

# VENDOR BEST PRACTICES

Welcome to eziMoon best practices guide!

To get your started on your journey with us we've put together this simple guide to running a successful store on the eziMoon marketplace.

Here you'll find information on everything from the types of images you'll need to the types of products that you're allowed to sell, as well as the best way to go about promoting them. Keep reading to learn more.

To ensure a fair, safe and sustainable trading platform eziMoon is committed to the regulation and upholding of its terms of trading. Please familiarise yourself with the following minimum requirements to qualify as an approved vendor.

- Maintain pricing at fair market rates (no price gauging).
- Maintain a consistent supply chain & reasonable stock levels.
- Warrant, repair, refund products as applicable.
- Comply with intellectual property rights.
- Maintain up to date product listings.
- Maintain fulfillment/delivery process.
- Comply with competition & consumer act 2010.

## Listing Promotion

Here are some basic guidelines to help you promote your listing on eziMoon:

- List new items regularly in your store.
- Use search terms that your buyers are likely to use.
- Offer fast and free shipping when possible.
- Provide a generous return policy to build trust with buyers.
- Price your products in a way that is attractive to buyers and also protects your margins.
- Get reviews to maintain a great vendor rating.
- Use plenty of high quality product photos in your listing.
- Go above and beyond to provide top notch customer service.

## Product Safety

To ensure eziMoon remains a safe marketplace for buyers to make purchases we have a few simple rules for vendors to follow in regards to the products they list.

Please refrain from listing any items if:

- They have been recalled by a government agency.
- Their sale is prohibited by law.
- A government agency has stated the item poses a health or safety risk.

For more information please check out our Product Safety Policy on our Product Guidelines page.



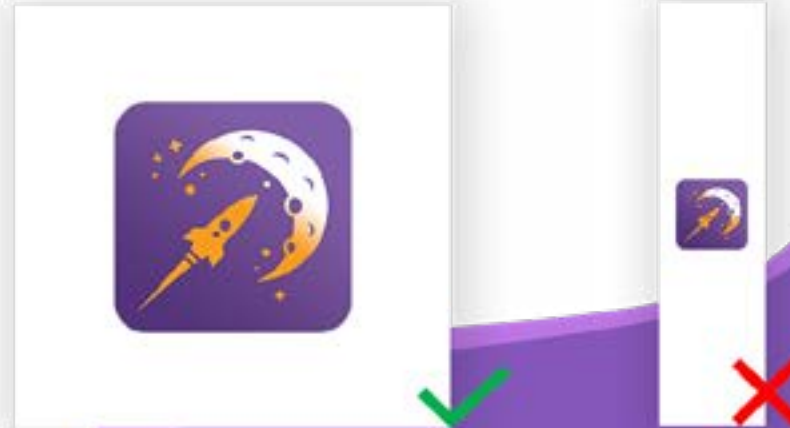
# Image Quality and Dimensions

When uploading your images, please follow the dimension guidelines below. Please also ensure that you only upload JPG files.

## • PROFILE SECTION IMAGES

Store logo:  
125x125 pixels

(Precise dimensions required)

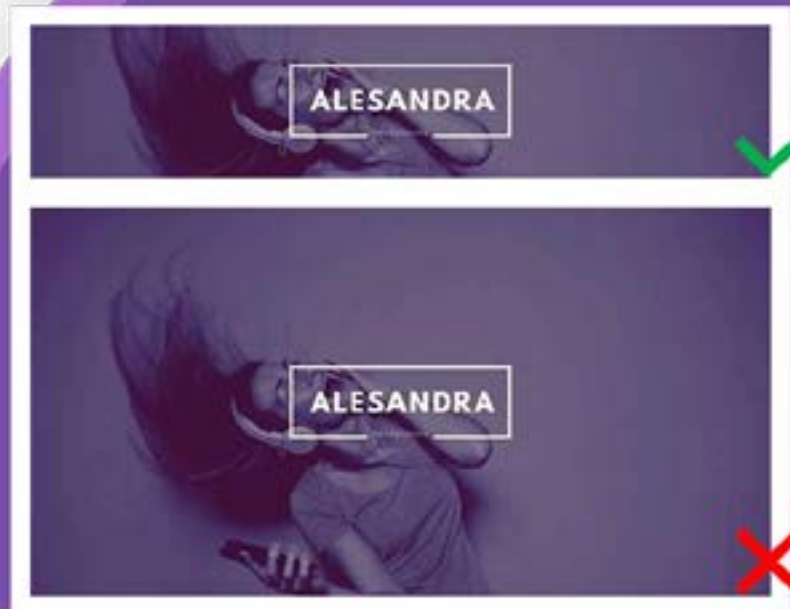


Store banner:  
1650x350 pixels

(Precise dimensions required)

Minimum dimensions  
900x200 pixels

Maximum dimensions  
1650x350 pixels

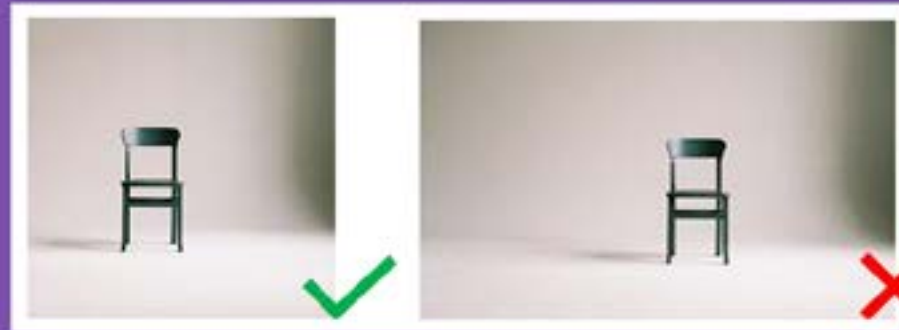


## • PROFILE SECTION IMAGES

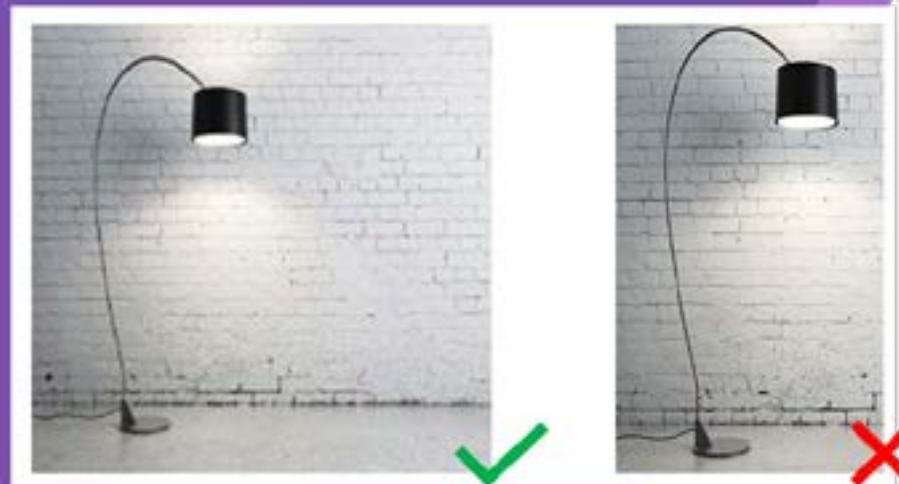
Mobile banner:  
520x250 pixels



Products Catalogue images:  
300x300 pixels



Single product images:  
600x600 pixels



## • PRODUCT IMAGES

Product thumbnails:  
180x180 pixels



## USEFUL RESOURCES

- <https://pixlr.com/x/#editor>
  - You can use this website to convert different image file types to JPG
  - This website can also be used to resize your images to conform to our dimension guidelines
- <https://looka.com/>
  - If you need a logo for your store you can check out this website for an easy-to-use tool to design one for your self.





# BECOMING A VENDOR



## STEP 1



The first step to becoming a vendor is to navigate to Vendor tab area on the top right corner and then clicking on the Become a Vendor option from the drop down menu.

## STEP 2

Choose your preferred plan by clicking on the GET PLAN button on the corresponding column **eziMOON OFFERS 4 GREAT PLANS** for vendors with any size store. Blast Off is our most popular package letting you list up to 80 products that can be featured on our homepage, and provides features such as customer service chat, coupon codes, and a free blog post feature and product landing page each year.

If you're looking for 'the complete package' you can upgrade to the Moon Landing plan where you can list as many products as you wish as well as get an extra blog post and landing page along with the rest of the features of Blast Off.

If you're just looking to get feet wet we also offer two basic plans that are great if you have limited products or are just getting started, with scaled back list of features you can get a feel for the platform before upgrading to our more comprehensive plans.



Blog Feature Advertorial	x	x	2 per annum (\$50 each thereafter)	3 per annum (\$50 each thereafter)
Featured Landing Page	x	x	1 per annum (\$100 each thereafter)	2 per annum (\$100 each thereafter)
Payment Withdrawal	30 days	21 days	14 Days	14 days
	<a href="#">GET PLAN</a>	<a href="#">GET PLAN</a>	<a href="#">GET PLAN</a>	<a href="#">GET PLAN</a>



## STEP 3

Fill out your details in form as seen below. Ensure you click SEND CODE and if you do not see an EMAIL from us you may need to check your spam folder to find your VERIFICATION CODE that you will also need to enter into the form.

### Vendor Plans

Monthly Base Subscriptions

Plans	Registration	Confirmation	Thank You
Username* Email* First Name Last Name Store Name* Address 1* Address 2 Country*	<input type="text"/> <input type="text"/> Verification Code <b>SEND CODE</b> <input type="text"/> <input type="text"/> How would you like to be paid? <input type="text"/> <input type="text"/> Australia		

Email\*

Verification Code **SEND CODE**

Verification Code will be sent to email: j.law@spg.com

### Email Verification

To:

Here is your email verification code: **SEND**

Thank You

**Registration Successfully Completed.**



## STEP 4

After completing the form you will be taken to a confirmation page where you will need to click PROCEED to complete the vendor application process.

### Vendor Plans

Monthly Base Subscriptions

Plans	Profile	Confirmation	Thank You																		
<p><b>LAUNCH PAD</b></p> <p>It's going to cost a few bucks, get a fee for the management, software and getting some ads.</p> <table border="1"> <tr><td>Customer Chat Service</td><td>Yes</td></tr> <tr><td>Discount Codes</td><td>Yes</td></tr> <tr><td>Business Card</td><td>0</td></tr> <tr><td>Online System</td><td>0</td></tr> <tr><td>Product Auto Upload</td><td>0</td></tr> <tr><td>Features in Search Results</td><td>0</td></tr> <tr><td>Blog Posts Advertisement</td><td>0</td></tr> <tr><td>Featured Landing Page</td><td>0</td></tr> <tr><td>Payment Withdrawal</td><td>Monthly</td></tr> </table>	Customer Chat Service	Yes	Discount Codes	Yes	Business Card	0	Online System	0	Product Auto Upload	0	Features in Search Results	0	Blog Posts Advertisement	0	Featured Landing Page	0	Payment Withdrawal	Monthly		<p>Confirmation</p> <p>FREE Plan!!! There is no payment option for this.</p> <p><b>PROCEED</b></p>	
Customer Chat Service	Yes																				
Discount Codes	Yes																				
Business Card	0																				
Online System	0																				
Product Auto Upload	0																				
Features in Search Results	0																				
Blog Posts Advertisement	0																				
Featured Landing Page	0																				
Payment Withdrawal	Monthly																				

# STORE VERIFICATION



In order to verify your store, you will need to submit 2 forms of acceptable identification for the eziMoon team to approve. Upon verification your store will automatically receive a badge which will be visible to all visible to your store.

Your details will be stored securely by the eziMoon team.

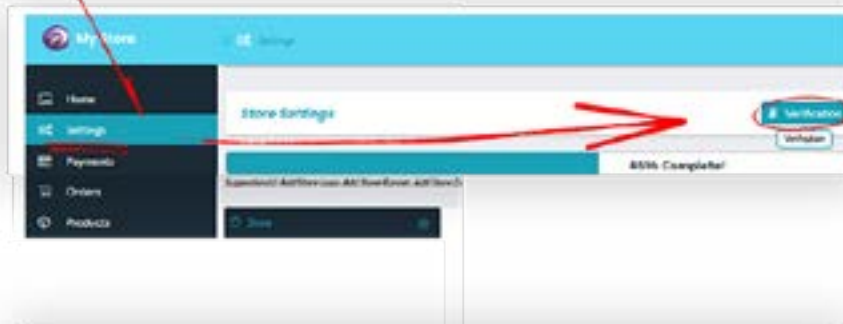
## STEP 1

Hover over the VENDOR AREA tab and click on the DASHBOARD LOGIN option from the dropdown menu.



## STEP 2

On the MY STORE DASHBOARD Click on the SETTINGS TAB on the left-hand side menu, click the VERIFICATION BUTTON on the right side of the Vendor area.

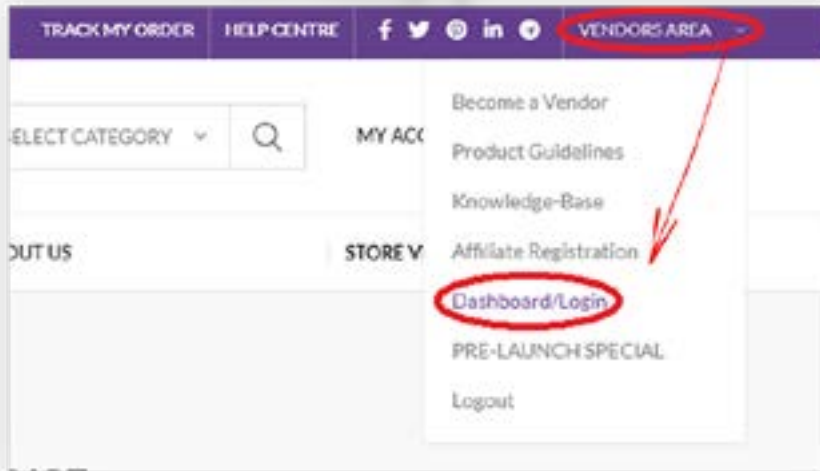


## STEP 3

You will need to upload a clear photo of either your DRIVER'S LICENSE or PASSPORT. You can also click 'PROMPT VERIFY' to be notified if your store becomes verified.

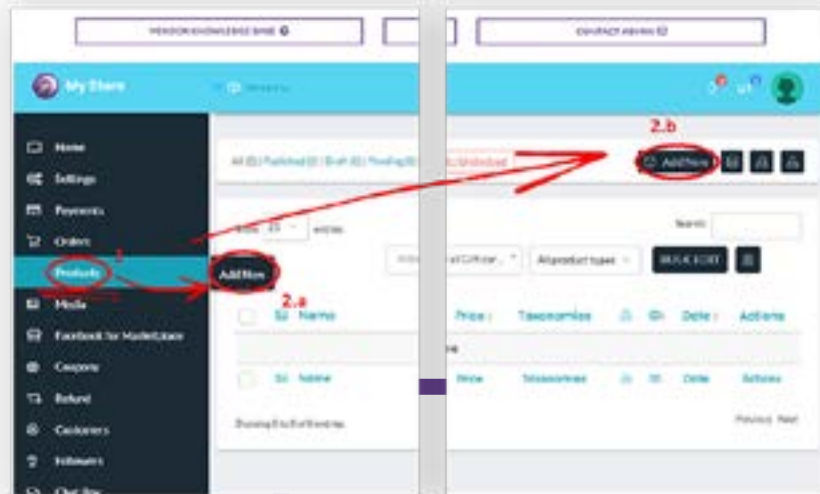


# LISTING A PRODUCT



## STEP 1

Hover over the VENDORS AREA tab and then click on the DASHBOARD/LOGIN link.



## STEP 2

Once you're in the DASHBOARD, you can either hover over the PRODUCTS (1) tab and click ADD NEW (2.a) when it appears, or you click the PRODUCTS (1) button then click the ADD NEW button on the right hand side (2.b).



## STEP 3

Once you are in the Add Product area, be sure to complete all relevant fields before clicking the SUBMIT button.

### Complete the Inventory Section

The screenshot shows the 'Add Product' form in the edMoon system. The form is divided into several sections: 'Product Type' (Virtual/Downloadable), 'Product Title', 'Price and Sale Price', 'Short Description', 'Description', 'Categories', 'Product Tags', 'All Product Sets', 'SKU', 'Manage Stock', 'Stock Status', 'Sold Individually', and 'Initial Number in Stock'. The 'SUBMIT' button is visible at the bottom right of the form.

**Upload Images**  
Upload your product images, there is also a special place to upload 360 degree images.

**Price and Sale Price:**  
Enter your regular selling price as well as any sale price you want to include, which you are able to schedule as well.

**FB Product Sets**  
If you have integrated your store with a Facebook business page then you can select from the available product sets.

**Gift Card Categories**  
Select gift card categories if applicable.

**Product Tags**  
Enter relevant tags that best describe your product.

**Product Type**  
You can choose from a simple product, variable product, grouped product, or external/affiliate product, and these can also be virtual and downloadable.

**Short Description**  
Enter a brief description of the product you are selling.

**Description**  
Here you can enter a more comprehensive description of the product for sale.

**SKU**  
SKU refers to a Stock-keeping unit, a unique identifier for each distinct product and service that can be purchased.

**Manage Stock**  
Enable stock management at a product level.

**Stock Status**  
From here you can select if the product is listed as in stock, out of stock, or on backorder.

**Sold Individually**  
Enabling this allows only one of this item to be bought in a single order.

**Initial Number in Stock**  
This is required for the stock progress bar option.

## Complete the Shipping Section

**Weight**  
Enter the weight of your product here in kilograms.

**Dimensions**  
Enter the dimensions of the package you'll be sending in centimeters.

Weight (kg)

Dimensions (cm)

Length Width Height

Shipping class

Processing time

Ready to ship

**Shipping Class**  
Enter an available shipping class from the dropdown menu.

**Processing Time**  
this is the time required before sending the product for delivery

## Complete the Tax Section

**Tax Status**  
Enable this to only allow one of this item to be bought in a single order.

**Tax Class**  
Choose a tax class for this product, which is used to apply different tax rates specific to certain types of product.

Tax status

Tax class

## Complete the Attributes Section

**Attributes**  
Select from the available options related to your product.

Attributes

Active? Visible on the product page

Color

Visible on the product page

Add attribute

## Complete the Linked Section

**Up-sells**  
These are products which you recommend instead of the currently viewed product, for example, products that are more profitable or better quality or more expensive.

**Cross-sells**  
Cross-sells are products which you promote in the cart, based on the current product.

Up-sells

Cross-sells

## Complete the SEO Section

**Focus Keyword**  
This should appear in title and first paragraph of the copy.

**Meta Description**  
Enter a short description of your product, this should not be more than 156 characters.

Focus keyword

Meta description

## Complete the Add-Ons Section

**Add-on Field**  
You can use this section to create additional fields to be completed by customers.

Add-on Fields

Name

Price

## Complete the Product Policies Section

The screenshot shows the 'Policy Set Label' configuration page. It features a sidebar with navigation options like 'Inventory', 'Shipping', 'Tax', 'Advanced', and 'Cancellation Return/Exchange Policy'. The main content area has two sections: 'Crypto Payment Options' with an 'ADD MEDIA' button and a list of cryptocurrencies, and 'Cancellation Return/Exchange Policy' with another 'ADD MEDIA' button and a text area.

**Crypto Payment Options**  
Enter which cryptocurrencies you will accept as payment.

**Cancellation Return/Exchange Policy**  
Enter you cancellation return and/or exchange policy for this product.

## Complete the Advanced Section

The screenshot shows the 'Advanced' configuration page. It includes a sidebar with 'Inventory', 'Shipping', 'Tax', and 'Advanced'. The main content area has three sections: 'Enable Reviews' with a toggle switch, 'Menu Order' with a text input field, and 'Purchase Note' with a text area.

**Enable Reviews**  
Click this if you want to allow people to leave reviews on this product.

**Menu Order**  
Here you can enter a custom ordering position.

**Purchase Note**  
Enter an optional note to send the customer after purchase.

# PROHIBITED AND RESTRICTED ITEMS

While you can sell almost any item on EziMoon, maintaining the safety of our community is a responsibility we take very seriously.

For this reason, and to comply with local legal restrictions, some categories of products are restricted, or completely banned from being listed.

## FURTHER PRODUCT INFORMATION

For more information regarding products on eziMoon, please refer to our product guidelines by <https://ezimoon.com/product-guidelines/>







**eziMoon**

"Products to the moon with crypto"

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