

# **Shopperr Reseller Guide**

**Step by Step Guide for Resellers**  
**Version 2020**

# **Table of Content**

## 1. What's Shopperr and how it works?

## 2. Understanding the Supply Chain Step by Step

2.1. Register a Shopper account

2.2. Connecting your online store with Shopperr

2.3. Upload Shopperr products to your online store

2.4. Pay on Shopperr for your received orders

## 3. Know more about Shopperr

3.1. Do you have API Integration with my store?

3.2. Shipping Policy

3.3. White Label

3.4. Return and Refund policy

3.5. Shopperr products

3.6. Fees, Payment, Invoice

## 4. Other frequent operation on our Website

# 1. What's Shopperr and how it works?

**Shopperr.com** provides the most evolved B2B sourcing platforms with no MOQ for resellers. Shopperr is the only platform where resellers can purchase internationally manufactured lakhs of products from one source at wholesale rates. Since we have no MOQ (Minimum Order Quantity), instead of buying the inventory in advance and taking risk, you can always buy from us whenever your customer places an order on your online store. You can simply integrate your online store with our website, add products you like to your store, add your margin, and start selling. As a service if you want, Shopperr can dispatch the order directly to your customer as well. However, there will be additional fulfillment charges for the same, wherever applicable. The package will show your company name as sender when your end consumer receives the order. Please note that since Shopperr is dealing directly with the you (resellers) it (Shopperr) does not collect payments from your customer. Below picture reflects the flow of transactions.



# SHOPPERR

  
  
  
[Forgot Password?](#)

## 2. Understanding the Supply Chain Step by Step

### 2.1. Register a Shopper account

Register as a Shopperr member, since we are a B2B company and only serve B2B customers, GST code is mandatory for registration.

### 2.2. Connecting your online store with Shopperr

The automation benefits of integrating your store with Shopperr: - Real-time syncing of product stock levels and prices.

- Automatically download orders to our system for fulfillment.
- Update order status and tracking number to your store after we have dispatched.

#### *Amazon store*

To connect your Amazon Seller account, please follow these:

Step 1 : Log in to your Amazon Seller Central and navigate to **Settings > User Permissions**.

Step 2 : On the User Permissions page, click the yellow button on the bottom – **Authorize a Developer** –like on the screenshot below:

The screenshot shows the Amazon Seller Central interface. At the top, there's a navigation bar with 'amazon seller central' logo, a search bar, and a 'Settings' menu. The main heading is 'User Permissions'. Below it, there's a warning message: 'Amazon takes the security of your account seriously. Invite only people or businesses that you trust to access your business information.' There are two tables: 'Current Users' and 'Add a New User'. The 'Add a New User' table has fields for Name, Email Address, and Language, with an 'Invite' button. Below these is 'Your Account Information' showing 'Seller ID' and 'Developer Access Confirmation'. The 'Current Authorizations' table has columns for Developer ID, Developer Nickname, Authorization Date, Date Last Confirmed, Access Expiration Date, MWS Auth Token, and Action Taken. A yellow button labeled 'Authorize a developer' is at the bottom of this table, with a red arrow pointing to it. Below the table, it says 'Showing 1-2 of 2 item(s)' and '10 results per page'.

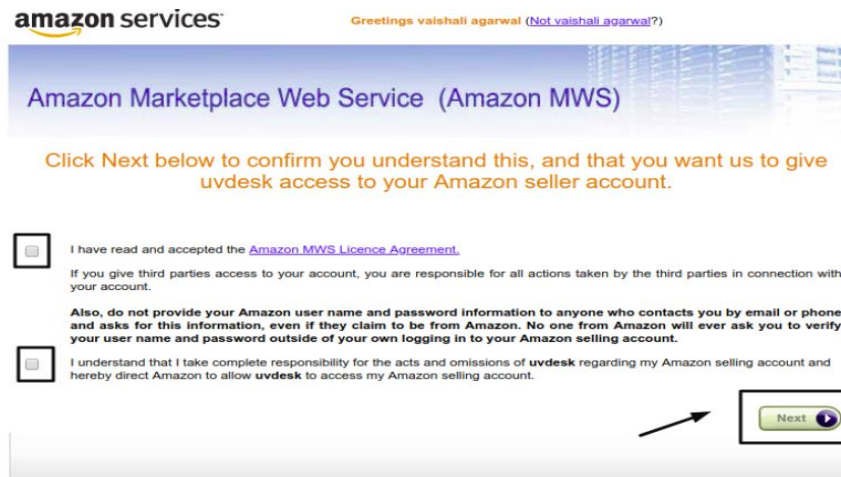
Step 3 : Enter the following fields values on the opened page, just like on the screenshot below:

**Developer's Name : Shopperr**

**Developer ID: 0378-4969-9929**

The screenshot shows the 'Amazon Marketplace Web Service (Amazon MWS)' authorization form. At the top, there's the 'amazon services' logo and a greeting: 'Greetings vaishali agarwal (Not vaishali agarwal?)'. The main heading is 'Amazon Marketplace Web Service (Amazon MWS)'. Below this, there are two input fields: 'Developer's Name' and 'Developer ID'. The 'Developer ID' field has a hint: 'For example: 1234-1234-1234 or 123412341234'. At the bottom right, there is a green 'Next' button with a right-pointing arrow.

Step 4 : Check “I agree” checkbox on the next page (confirming that you give Shopperr access to synchronize data to your amazon account) and click **Next**.



Step 5 : On the next page you will see your Amazon MWS API credentials, please copy and save your **Seller ID** and **MWS Auth Token**.



Step 6 : Now log in to your Shopperr account and navigate to **Marketplace > Marketplace API**.

Step 7 : Click Amazon logo on the opened page, then copy and paste Amazon Seller ID and MWS Auth Token from the page on step 5 into the appropriate fields.

# SHOPPERR

My Account

Subscribed

Please select the marketplace you want to connect.

amazon shopify

Amazon MWS Developer Permissions

Enable Developer Access Confirmation

Seller ID

MWSAuthToken

Test connection Save connection

Step 8 : Click save connection.

Step 9 : Now log in your Amazon seller central again and navigate to **settings> user permission >Amazon MWS Developer Permissions**, then **Enable the Developer Access Confirmation** like on the screenshot as below.

amazon seller central

www.amazon.in English Search Messages | Help | Settings

Catalogue Inventory Pricing Orders Advertising Programs Reports Performance Apps and Services B2B

Appstore

Manage your apps

Manage access to your seller data

Authorise new developer

| Developer name<br>Developer ID | App name          | Status   | Authorisation date<br>Expiration date | MWS Authorisation Token | Actions |
|--------------------------------|-------------------|----------|---------------------------------------|-------------------------|---------|
| Shopperr<br>037849699929       | (Full MWS Access) | Disabled | 9/1/2020, 10:39 am                    |                         | Enable  |

Step10 : Check your email for “**Enable MWS Developer Access Confirmation**” email from Amazon

-Open the email and click Enable Developer Access Confirmation button -If you already confirmed MWS Developer Access earlier – you can skip this step.

## Enable MWS Developer Access Confirmation



Amazon Marketplace Web Service <donotreply@amazon.com>



Dear [REDACTED]

To make sure your Amazon MWS authorizations are up to date, our Developer Access Confirmation program will periodically remind you which developers and applications you have given access to your account, and ask you to re-confirm. To enable Developer Access Confirmation, click the button below. After enabling Developer Access Confirmation, you will receive an annual prompt to verify your developer and application authorizations.

[Enable Developer Access Confirmation >](#)

Enabling Developer Access Confirmation is recommended, but optional. If you do not enable Developer Access Confirmation, it will not affect your Seller Central account or your ability to use MWS.

Thanks,

Amazon Marketplace Web Service

[Learn more about developer access >](#)

[Ask a question >](#)



### *Shopify store*

Navigate to marketplace API page and click on shopify logo, fill in your shopify name and enable your connection.

Note that: Our automation synchronization is value-added, please update your membership in order to enable your connection.

## 2.3. Upload Shopperr products to your online store

### *Subscribe products*

Search for the products you want and toggle on subscription by clicking the heart shape icon.

### *Export products information*

Navigate to subscribed page to download our consolidated product information/listings sheets.

### *Upload products to your online store*

Listing our products on your online store.

## 2.4. Pay on Shopperr for your received orders

### *Receive orders on your store*

To wait for your first order after listed our products.

### *Pay on Shopperr for received orders*

Once you have sold a product on your website and received payment, place an order with Shopperr. We will ship the product directly to your customer. You keep the difference between your retail price and the Shopperr's wholesale price as your profit! Again, upload more products from Shopperr and get more orders !

## 4. Know more about Shopperr

## 3.1 Do you have API Integration with my store?

At this moment, we can only integrate with Amazon and Shopify. If you are selling on other marketplaces or using other e-commerce website builders (Magento, WooCommerce, etc.), then you will have to manage your inventory and orders manually. However, we have plans to develop API for other platforms and it is an ongoing process.

## 3.2. Shipping Policy

### *Delivery time*

All the orders placed on our website, are delivered within 7-15 days during the normal days, unless there are unexpected circumstances which are beyond our control. We have partnered with some of the world's well reputed logistics partners. You will receive a valid tracking number as soon as we ship the order, but please allow a couple of days for it to become visible on the courier's website.

### *Shipping fee*

Our product page and shopping cart will clearly indicate the real-time Shopperr Price, which is what you must pay to us. It is already inclusive of the product's wholesale price, shipping fee and GST. There is no other hidden fee. You just need to decide the price markup and the difference is your profit! Please note that Shopperr Price may fluctuate occasionally, and this could affect your profit margin. If you have setup API integration, then you have the option to adjust your Selling Price automatically so that the percentage markup remains the same.

## 3.3. White Label

We will ship the orders on your name if you want the orders to be delivered directly to the customers.

## 3.4. Return and Refund policy

### *Return Policy*

We do not accept returns from you or from your buyer. All items shipped out are considered sold to you and if your buyer changes his mind or dislikes the item (or its quality), then it depends on your own store policy whether to accept returns from them or not. Please do not use our warehouse address as the return address. The only exception is in the case of RTO (Return to Origin) by the courier. This could be due to undeliverable address or refusal of package. The package must be unopened and with its original address label. We will refund you 100% if we receive the physical package or if the courier's online tracking information indicates that it has been returned to us.

### *Refund Policy*

Although we do not accept returns, but we will refund you 100% if your buyer can provide enough proof for the following situations: Damaged upon receipt. Defective item. Shipped wrong item, wrong color, or wrong size, etc. Lost or very late delivery (exceeding 20 days). We will partial refund you or reship for the following situations: Shipped wrong quantity. Missing item in order. Please note that sometimes we may split an order into multiple packages and we need to verify that all packages are delivered before concluding that an item is missing. The courier's tracking information is our only proof that a package is delivered or not. We will refund you 100% if it indicates failure of delivery or RTO. On the other hand, we will not refund you at all if it indicates successful delivery, even if your buyer says that he has not received it. We process refund by crediting to your Shopperr E-Wallet.

### *Cancellation Policy*

We process orders very quickly and it may not always be possible to intercept an order for cancellation. If we can intercept it, then we will cancel the order and refund you 100%. Otherwise, we will deny the 13 cancellation and proceed with shipping and no refund. However, a workaround is to ask your buyer to refuse the package at the time of delivery and we will refund you 100% if there is proof of "RTO Delivered".

### *Cancel Membership*

You may downgrade to the free "Starter Plan" at any time and we will not charge you subsequently. We do not provide partial refund for unused portion of the Monthly Plan. The balance in your E-Wallet can be returned to you after settlement of all orders

## 3.5 Shopperr products

### *Price/offering?*

We sell to you at wholesale price, with no minimum order quantity requirement.

### *How many products do you have?*

We now have 10,000+ products and we renew weekly.

#### *How often do you update your products?*

We renew our product inventory weekly and you can check our new products on our new arrivals page.

#### *How many products can I upload?*

The number of products which you can upload is limited by the number of products which your membership allows you to subscribe. "Starter Plan" = 500 SKU's, "Professional Plan" = 20,000 SKU's and "Premium Plan" has unlimited SKU's.

## 3.6 Fees, Payment, Invoice

#### *Do I get a GST invoice?*

Yes. We provide customers invoices on monthly basis, and invoices will be available on your account on 7th every month.

#### *Any subscription charge*

Yes, and no. Our membership structure has 3 plans:

- "Starter Plan" is forever free. This is ideal if you need more time to learn at your own pace and be familiar with our system or if you have a small store which you can manage manually.
- "Professional Plan" is 1999 INR/month. This is the most popular plan among Indian resellers. It includes API integration with your store which is important for automation.
- "Premium Plan" is 2999 INR/month. We recommend this to big resellers. You can subscribe and sell unlimited number of SKU's. You can 15 even pay extra to buyout any SKU so that it is exclusive to you only and will not be available for other Shopperr resellers.

## 5. Other frequent operation on our Website

#### *How to upload products?*

1. Please sign up for a Shopperr account and login.
2. Browse and subscribe the products which you are interested to resell. You can toggle on/off subscription by clicking the product's heart shape icon.
3. These subscribed products will go to your "Subscribed" page where you can export the product information in Excel format. Our spreadsheet is already customized for Amazon and Shopify. If you want to sell on other platforms, then you may need to re-arrange the columns and edit the headers accordingly.
4. Then simply re-upload the spreadsheet to your store and start reselling.

### *How to update inventory?*

If you have authorized us integration with your Amazon or Shopify account via API, then the inventory will be updated automatically. When a product goes out of stock, it will automatically become inactive in your store, and vice versa. At this moment, it is not possible to sync our inventory with other platforms and we suggest that you export and re-upload the stock to your store every few days.

### *How to get my invoices?*

Your invoice will be available on 7th every month. Login your account and navigate to the Invoices page.