

Welcome to our Seller's Guide. Thank you for trusting us to take your business online; we genuinely appreciate that. You have taken the right decision because the world is changing gradually and almost every aspect of life is digital. Our platform enables you to reach millions of customers across the nation as we continuously run ads on television, newspapers, and social media. This increases your chance of making sales. It's indeed very smart of you to take that bold step. Here are a few essential things to know as you become a Seller on shofico

After creating your account, it is strongly recommended to set up your account information and page correctly. Listed below are some of the things you don't want to leave out:

- **Phone number:** Make sure your phone number is set correctly. Always type your number as it is (e.g., if your number is 0242081462, type: 0242081462). This is especially important as we send an SMS notification to your phone number when an order is placed on your product. Even though we also send an email notification, it is easy not to miss any SMS notification sent to your phone.
- **Bank account:** Remember that when someone buys your product, we need to pay the money into your account. Please kindly set up your bank account to receive the payment from us.

You are here only to make more sales on your products. So, it is exceptionally important to present your product as very attractive to potential buyers. People make buying decisions once they are attracted to a product. Hence the following are a must-do when uploading your product:

- **Ensure you upload a high-quality image:** We want to ensure that all photos uploaded to the platform maintain the same shape and size. The required image specification is SQUARE. Dimension is (500 x 500 px) and a white background. We don't recommend any portrait images. We want every image to be square - having the same height and width. If your product does not meet these requirements, our quality team will not approve your product.
- **Detailed product description:** Another important thing is to put an excellent description for every uploaded product. A detailed description of the product is essential as this will help potential buyers to make an informed buying decision. The product title is also critical as this is what a potential buyer sees first when they interact with the website. Our quality assurance team will not approve any product that does not meet the platform's standards.

After an order is placed, the buyers and the sellers get email and SMS notifications. The sellers are expected to process and ship the item directly to the Buyer within their specified timeframe when creating the product. To better serve the customers, the platform has been designed to constantly update the customer orders to keep them informed on the status of their orders to maintain trust between you, 'the Seller', the buyer and the us.

Order is made by the customer → **Seller confirms** the order → Seller update customer when product is '**on the way**' by changing the status from their Seller's dashboard → Seller update status when product is **delivered**. Shofico will pay the Seller after the order has been delivered to the Buyer.