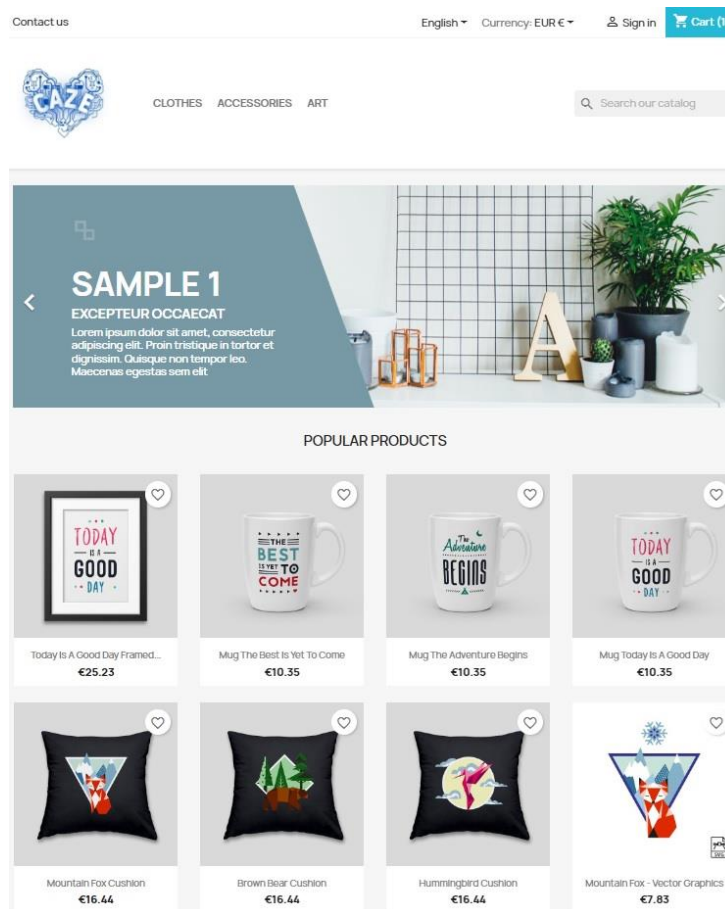


PRESTASHOP

PrestaShop is a popular e-commerce platform that allows individuals and businesses to create and manage online stores. It provides a user-friendly interface and a wide range of features to help merchants establish a professional online presence without requiring extensive IT skills.

Features of PrestaShop:

1. User-Friendly Interface: PrestaShop offers an intuitive and user-friendly interface, making it accessible to users with varying technical expertise.



PrestaShop prides itself on providing an intuitive and user-friendly interface, which contributes to its accessibility for users with varying levels of technical expertise. The platform's user-friendly interface is designed to simplify the process

of setting up and managing an online store, ensuring a seamless and enjoyable experience for merchants.

Here are some key aspects that highlight PrestaShop's user-friendly interface:

- **Dashboard and Navigation:** PrestaShop greets users with a clean and organized dashboard upon logging in. The dashboard serves as a central hub for accessing important features and information, such as sales statistics, order management, product catalog, and customer data. The navigation menu is logically structured, making it easy to locate and navigate to different sections of the platform.

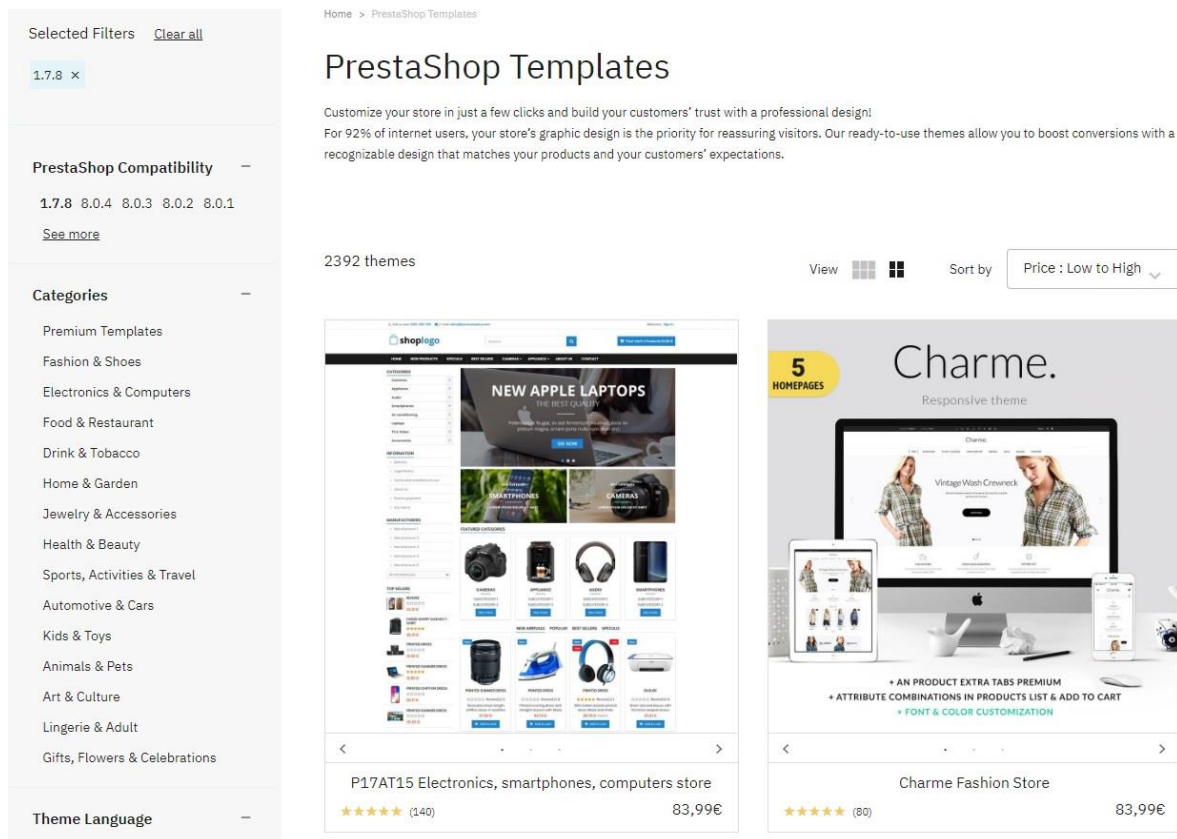
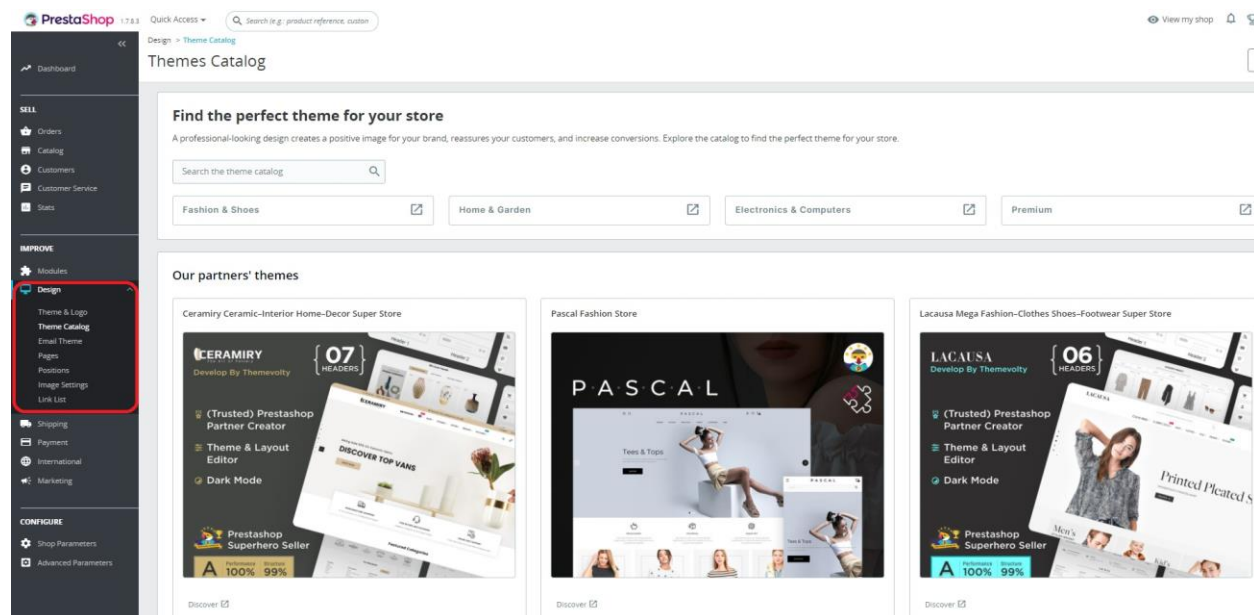
- **Intuitive Admin Panel:** The admin panel of PrestaShop is designed to be user-friendly, with a visually appealing and uncluttered layout. The interface utilizes clear icons, labels, and tooltips to guide users through various tasks and functionalities. The admin panel presents information in a concise and comprehensible manner, making it easy for merchants to manage their online stores efficiently.

- **Drag-and-Drop Functionality:** PrestaShop incorporates drag-and-drop functionality in its interface, simplifying tasks such as arranging product images, customizing page layouts, and organizing content blocks. This feature eliminates the need for coding or technical skills, allowing users to make changes effortlessly by simply dragging and dropping elements into place.

- **WYSIWYG Editors:** PrestaShop integrates "What You See Is What You Get" (WYSIWYG) editors for content creation, enabling users to design and format pages without any knowledge of HTML or CSS. Merchants can easily add and format text, images, videos, and other media elements to create visually appealing product descriptions, blog posts, and static pages.

- **Contextual Help and Documentation:** PrestaShop offers contextual help and documentation throughout the platform to assist users in understanding and using various features. Users can access tooltips, contextual explanations, and links to relevant documentation directly from the admin panel, ensuring that they have the necessary guidance at their fingertips.

2. Store Customization: The platform provides a wide selection of customizable themes and templates, allowing merchants to create visually appealing and unique online stores.



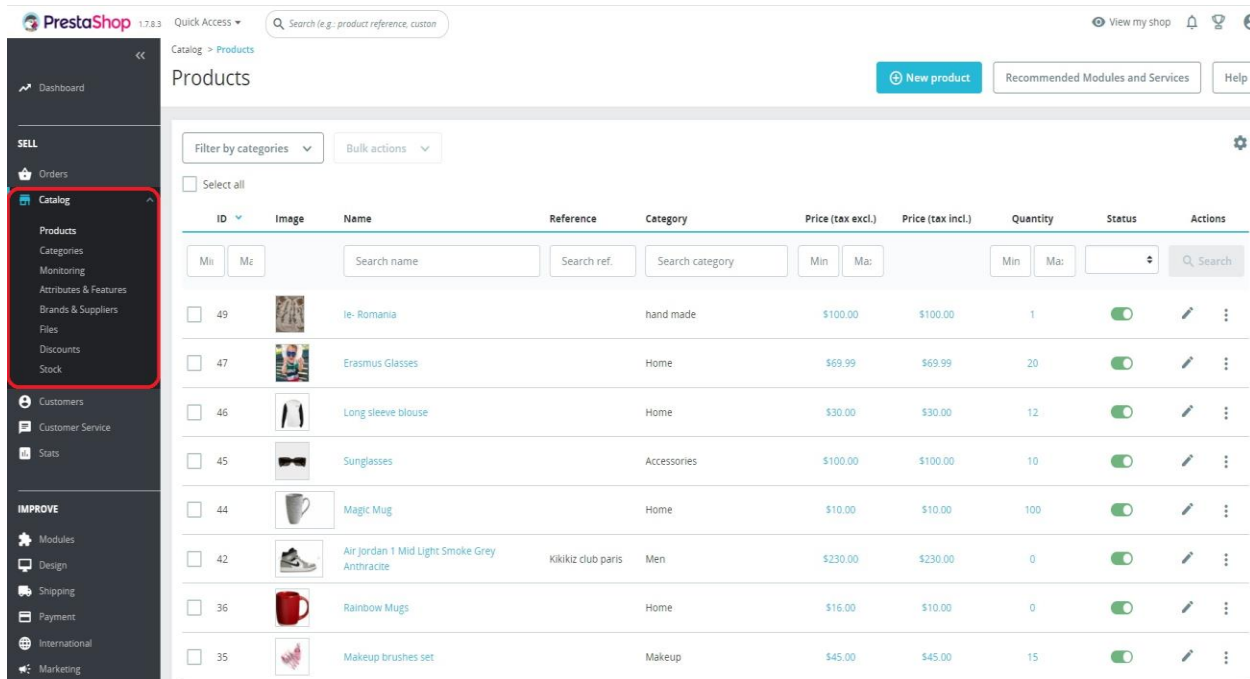
Store customization is a crucial aspect of PrestaShop that empowers merchants to create visually appealing and unique online stores. The platform offers a wide selection of customizable themes and templates, providing businesses with the flexibility to tailor their store's appearance to match their brand identity and engage their target audience effectively.

PrestaShop's theme customization options allow merchants to modify various design elements, including colors, fonts, layouts, and images. The platform provides a user-friendly interface, typically with a visual editor, that enables merchants to make changes without the need for extensive coding knowledge or technical skills. This intuitive approach ensures that even users with lower IT skills can easily customize their online stores to reflect their desired aesthetics.

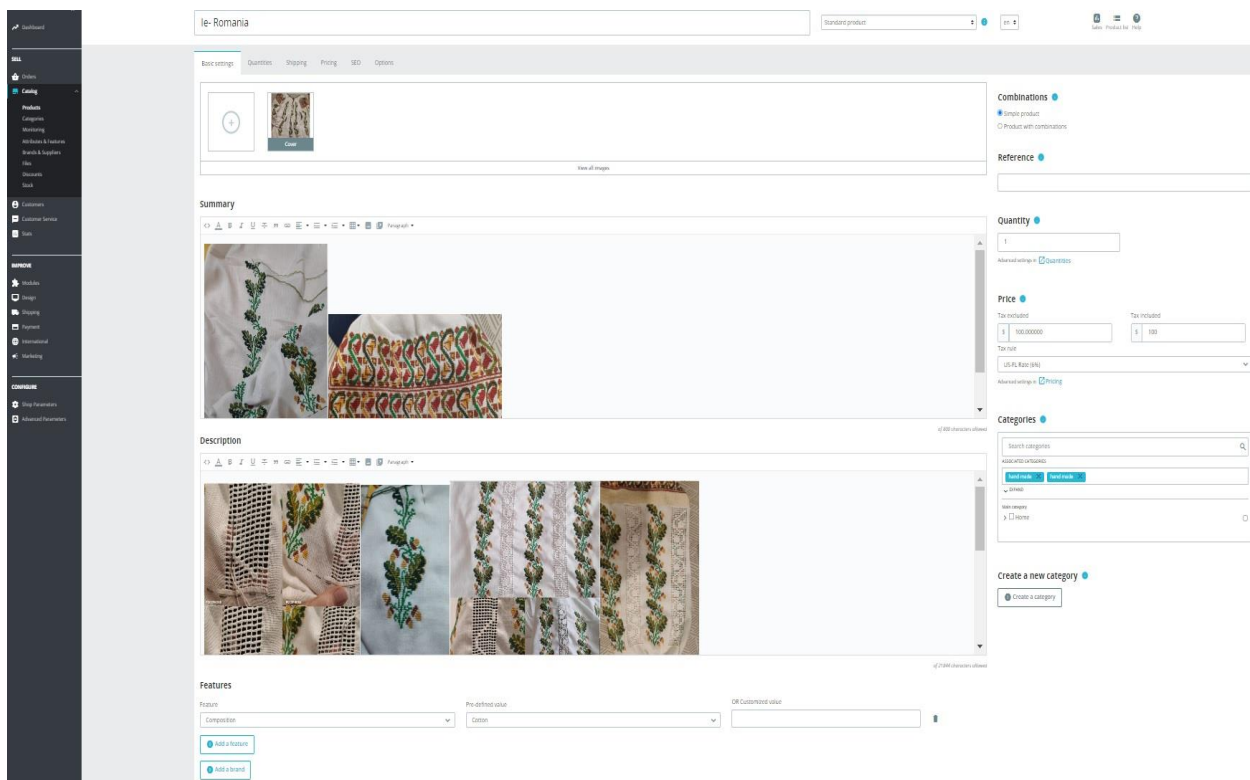
PrestaShop's marketplace offers a vast collection of themes and templates created by professional designers and developers. These themes are specifically designed to be responsive, ensuring that the online store looks and functions seamlessly across different devices, including desktops, tablets, and smartphones. By leveraging responsive themes, merchants can provide an optimized shopping experience for their customers, regardless of the device they use.

Overall, PrestaShop's store customization capabilities offer merchants the flexibility to create visually captivating and individualized online stores. The platform's extensive selection of customizable themes, intuitive visual editors, and the ability to personalize design elements enable businesses, including those with limited IT skills, to establish a strong brand identity and create a memorable shopping experience for their customers.

3. Product Management: PrestaShop enables efficient management of products, including inventory tracking, product categorization, attributes, and variations.



ID	Image	Name	Reference	Category	Price (tax excl.)	Price (tax incl.)	Quantity	Status	Actions
49		Ie-Romania		hand made	\$100.00	\$100.00	1	On	
47		Erasmus Glasses		Home	\$69.99	\$69.99	20	On	
46		Long sleeve blouse		Home	\$30.00	\$30.00	12	On	
45		Sunglasses		Accessories	\$100.00	\$100.00	10	On	
44		Magic Mug		Home	\$10.00	\$10.00	100	On	
42		Air Jordan 1 Mid Light Smoke Grey Anthracite	Kikiz club paris	Men	\$230.00	\$230.00	0	On	
36		Rainbow Mugs		Home	\$16.00	\$10.00	0	On	
35		Makeup brushes set		Makeup	\$45.00	\$45.00	15	On	



Basic settings | Quantities | Shipping | Pricing | SEO | Options

Summary

Description

Features

Combinations

Reference

Quantity

Price

Categories

Create a new category

PrestaShop provides robust features for efficient product management, allowing merchants to effectively organize and showcase their products. The platform offers a range of tools and functionalities to streamline inventory tracking, product categorization, and management of attributes and variations.

Inventory Tracking: PrestaShop enables merchants to effectively track and manage their inventory. Users can easily monitor stock levels, set minimum and maximum stock thresholds, and receive notifications when products are running low.

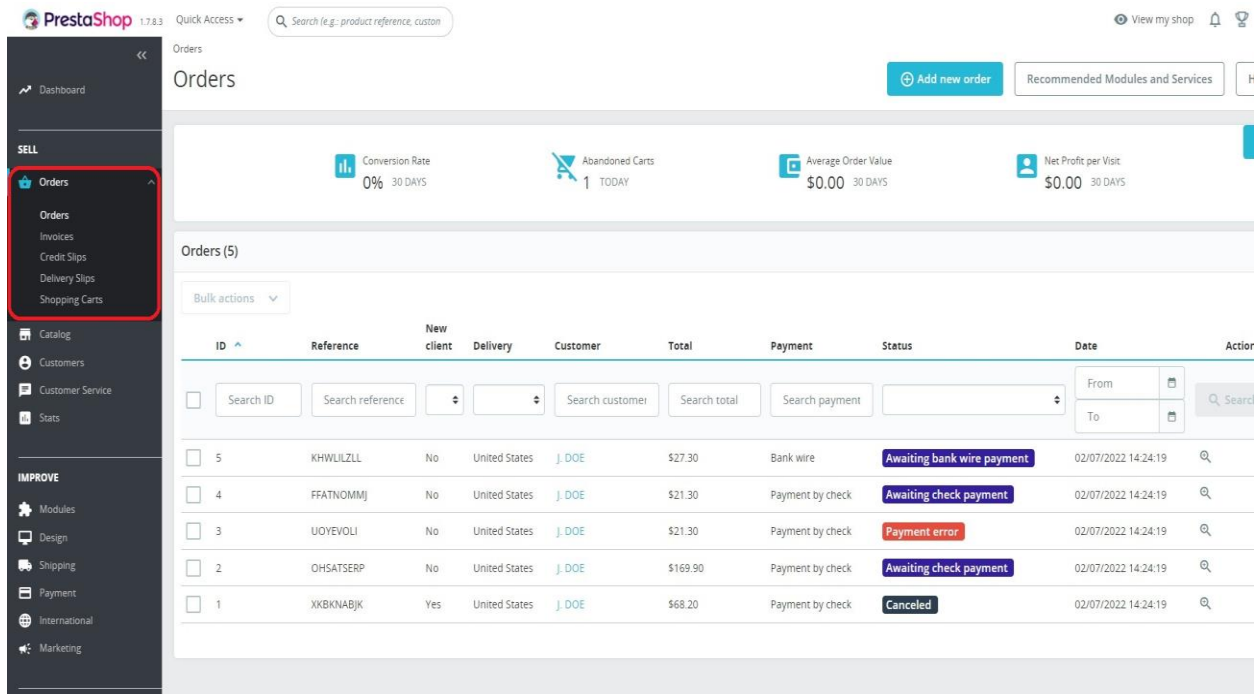
Product Categorization: PrestaShop allows merchants to categorize products based on various criteria, such as product type, brand, or collection. The platform supports hierarchical category structures, enabling the creation of nested categories and subcategories. This helps organize products in a logical manner, making it easier for customers to navigate the online store and find the products they are looking for.

Attributes and Variations: PrestaShop offers extensive support for product attributes and variations. Merchants can define attributes like size, color, material, or any other relevant characteristic, allowing customers to select different options when purchasing a product. These attributes can be easily managed and assigned to individual products or combinations of products.

Product Images and Descriptions: PrestaShop allows merchants to showcase products effectively through images and detailed descriptions. Users can upload multiple images per product, zoom functionality, and image thumbnails to provide customers with a comprehensive visual representation of the products.

Pricing and Discounts: PrestaShop offers comprehensive pricing options to set product prices and discounts. Merchants can define regular prices, apply promotional discounts, set quantity-based discounts, and create specific pricing rules. This flexibility allows businesses to implement various pricing strategies and promotional campaigns to attract customers.

4. Order Management: Merchants can easily handle orders, process payments, manage shipping options, and handle returns and refunds.



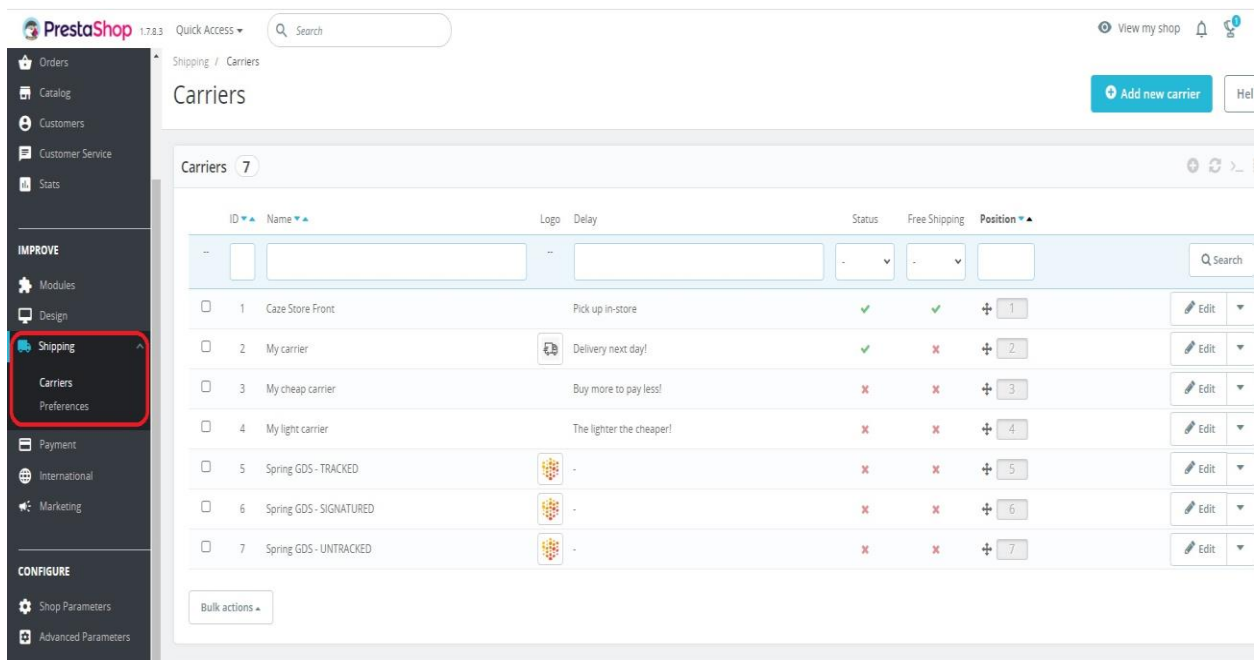
The screenshot shows the PrestaShop 1.7.8.3 interface for managing orders. The left sidebar has a red box around the 'Orders' menu item. The main content area displays a summary of order statistics and a table of recent orders.

Orders Summary:

- Conversion Rate: 0% (30 DAYS)
- Abandoned Carts: 1 (TODAY)
- Average Order Value: \$0.00 (30 DAYS)
- Net Profit per Visit: \$0.00 (30 DAYS)

Orders (5) Table:

ID	Reference	New client	Delivery	Customer	Total	Payment	Status	Date	Action
5	KHWLZLL	No	United States	J. DOE	\$27.30	Bank wire	Awaiting bank wire payment	02/07/2022 14:24:19	[Search]
4	FFATNOMMJ	No	United States	J. DOE	\$21.30	Payment by check	Awaiting check payment	02/07/2022 14:24:19	[Search]
3	UOYEVOLI	No	United States	J. DOE	\$21.30	Payment by check	Payment error	02/07/2022 14:24:19	[Search]
2	OHSATSERP	No	United States	J. DOE	\$169.90	Payment by check	Awaiting check payment	02/07/2022 14:24:19	[Search]
1	XXBKNABJK	Yes	United States	J. DOE	\$68.20	Payment by check	Canceled	02/07/2022 14:24:19	[Search]



The screenshot shows the PrestaShop 1.7.8.3 interface for managing carriers. The left sidebar has a red box around the 'Shipping' menu item, which is expanded to show 'Carriers'. The main content area displays a table of configured carriers.

Carriers (7) Table:

ID	Name	Logo	Delay	Status	Free Shipping	Position	Action
1	Caze Store Front		Pick up in-store	✓	✓	1	[Edit]
2	My carrier		Delivery next day!	✓	✗	2	[Edit]
3	My cheap carrier		Buy more to pay less!	✗	✗	3	[Edit]
4	My light carrier		The lighter the cheaper!	✗	✗	4	[Edit]
5	Spring GDS - TRACKED		-	✗	✗	5	[Edit]
6	Spring GDS - SIGNED		-	✗	✗	6	[Edit]
7	Spring GDS - UNTRACKED		-	✗	✗	7	[Edit]

Order management is a crucial aspect of running an online store, and PrestaShop offers a range of features and functionalities to help merchants

efficiently handle orders, process payments, manage shipping options, and handle returns and refunds.

Order Processing: PrestaShop provides a user-friendly interface for managing orders. Merchants can easily view and process incoming orders, update order statuses, and communicate with customers regarding order updates or inquiries. The platform allows for efficient order filtering, sorting, and searching, making it easy to locate specific orders or track order history.

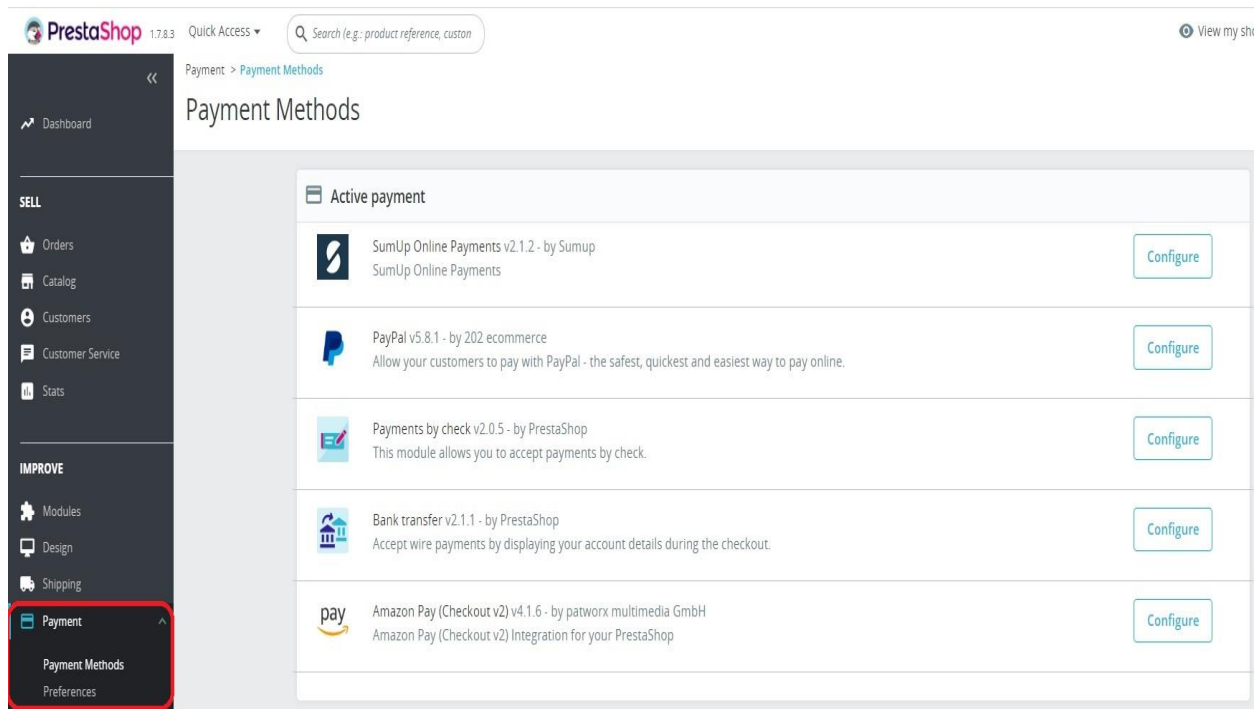
Payment Integration: PrestaShop supports integration with a wide range of payment gateways, allowing merchants to offer multiple payment options to customers. Popular payment gateways like PayPal, Stripe, Authorize.net, and many others can be seamlessly integrated into the store. This enables secure and convenient online transactions, giving customers flexibility in their payment preferences.

Shipping Management: PrestaShop offers flexible shipping management capabilities. Merchants can define shipping carriers, configure shipping zones, set shipping costs based on various criteria like weight or destination, and provide real-time shipping rates to customers. The platform allows for easy integration with shipping providers, enabling automatic label generation and tracking information updates.

Returns and Refunds: PrestaShop provides features to handle returns and refunds efficiently. Merchants can define return policies, automate return request processes, and easily process refunds for returned items. The platform allows for seamless communication with customers throughout the returns and refund process, ensuring a positive customer experience.

Order Notifications: PrestaShop enables merchants to keep customers informed about their order status through automated notifications. Customers receive order confirmation emails, shipping notifications with tracking information, and order completion or delivery confirmation emails. These notifications improve transparency and keep customers engaged throughout the purchase and delivery process.

5. Payment and Shipping Integration: The platform supports a variety of payment gateways and shipping providers, allowing merchants to offer diverse payment methods and shipping options to customers.

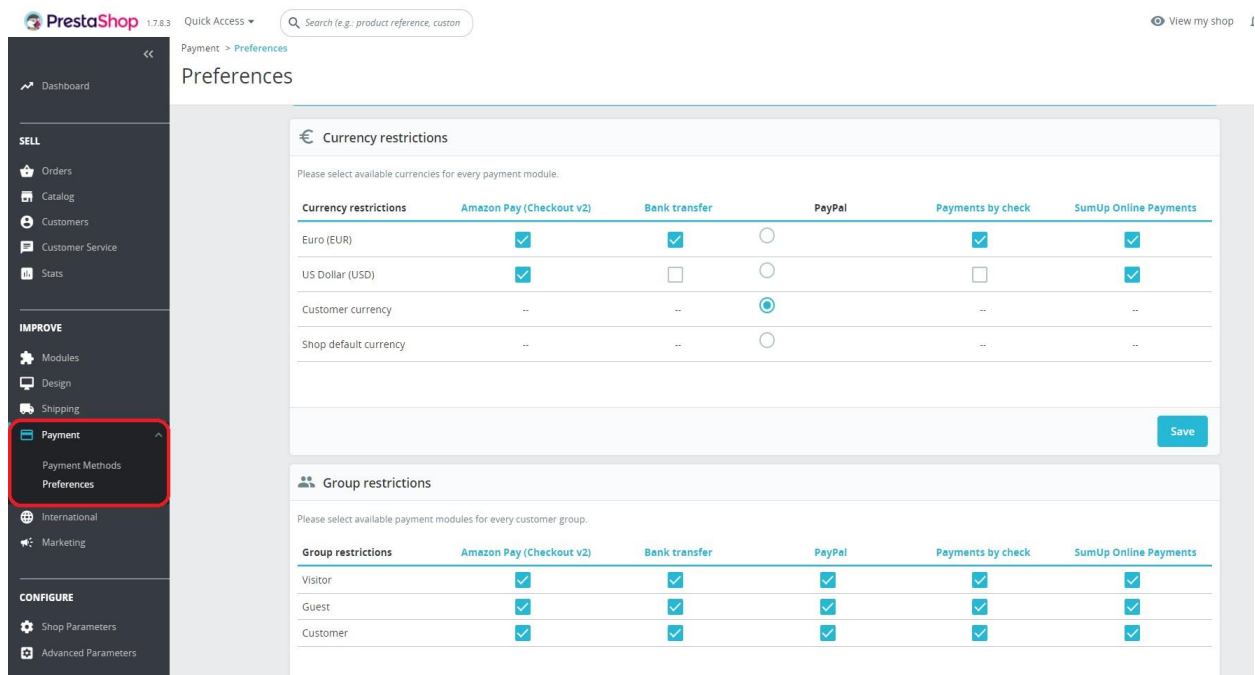


Payment > Payment Methods

Payment Methods

Active payment

- SumUp Online Payments v2.1.2 - by Sumup**
SumUp Online Payments [Configure](#)
- PayPal v5.8.1 - by 202 ecommerce**
Allow your customers to pay with PayPal - the safest, quickest and easiest way to pay online. [Configure](#)
- Payments by check v2.0.5 - by PrestaShop**
This module allows you to accept payments by check. [Configure](#)
- Bank transfer v2.1.1 - by PrestaShop**
Accept wire payments by displaying your account details during the checkout. [Configure](#)
- Amazon Pay (Checkout v2) v4.1.6 - by patworx multimedia GmbH**
Amazon Pay (Checkout v2) Integration for your PrestaShop [Configure](#)



Payment > Preferences

Preferences

€ Currency restrictions

Please select available currencies for every payment module.

Currency restrictions	Amazon Pay (Checkout v2)	Bank transfer	PayPal	Payments by check	SumUp Online Payments
Euro (EUR)	☒	☒	☐	☒	☒
US Dollar (USD)	☒	☐	☐	☐	☒
Customer currency	--	--	☒	--	--
Shop default currency	--	--	☐	--	--

[Save](#)

Group restrictions

Please select available payment modules for every customer group.

Group restrictions	Amazon Pay (Checkout v2)	Bank transfer	PayPal	Payments by check	SumUp Online Payments
Visitor	☒	☒	☒	☒	☒
Guest	☒	☒	☒	☒	☒
Customer	☒	☒	☒	☒	☒

Payment and shipping integration are crucial components of any e-commerce platform, and PrestaShop excels in this area by supporting a variety of payment gateways and shipping providers. This flexibility allows merchants to offer diverse payment methods and shipping options to their customers.

Payment Integration:

Wide Range of Payment Gateways: PrestaShop offers integration with numerous popular payment gateways, including PayPal, Stripe, Authorize.Net, Braintree, 2Checkout, and many more. Merchants can select the payment gateways that best suit their business needs and target audience.

Multiple Payment Methods: Merchants can offer various payment methods to cater to customer preferences. This includes credit and debit cards, digital wallets, bank transfers, and alternative payment methods. The flexibility to accept multiple payment options enhances the convenience and accessibility for customers.

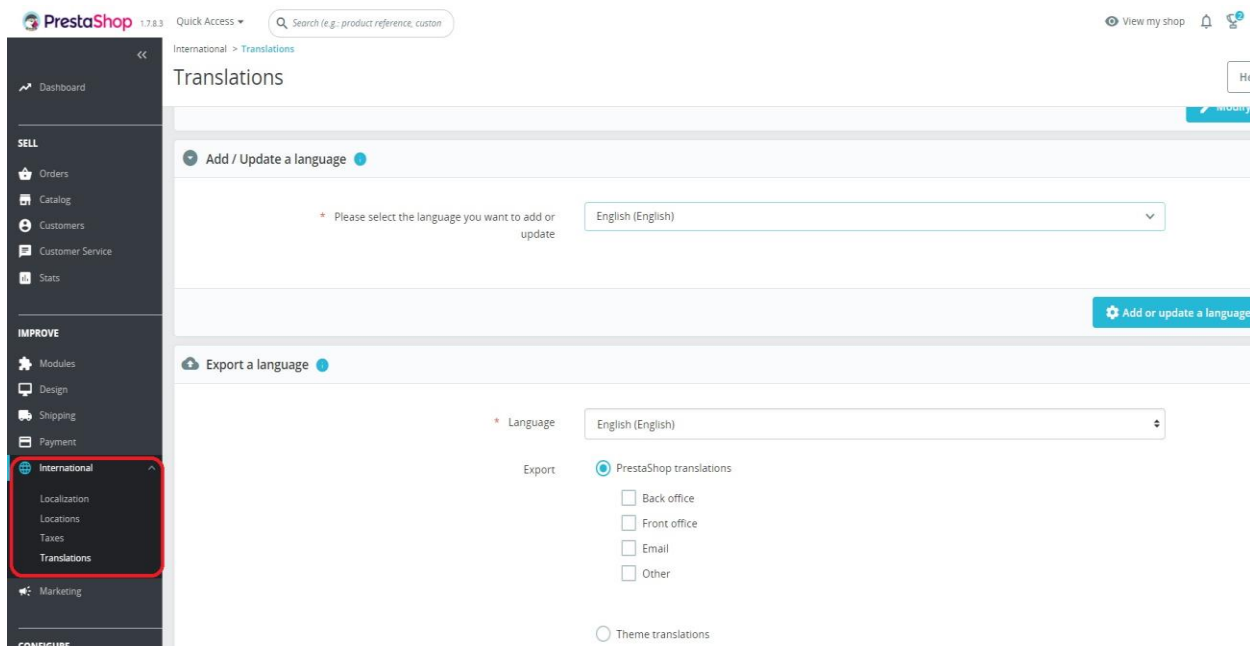
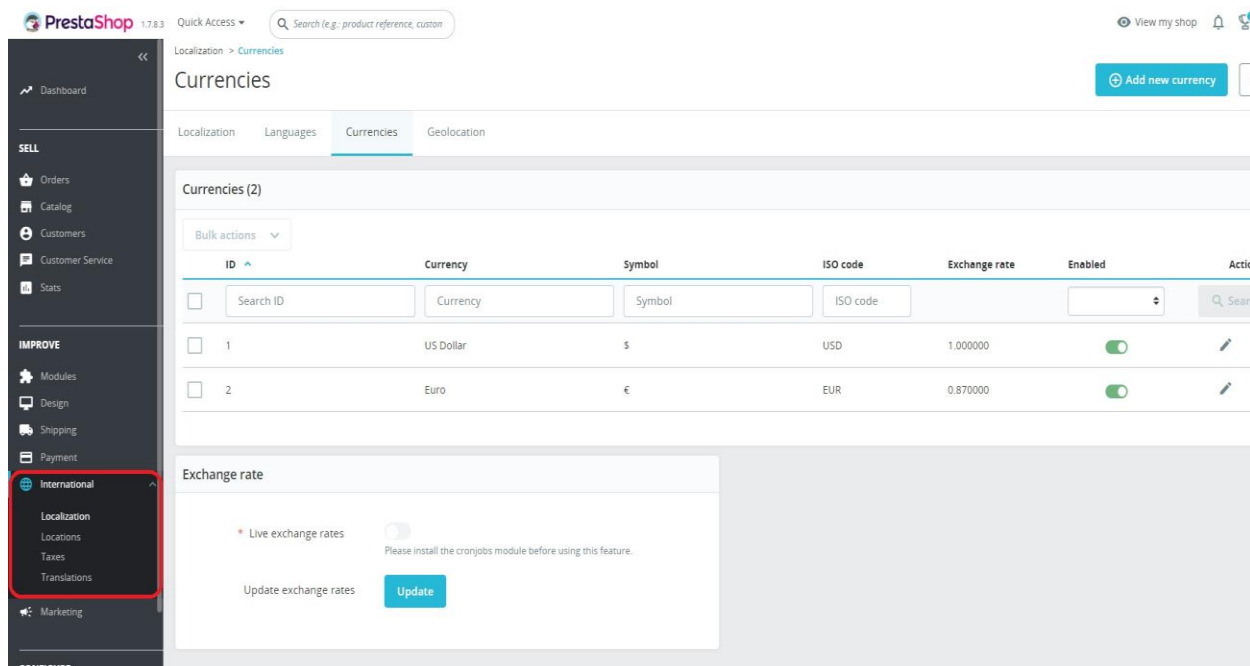
Shipping Integration:

Wide Selection of Shipping Providers: PrestaShop supports integration with major shipping carriers such as UPS, FedEx, DHL, USPS, and more. Merchants can choose the shipping providers that align with their shipping needs and offer reliable delivery services to customers.

Customizable Shipping Options: Merchants can set up various shipping options, including standard shipping, express delivery, free shipping thresholds, and more. PrestaShop's flexible shipping management allows businesses to tailor their shipping options to meet customer demands and business requirements.

In summary, PrestaShop's payment and shipping integration capabilities empower merchants to offer a wide range of payment methods and shipping options to customers. This flexibility enhances the customer experience, expands the global reach of businesses, and provides convenience and flexibility for both merchants and customers throughout the purchasing and shipping processes.

6. Multi-Language and Multi-Currency Support: The platform supports multiple languages and currencies, making it suitable for merchants targeting a global audience.

ID	Currency	Symbol	ISO code	Exchange rate	Enabled	Action
1	US Dollar	\$	USD	1.000000	☒	
2	Euro	€	EUR	0.870000	☒	

PrestaShop offers robust multi-language and multi-currency support, making it a suitable platform for merchants targeting a global audience. This feature allows businesses to reach and engage customers from different countries and regions.

Multi-Language Support:

Localization: PrestaShop provides built-in localization features that allow merchants to create and manage online stores in multiple languages. Merchants can easily translate all elements of the store, including product descriptions, category names, navigation menus, and static content, into different languages.

Language Switching: PrestaShop integrates language switching functionality, enabling customers to switch between available languages on the storefront. This provides a seamless browsing experience for customers and allows them to shop in their preferred language.

Multiple Language Packs: PrestaShop offers a wide range of language packs that can be easily installed and activated. These language packs include translations for various languages, making it convenient for merchants to expand their store's reach to new markets.

Multi-Currency Support:

Currency Conversion: PrestaShop allows merchants to display product prices in different currencies, catering to customers from around the world. The platform supports automatic currency conversion, which can be based on real-time exchange rates or manually set rates.

Currency Switcher: PrestaShop provides a currency switcher on the storefront, allowing customers to select their preferred currency. This feature provides transparency and convenience for customers, as they can view product prices and complete transactions in their local currency.

Pricing Rules: Merchants can define pricing rules specific to different currencies. This includes setting different base prices, applying currency-specific discounts, or implementing region-specific pricing strategies.

Benefits of PrestaShop:

1. **Cost-effective:** PrestaShop is an open-source platform, which means it is free to download and use. Merchants can save on upfront costs compared to other e-commerce solutions.
2. **Customizability:** PrestaShop's extensive customization options allow businesses to create unique online stores tailored to their brand identity and target audience.
3. **Community and Add-ons:** PrestaShop has a large and active community of developers and users, providing access to numerous add-ons, modules, and themes to enhance the functionality of the platform.
4. **Scalability:** PrestaShop can handle both small and large-scale e-commerce operations, providing scalability as businesses grow and expand.
5. **Support and Documentation:** PrestaShop offers comprehensive documentation, tutorials, and a support forum, making it easier for users with lower IT skills to find assistance when needed.