

# Get Ready for eCommerce!

“The Ultimate Guide to Sell Your Products Online”



## Part 1: Launch Your Online Store

For Indian SMEs, Manufacturers and Retailers

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## Important Note

This is the first in a two part guide offered by KartRocket in helping you take your store online.

1. Launch Your Online Store
2. Grow and Optimize your Online Sales

To see the second guide **\*\*Grow and Optimize your Online Sales\*\***, please click this link.

## Introduction

Several Indian SMEs and Retailers underestimate the elements involved in taking their business online. This leads to unnecessary delays, confusion, cost and time wasted and many a times, failure to initiate or launch.

This guide attempts to solve at least some of those problems by providing the right knowledge, resources and process to help Indian SMEs, Manufacturers, Retailers, Merchants and Distributors to enable them to sell their products online.

There are two main stages of going online:

- a. Preparing your brand for online presence: this involves getting your product shoots and catalog ready, registering on third party sites, creating your social network accounts, preparing documents to apply for a gateway, thinking about shipping, getting a domain name, etc.
- b. Launching your online store: this involves actually putting it all together and setting up your online store, setup shipping and payment rules, upload your products and designing your online store. For this part of the process, this guide talks about how you can use the KartRocket platform to do this – though you could use any platform of choice.

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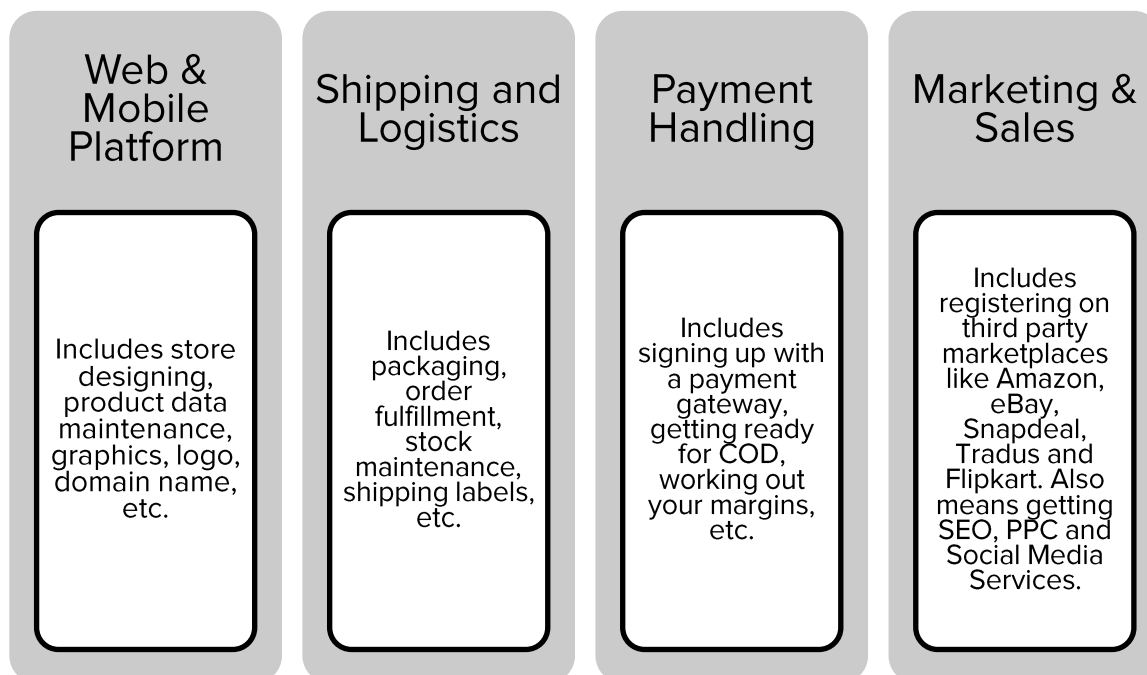


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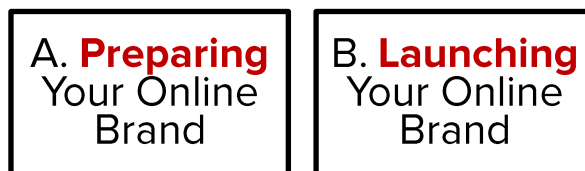
## What to Expect

Before delving into the how-tos, guides, resources and details, it's a good idea for you to take a look at what kind of timelines you're looking at for getting this all together.

Following are the four key components of your online store:



The above four elements can again be divided into two steps (as discussed above in the introduction):



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## Preparing Your Online Brand

Following are described some timelines of how the above activities *typically* take place:

### Site Content – Total Time Expected: 10 Days



- Product Photoshoot
- Product Image editing & cleaning
- Product Descriptions and Content Writing
- Product Prices, Discounts, Coupons, Shipping Fees, etc.



- Logo
- Banner Graphics
- Footer Graphics: Shipping Partners, Payment Partners)



- Site Content: About Us, Privacy Policy, Shipping Policy, Returns
- Payment Gateway Documents
- Domain Name & Email Registration
- Shipping Fees, COD Fees

**You should start each of the above processes in parallel so you can go online sooner.**

**Once you are fully ready with the above, KartRocket can get you live and selling in 7 Days!**

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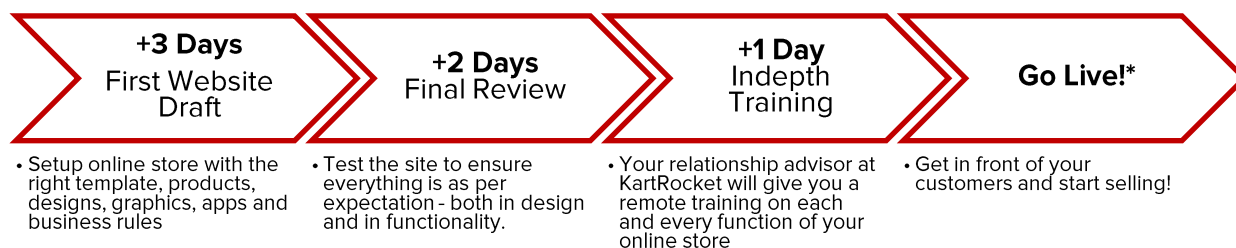
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## Launching Your Online Store

### Store Launch – Total Time Expected: 5 Days

If you're working with KartRocket, we do this for you for FREE as a limited time offer (**Rs. 10,000 value**).

The KartRocket Launch Experts team begins its work once you provide the required information from the steps above.



### Maximum Total Go Live Time: 10 Days + 5 Days = 15 Days!

\*Note: Some payment processors take longer to make your payment gateway active than others. You may get certain payment options sooner, and others later. This is a standard across the Indian payment processor industry and is beyond our control.

From the day you engage with our consultants you have 30 days of free consulting post which KartRocket starts billing for the plan that is selected. Our consultants (Rocket Buddies) will guide you through the entire process and will connect you to the right resources through the 15 day period to get your side of the requirements clear.

If you have opted for a free consultation with KartRocket, your **Rocket Buddy** can guide you through each of the above steps and connect you to the right resources.

Now, all the steps described above will almost always not apply to everyone. This is just an illustration to highlight what it typically takes in order to get an online store up and running.

E.g., many of you may already have product pictures available from your fashion shoots. Or if you're an electronics retailer, you will have a standard catalog picture already available for every product you have in stock.

If you're moving your online store from one provider to another (KartRocket, we hope), then this entire process should be stricken off as your new provider should simply be able to import your existing data into the new online store in one go – thereby eliminating 90% of the steps outlined above.

Now that you know what's coming your way, let's try and make this happen!

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## Commonly Asked Questions

### Q. How does automatic shipping work?

A. This is a technology based service provided to KartRocket customers. The service is called ShipRocket.

Here is how you benefit:

#### *Lower Rates*

ShipRocket is a courier-exchange of leading domestic and international courier providers (such as BlueDart, FedEx, Aramex, FirstFlight, DHL, etc.) where we have pre-negotiated prices with these providers and extend the same to our customers.

So whether you're doing 5 orders a day or 500, you always get the same low rate as we're able to aggregate demand and service.

#### *More Reach*

You also get a much larger prepaid delivery area (12000 pin codes) and COD collection range (6000 pin codes) – which you can never get with a single courier company alone.

#### *Seamless Integration*

Since we have API based real-time integration with all courier companies on our panel, you will be able to see a list of couriers that provide service to an order. Pick one, and a Way Bill number is generated automatically. A shipping label is also generated on the fly. Then you select the orders you want to dispatch, and generate a pick-up.

It's really that simple.

#### *Payments and COD*

We will share freight rates for each zone and each courier company with you. You will then receive a monthly itemized bill for freight and a collective COD remittance from ShipRocket.

Q. Do you provide multi-point pickup?

A. Currently this feature is not available in our platform, but it is on the roadmap and will be available in by October, 2013.

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**Q. How does Payment Gateway Work?**

A. You will first pick the right payment gateway for your needs as described in the document above. Then we will connect you with the right person at the payment gateway company. You will need to prepare some documents to apply for a gateway. You will avail of special low rates as a KartRocket customer. Once your gateway is live, we will enable it for your online store.

Post that, whenever you receive an online transaction, the money gets remitted directly to your bank account after T+2 days after the payment gateway deducts its transaction fees.

Your customer will see your website or company's name on their account statement and there is no mention of KartRocket anywhere.

**Q. What is the pricing for KartRocket?**

A. You can check our pricing plans at <http://www.kartrocket.com/pricing>

**Q. What are Apps?**

A. Apps are features to extend your store over and above the inbuilt functionality provided in the KartRocket platform. None of our apps are paid separately. Every app is bundled into one of the pricing plans.

You can check which apps are available in your plan of choice by visiting <http://www.kartrocket.com/apps-by-plan/>

**Q. How does KartRocket compare with competition?**

A. You can read the information on this link for more information on this: <http://www.kartrocket.com/compare/>

**Q. I just want to get shipping services without the shopping cart. Can you do this?**

A. Sure! We are able to offer shipping services (ShipRocket) by themselves. This is especially useful if you are currently running a shopping cart and don't want to move or are a marketplace vendor and just want to avail of easy and cheap shipping services.

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**Q. Will you help me with marketing, SEO, social media, pay per click ads management, etc?**

A. While KartRocket is already SEO ready, has integrations with marketplaces and product feed websites and has several viral and social apps built-in, we do not directly offer bespoke services for marketing your store. However, we have provided some resources in this document and others can be found by visiting <http://www.taskr.in>, a marketplace for micro-services for India.

**Q. What is Marketplace Integration? How can I sell on eBay, Amazon and others?**

A. KartRocket provides apps that you can use to sell directly on eBay and Amazon. You will be able to list your products on these marketplaces, import orders back into KartRocket and then use ShipRocket to ship these to your customers.

For orders from marketplaces, you will need to register with eBay and Amazon and will get the payment for your orders directly from them.

Both eBay and Amazon will charge their own commissions and fees. You can read the sections above in the document for links to these fees.

**Q. How can I upload my products to KartRocket? Do you help with photo shoot?**

A. You can easily upload your products using the administration area of KartRocket. You can add products individually if you have a low number of products. Or you can use our bulk import feature.

If you're having trouble properly formatting the excel, or if you have a complex product setup, a RocketBuddy is always available at hand to help you upload your products during the store setup period. Post which, we will provide the data file back to you and going forward you can manage this by yourself.

**Q. I love the templates, but want to customize them. Can I?**

A. Sure! Are templates are highly customizable. Customizations are of three types:

-You can turn apps (such as showcase, latest, recently purchased, deal of the day, etc.) on and off. You can also choose which page you want to display and what position

-You can use inbuilt template customizers (different for every template) which will let you change the colors, background, fonts and much more.

-You can add any custom HTML or CSS using our custom code plugin. So if you want to add custom banners or graphics anywhere, you can do this. Or, if you want to integrate a third-party plugin, you can do that. You can even change unchangeable elements of your theme using custom CSS!

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**Q. Okay I am ready to sign-up. When can you come to our office for a demo?**

A. As much as we'd like to get to know you better, our organizational structure and process just doesn't allow meeting customers. We will be happy to provide a demo and a walkthrough and will also assist you throughout the go-live process and even after that. But it will need to be remote. This is what allows us to offer KartRocket at an affordable monthly price!

## The Guide to Launching Your Online Store

### Product Data

#### Photo Shoot

It is important that you take 3-4 shots of your products, especially if you're shooting apparel.

You can then decide whether you want to shoot with or without model; without or without mannequin. If the budgets are low, it is always advisable to shoot your apparel with a mannequin.

It is becoming increasingly common (for fashion, lifestyle and accessories) to get an outdoor shoot, or mood shoot or concept shoot done. This gives customers a way to visualize themselves using your product and they are able to relate better.

You can even do this yourself with a good smartphone and a well-lit environment. Just make sure you're able to get a completely white background when you do this.

If you would like to get professional photography services for your product photoshoot, following are a few KartRocket partners who would be happy to help you:

NO	NAME	MOBILE	EMAIL	WEBSITE
1	Avnish Dhoundiyal	8447516361	info@avnishdhoundiyal.com	www.avnishdhoundiyal.com
2	Shiva Seth	9899697841	Shiva@shivaseth.com	www.shivaseth.com
3	Ajay Walia	9810771119	waliasdigital@gmail.com	www.ajaywalia.com
4	Shilander	9910672007		
5	Saurav Bhatia	9811450484	saurabh@saurabhhatiaphoto.com	www.saurabhhatiaphoto.com
6	Picture Matters	8826 840 978	info@Picturematters.in	www.PictureMatters.in
7	Jagdev Singh	9811688657	jsingh1699@gmail.com	www.jagdev-singh.in
8	Diya Product Photography	9999326688		
9	Naresh Sharma	9873872228, 9013377112	info@naresh-sharma.com	www.nareshsharmaphotographer.com

For a further list, [please click here](#) to see them all on Taskr.in in the Photography section.

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## Image Editing

Product images are by far the most important ingredient of your ecommerce store. You must take special care to get good quality images for your products.

Think of it this way, your customers are going to buy your product without ever touching or feeling it. It is imperative you show them only the best of the product – and you can do that by using good product photography and cleaned up images.

Here are some must do's for ensuring good looking product images:

- Ensure a completely white background. If the same hasn't come through in the photography, then you should get an image editor.
- You should try to keep the image size under 200KB
- Use only jpg formats for images – not PNGs. Transparencies are okay for vector graphics and logos – but will only make your file heavy. So for product pictures, stick to white background JPGs.
- Dimensions of the picture should be 2000 pixels in height and whatever is the corresponding dimension in width.
- File Naming: please ensure there are no spaces in your file name. Also, please name the images by the product model. This will help you map your images to your product data easily in excel. Please also ensure the image name is in lower case.

e.g., Product SKU is: SCF001

Image filenames should be:

scf001\_1.jpg

scf001\_2.jpg

scf001\_3.jpg

KartRocket automatically converts image names to lower case and replaces spaces with “-“ hyphens. So it is important that you either name your images the same way to begin with, or when you make the data file, you take care of this issue.

Once you have gathered, reviewed and checked your product photos, please use a free service such as <http://www.dropbox.com> or <http://www.sendspace.com/>. Or, if your zipped file is under 10MB, you can simply email it to your RocketBuddy.

## Product Descriptions and Data

It is important to provide as much information about the product as possible. This not only helps in creating an engaging and meaningful browsing experience for your customers, but also helps a lot in generating on-page content. This is great for Search Engine Optimization.

Product descriptions should be engaging. When your customers are browsing products on your store, they need to imagine how they will use the product. Describe how your customers will *benefit* from using the product instead of just writing facts about the product.

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To make it easy for your customer to read the description, you should write a few descriptive lines and also include bullet points for the salient benefits.

### Writing Great Product Titles

This is the single most important piece of product description and naming.

A customer should be able to make the purchase based on information in the title alone. Clear and concise titles will improve search results and catch the customer's attention. Title should be formatted as follows:

1. Brand name first, then product line, then description, then quantity/colour preceded by a comma
2. Include model number when necessary (small appliances, vacuums, some personal care items)
3. Capitalize the first letter of each word
4. Spell out quantities such as Quart and Inch
5. Avoid dashes, use commas

The basic format for the title is:

**[Brand]+[Product Title]+[Colour\_name]+[Size\_name]**

Good Title: **Samsung S5570 Galaxy Pop GSM Cell Phone**

Bad Title: **S5570**

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DO	DONT
<ul style="list-style-type: none"><li>• Capitalize the first letter of each word (see exceptions under Do Not)</li><li>• Use numerals (2 instead of two)</li><li>• If a bundled product, state value in parenthesis as (pack of X)</li><li>• Keep it short, but include critical information</li><li>• 50 characters maximum</li></ul> <p>Note: Please include only standard text.</p> <p>Type 1 High ASCII characters (®, ©, ™, etc.)</p> <p>or other special characters are not supported</p>	<ul style="list-style-type: none"><li>• Do not include price and quantity</li><li>• Do not use ALL CAPS</li><li>• Do not capitalize:</li><li>• Conjunctions (and, or, for)</li><li>• Articles (the, a, an)</li><li>• Prepositions with fewer than five letters (in, on, over, with, etc.)</li><li>• Do not include merchant information</li><li>• Do not include promotional messages such as "sale" or "free ship"</li><li>• Do not use your merchant name for Brand or Manufacturer information, unless your product is Private Label</li><li>• Do not include symbols in your listings (such as ! * \$ ?)</li><li>• Do not include subjective commentary such as "Hot Item" or "Best Seller"</li></ul>

### Title Formats

**Baby product:** [Brand]+[Product Line]+[Color]+[Size]

**Example:** Philips AVENT Natural Feeding Bottle, 11 Ounce

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**Clothing:** [Brand]+[Product Name/Style]+[Color]+[Size]

**Example:** Lee Men's Regular Fit Straight Leg Jean, Size: 34

**Electronics:** Brand + Series Name + Model Name + Form Factor + “with” Unique Thing\* [if applicable] + (color, packaging\* [if applicable])

**Example:** Canon EOS Rebel XTi 10.1MP Digital SLR Camera with 2.5-Inch LCD (Black, Body Only)

**Eyewear:** [Brand]+[Gender\*]+[Style Name]+[Frame Color]+[Lens Color]+[Glasses Type]+[Sunglasses OR Glasses]+[Strength]

**Example:** Ray-Ban RB2140 Wayfarer Black Plastic Sunglasses – 55 mm

**HPC:** [Brand] + [Feature] + [Product Type] + [Model Number] + [Size] + [package count] + [Color]+ [Scent]+[Flavor]

**Example:** Biofreeze Pain Relieving Roll On, 3-Ounce

**Home and Garden:** [Brand] + [Pattern Name/Material] + [Product Type] + [Model Number (for Kitchen and Housewares only)], + [Size/Style] + [Set Quantity] + [Color]

**Example:** Nautica J Class 100% Hygro Hand Towel, White

**Example:** Classicware Clear Stemware Wine Glass 6 oz (Case of 100)

**Watch:** [Brand] + [Collection] + [Movement OR Feature OR Other Differentiating Attribute] + [Dial Color] + Dial + [Gender] Watch [Model #]

**Example:** Citizen Eco-Drive Perpetual Calendar Titanium Black Dial Men's Watch #BL5250-53L

**Example:** Tommy Hilfiger Chronograph White Patent Leather, Silver Dial Women's Watch #1780648

**Jewelry:** [Brand] + [Collection] + [Metal Type] + [Gem Type or Material Type] + [Setting] + [Item Type] + [Differentiating Attributes]

**Example:** 14K Yellow Gold 2 Stone Drop Dangle Earrings (1/2 cttw)

**Example:** Sterling Silver Genuine Sapphire "S" Bar Tennis Bracelet w/ Diamond-Accent, 7.25 inches

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## Writing Great Product Descriptions

Elaborate on the features and uses of your product.

As you describe your product, you might want to include some key features listed in your bullet points. However, go beyond a simple to-the-point description. Well-written product descriptions help the customer imagine the experience of owning or handling your product. Put yourself in your customers' shoes: what would they want to feel, touch, understand? Incorporating information about the feel, usage and benefits of your product can fire the customer's imagination. This is as close as you can come to creating an in-store experience. Product Descriptions are limited to 2000 characters.

DO's	DO NOT
<ul style="list-style-type: none"><li>• Describe the major product features and list product information including size, used-for and style.</li><li>• Keep it short, but include critical information</li><li>• Include accurate dimensions, care instructions and warranty information</li><li>• Please use correct grammar and complete sentences</li></ul>	<ul style="list-style-type: none"><li>• Do not include your merchant name, e-mail address, website, or any company-specific information</li><li>• Do not write about anything but the product for sale; this is your opportunity to tell the customer what they are buying</li><li>• Do not include promotional language such as "sale" or "free ship" (use the Manage Promotions tool)</li></ul>

### Example of a good product description:

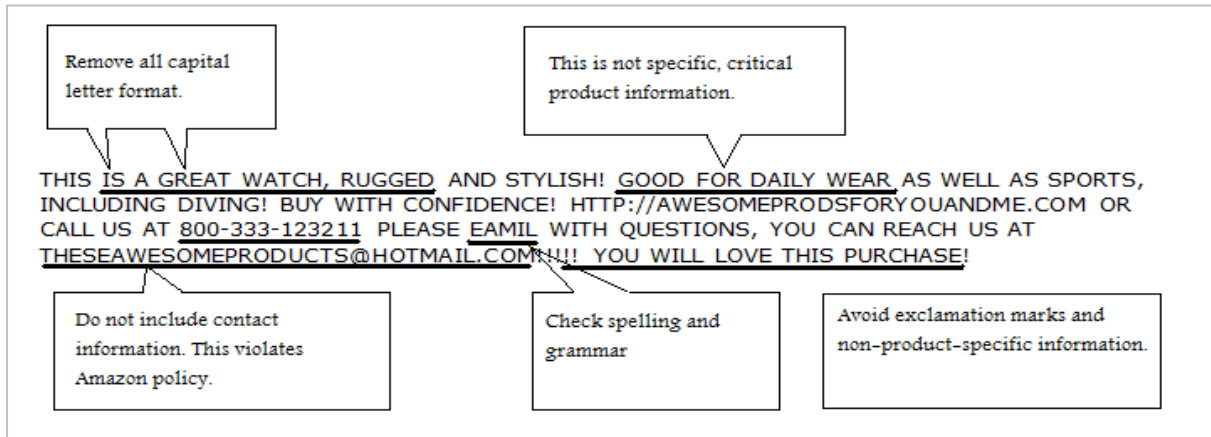
This Casio Sea analog illuminator watch offers all the convenience and durability of a sports watch, with an adaptable style well suited for a work day. The large round dial is black with white and luminous indexes, two luminous hands, and a red arrow-tipped seconds hand. The black stainless steel bezel offers additional Arabic numeral and dot indexes and a one-way rotation to make timing easy. The bezel's distinctive cog-like edge also gives the watch a stylishly industrial edge. The date displays subtly at four o'clock, and a super illuminator light makes the watch easy to read at any time. The band is made out of rugged black resin with a buckle clasp. This analog quartz powered timepiece is water resistant up to 660 feet (200 meters) and offers a battery life of approximately three years. It is backed by a 1-year limited manufacturer's warranty.

### Here's an example of a bad product description:

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## Product Features/Attributes

In addition to product descriptions, you should also think about attributes. Attributes are factual pieces of information which describe a product.

E.g.,  
Material:Wood  
Color:Red  
Height:5 ft.  
OS: Windows

..and so on.

Here are some pointers:

- Be clear, specific, and include product information only
- The description helps customers evaluate a product, so any non-product-specific information can decrease your chance of a sale
- Try to keep to five or less attributes, each with a recommended maximum of 100 characters

Attributes that you define will help you setup:

1. Filters so your customers can find your products easily
2. A table in the product description area

See an example of product attributes on [www.globalitesport.com](http://www.globalitesport.com)

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Description	Specification	Reviews (0)	Payment & Shipping
<b>Details</b>			
Brand	Globalite		
Colour	Black		
Gender	Men		
Upper Material	PU		
Sole Material	Phylon+Rubber		
Style	Adventure Running		
Lining Material	Air Mesh Lining		

### Preparing Product Data

This section is specifically for KartRocket customers, but probably applies no matter which online store provider you use.

Key Product Data Elements:

#	Data Element	Description
1	Product Title	As described above, this is the main title of your product.
2	Product SKU	This is your internal unique SKU number for you to keep track of your products.
3	Product Model	Any model number from the manufacturer. Could also be same as SKU
4	Product Description	Detailed description of the product as described above.
5	Product Price	The MRP of the product
6	Product Special Price	A discounted price that you're willing to sell at.
7	Product Quantity	The number of pieces you have in stock.
8	Category Tree One	A tree is grouping of products how they're displayed on your site. Eg., Men>Shirts, Women>Bags
9	Category Tree Two	Same as above, but useful if you want a product to show up in more than one category/sub-category
10	Category Tree Three	Same as above, but useful if you want a product to show up in more than one category/sub-category
11	Product Image Filename1	The filename of the primary image of the product. Read the section above on accurate file naming convention.
12	Product Image Filename2	The filename of the additional image of the product. Read the section above on accurate file naming convention.
13	Product Image Filename3	The filename of the additional image of the

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14	Product Attribute 1	product. Read the section above on accurate file naming convention. Color, Material, Dimensions, etc. are defined here. Please use one column for each attribute.
15	Product Attribute 2	
16	Product Attribute 3	
17	Product Attribute 4	
18	Product Attribute 5	
19	Product Options	Options are important when you have a variant available for a product. The most common option is Size. You can write down options as: Small:10 Medium:5 Means you have 10 pieces of Small size and 5 pieces of Medium.

Click here for a sample product data file for the KartRocket platform:  
[http://www.kartrocket.com/resources/KartRocket\\_Sample\\_Products\\_Import.csv](http://www.kartrocket.com/resources/KartRocket_Sample_Products_Import.csv)

If you're having trouble with the right format in excel, don't sweat it. Just make sure you have the key data elements described in a clean and consistent fashion. Your RocketBuddy can help you setup your store with that file. It doesn't need to be perfect.

## Graphics

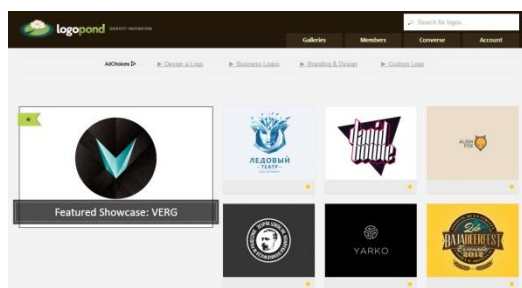
### Logo Design

Your logo is your primary brand identity and is a symbol which your customers will recognize you by. You can either use your company's logo, or you can get a new one designed just for the website.

Please ensure the logo is in around 300 pixels in width and is sent in JPG and PNG formats.

For some design inspiration, you can visit the following sites:

<http://logopond.com/>



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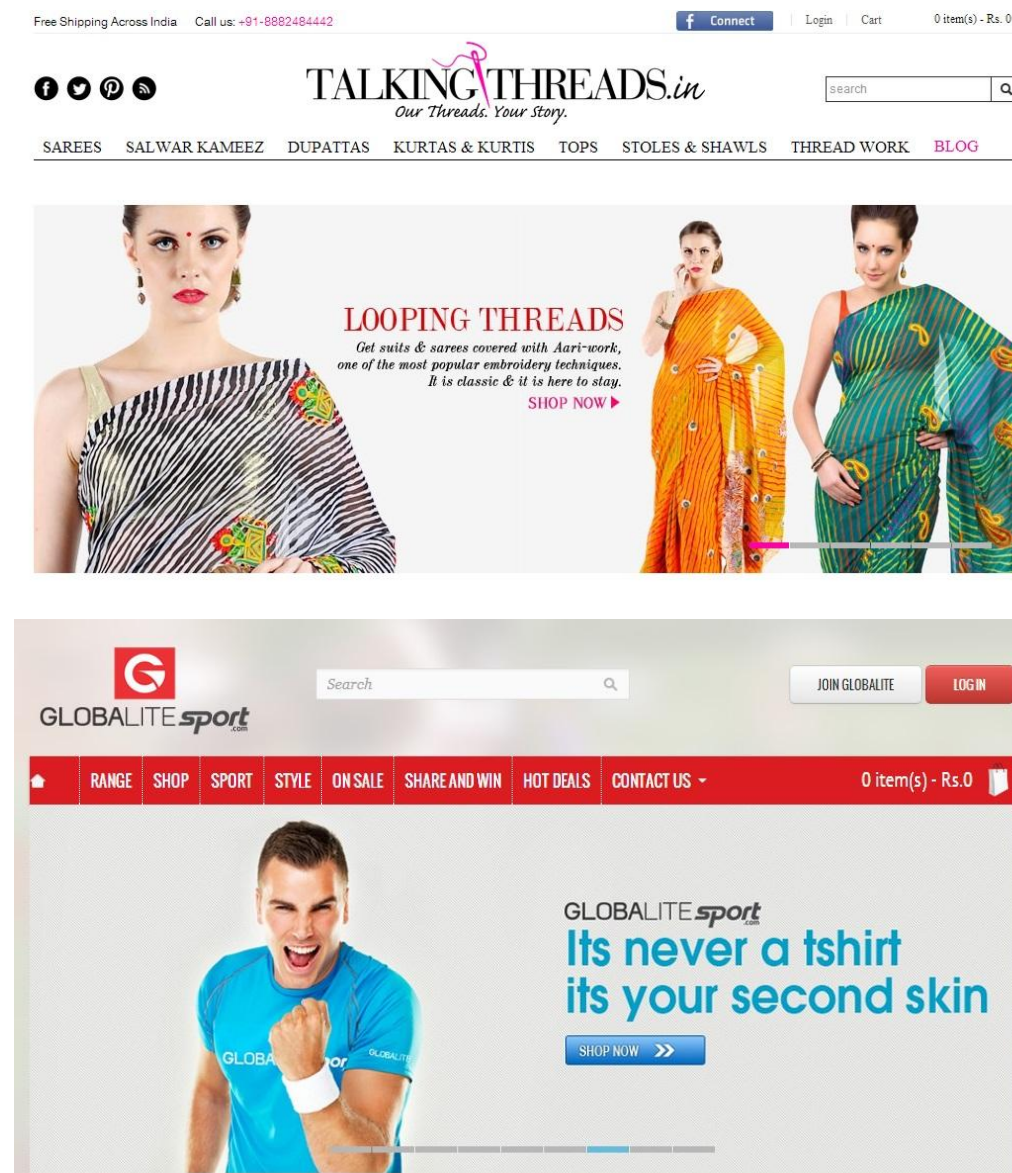
[www.kartrocket.com](http://www.kartrocket.com)

You can also try <http://www.brandbucket.com>

## Banner Design

Banners are promotional graphics that you can use to style up your store and make it look attractive, while giving your customers useful calls to action.

Following are some examples of main slide banners:



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To get the exact dimension of the banners required, please visit the demo site for the design template that you have selected and ask your designer to check the size of banners posted on that site.

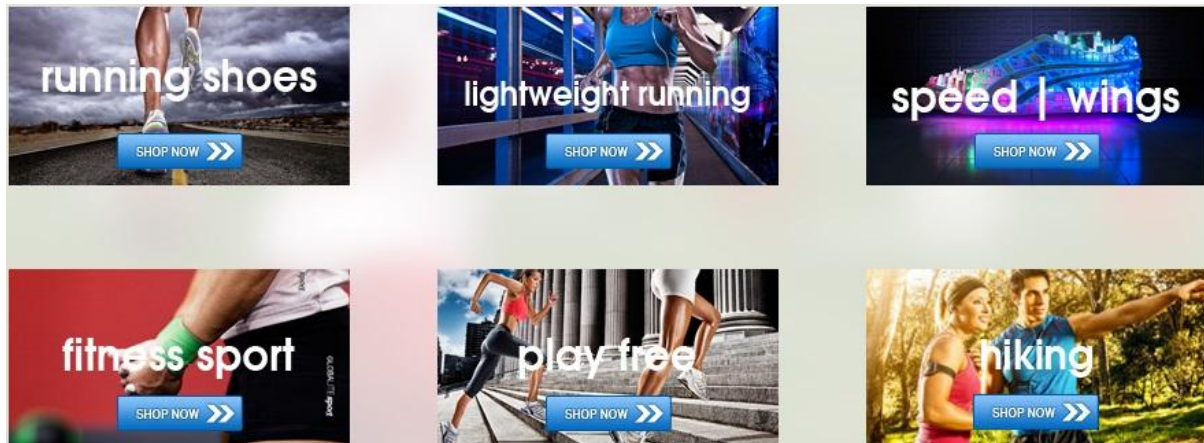
Use this link: <http://www.kartrocket.com/designs>

You may also want to get stamp banners designed. These are most often used to help a user navigate to certain categories, or to learn more about promotions that you're running on your site.

**Sample promotional banners:**



**Sample category banners:**



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Below are contacts of some freelancers who can help you with logo, banner and general graphic design for your online store.

NO	NAME	MOBILE	EMAIL
1	Harpreet Singh	9810777976	harpreet@dezinographist.com
2	Amit Kumar	9312699450	amitkumar.cd@gmail.com
3	Mohit Verma	8860585225	designmohit@gmail.com
4	Ankush Dawar	9911321555	me@ankushdawar.com

## Miscellaneous

### Content Pages

Apart from product data, your website will also need some standard policies, terms and conditions, etc. These are needed for your end customers so they can check shipping/return policies and are also needed by the payment processor company.

If you use KartRocket, two of these pages will be auto-generated for you when you complete the wizard.

Here are some sample links to required static pages:

- About Us: [http://www.kbshonline.com/about\\_us](http://www.kbshonline.com/about_us)
- Privacy Policy: <http://www.talkingthreads.in/privacy-policy>
- Terms and Conditions: <http://www.talkingthreads.in/terms-conditions>
- Shipping Policy: <http://www.talkingthreads.in/shipping>
- Returns Policy: <http://www.talkingthreads.in/return-policy>

You can use the above as a template and draft your own policies. Just ensure that you retain the essence so the payment processor validation will pass.

### Miscellaneous Settings

Apart from static pages, you should start thinking about other settings for your online store.

- Do you want to provide coupon codes to promote your online store?
  - See this guide on how to setup coupon codes on KartRocket <http://support.kartrocket.com/knowledgebase/4/How-to-generate-coupon-codes.html>
- Do you want to charge any transaction fees for certain payment methods?
  - See this guide on how to setup transaction fees on KartRocket for a payment method

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<http://support.kartrocket.com/knowledgebase/5/How-to-setup-a-transaction-fee.html>

- Do you want to charge any fees for shipping?
  - See this guide on how to setup shipping fees on KartRocket  
<http://support.kartrocket.com/knowledgebase/6/How-to-charge-for-shipping-fee-from-customers.html>

You should start thinking about these settings and others so that your RocketBuddy will start preparing your requirements sheet, while you're busy preparing to launch your online store.

## Domain Name

You can purchase a domain name from one of the two leading providers in India:

- a. Godaddy.com
- b. Bigrock.com

We recommend these providers because they have faster nameserver lookups and generally have a better administration interface.

You are free to choose any domain name provider otherwise.

Read a guide on how to pick a great domain name: <http://www.kartrocket.com/20-resources-for-picking-a-memorable-domain-name/>

## Email

Once you have registered your custom domain with a domain provider, you can setup a free custom email using Outlook.com

Note: you only need to do this if you have not purchased an email plan with your domain name.

Read this blog post from KartRocket.com on how to do this:  
<http://www.kartrocket.com/how-to-create-free-email-ids-for-your-custom-domain/>

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## Payment Gateway

It is important that you select the right gateway as per your needs. Different payment gateways have different requirements and different fees for the same.

To see a complete guide, with all required documents, pricing, etc., please download this file:

[http://support.kartrocket.com/kb/KartRocket\\_Pricing\\_Payment\\_Gateway\\_Partners.docx](http://support.kartrocket.com/kb/KartRocket_Pricing_Payment_Gateway_Partners.docx)

The above guide outlines the pricing we are able to extend only to KartRocket customers due our relationships with the payment gateways. These are not standard or published prices.

Also, you will register independently with the payment gateway, provide your bank details, etc. and money post transaction will automatically be remitted to your account in 2 days from transaction.

Typically payment gateways take up to 15-20 days to process your application. However, if you use ShipRocket, you can go-live instantly with your online store and use COD as a payment method. In fact, several of our merchants are running full-fledged online businesses without electronic payments at all!

See: [www.zubiya.com](http://www.zubiya.com), [www.beyondpinkshop.com](http://www.beyondpinkshop.com)

## Shipping & Logistics

While you can go out and register for your own shipping and logistics account, you will greatly benefit if you opt for using ShipRocket.

ShipRocket is an integrated courier exchange with the KartRocket platform where you are able to ship orders to over 12000 pin codes across India and collect COD from 6000 pin codes.

ShipRocket uses leading courier providers for domestic and international shipping such as FedEx, BlueDart, Aramex, FirstFlight and WeDeliver.

To read more about how ShipRocket works, please read this blog post:

<http://www.kartrocket.com/shiprocket-so-how-does-shipping-actually-work-on-kartrocket/>

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## Checklist

Once you're through with the preparation phase, the following are the documents/media that you should have ready so our Rocket Buddy and Launch Experts can help you go live.

Before anything, we believe it is critical that you install a screen sharing software such as TeamViewer.

You can download it here: <http://www.teamviewer.com/en/download/windows.aspx>

This will make conversations between you and your RocketBuddy immensely productive and effective.

Once you're ready with the following checklist, you can zip your files and send it to your RocketBuddy either through email (if total size less than 10 MB) or through a popular free file sharing program such as [www.sendspace.com](http://www.sendspace.com) and [www.wetransfer.com](http://www.wetransfer.com).

### Site Content

#### Product Pictures

Remember:

- a. Less Than 200 KB.
- b. JPG format.
- c. Filename should be lower case, no spaces and should correspond to product SKU. or Model number.
- d. Dimensions should be height = 2000px.
- e. Send as a zip file using DropBox, SendSpace or Email.

#### Product Data

Remember:

- a. Send data as an XLS or CSV file.
- b. Try to write good product descriptions, attributes and specifications.
- c. Make sure you have provided the right quantities – individually and/or by options.
- d. Make sure you have indicated the right categories and sub-categories.
- e. Make sure you have mentioned the correct filenames for your product images.

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#### Logo

Remember:

- a. Limit width to 300px.
- b. Please send both in PNG and JPG formats.

#### Banners

Remember:

- a. Make sure your designer has checked the right banner dimensions from the demo store for the template you have chosen.
- b. Make sure banner is in JPG format.
- c. Send both stamp banners and main banners.
- d. Your RocketBuddy can only help setup your banners once – and will then train you on how to change these regularly. But please ensure you send only the final banners, as our team can only do it **once**.

#### Website Content

Remember:

- a. Send content for About Us, Privacy Policy, Terms and Conditions, Shipping Policy and Returns Policy in a word document. For references, please read the particular section in this guide.

#### Payment Gateway

Remember:

- a. Inform your rocket buddy the name of the payment gateway you have chosen and initiated conversation with.
- b. Make sure all documentation from your end has been sent to the gateway and your application is under process.
- c. If your key has already arrived, please mention your keys in the requirements document.

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Shipping & Logistics

Remember:

a. Provide your pickup location, address, state code, person responsible and their mobile number.

Domain Name

a. Please point your A record to 162.209.41.71

b. Provide your domain registrar's username and password so your RocketBuddy can make that change for you.

Email

a. Please provide one email @yourdomain.com which will be the primary email for outgoing and incoming email for your customers.

## A Big Thank You

Thank You for taking the time to read this guide. If you have any questions or comments, please feel free to write to:

[hello@kartrocket.com](mailto:hello@kartrocket.com) or call us at +91-9015644441

If you're looking for the second part in this guide, please see this link here:

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