- Easy Store Management
- Synced Mobile App
- Unlimited Product Upload
- No Transaction Fee.
- 24/7 Support Service
The dashboard is an organized, attractive and easy-to-read display of all the activities in the online store.

Store Front: The Store Front includes everything you need for building and managing your online store.

App front: The App Front helps you with the creating, designing and editing of your native mobile application.

Photography: With the Photography option, you can request to hire professional photographers from Builderfly for great product images.

Digital Marketing: The Digital Marketing feature allows you to request Builderfly experts to manage all the digital marketing aspects for your online store.

Subscriptions: The subscriptions display your active subscription plan along with the previous subscription records.

Support: You can get immediate assistance from our Help Center, FAQs, and support team, round the clock or you can raise ticket for Builderfly support.

Accounts: The Accounts section helps you manage and edit your profile from one place without any hassle.
Manage Store

The 'Manage Store' section is the key to manage all the settings required for a smooth functioning of the online store.

Builderfly navigates you to each section with utmost ease. When you browse through the 'Manage Section', you will find that setting up an online store with Builderfly is a step–by–step procedure.

Let’s start with very first tab:

‘Catalog’ section is to add products. On the product page, you shall need to fill in details such as title, description, price, product SEO and other necessary specifications. Make sure to save all the changes made on the product page.

In the ‘Sales’ category, you can manage all your sales at one place without any hassle. In the ‘Customers’ section, the details of all your customers can be stored and managed. In the ‘Discounts’ section, you can view the discounts that are active for your customers. In the

‘Blog’ section, all the blogs you uploaded can be viewed and managed. The ‘Theme’ section shall redirect you to the marketplace wherein you can select the required theme. The ‘Sell Everywhere’ allow you to manage your entire sales platform at one place.

The ‘Store Setup’ lets you make the necessary changes in your store as and when required. The ‘Analytics’ directs you to the store analytics based on your sales and your customers.

The ‘Updates and Releases’ include the important notifications for you to update your software for a better performance.

Other Facilities: Some other lucrative features of Builderfly include live statistics, easy navigation, support for custom development, regular updates of webinar, and updated blogs.
Catalog

Under the ‘Catalog’ option, the following features are provided

Add Product – One By One

Products – In the ‘Add Product’ section, there is a facility to add unlimited number of products and categories. Add other product attributes such as weight description, color, product catalog, etc. Check the lifetime sales, total customers, total orders, and total products in this section. Moreover, get tips to enhance your site.

Category

The ‘Category’ page allows you to set your products into different groups so that your customers can easily find the products they are searching. Create a new category under the ‘Category’ section. Enter details such as the name of the category, page title, Meta keywords, and Meta description. Upload image, category icon, category banner, and add product categories/subcategories.

Things you can do:

- State whether the category is active or not active
- Include/exclude the navigation menu
- Display/hide footer menu (Only applicable for 1st level category)
- Set the category as new
- Show the category as featured
- Enter the sorting order of the footer menu (Only applicable for 1st level category)
- Enter the type of menu (Only applicable for 1st level category)
Attributes Settings

Attributes
Add and manage the attributes of your website by sorting the attribute code, attribute label, requirement, system, visibility, scope, search ability, layered navigation, and comparability.

Attribute Sets
Manage your website's attribute sets under this section. Add new set as well as sort the list as per your preference.

Gift Card
The gift card option includes the following features:

Gift Card Templates
Add new templates as well as manage your gift template under this section.

Gift Card Series
Add new gift cards and manage them under this option.

Gift Card Products
Add new gift card products, sort them as per your preferences, and manage them accordingly.

Gift Card Codes
Provide gift card codes for the respective products. Edit the page or delete it if you do not require the same.

Gift Card Settings
Add gift card settings such as general settings, mail settings, cart settings, and checkout settings.
Customer Reviews

View the customer reviews and manage the pending reviews under this section. Also, manage the ratings of your online store for better customer conversion.

Add product in bulk

Adding products in bulk can help you ease the entire process. Go to the Product Export/Import and export the Sample CSV file. You can download the sample CSV file from the Product Import page. You can simply fill/replace the actual product data in the same way and import it. You can add as many products as you want and it will sync with the Builderfly theme. Once synced, you can publish them to your store.
**Store Setup**

The ‘Store Setup allows you to make all the necessary settings for setting up your store with Builderfly. The complete power to customize the store settings is with you.

The store setup is a one-time process. However, you can edit the settings as and when required. It’s quick, easy, and do-it-yourself process.

The sales category includes the checkout option, sales email, shipping settings, shipping, and the payment. The sales section allows you to manage your shipment as well as your payment. Let us guide you with a step-by-step method to easily set up your store with Builderfly.

Did you know that you can hire Builderfly expert for setting up your store? Contact us via support@builderfly.com. T&C apply.

**Shipment**

The ‘Shipment’ category allows you to view and manage the shipment of each product for which your customers placed their orders so that you do not miss any deliverables.
Shipment Method

Flat rate: You can define the fix rate for your customers based on the percentage or number of products. Herein, fixed delivery charges shall be applicable.

Free shipping: You can fix the rate of the products to give free shipping for your customers’ convenience.

UPS: Ideally used in India, it is one of the leading carriers wherein you need to register yourself to avail their services. You can visit UPS site from here https://www.usps.com/ to create account.

USPS – Similar to UPS, it is ideally used for USA. You shall need to create an account with the carrier partner. For more information visit https://www.ups.com/us/en/Home.page

DHL – It is ideally used in India, wherein you have to create an account in the carrier partner and configure the details in store. Visit DHL website - https://www.dhl.co.in/en/express/shipping/open_account.html

FedEx: Similar to DHL, FedEx is majorly used in India. Moreover, similar to other carriers, you need to register yourself to integrate them with Builderfly.

Let’s take an example of FedEx to give you step-by-step process understanding.

Visit https://www.fedex.com/en-in/home.html to create an account with carrier partner and open an account to create a FedEx shipping Account.
Sandbox Mode

Yes

Packages Request Type

Use origin weight (for requests)

Packaging

Your Packaging

Dropoff

Regular Pickup

Weight Unit

Pounds

Maximum Package Weight (Please consult your shipping carrier for maximum supported shipping weight)

150

Calculate Handling Fee

Fixed

Handling Applied

Per Order

Handling Fee

Handling Fee

Residential Delivery

Yes

Allowed Methods

Europe First Priority
1 Day Freight
2 Day Freight
2 Day
2 Day AM
3 Day Freight
Express Saver
Ground
Free Express

Hub ID

Hub ID

The field is applicable if the Smart Post method is selected.

Free Method

Ground

Free Shipping with Minimum Order Amount

Disable

Minimum Order Amount for Free Shipping

Minimum Order Amount for Free Shipping

Displayed Error Message

This shipping method is currently unavailable. If you would like to ship using this shipping method, please contact us.

Ship to Applicable Countries
Let’s take a detailed view:

Checkout: You can enable/disable the shipping option on the checkout page. In order to let your customers view the shipment options, it is recommended to enable it.

Title: The title indicates the name of the career partner. However, you can Change the name as per your preference.

Account ID: Here, you need to enter your FedEx account ID. The account ID shall be created once you register with the career partner.

Meter Number: You need to visit FedEx Web Services. On the left side, click on ‘Move to Production’ and then on ‘Create the Production Meter Number’ directly.

Key: You need to go to FedEx Web Services and choose from either ‘Develop or Test’ or ‘Move to Production.’ Click on ‘Get your Key’ and then on ‘US and Global.’ Click on ‘Continue’ and accept the License Authorization.

Password: Enter the FedEx account password.

Sandbox Mode: User can enable sandbox mode and test the shipment method, once testing is done he shall keep it disabled.

Packages Request Type: Option that best describes your preference when splitting an order into multiple shipments, user can choose Divide to equal weight (one request) or use origin weight (few requests)

Packaging: If user wants to create his own packaging or request for FedEx packaging services from the dropdown.

Dropoff: Set Dropoff to the pick-up method that will be used for delivery. Options include:

- Regular Pickup: If you have a high volume of shipments, it can be cost effective to make arrangements with FedEx for regular pickups.
- Request Courier: You must call and request a FedEx courier to pick-up shipments.
- Drop Box: You must drop off shipments at your nearby FedEx drop box.
- Business Service Center: You must drop off shipments at your local FedEx business service center.
- Station: You must drop off shipments at your local FedEx station.

Weight Unit: User can select the weight unit shall be in pound/kilogram.

Maximum Package Weight (Please consult your shipping carrier for maximum supported shipping weight)

Calculate Handling Fee: It can be fixed or percentage wise.
Handling Applied: User can decide handling charges based on per order or per package.

Handling Fee: User can decide handling fee.

Residential Delivery: Enable/disable for residence delivery.

Allowed Methods: There is a list of methods for user to select for

Hub ID: This ID is to corresponds with the nearest FedEx Smart Post processing hub to you, [https://www.easypost.com/whats-a-fedex-smartpost-hub-id](https://www.easypost.com/whats-a-fedex-smartpost-hub-id)

Free Method: User can select free method from the dropdown or can keep it non.

Free Shipping with Minimum Order Amount: User can enable/disable it as per his business requirement.

Minimum Order Amount for Free Shipping: If use have minimum order amount for free shipping, then he can mention here.

Displayed Error Message: If FedEx services is not allow in some areas then end customer will see the default error message like (This shipping method is currently unavailable. If you would like to ship using this shipping method, please contact us.) user can write any message here for display as error message.

Ship to Applicable Countries: User can choose specific countries and can select countries from the Dropdown he wants to limit his courier services to the particular countries. Or can select All allowed countries.

Sort Order: If user has multiple courier partners in that case he can give order to show it to the end customer.

**Payment**

Using a secure payment gateway aids in lowering the chances of credit card fraudulence. Builderfly offers integrated secure payment gateways to ease your payment procedures.
Builderfly has multiple default payment method.

Customer needs to visit the website of selected payment gateways and create merchant account and integrated it here to associated with the Builderfly store.

Let's take an example of Razorpay:

Visit [https://razorpay.com/](https://razorpay.com/) and select payment gateway, check the standard plan and Get Started, you can create your razorpay account by just putting your email address and create password> select your business type>estimate monthly revenue (INR)>your business function>Basic business detail.
Sort Order: If customer is using more than one payment method then he will have facility to choose which payment method shall show first while customer choosing payment options, it can be sort by numeric number like Just number 1, 2, 3, 14 etc..

API Key: API key will be generated after creating razorpay account.
(Login to your Razorpay account. Click on API Keys tab from the left pane. Next, click on Generate Live Key button to generate your live API key.)

API Key Secret: API key secret will be generated by razorpay account
(Click on the Generate Live Key button to get your Key ID and API Key (Key Secret)

Title: This is the title of the payment gateway.

Override Merchant Name: This will show at the time of payment.

Payment from Applicable countries: user can enable this option and can choose specific country if he wants to show this payment method in some particular country only. In case of disable it will allowed to show in all countries.

This way user can listed the product to the storefront, and can shipment and payment integration.

Now let’s finish some basic settings of Builderfly store.

General

The General option includes the following features:

Contacts
Enable/ disable the ‘Contact Us’ option and add/ update the contacts whenever required.

Store Email Address
Add, manage, edit, and delete the email address you wish to share with your customers.

Store Information
Add/ update, edit, and manage the store information under this option.
The store setup process is successfully completed here.

**Customer**

There are two options under the ‘Customer’ section:

- **Customer Configuration**
  Configure your customers’ information with this option.

- **Newsletter Subscription**
  Manage newsletter subscription under this option.

**Transactional Emails**

Record, manage, view, and edit the transactional emails for your reference using this option.

**Currency Setup**

Add and manage the currency options that you shall provide to your customers based on the location of your clientele.

**Users**

View, manage and add active users with this option.

**Roles**

Add, manage, and assign staff for different roles for handling specific duties in your business.
Sales

Under the sales option, you can manage your order, view reports, view refundable reports, and manage refunds.

Abandoned Carts

Manage the following features in the 'Abandoned Cart' section:

Configuration
Manage the layout of the abandoned carts under this feature. Click on the drop-down menu in the general setting and fill the necessary details required. Manage the details as per your convenience. Create a coupon in order to boost your customers to purchase from your store.

Orders from Abandoned Carts
View the orders from the abandoned carts and manage them accordingly.

Emails Sent from Abandoned Carts
View and manage the emails sent to customers who left abandoned carts to convert them back into your loyal customers.

Orders
View and manage all the orders from your online storefront at one place.

Invoices
View and manage the invoices of all the orders placed at one place.

Shipments
View and manage the shipment of each product for which your customers placed their order so that you do not miss any deliverables.

Credit Memos
View and manage the credit memos in one place for your convenience.

Transactions
View and manage all the transactions made for your ease.

Terms and Conditions
Manage your terms and conditions so that your customers can understand them and decide whether to agree or disagree.
Customers

How to manage all the customer of Builderfly store? The following options are available under this option:

### Tax
Avail the following features under this section:

- **Tax Rules**
  Add and manage the tax rules with this option.

- **Tax Zones and Rates**
  Based on the tax zones and rates, add and manage the tax rates accordingly.

- **Import/Export Tax Rates**
  Import/Export and manage the tax rules with this option.

- **Customer Tax Classes**
  Add and manage the customer tax class using this option.

### Customers

View and manage the list of your customers, their email address, contact number, country, state, and the action required.

### Customer Groups

View and manage your customers by classifying them into various groups for your convenience.
Newsletter
The following options are available under the newsletter:

Newsletter Templates
Choose from the range of newsletter templates as per your preference.

Newsletter Queue
Queue the newsletters for a predetermined time to engage your customers by sending periodic newsletters.

Newsletter Subscribers
View and manage your newsletter subscribers easily with this option.

Newsletter Popup
Manage the newsletter popup settings for your customers with this option.

Discounts
Offer and manage discount to the Builderfly store customers. There are two options offered under the 'Discounts' section, they are:

Catalog Promotions
Make catalog promotions quick with this option.

Cart Promotions
Enable cart promotions using this option.
Themes

The ‘Themes’ allow you to design your store with ready-to-use templates. You can choose the theme that best defines your business as well as your brand. Under the ‘Themes’ section, you can manage your themes, add, delete, or customize them.

Blog

Blogs help you provide your customers with a detailed knowledge bank regarding the eCommerce industry.

Blog Post
You blogs must help your customers resolve their day-to-day business issues. Under the

Blog Category
'Blog' category, you can manage your blogs to provide the best convenience to your customers.
There are two options provided under this section, they are:

**Sales**
Under the sales option, you can manage your order, view reports, view refundable reports, and manage refunds.

**Sell Everywhere**
Manage the selling of your products in multiple platforms such as Facebook, Google, Flipkart, and Amazon availing this option.

**Analytics**
There are two options provided under this section, they are:
Products

View reports and manage the bestselling products, ordered products, most view products, and low stock products efficiently under this option.

Yay, it’s done! Managing an online store was never this easy, right?

For any query or further assistance contact us on 1877-327-6143 (USA) or 1800-123-2403 (IN) or you can email us on support@builderfly.com