Feature List

Growcer Web v3.0

Online Multivendor Grocery Marketplace Software
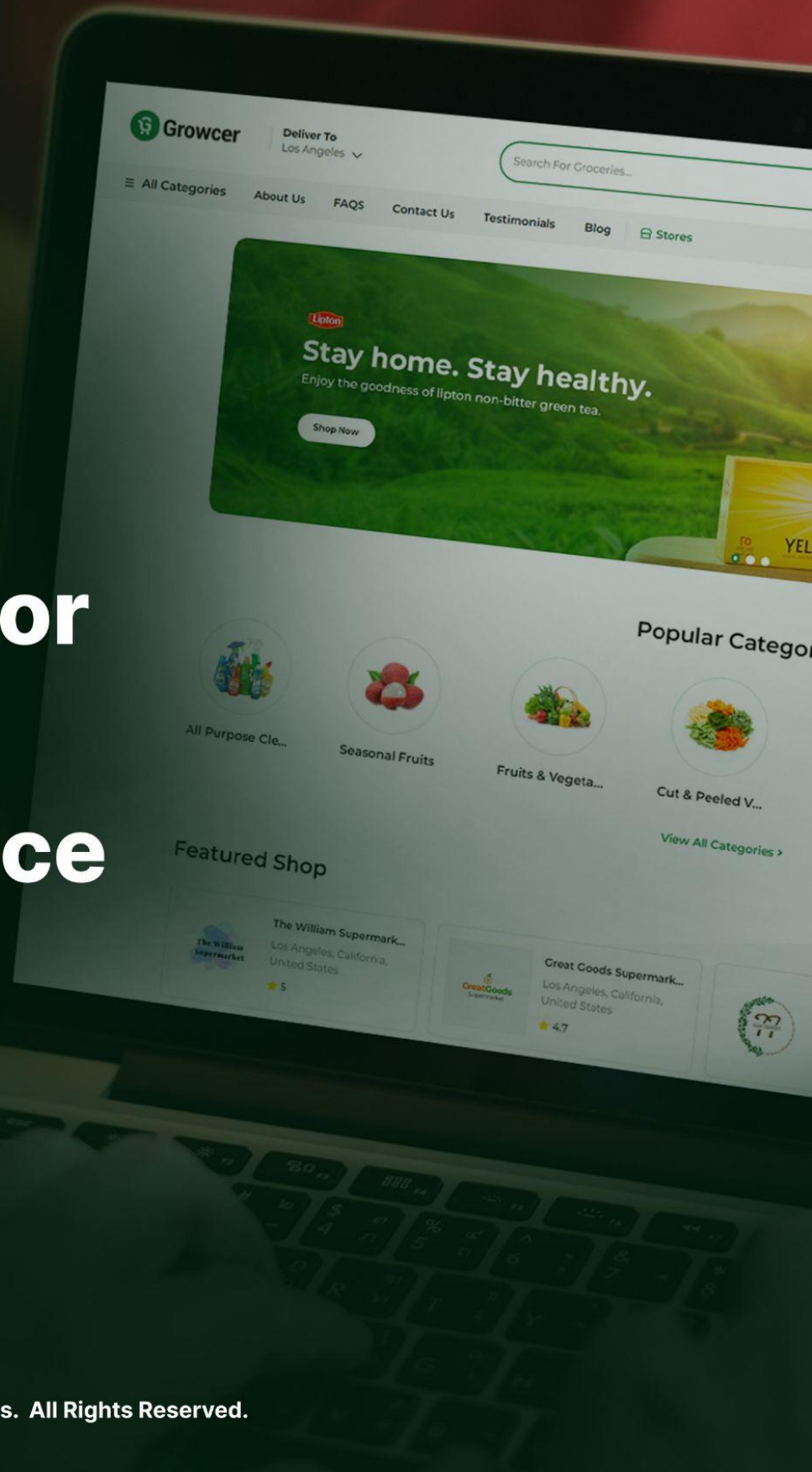
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1. System Overview

The Multi-Vendor grocery platform will serve as a fast impeccable solution for several households, who have a keen interest in shopping for groceries online. The geo-mapping feature of the buyer's location with the seller's shop makes the order deliveries faster due to the reduction in the turnaround time.

The portal helps the Buyer overcome the problem of physically going to a grocery store for shopping, which can be both tiring and hectic at times. The solution connects the buyer directly to the nearby grocery shops where the buyer can select items and place an order. All confirmed orders are broadcasted by the portal to the respective delivery staff that will accept/reject the order through the delivery app & fulfill the accepted orders to the buyer's doorstep.

2. Business Model

Growcer Multi-Vendor Marketplace Software supports multiple business models like Single/Multi-Vendor, Hyperlocal Grocery, BOPIS, Instant/ Scheduled Delivery, and many more. The platform owner can onboard multiple sellers on the e-marketplace. Buyers will purchase the products and the delivery staff will manage the fulfillment of the orders.

3. Revenue Model

The Admin can earn revenue from the platform in the following ways:

1. **Through commissions on Order**: The Admin can charge a commission on every order placed through the system. The commission is charged to the Seller.

2. **Subscription Packages:** The Admin can make it mandatory for the sellers to purchase a subscription pack and only after that the sellers will be able to register their shops or access their inventory.

3. **Through PPC Banners:** The Admin gets revenue through the PPC advertisements placed by the sellers/advertisers on the platform.

4. User Types

The platform has different types of users which include:

1. **Guest User**: A guest user has access to all of the listed product information as well as other platform pages including shop details, CMS Pages, and any other page that don't require registration or log-in.

2. **Buyers:** Buyers can browse shops and products as per the location provided by him/her. They can place orders and make payments through the available channels. Post payment all the order details are provided to them in their dashboards. The buyers can also cancel the order, ask for a refund, or withdraw money from their Growcer's wallet.

3. **Sellers:** Sellers can create and manage their store, add products, set delivery dates and times, and view orders. Sellers can define the delivery charges for their shop and can manage the team of their delivery staff.

4. **Delivery Staff:** Delivery Staff can get the listing of new orders and is allowed to self-assign them. The delivery staff has to pick up the products from the seller's shop and then deliver them to the buyer's address. They can select the order based on his/her current location from the shop, the earnings through that order, or the number of products that need to be delivered.

5. **Admin:** The administrator will have overall control of the system. S/he admin can manage Products, Seller Inventories, Users, Shops, Payment Methods, CMS Pages, etc. on the system.

5. Features Available

Following features are available on the platform for the various user types:

5.1 Buyer Features

1. Multi-Currency

The platform supports multi-currency functionality, the buyer can switch to their preferred currency from the currencies configured on the platform.

2. Multi-Lingual: The platform supports both LTR & RTL languages.

3. Register & Login

- with Email
- with Social Media (Apple, FB & Google)
- with Phone number

4. Forgot Password: Helps to reset the password

5. Remember Me: Saves the credentials, hassle-free login.

6. Browse & Search

- Location-Based Products Search.

7. Buyer's Location Input (Geolocation)

- System Auto-detect user's Geo Location

    OR

- Manual Location update from Google's Suggestive Locations List.

8. Advertisement Banners

- Buyers can see and interact with the PPC advertisement banners.

9. Operational Areas

- The system can show the list of cities where the shops are available.

- The buyers can click on the city name and navigate to see all the shops available in the subject city.

- City names will be displayed if at least one shop from the subject city has active products.

10. Product Listings: The system can list the products based on Geolocation.

11. Filtering & Sorting for Product Listings

- Filter:
  - ★ by Category
  - ★ by Price
  - ★ by Brand

- Sort:
  - ★ by Price - HIGH to LOW
  - ★ by Price - LOW to HIGH
  - ★ by Popularity - High Sales correspond to High Popularity

12. Product Detail Page Features

- View Product Details

- Add Button + Quantity Counter

- Veg/ Non-Veg Status

- Product Variants Selection Options

- Product Ratings & Reviews

- Product Specifications

- Product Add-Ons

- Special Price Discount

- Volume Discount / Wholesale Price

- Seller Details

- Other Sellers selling the same product

13. Product as Favorite

- Favorite Product Listings
- Remove /Unfavorite a Product
- Delete Favorites Lists

14. Shop as Favorite

- Favorites shop listings
- Remove/Unfavorite a shop
- Navigate to Shop from Favorites

15. Add to Cart: Buyers can purchase items from multiple shops in a single order.

16. Checkout

- Make a Choice for order fulfillment for every Shop. Order fulfillment types:
  - ★ Delivery
  - ★ Pickup
- Delivery/Pickup slot selection.
- Add Delivery and Billing Address
  - ★ The buyer can select an address from the existing addresses or can add new addresses at the checkout page.
- Review Order & Remove Items
- Apply Coupons
- Apply Reward Points

17. Multiple Payment Methods

- The application is enabled to activate multiple payment methods simultaneously.
- The Buyer can choose to make the payment from any one of the payment methods activated by Admin.

- **Partial Payments:** If the buyer has less amount in their wallet as compared to the order amount then the buyer has the option to do partial payments using wallet and one of the configured payment gateways.

18. Click & Collect

- No Delivery Charges are charged from Buyers for pick-up orders.

19. Zero Delivery Charges: The buyers can also get free delivery on orders exceeding the amount configured for a particular shop.

20. Reorder

- Complete Order Reordering (Historic Order which has products from multiple shops)

- Seller Sub Order Reordering (Historic Order which has products from one shop)

21. Product Reviews

- Buyers can provide Ratings & Reviews for the purchased products.

- Buyers can review all products in a given order.

- Product reviews will be reflected as shop reviews.

22. Messaging

- **Contact Shop:** Buyers can contact the seller by filling out the Contact Us form available on the shop detail page.

- **Chats:** The Contact Us form filled by the buyer at the shop detail page initiates a chat with that seller in the Messages section in the dashboard of the buyer. All messages sent to & received from sellers can be reviewed here and further communication can be established.

23. Account Management

- Manage Profile

- Add Bank Details

- Manage Wishlist/Favorites
- Review Wallet Credits
- Add Credits to Wallet
- Request Withdrawal: Buyer is allowed to raise withdrawal requests to the admin to transfer the wallet credits into their bank accounts.
- Change Password
- Change Email
- Change Phone Number.
- GDPR Requests

24. Dashboard

The dashboard gives a snapshot of all the important statistics and the latest activities that are important for the Buyer.

- Latest 5 Orders
- Wallet Credits Count
- Total orders count
- Unread messages

25. Orders Listing

- Search Orders by keyword
- Filter orders
- Order Listings
- Order Details - Main Order & Seller Sub orders
  - ★ An order that contains items from multiple sellers will have a main order and sub-orders that are grouped by seller name.
- View/Print Invoice *(Invoice only shows the listing of products)*
- Return Orders

- Cancel Orders

26. Orders Detail

- Shop Details
- Order Status
- Payment Method
- Item/Product Details
- Single Item cancellation option
- Break up of Order Total in terms of Products Price, Taxes, Delivery Charges, Discounts, etc.
- Billing/Delivery details
- Order Status comments

27. Cancellation Requests

- Buyer can cancel the complete order
- Buyer can cancel a single item from the order
- Buyer can cancel seller sub-order
- Buyers can search & view cancellation Requests
- Buyers can view cancellation Requests listing for both orders and items

28. Order Return Requests

- Buyers can return items from within the Order.
- Buyers can search Return Requests
- Buyers can view Return Request listings

29. Addresses Management

- Can add a new address
- Can view/edit all Address Listings

- Buyers can Pin address location on Google Maps to ease out deliveries

30. Rewards

- Buyers can view a history of all the reward points earned/used.
- Buyers can view the total rewards points and equivalent currency value.
- Buyers can get Reward Points on Product Purchases.

31. Offers

- Offers section lists all the Offers available for the buyers.
- Offers Types:
    - ★ Offer *(Discount Coupons)* linked to a specific Buyer.
    - ★ Offer coupons for First Time Buyer Discounts.

32. Share and Earn

- Buyers can share the referral link with friends to earn rewards.

5.2 Seller Features

1. Register & Login

- with Email
- with Phone number
- with Social Media (Apple, FB & Google)

2. Forgot Password: Helps to reset the password

3. Remember Me: Saves the credentials, hassle-free login.

4. Dashboard

The dashboard gives a snapshot of all the essential statistics and the latest activities that are essential for the Seller.

- Graphical representation of Sales
- Sales Revenue Amount

- Wallet Credits Count

- Total number of orders Count

- Unread messages

- Latest 5 Orders Listings.

5. Create & Manage Shop

- Manage Shop Details *(Shop basic details, Address)*

- Pin Shop Address on Google Maps *(Important for front-end location-based shop search)*

- Manage Free Delivery Orders Value.

- Manage Delivery Fulfillment Setting

- Activate/Deactivate Shop

- Manage Shop Banners *(These are not PPC Banners)*

6. Shop Settings

- **Shop Timings:** This capability allows the seller to set up the shop's working days and timing for the whole week.

- **Packaging Time:** This is the order packaging time that is required by the Shop and delivery slots at the checkout will be shown after excluding the Packaging Time.

- **Delivery Exclusions:** This capability restricts the buyers to place the order for specific days which are configured as Exclusion days by the seller.

- **Delivery Slots**

- **Self-Pickup Slots**

7. Products

- View/Add Products to Store from Admin Master / Marketplace Catalog.

- Add New Private Products

- Send Marketplace Product Request

- Manage Store Inventory
  - ★ Edit Inventory Details
  - ★ Delete Inventory
  - ★ Clone/Duplicate Inventory
  - ★ Activate/Deactivate Inventory
  - ★ Check Product Missing Information

8. View Shop: This button quickly navigates the sellers to their shop page. They can visualize their shop logo, banners, products, and other information that will appear to the platform buyers.

9. Inventory Update: This section allows the user to do a quick update for inventory items' prices and stock counts.

10. Import/Export Bulk Data

The Seller can import/export the system's data in the form of CSVs. The list of data includes

- **Import**
  - ★ Seller Catalogs & Inventories
  - ★ Tags

- **Export**
  - ★ Seller Catalogs & Inventories
  - ★ Product Brands, Categories, & Product Options
  - ★ Country, and States data
  - ★ Tax Groups, etc

11. Delivery Management

- Delivery Settings, Order Broadcasting Status, Minimum Order Amount for Free Delivery
- Manage Delivery Staff & their Fees

12. Sales

- Seller Sub Orders Listings
- Search & Filter Orders
- Manage Order Statuses
- Order Adjustment options
  - ★ Edit Product Quantity
  - ★ Delete Product
  - ★ Replace Product
  - ★ Add New Product

13. Account Management

- Personal details
- Manage Bank Account
- Change password & email
- Review Wallet Credits
- Add Credits to Wallet
- Request Withdrawal: Buyer is allowed to raise withdrawal requests to the admin to transfer the wallet credits into their bank accounts.
- GDPR Requests

14. Messages Management

The Contact Us form filled by the buyer at the shop detail page initiates a chat with that seller in the Messages section in the dashboard of the buyer. All messages sent to & received from buyers can be reviewed here and further communication can be established.

15. Subscription Plans

- The seller will have to select and pay for a subscription package to list their store and products on the portal and leverage their sales.

- Purchasing a subscription plan by the seller is only mandatory if the Admin has enabled subscription packages from the Admin panel.

- Plans will be based on limitations to seller product upload count.
- **Auto-Renew Option:** Seller can Enable/Disable this option.
- **Check Existing Plan Details:** View the complete details of the Active plan.
- **Change Plan:** Upgrade a subscription plan.
- **Adjust Amount:** On upgrading to a subscription plan the seller only has to pay an amount equal to the difference between Upgraded Plan Price & Current Plan Price.

16. View Platform Reports

The Reports Section provides an in-depth analysis of the Sales, product inventory, and product performance of the sellers. The reports can be exported as CSV files from the system. Following are the reports that the system provides:

- Sales Report
- Products Performance Report
- Products Inventory Report
- Product Inventory Stock Status Report

5.3 Delivery Staff Features

1. Register & Login

- with Email
- with Phone number
- with Social Media Logins (Apple, FB & Google)

2. Forgot Password: Helps to reset the password.

3. Remember Me: Saves the credentials, hassle-free login.

4. Dashboard

- The dashboard displays the latest 5 orders that have been accepted by the delivery staff.

- Accepted Orders Count

- Picked Orders Count

- Out for delivery Orders Count

- Delivered Orders Count

- Credits Count

- Net Earnings

- Latest Accepted Orders

5. Orders Listings

- All Accepted orders are listed under this section.

- Orders Management will be done through the Growcer Delivery Mobile App.

6. Account Management

- Personal Details

- Change password

- Add Bank Details

- Change email

- GDPR Requests

7. Wallet

- Check Wallet Credits

- Add Credits to Wallet

- **Request Withdrawal:** To send a withdrawal request of transferring the virtual credits into money to the delivery staff's stated bank account

- List of all transactions

● Search transactions

8. Language & Currency Change Management: The delivery staff can choose a suitable language & currency from the ones that the Admin configures.

5.4 Admin Features

1. Login

- Forgot Password
- Remember Me

2. Account Management

- View Profile
- Change Password
- Change Language

3. Native Search: The Admin can search the names of the Root Level Modules & First Level Sub Modules.

4. Dashboard

The dashboard gives a snapshot of all the important statistics and the latest activities that are important for the Admin.

- Built-in capability to provide various Tabular and Graphical statistics related to Order Count, Earnings, and User Signups.

- Statistics from Google Analytics, like, Site Traffic, Traffic Sources, Visitor Statistics, etc.

5. Product Management

The Product Management module allows the Admin to manage:

- Product Catalog
- Product Categories
- Brands
- Shops

- Seller Inventories
- Variants
- Product Tags
- Threshold Products

6. Requests

The following things are manageable from the Requests Module:

- Seller Approval Requests
- Wallet Withdrawal Requests
- Product Cancellation Requests
- Product Refund Requests
- Master/ Marketplace Product Requests
- Brand Requests
- Users' GDPR Requests
- Delivery Staff Approval Requests

7. Manage Orders

- Manage the Main Order and Seller Sub-Orders
- Manage the Subscription Orders

8. Users

Through the Users Module, the following things can be achieved:
- Create Admin Sub Users & set their permissions
- Manage all the users on the platform.
- Login to User Account
- Debit/Credit User Wallet
- Email User
- View Messages between Sellers and Buyers
- Manage the Seller Sign-Up Form

9. Promotions

- Manage Discount Coupons

- PPC Promotions
- Set rules to credit Reward Points on product purchases

10. Content Management System (CMS)

The CMS Module allows the Admin to manage the below-mentioned content on the front end.

- Content Pages & Content Blocks
- Collections
- Navigation
- Blogs
- Countries, States, & Cities
- Platform's official Social Handles
- Manage Shop Report Reasons, Order Cancel Reasons, and Order Refund Reasons.
- Manage the platform's Testimonials.
- Manage Language Labels

11. SEO

- Meta Tags Management
- URL Rewriting
- Image Attributes
- Google Tag Manager
- Robots.txt

12. Import/Export Bulk Data

The Admin can import/export the system's data in the form of CSVs. The list of data includes

- **Import**

  - ★ Product Catalogs, Inventories, Product Options/Variants
  - ★ Product Brands, Categories
  - ★ Country, States, and Cities data
  - ★ Product Images

★ Language Labels, etc.

- **Export**
  - ★ Product Catalogs, Inventories, Options/Variants
  - ★ Product Brands, Categories
  - ★ Country, States, and Cities data
  - ★ User data
  - ★ Tax Groups
  - ★ Language Labels, etc.

13. View Platform Reports

The Reports Section provides an in-depth analysis of Platform's Sales, Users Registration, Orders, Admin Revenue etc. The reports can be exported as CSV files from the system. Following are the reports that the system provides:

- Sales & Shops Reports
- Products Reports - Inventory & Catalog Wise
- Buyers, Affiliates, Advertisers Reports
- Top Products, Top Categories
- Discount Coupons Report

14. Manage Notifications Template

- Email
- SMS Notifications
- Buyer & Delivery App Push Notifications

15. Delivery Management

- Delivery Settings: Allow delivery management by sellers, activate self-pickup
- Admin Delivery Slots
- Delivery Charges
- Manage Delivery Staff & their Fees

16. Settings

The admin can manage the following through the Settings Module.

- **General**: Set the Site Name, Site Owner Name, Email, Number, Fax, and Address, Enable/disable Cookies, Manage Cookies Policies Text, Link Content Pages, Default Serving Country, FAQ Main Page Category

- **Account**: Enable Single Vendor Mode, Manage all account-related settings, Max Seller Attempts, Withdrawal related settings.

- **Media**: Upload Site Logos and Watermarks in all the languages of the platform.

- **Third-Party API**: Facebook, Twitter, Google, Mailchimp/Aweber, Mobile app URL settings

- **Product**: Product settings, Order Processing Time

- **SEO Settings**: Twitter Site Code Tracker, Google Tag Manager, Robots.txt

- **Cart/Wishlist**: Group Favorite Products by Shop, Maintain Cart on payment cancel, Reminder Interval & Notifications Count for Cart and Wishlist products.

- **Discount**: First Time Buyers Discount Coupon and related functionalities.

- **Reviews:** Default Review Status, Allow Reviews, Email for every new review.

- **Checkout**: Checkout Process and Order Auto Complete Settings

- **Sharing**: Share And Earn Settings

- **Reward Points**: Set the Value of Reward Points, Min & Max Reward Points to use, Reward Point Validity, Birthday Reward Points, Buying In Year Reward Points

- **Referral**: Enable/disable Referral Module, Settings for Rewards on Registration and on First Purchase.

- **Commission**: Set the Maximum Site Commission, Commission inclusive/exclusive of tax

- **Affiliate**: Affiliate Accounts settings

- **Subscription**: Enable/ disable Subscription Module, Adjust Subscription Amount, Reminder Email, and Seller Subscription Statuses.

- **PPC Management**: Set the Min Wallet Balance, PPC Clicks Interval, and Frequency of deducting the amount from Seller's Wallet.

- **Order Adjustments**: Allow Single Item Cancellation, Item Adjustments/Replacements, Adding New Items. Set the default cancellation request status for a single item.

- **Live Chat**: Activate Live Chat and enter the Live Chat Code.

- **Email**: Email configuration settings, SMTP Host, Post, Security, Password. Set the default email addresses for your site.

- **System**: Enable/disable SSL & Maintenance Mode, Manage the text shown on Maintenance Mode, Radius for Product Search, Site Currency, Timezone, date format, Country, Auto Close Message & their duration, Number of items in header menu & top navigation bar and Form Validation Settings.

- **Plugins**

  - ★ Configure Twilio SMS Notifications
  - ★ Configure Google, Facebook, and Apple Social Logins.

- **Tax Management**

  - ★ Manage the Tax Groups
  - ★ Create Tax Rules under the Tax Groups

- **Payment Methods**

  - ★ Enable / Disable Payment Gateways
  - ★ Update API keys for each Payment Method
  - ★ Seller COD Order Activation/Deactivation settings

- **Currency Management**

  - ★ Add New Currency
  - ★ View Currency Listings
  - ★ Enable/Disable Currencies

- **Commission Settings:** Set the commission rules for all the sellers and affiliates.

- **Edit Order Statuses**

- **Subscription Packages Management**

  ★ Plans will be based on limitations to vendor product upload count & images and the admin commission to be charged to the Vendor can be configured for each plan.

- **Theme Color management** (For both Front-End and Admin Panel)

- **Abusive Keywords:** Protect the site from negative product reviews by creating a directory of such keywords. The system will not allow the buyers to use those keywords while reviewing the products.

5.5 Marketing Features

Growcer is equipped with the following tools & features to get the most from the platform for branding and marketing.

1. Google Analytics
2. Robots.txt file
3. SEO
4. Sitemap
5. Meta Title, Description, Image, and URLs Management
6. Discount Coupons
7. Reward Points
8. Pay Per Click Advertisements

6. Growcer Apps

The platform comes with two Native Applications, available for both Android & iOS Devices.

6.1 Growcer Buyer App

The buyer app provides features that help buyers browse the platform, place orders, manage their accounts, and do many more things.

6.2 Growcer Delivery App

To ease the order fulfillment process, the platform comes with an app for its delivery partners.

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7. Third-Party APIs Integration

7.1 Social Logins

1. Google
2. Facebook
3. Apple

7.2 Payment APIs

1. Paypal
2. Stripe

7.3 SMS Notifications

1. Twilio

7.4 Others

1. Google APIs

   - Google Analytics v4
   - Google Maps
   - Google Recaptcha v3
   - Google Fonts

2. Newsleltter

   - MailChimp
   - Aweber

3. Live Chat: Tawk.to

4. Firebase (Required for Mobile Apps)

8. Growcer Niches

Growcer supports launching marketplaces of multiple niches and business models such as

1. Fruits & Vegetables
2. Milk Delivery
3. Meat Delivery
4. Farm Products
5. E-Pharmacy
6. Liquor & Wine
7. Pet Food
8. Vegan Food
9. Supplements Delivery
10. Flower Delivery
11. Online Bakery
12. Construction Material

A versatile software designed to create a multi-vendor online grocery ordering and delivery marketplace

Visit: www.yogrowcer.com

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Explore Buyer Web-Demo

Explore Seller Web-Demo

Explore Admin Web-Demo

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