

# Selling on Moja

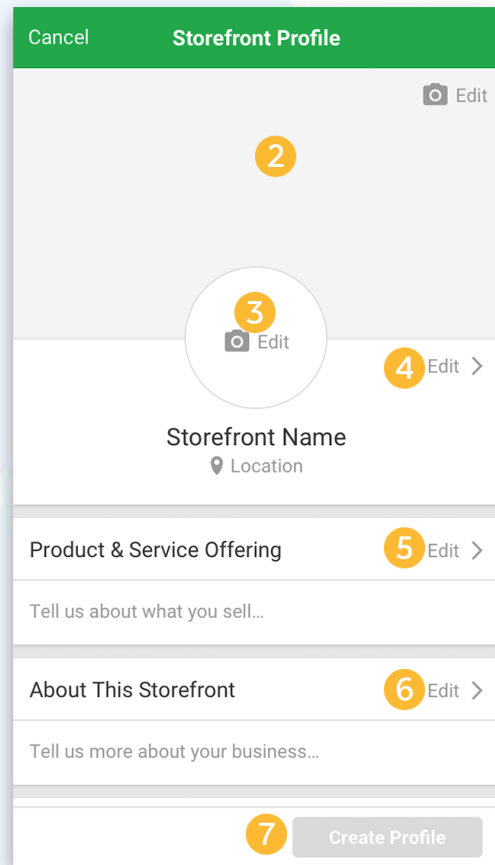
# Storefront Overview

- Your storefront is available 24/7 and can work for you even when you are not.
- This is your first impression to every potential customer on Moja. All who are searching for products will evaluate your level of trust, quality, and products based on how you showcase your business and products or services in your Storefront.
- You will need the best logo you have of your business, and the best picture you have that represents your business and a short paragraph that describes your business to someone who has not yet met you or done business with you.
- Consider which products you want to sell on your storefront including any variations (sizes, weights, color, etc.) You will also need good quality product photos, which we are happy to help with.

**Lets get started!**



# Step 1: Create Storefront



- 1 Go to your personal profile, by tapping on your profile pic on the lower right of the app. Then tap on “Sell on Moja” from your Personal Profile page. Tap continue to Sell on Moja.

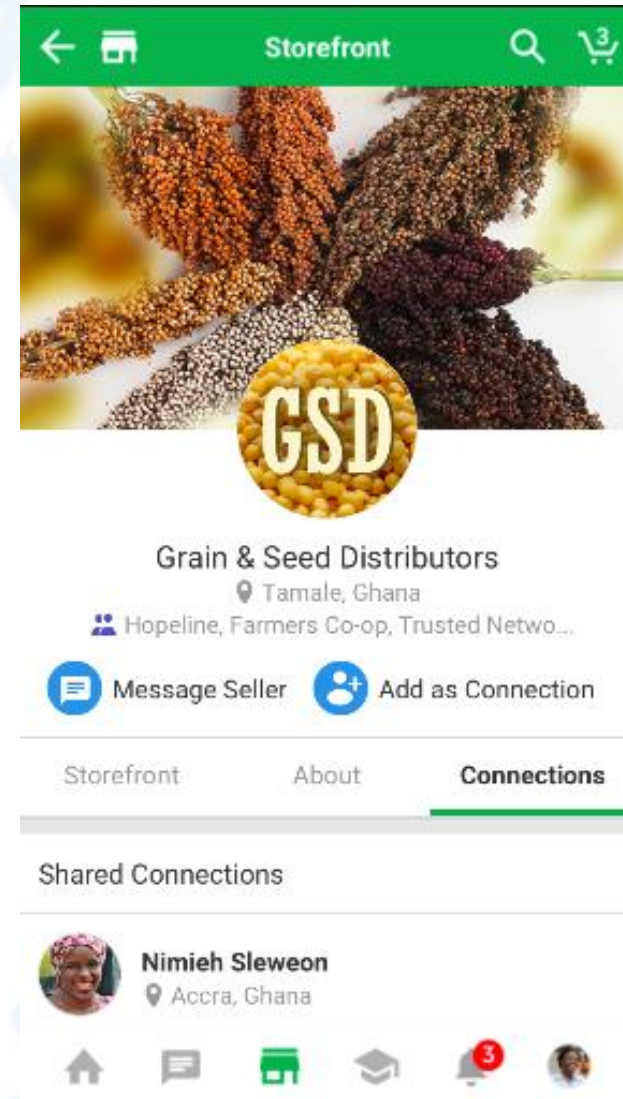


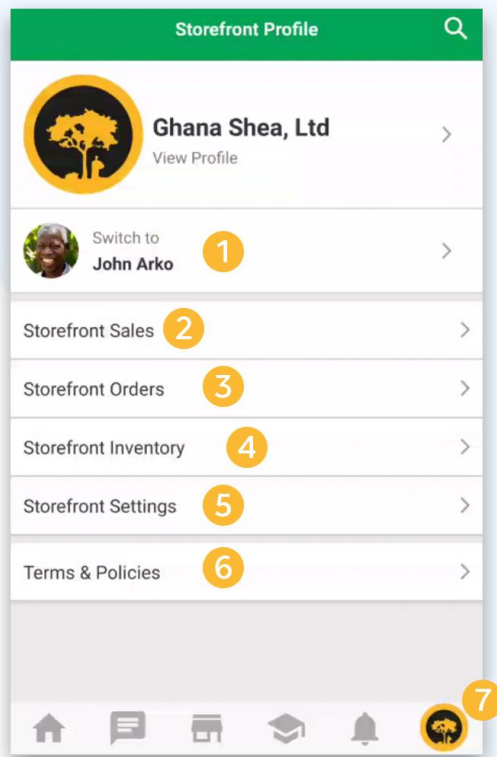
Start by choosing:

- 2 A photo that best represents your business
- 3 Your logo (note: depending on the size/orientation of your logo, this could also be #2).
- 4 Now add your Storefront name (this should be the same as the name of your business) and location. Tap Save on upper right hand side of screen.
- 5 Now enter what your business sells (tap save) and
- 6 Type a description of your business. (tap save)
- 7 Finally, tap the Create Profile button to finish.

# Storefront example

- What do you notice?
- What do you like?
- What don't you understand?



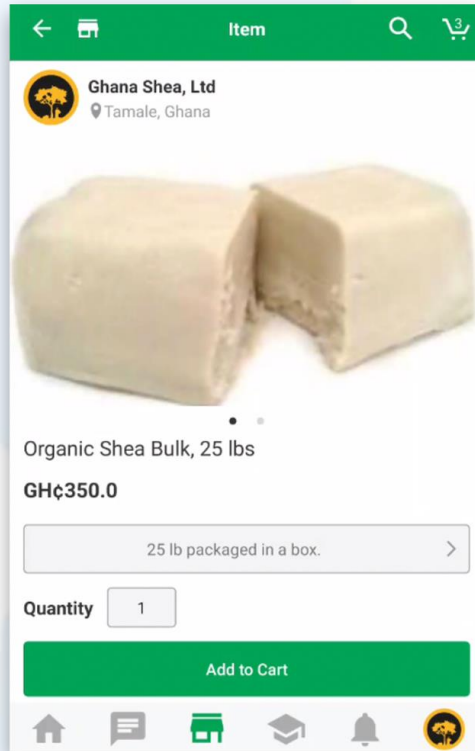


Let's walk through this "home screen", because as a business owner you will be spending a lot of time here.

- 1 First, at any point, you can switch between your personal profile (your personal purchases, wallet, connections, etc.) and your storefront profile. Just like in real life, Moja separates your personal and business communication, purchases and connections. Tap here to switch between business and personal.
- 2 Storefront sales - Tap here to see your sales: ones in negotiation, those that are in process (open) and completed orders.
- 3 Storefront orders - Tap here to view items your storefront is purchasing: ones being negotiated, those in process and completed orders.
- 4 Storefront inventory: add, edit, hide or remove products.
- 5 Storefront settings - Here is where you describe your Storefront shipping details. Note: These details can be edit at the product level, if applicable
- 6 Review the Terms & Policies of the Moja App.
- 7 Remember: Any time you want to get back to this menu to manage your storefront, or switch back to your personal account, tap here.

**Now, tap Storefront Inventory and lets get started adding your products!**

# Product Overview



On Moja, your products are selling themselves even when you're done with your business day. Taking time to put your best foot forward with each product is perhaps your best investment of time into the Moja app.

## Why are Product pages important?

Customers are always looking for products to buy. Moja gets your products in front of people you may never meet, allowing you to showcase your products to customers in an environment they can trust.

## How will people see my Products?

There are multiple ways for people to find your products in the Moja app. Customers will find your products through your product searches, business searches and network connections.

## A quick checklist to set up your Product pages:

As you go through the setup process, you will be asked to provide a few key pieces of information. It is worth spending a few extra minutes identifying or creating:

- The best photos you have of your products; showing the appeal and quality that you want to convey. Don't have good photos? Let us know. We are here to help!
- The variations and quantities you will want to sell of each product.
- A short paragraph that describes your product to someone who has not yet met you or done business with you.

# STEP 2: Add items

Cancel	New Item	Save
Item Name	1	Edit >
Item Description	2	Edit >
Item Categories	3	Edit >
Item Photo	4	Edit >
Variations	5	Add >

- 1 First, add Item Name. This is what the shopper will see in their list of category or search.  

Tip: Your title can be descriptive, but don't make it too long. The app's "Power Search" will search both your title and description and variations.
- 2 Add your product description. Put complete description that includes all color, size or other variations of your product. Consider this space an excellent place to market the special nature of your product or service and what makes your product unique.
- 3 Choose the appropriate categories for your products by tapping on the box of the category choice(s) and then tap save. It is important to choose only categories that apply to your product.
- 4 Photo: This is the photo that will show in the marketplace, your storefront and should represent your product best. Note that you will be able to add additional photos in the steps below. Choose the best quality photo that best represents your product
- 5 This is where put the specifics of your item. See the next page for step-by-step instructions.

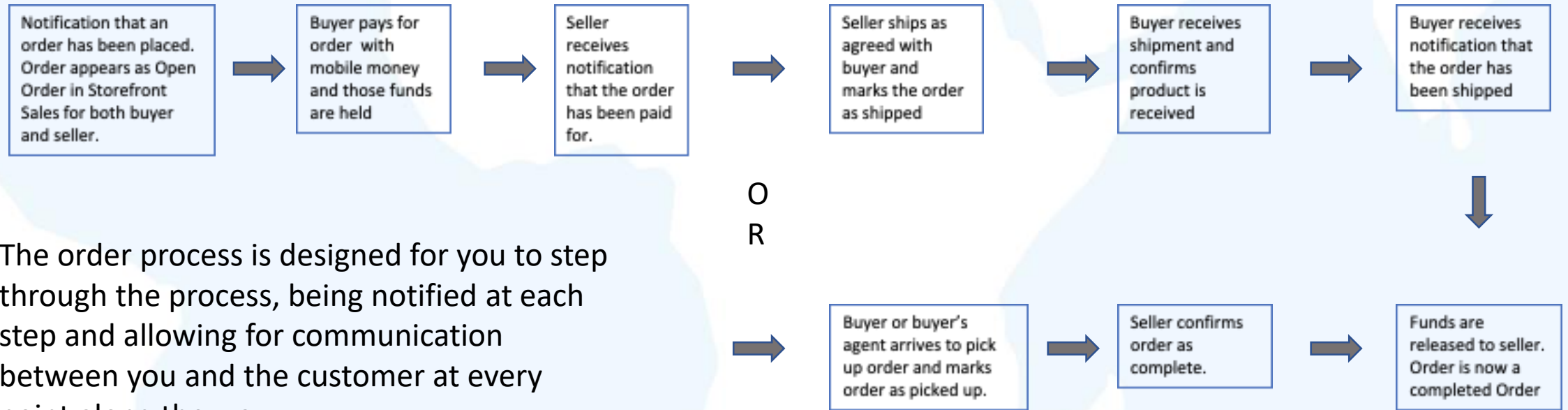
# Step 3: Add product details

- 1 Type up a more detailed description of your product. Rather than just repeating the item name, here is where you put details that make this item unique – quantity, weight, size, packaging, color, etc.
- 2 Type in the price you want your customer to pay for your product. Note: you will be allowed to decide whether this price is negotiable in the next step.
- 3 Choose whether the product is Not negotiable (fixed price), negotiable, or if your customer must negotiate.
- 4 If you want to hide the product in your storefront because you are out of stock, or don't sell the product anymore (and might in the future), tap here make your item not available for purchase.
- 5 If you want to make your product ONLY available for pickup from the buyer, tap here to turn off shipping availability.
- 6 Item Photos: You can add up to 5 additional photos of your product here. While only 1 is required, it gives you the opportunity to upload additional photos that show other aspects of your product (packaging, color, details).
- 7 When you are done with this variation, tap Save

If you have additional variations for this item, add as many variations as you need.



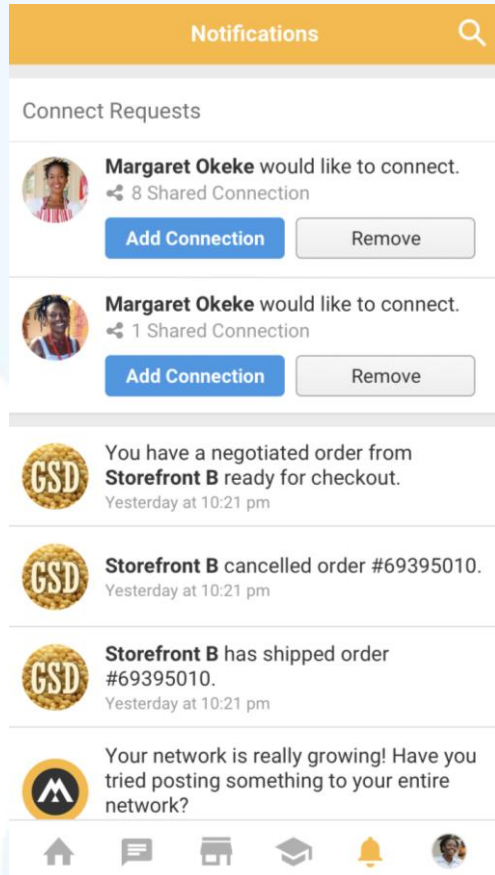
# Overview of the Selling process



The order process is designed for you to step through the process, being notified at each step and allowing for communication between you and the customer at every point along the way.

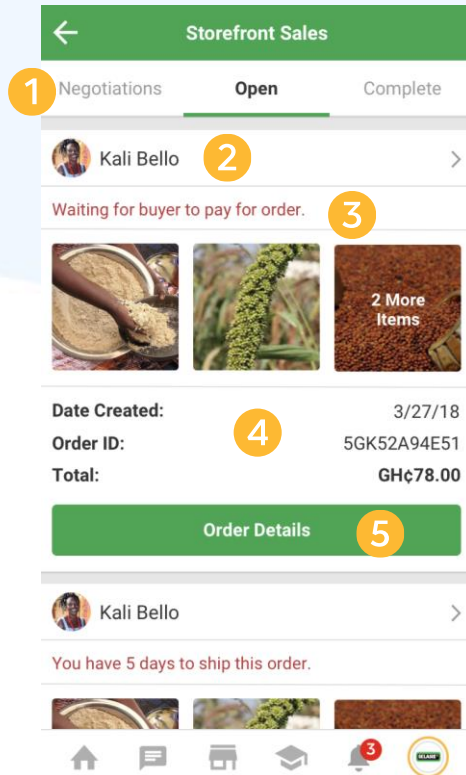
As the seller, you control leading the customer through the sales process and Moja makes it easy for you to proactively communicate with the buyer.

# Notifications lead you.



Tap on notifications to be brought to the next step

# Storefront Sales: list of orders



- 1 Tap to see orders in negotiation, open orders and completed orders.
- 2 Tap to see buyer profile or to message them.
- 3 This area tells you what happens next.
- 4 High level order details – date, ID and total price. Pictures show what was purchased.
- 5 Tap here to see full order details.

# How to negotiate

The screenshot shows a mobile application interface for a negotiation. At the top, there is a green header with a back arrow, the word 'Negotiation', and a 'Cancel' button. Below the header, the text 'Apply A Discount To This Order' is displayed. A section titled 'Select a price for the order and add a note about the discount applied.' contains a text input field with '-GH¢ 8.00' and a 'Send' button. To the right, the 'Original Total' is shown as 'GH¢78.00' with a circled '1' next to it. Below this is a 'Note to Buyer:' section with a text area containing the message: 'I accept this negotiated price we agreed to in chat. I've taken GH¢8 off the order to let you pick it up.' with a circled '2' next to it. A disclaimer below the note reads: 'By clicking Send Order to Buyer, you are agreeing to these negotiated conditions.' The bottom section, 'Items In This Order', shows a product image of 'Grain & Seed Distributors Hand-Ground Fine Pearl Millet'. At the bottom, the 'Total' is 'GH¢70.00'. A large green button labeled 'Send Order To Buyer' with a right arrow and a circled '3' is prominent, with a 'Cancel Order' button below it.

Negotiations happen via communication between buyer and seller based on a specific order (not shown).

Once a final price is decided upon:

- 1 You can edit the order total to reflect your agreed upon discount
- 2 Add a note to the buyer
- 3 The updated order total is sent back to the buyers' cart. The rest of the sale proceeds in the regular way.