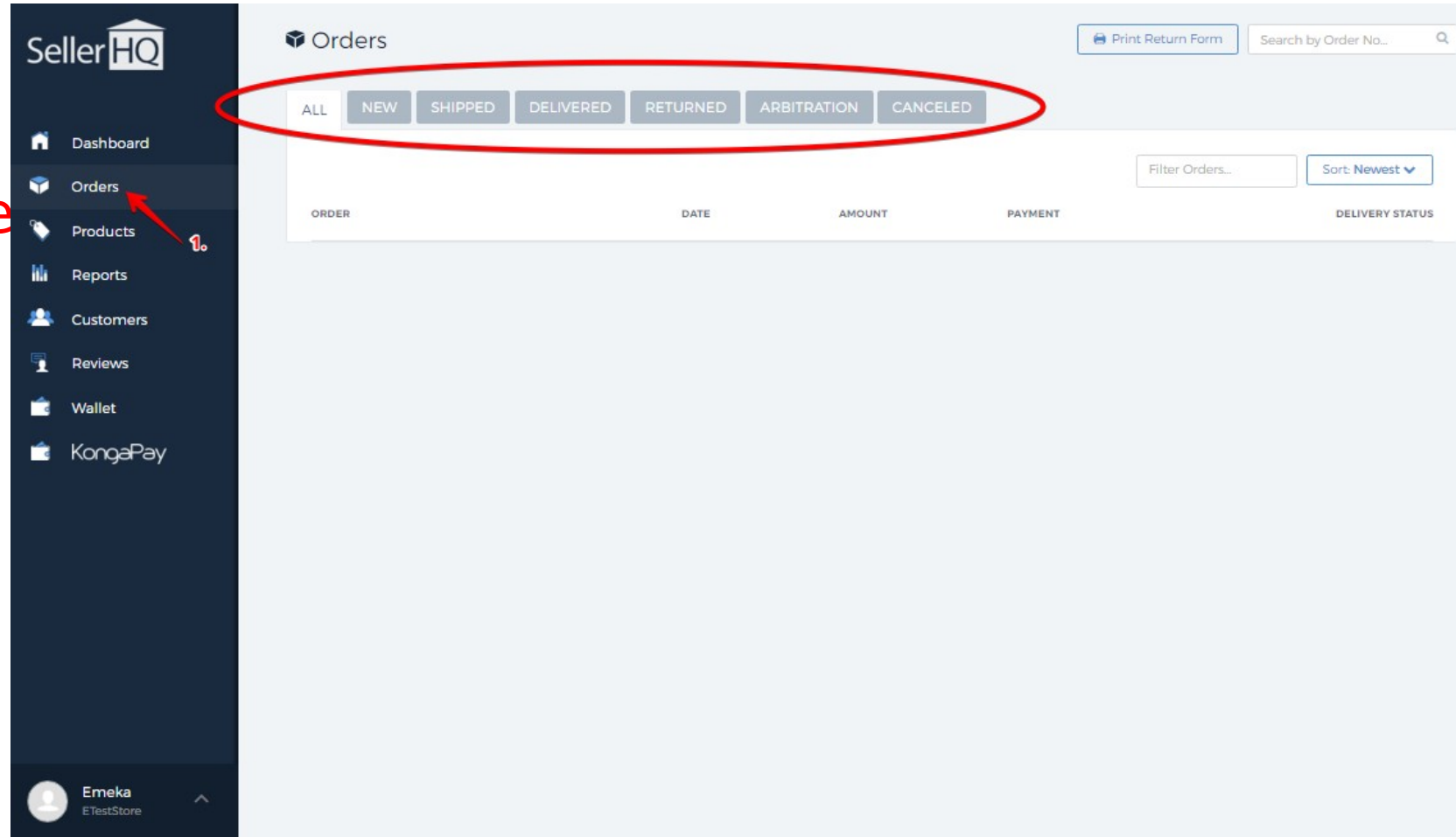
- To List an Item, click on the “**sell an Item**” tab
- Pick your product Category
- Describe your Item
- Review and Confirm the item



(Cont.)

Click on the “**manage orders**” tab to view your:

- New Orders
- Accepted Orders
- Shipped Orders
- Delivered Orders
- Returned Orders
- Cancelled Orders
- Transaction History



SellerHQ

Orders

Print Return Form Search by Order No. Q

ALL NEW SHIPPED DELIVERED RETURNED ARBITRATION CANCELED

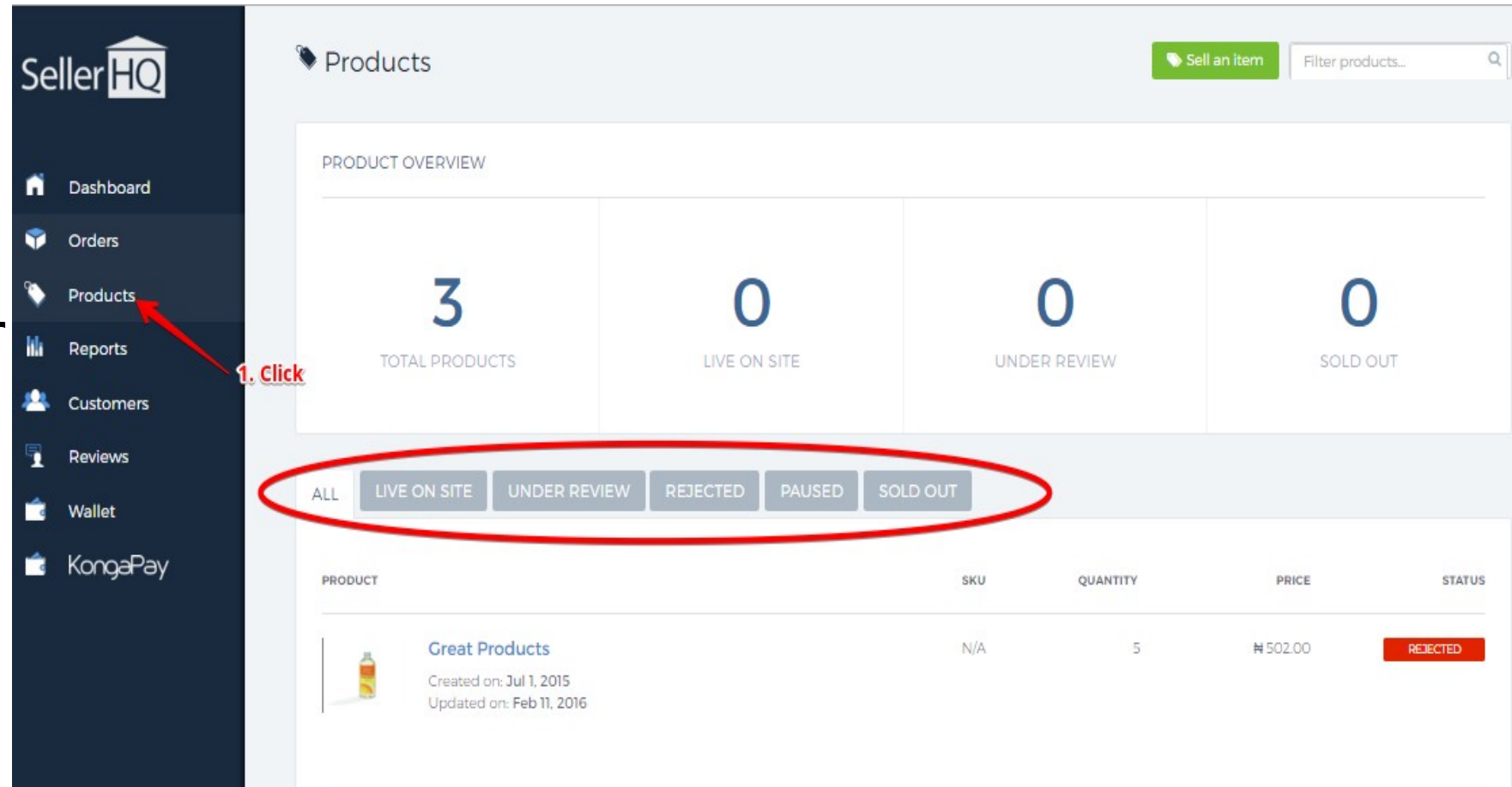
Filter Orders... Sort: Newest

ORDER	DATE	AMOUNT	PAYMENT	DELIVERY STATUS
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Emeka ETestStore

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- To check for products that are live on site, under review, rejected, paused and sold out, click on the “Manage Listing” tab.



**SellerHQ**

- Dashboard
- Orders
- Products
- Reports
- Customers
- Reviews
- Wallet
- KongaPay


**Products** Sell an Item

**PRODUCT OVERVIEW**

3 TOTAL PRODUCTS	0 LIVE ON SITE	0 UNDER REVIEW	0 SOLD OUT
---------------------	-------------------	-------------------	---------------

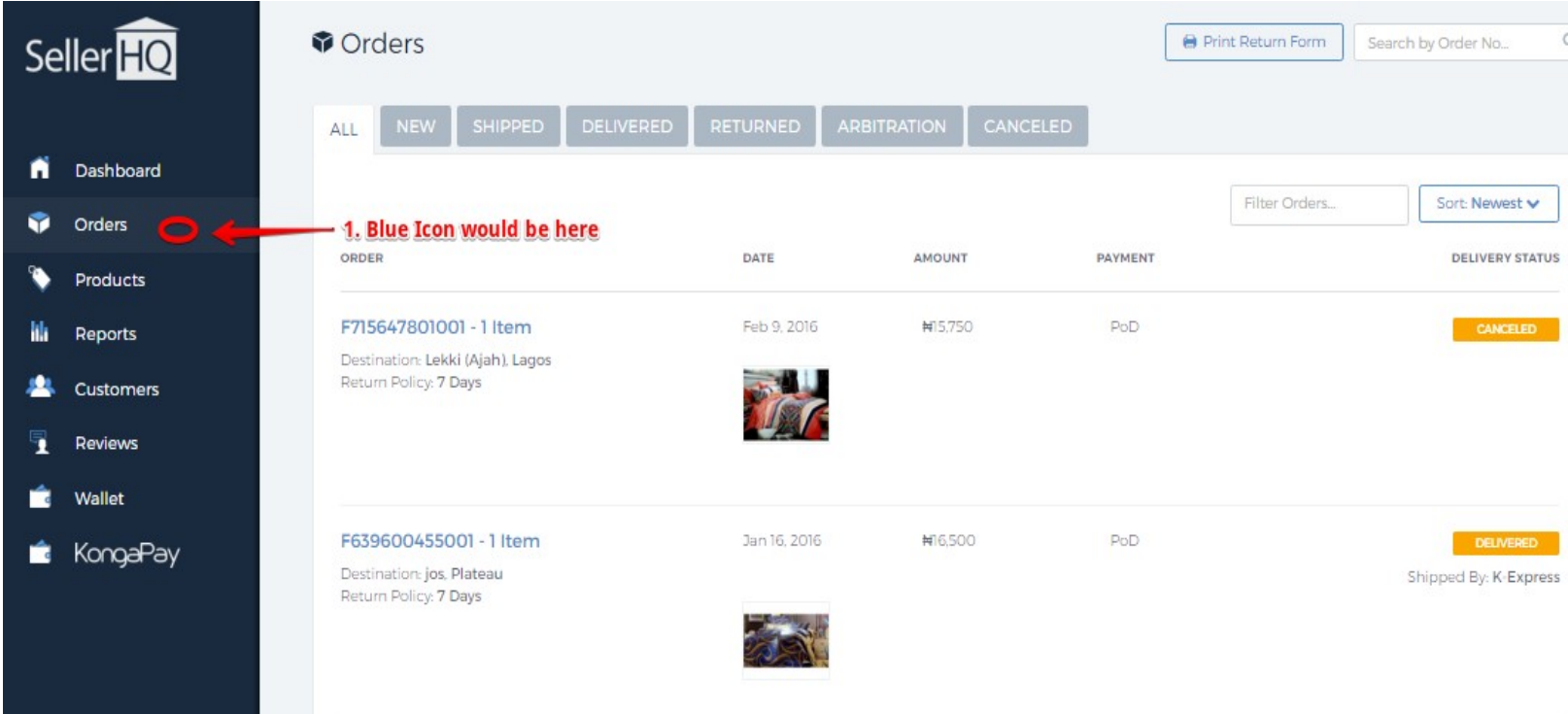
1. Click

ALL LIVE ON SITE UNDER REVIEW REJECTED PAUSED SOLD OUT

PRODUCT	SKU	QUANTITY	PRICE	STATUS
 <b>Great Products</b> Created on: Jul 1, 2015 Updated on: Feb 11, 2016	N/A	5	₦ 502.00	REJECTED

(cont.)

- The blue notification icon indicates that you have a message from a buyer.



**SellerHQ**

Orders

Print Return Form Search by Order No...

ALL NEW SHIPPED DELIVERED RETURNED ARBITRATION CANCELED

Filter Orders... Sort: Newest

**1. Blue Icon would be here**

ORDER	DATE	AMOUNT	PAYMENT	DELIVERY STATUS
<b>F715647801001 - 1 Item</b> Destination: Lekki (Ajah), Lagos Return Policy: 7 Days	Feb 9, 2016	₦15,750	PoD	<b>CANCELED</b>
<b>F639600455001 - 1 Item</b> Destination: Jos, Plateau Return Policy: 7 Days	Jan 16, 2016	₦16,500	PoD	<b>DELIVERED</b> Shipped By: K-Express

# Konga Help Line

At Konga there are different helplines for various issues:

New Seller Support Enquiries/Complaints - [newseller@konga.com](mailto:newseller@konga.com)

Enquires for Suggestions - [suggestions@konga.com](mailto:suggestions@konga.com)

Enquires for Suspension - [ordercontinuity@konga.com](mailto:ordercontinuity@konga.com)

General Information - [mall@konga.com](mailto:mall@konga.com) or you can reach us on 01-4605555 and 0809 460 5555

Advert Enquiries/Requests- [adsales@konga.com](mailto:adsales@konga.com)

Registration Assistance & Product Listing- [onboarding@konga.com](mailto:onboarding@konga.com)

Seller Mentoring Programme- [sellermentors@konga.com](mailto:sellermentors@konga.com)

Enquires for Events - [events@konga.com](mailto:events@konga.com)

# Product Verification on Konga Mall

Certain brands are restricted from being sold on Konga Mall. By permitting the sale of these brands, we will be violating Trademark Infringement, Copyright Infringement and Affiliation/ Endorsement/ Trade Diversion.

Other specific high end brands will need to undergo a verification process to ensure such products listed for sale are authentic on Konga Mall.

For more information on these high end brands, you may send an email to [verifyproducts@konga.com](mailto:verifyproducts@konga.com)

**NOTE:** Forever Living Products are now acceptable but Xiaomi is not permitted.



# Konga Store Suspension Policy



In order to sell successfully on Konga and avoid being closed permanently, it is important that you hold fast to the suspension rules.

- Stores can only be placed on suspension twice.
- To be reinstated from the first suspension, affected stores will be required to send a mail to [ordercontinuity@konga.com](mailto:ordercontinuity@konga.com) stating reasons for poor performance and providing a lasting solution to avoid reoccurrence.
- To be reinstated from the second suspension, affected stores will be required to pay a fine of N10, 000, provide a sworn affidavit and will also be required to come to Konga Head Office for recognition.
- On the third suspension, affected stores will be Closed Permanently.

# How To Avoid Store Suspension

Some stores are occasionally suspended due to low shipment and low performance. To avoid store suspension on Konga, you must adhere to the following rules:

- Avoid cancelling orders but in specific cases where you have to cancel an order, send an email stating the reason for cancellation to [ordercontinuity@konga.com](mailto:ordercontinuity@konga.com)
- For self-fulfilled orders, ensure you pay your commission invoices at the due date
- Avoid having too many orders in arbitration
- Avoid selling counterfeit products
- Keep away from fraud



# Payment Policy on Konga

As a seller, asking buyers who choose to Pay on Delivery to pay into a non-Konga account before delivery is forbidden.

If you require prepayment for your orders before you can ship, you must ensure you only provide or direct your buyers to Konga's account details ([www.konga.com/payments](http://www.konga.com/payments)) or risk suspension/store closure.

# Konga Bank Verification Process



In the process of opening your store you are required to:

- Input your bank account details.
- Account gets verified within 24 - 48 hours.
- You get an email stating if your account as been verified or declined.
- If your account is verified, then you can List.
- If your account is declined, you should confirm that every detail was put in correctly and try again.

# Order Life cycle Process

- Orders not marked as '**shipped**' within 48 hours will be auto cancelled. Buyers will be able to cancel orders still in the 'new' status
- In the case of prepay, refund will be issued to buyers with orders that are automatically cancelled after 48 hours of not being marked as '**shipped**'
- If orders are not delivered in 15 days, buyers will have access to cancel such orders
- Orders cancelled by buyers after order has been updated by seller to "shipped" status will go under '**delivery dispute**'
- Self fulfilled orders updated to shipped but not marked as delivered in 22 days will be marked to '**auto-delivered**' after 22 days
- Self fulfilled Pre-paid orders updated to shipped but not marked as delivered in 22 days will be marked to '**auto-cancelled**' after 22 days.

# Delivery Dispute



Customer disputes after delivery can include:

- Incomplete shipment,
  - Item change request (due to incorrect size, color etc.),
  - Non-functional/ defective items,
  - Sub-standard or counterfeit items,
  - Wrong items (different from what the customer ordered)
- 
- When such complaints are raised, the orders are placed on hold (**Arbitration**)
  - The '**Konga Dispute Resolution Team**' acts as a mediator to achieve a win-win resolution for buyer & seller.

(Cont.)

- Where mediation fails, the complaint is escalated to the **Trust & Safety Team**, who step in as an arbitrator for a final resolution.
- Konga conducts a thorough investigation to ensure all claims made to the dispute resolution team are genuine.
- An outcome of resolution may be:
  - Return of an Item for a '**Full Refund**'
  - Return of an Item for '**Repair**'
  - Return of an Item for '**Replacement/ Exchange**'
  - **Refund** without Return
  - **Compensation** (with or without the return of an item)

# Maximum Shipping Charge on Konga

As a seller you are to fix your own shipping charge from your “SHQ delivery settings”.

- Major cities within Lagos - 750
- Outskirt of Lagos - 1500
- Major cities outside Lagos - 1500
- Outskirt of Lagos - 3000

**NOTE:** The maximum amount that can be charged for shipping is 3000. But if you sell heavy items and the shipments above will not suffice, kindly send an email to [onboarding@kongga.com](mailto:onboarding@kongga.com) to customize your shipment charges.

# Importance of Accurately Updating Orders

- As a seller, you are responsible for ensuring that all order updates you make on your SellerHQ dashboard is accurate
- Ensure all self-fulfilled orders are marked as “delivered” only after confirmation of delivery by your buyers.
- Wrongly updated self-fulfilled orders will still be charged commissions accordingly and you will be required to pay these charges to avoid store suspension.
- Konga will not issue a refund for any paid/issued invoice due to inaccurate/false updates on orders.

# How to become a Classic plus Merchant

Konga has two classes of merchants, “The Classic Merchant” and “The Classic Plus Merchant”. All new merchants are “Classic merchants” but some some gradually grow into “Classic Plus Merchants”.

A “Classic Plus” merchant is a seller who has benefits of lower commissions unlike the normal “classic” merchant.

Here are things to do to become a premium merchant:

- Count of orders must be greater than or equal to 1000
- Delivery rate must be greater than or equal to 70%
- Product count must be greater than or equal to 20



# Konga Commission Rate



CATEGORY	CLASSIC PLUS MERCHANT	CLASSIC MERCHANT
Automotive & Industrial	4.5	6
Baby, Kids and Toys	8.5	12
Beauty, Health & Personal Care	8.5	12
Books and Stationery	7	10
Computers and Accessories	3.5	5
Electronics	4.5	6
Food and Drink	4	6
Home and Kitchen	6	8
Konga Fashion	12	15

(Cont.)



CATEGORY	CLASSIC PLUS MERCHANT	CLASSIC MERCHANT
Music, Movies & Games	2	3.5
Mobile Phones	2	3
Sports and Fitness	4.5	6
Arts & Crafts	3	4.5
Phone, Tablet and Computer Accessories	7	10
Tablets	3	4
Gifts	7	10
Building and Construction	2	2.5

# Importance of Proper Packaging

Good proper Packaging plays a vital role in online selling and product marketing and is especially significant for growing businesses as it has a direct impact on sales.

Reasons you should ensure proper packaging of your products:

- **Attraction:** How your product is packaged may be what attracts the buyer to purchase an item from your store.
- **Proper Research:** Do a research on the type of product packaging that is most suitable for the product you are selling. Good packaging brings new customers and also keeps existing customers coming back.
- **Avoid Bad Images:** We advise that you do not take images of products that have rough packaging as it will be a turn off to your potential buyers

# Importance of proper Packaging

## IN THE PROCESS OF DELIVERY (cont.)

- **To Prevent Product Damage:** It is necessary that your products are packaged securely to guard against being dropped or crushed during the shipment process either by you or by a third party delivery service. You should also package your products adequately to guard against high temperatures, insects or microorganisms
- **For Proper Containment & Proper Identification:** It is necessary to keep your products together and we encourage that you label your items so as to make them easier to identify Proper Identification when shipped separately due to their heavy or due to their large size.

# Shipping Exact Product Ordered to Buyers

Ensure that you ship exactly what was ordered by the customer. If the product is not available be sure to reach out to the customer, apologizing for the non-availability of the product and if possible propose another item to the customer. By doing so you:

- Reduce returns
- Create a good reputation for your store
- Create a buyer/customer relationship

# Importance of Selling Original Products

The sale of counterfeit items on Konga Mall is frowned upon and prohibited as this will lead to store suspension and possibly legal consequences.

We advise that you avoid selling fake products as by doing so, you are **violating the law**. It is also a criminal offence to use a trademark without the owner's permission.

By selling on Konga, you agree to Konga's Merchant Service Agreement. <http://www.konga.com/authentic-items-policy/>

If you are caught selling counterfeit products or caught in any fraudulent act, your store will be permanently closed.

**HAPPY SELLING!!**