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Warehouse User Guide

How to create a CIS listing with variations

Version 2.0.2

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How to create a CIS listing with variations

Overview:

If you have a single item that has multiple variants (such as different sizes/ colours) - you can now list these items by creating one single listing form using Shopiago.

Creating a multi-variant listing for a fixed price item will save you lots of time, and allows a smoother experience for the buyer.

What is CIS listing with variants?

A Collect in Store (CIS) listing with multiple variants is when you have a quantity of the same item, but there is a differing factor such as size or colour. For example, you might have 5 of the same sofas, but 3 are grey and 2 are red. A Collect in Store sale is great for bulkier items – buyers can purchase online and collect from the store when it's ready.

Before you begin:

- Prepare the items information and images.
- Don't create a multi-variant listing for unrelated items.
- You cannot create multi-variants listing for auction.

**Below is an example of a CIS listing with multiple variants:**

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How to create a CIS listing with variations

To create a CIS listing with variations:

- Login to your Shopiago account.
- Click on the 'Start listing' button at the top-left corner of the dashboard.
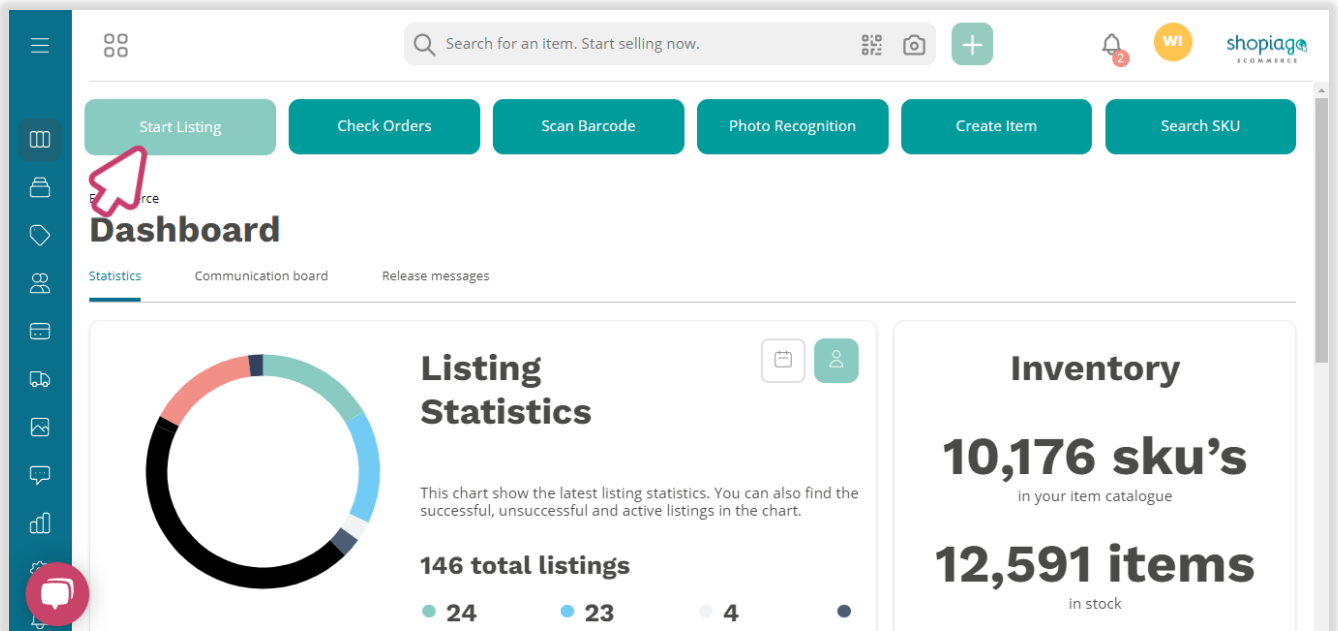
- On the next screen, turn the toggle switch to the right to select "Fixed Price Listing" as the buying format.
- And then, select a marketplace or marketplaces for the listing. For this example, we will only create listings for eBay marketplace.
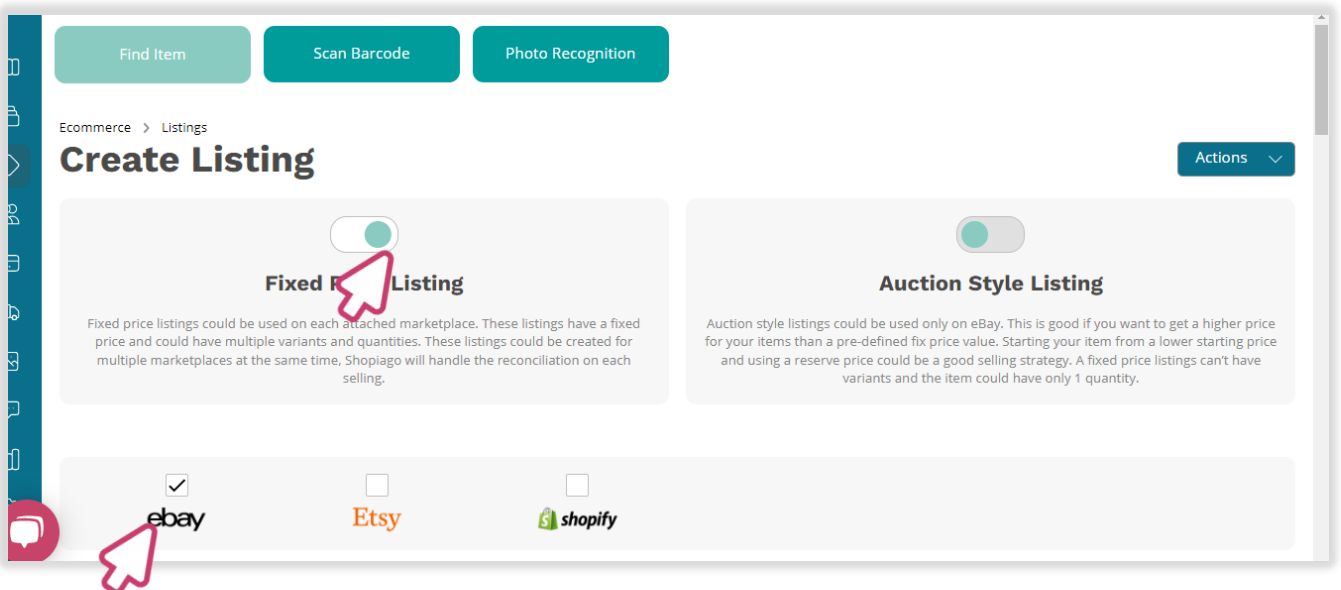
Give your listing a title

- In the 'Listing title' field, enter the correct item name (this shouldn't be more than 80 characters).

- ✔ Make it a short, yet attention grabbing name.

- ✔ Buyers usually find listings based on their titles, please be sure to give your item a good title.

- ✔ Think of what a buyer would be searching for (brand name, size, colour etc).

- ✔ Maximise the space with as many key words as possible. It doesn't need to be a sentence.

- ✔ Don't use descriptive words like 'Lovely' or 'Amazing' as buyers wouldn't include such words in their search.

Fixed Price Listing

Fixed price listings could be used on each attached marketplace. These listings have a fixed price and could have multiple variants and quantities. These listings could be created for multiple marketplaces at the same time, Shopiago will handle the reconciliation on each selling.

Auction Style Listing

Auction style listings could be used only on eBay. This is good if you want to get a higher price for your items than a pre-defined fix price value. Starting your item from a lower starting price and using a reserve price could be a good selling strategy. A fixed price listings can't have variants and the item could have only 1 quantity.

✔ ebay ☐ Etsy ☐ 🛍 shopify

Listing Title

Cocktail Wing Back Armchair Small Single Sofa Home Office Lounge Chair Cafe Seat   🔍 Search on eBay

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Conducting a market price analysis

Once you have entered the item title, you can use the 'Search on eBay' button to search for the item price in the marketplace.

And in the next screen, you will see the market prices for your item. Once you ready to proceed, press the Escape (Esc) key on your keyboard to go back to the listing form.

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Item description

You need to describe the item. Please add keywords and optional details that may include the product measurements, condition, care instructions, and any damage if necessary.

Tips:

- ☑ The more information you provide, the easier it will be for customers to make a purchasing decision.

- ☑ Your product description should be comprehensive and accurate.

- ☑ Don't forget to mention any defects, if necessary, to avoid complaints.

- ☑ You can update the product description at any time.

Cocktail Wing Back Armchair Small Single Sofa Home Office Lounge Chair Cafe Seat 🔍 Search on eBay

Description *

Plain text   eBay

Description *

Product Details:
100% brand new and high quality.
Compact design - small single sofa chair.
Deep cushioning to the seat and curved back offers comfort.
Modern Golden Metal Legs.
An ideal piece for compact spaces such as cottages, hallways, corners with low ceilings and spaces under eaves.
Easy to Assemble - Simply fix the legs to the chair in a few easy steps.

Specification:
Material: Matte Velvet, Metal

Legs Dimension:
L55.5cm x W64cm x H72.5cm

Seat Height: 44cm
Backrest Height: 28.5 cm
Colours: Green, Yellow and Grey

Item description

Important information:

If you are listing on multiple marketplaces, please note that each marketplace has its own listing description features. The plain text description field will be used on every marketplace.

To format eBay listing description text, click on the 'eBay' description tab.

Cocktail Wing Back Armchair Small Single Sofa Home Office Lounge Chair Cafe Seat

🔍 Search on eBay

Description *

Plain text   eBay

Description

Product Details:
100% brand new and high quality.
Compact design - small single sofa chair.
Deep cushioning to the seat and curved back offers comfort.
Modern Golden Metal Legs.
An ideal piece for compact spaces such as cottages, hallways, corners with low ceilings and spaces under eaves.
Easy to Assemble - Simply fix the legs to the chair in a few easy steps.

Then use the description formatting tools to adjust the description text to how you want.

Description *

Plain text   eBay

Description *

HTML template

Please select a template

A⌄ 𝐀⌄   Font ⌄   ᴛT⌄   **B**   *I*   U⌄   ¶⌄   <>   A¹   A₂   ⌐⌐⌄   ≡ ≡ ≡ ≡   ≣ ≣   —   Tₓ   Tags ⌄

Strong (Ctrl + B)

Product Details:

100% brand new and high quality.

Compact design - small single sofa chair.
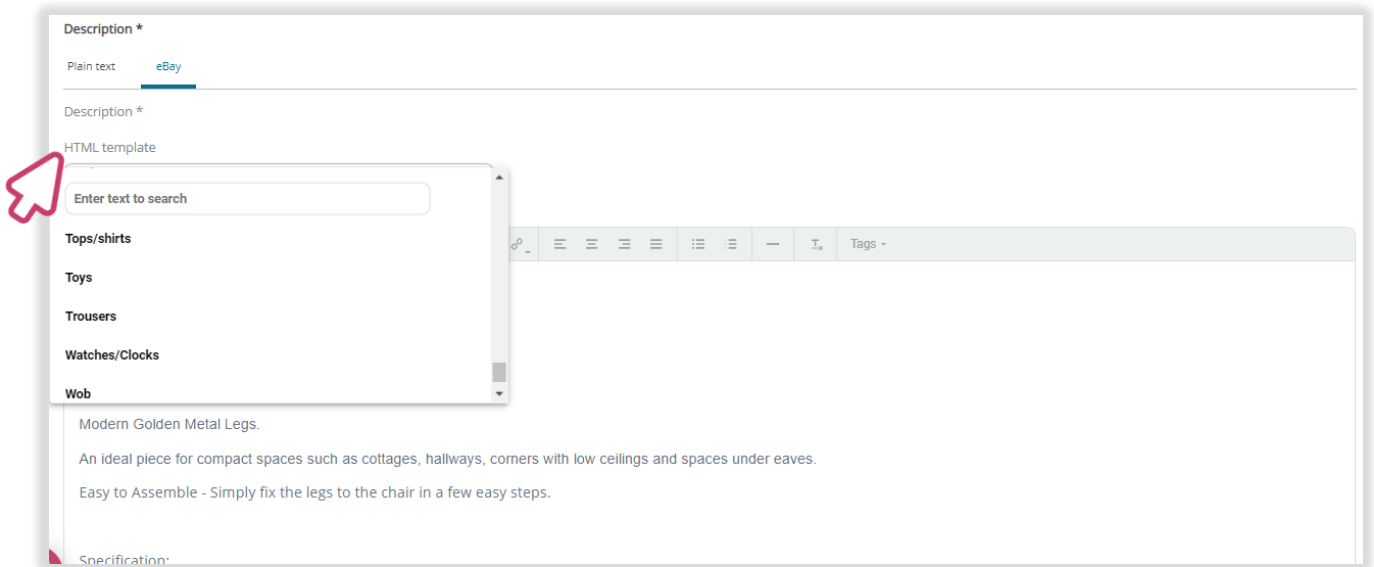
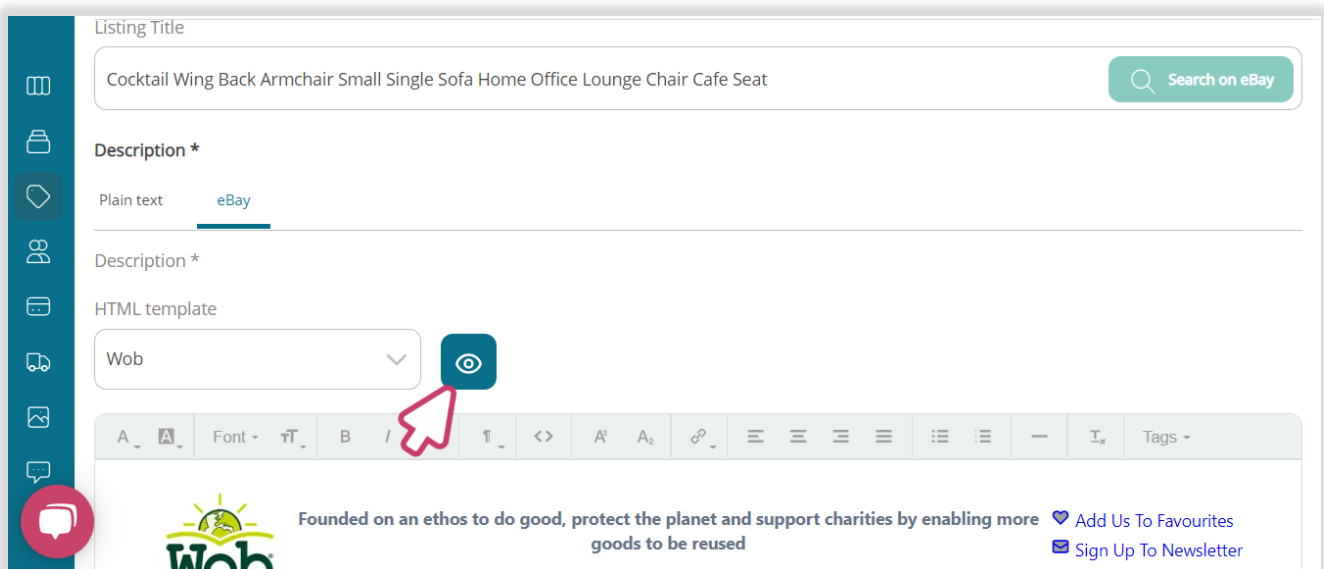# Adding an HTML template to the listing description

If you have created an HTML template that you want to include in the listing description field:

Click on the HTML field and select the correct template.

Once selected, the template will drop into the listing description field.

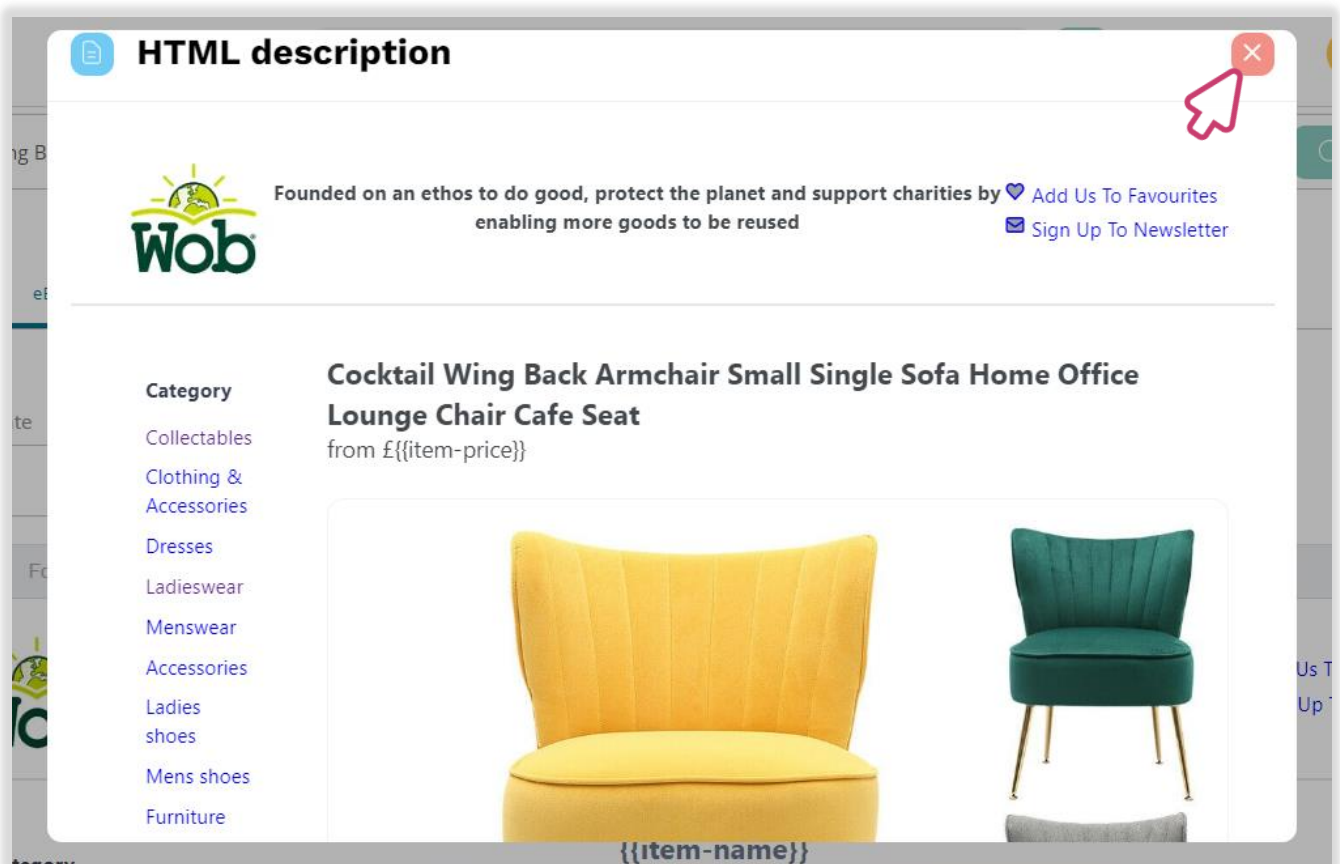To preview the HTML template, click on the 'Quick view' icon.

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Adding an HTML template to the listing description

Then, press 'ESC' on your keyboard or click on the 'Close' icon to return to the listing form.

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Setting up item price, location & CIS

Pricing is one of the top influencing factors. You should think carefully when setting your price. Most customers will take the item's price into consideration when deciding whether to buy it.

Tips:

- Avoid setting your price based on what you want to achieve.

- Don't make assumptions about what a customer might pay for your product.

- Use Shopiago's market research tool to find out your item price!

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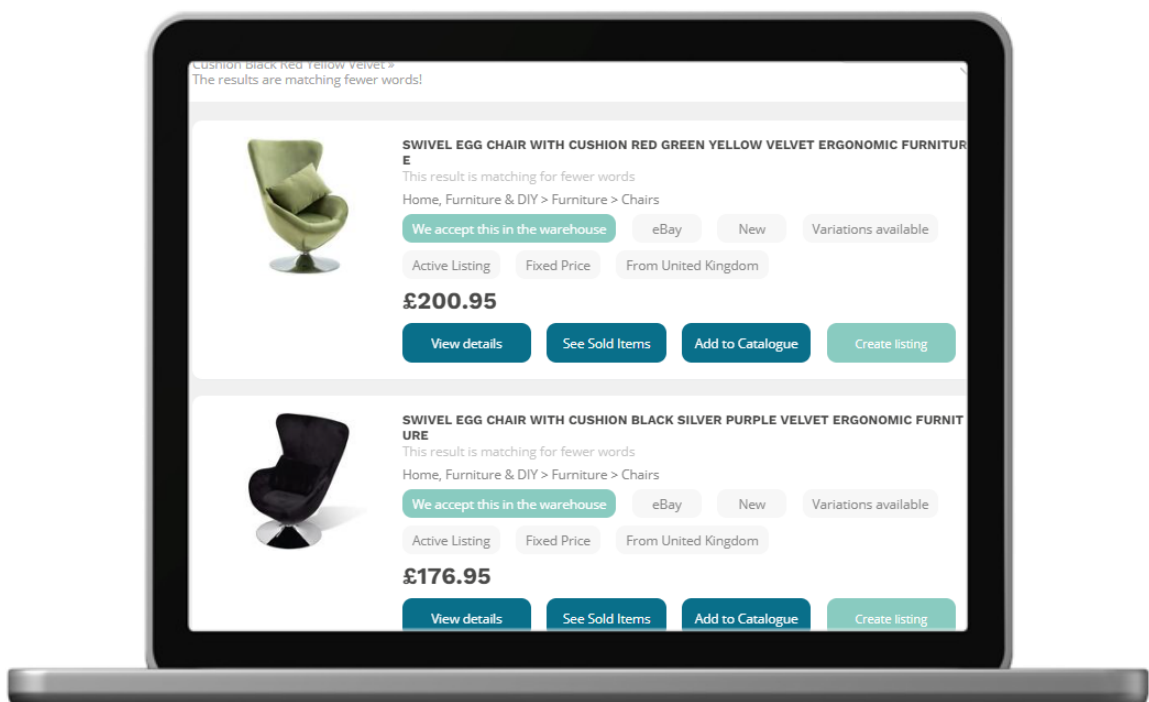
Setting up item price, location & CIS

- Once you've decided on the item price, click on the 'Price' field and enter the item price.

- Click on the 'location' field and select a location. This is where the item is stored.

- Enter a 'Custom SKU' is necessary.

- You can add a tag or tags to the item. This is for internal use for categorising listings—e.g., "furniture," etc.

- Switch-On the 'Collect in Store' toggle switch.

- Turn on the 'Job Lot Item' toggle switch if you are selling the item as a group. If not, leave it as the default.

This listing is created with Shopiago.

Copy Plain text

Price	Location *	Custom SKU
200	Shopitown Industries 2	SH0045

Tags

Furniture ⊗ | Enter a new tag

Collect in store

Job lot item

Images (0)

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Adding photo(s) to your listing

As you can imagine, having high-quality photos is one of the best ways to attract customers.

Tips:

- Take photos from as many angles as possible.

- Shopiago's photo uploader makes it very easy to add, edit, and move photos of your item.

- You can add up to 12 photos.

- If possible, your main image should be on a white background (this will improve visibility on Google search) and show the item photo in full.

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Adding photo(s) to your listing

- The minimum photo size should be 500 x 500 pixels, or 800-1600 pixels on the longest side.

- The photo (s) must be a PNG, JPEG, BMP, or GIF.

- Don't use a filter as natural colours are better at showing the buyer what to expect.

- Don't add thumbnails, as these can affect the clarity of the photo when submitted to marketplaces.

- The photo should depict the product being described.

- The photo should not contain any watermarks or digital signatures.
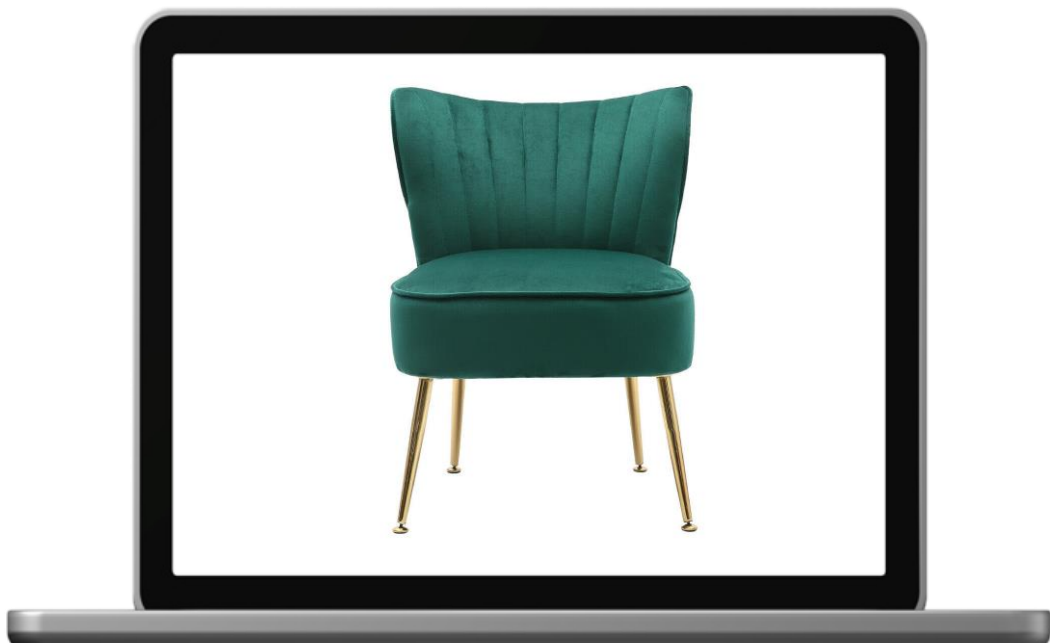
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Adding photo(s) to your listing

To add photo(s):

Click on the 'Photo icon' to select the item photo(s) from Shopiago image library, PC or mobile device. You can also drag and drop item images into the centre of the browse photo icon area.
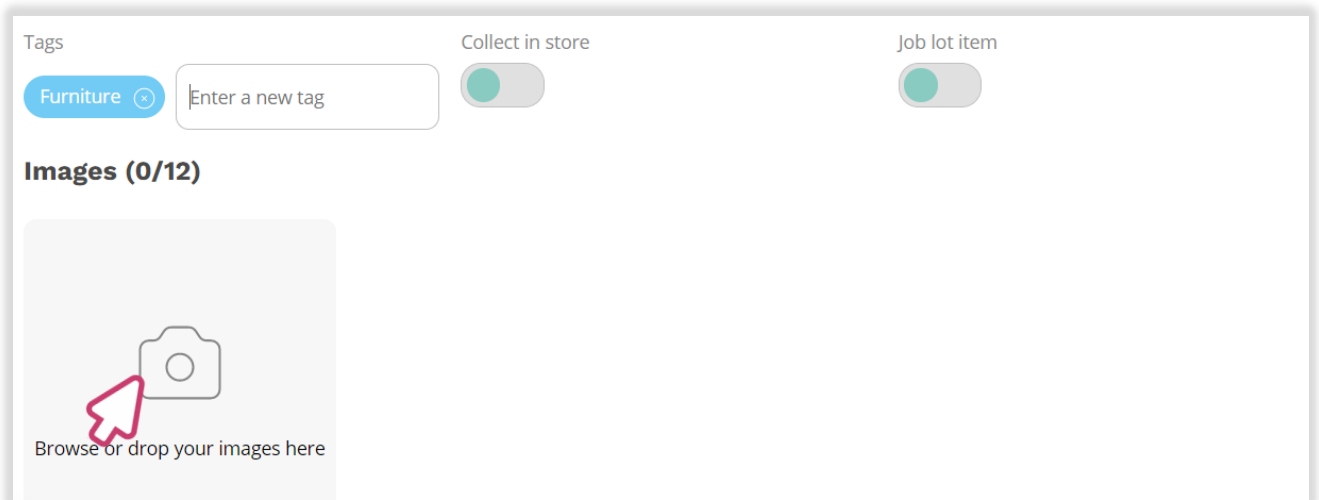
On the next screen, click on the 'Upload photos' icon to upload photo(s) already stored on your pc or mobile device.

Alternatively, click the 'Take a photo' icon to directly capture photo(s) from your mobile device or PC camera.

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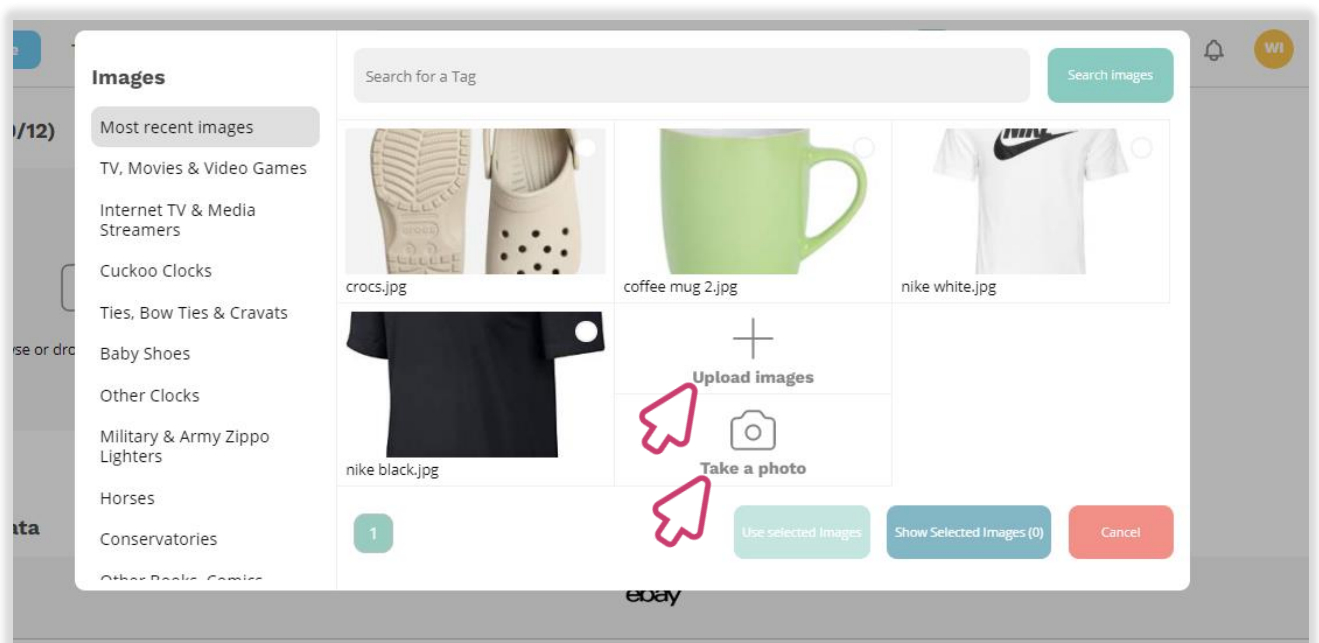
Adding photo(s) to your listing

Once you've clicked on the 'upload photos' icon, you will be prompted to select the item photo(s).

- Select the item photos. To select multiple photos, hold down the Ctrl key and select photos (windows) or Command key for (Mac) then click on the open button.

- Once selected, click on the 'Open' button.
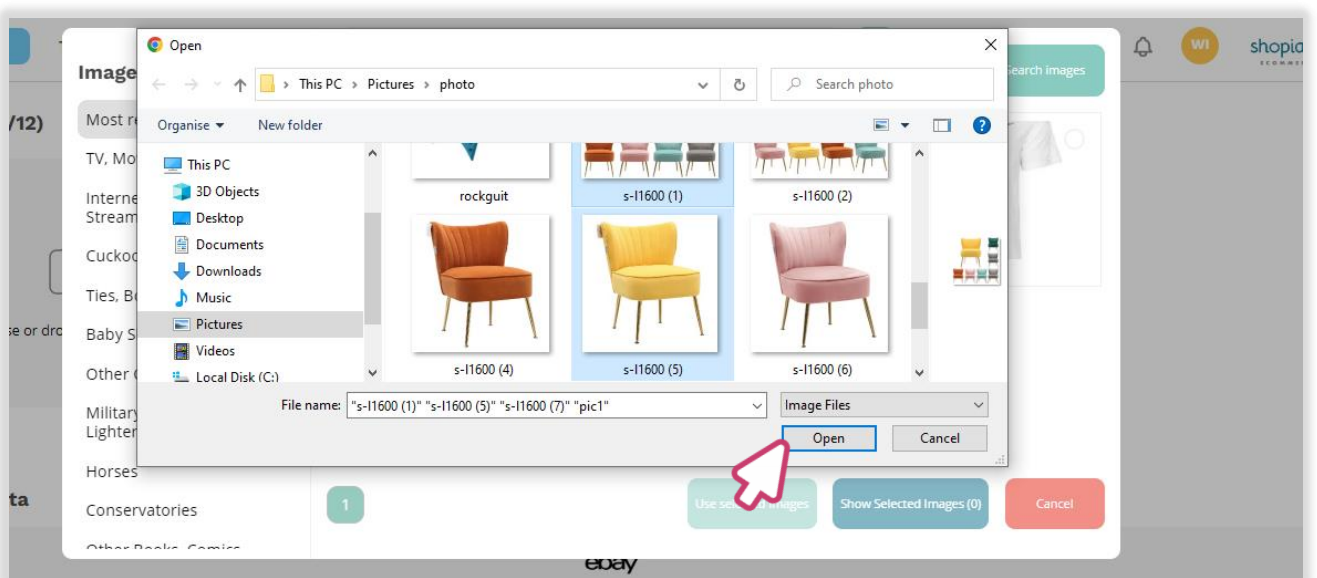
Once uploaded is complete, the images should then appear on the listing form.

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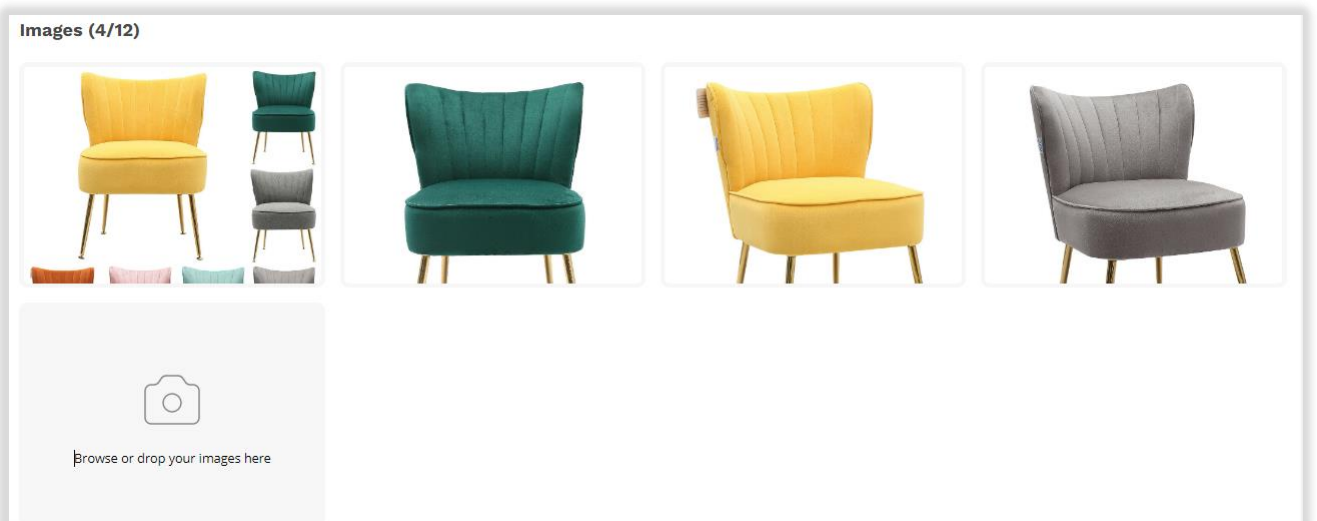
Adding photo(s) to your listing

To edit item image,

👆 Hover your mouse around the centre of the photo and click on the appearing "Edit Image" icon.
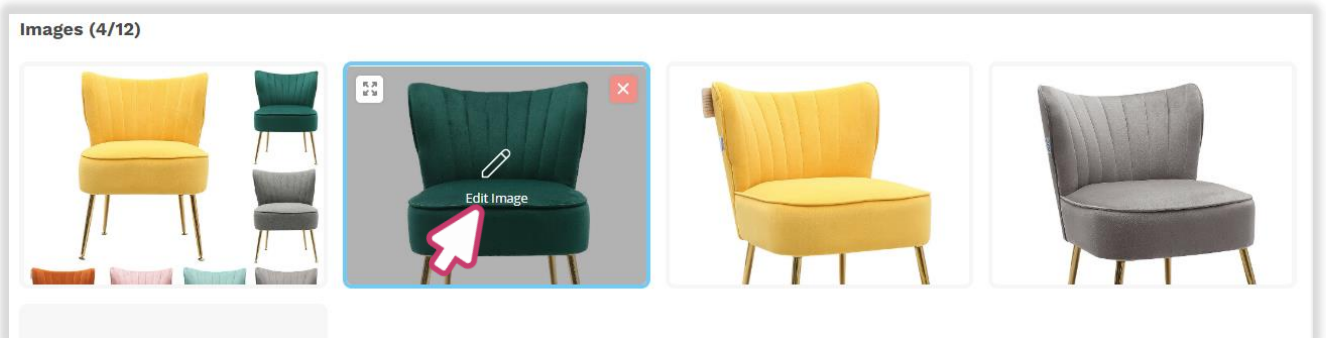
👆 On the pop-up screen, use the editing tools to adjust, rotate, crop, flip, and change the photo brightness.

👆 To use image as primary listing photo, tick the 'Primary image' box at the top right-hand side of the pop-up screen.

👆 To crop image, click on the 'Crop' icon, highlight preferred image area, click on the 'Set' icon, then, click 'Save' button.

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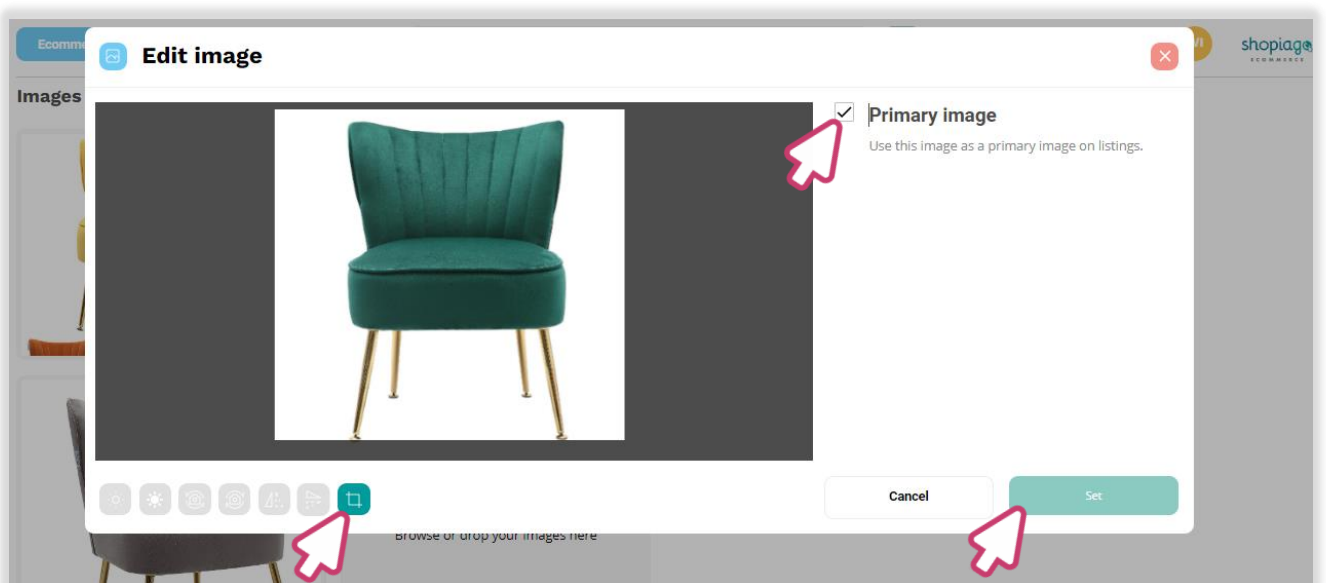
Adding photo(s) to your listing

To rearrange photo(s),

- Hover your mouse to the upper-left of the image, click on the 'Move image' icon, and drag the image to a suitable position.

- To change the primary listing image, move your mouse to the upper-left of the image, click and hold the 'Move image' icon, then drag the image to the main position.

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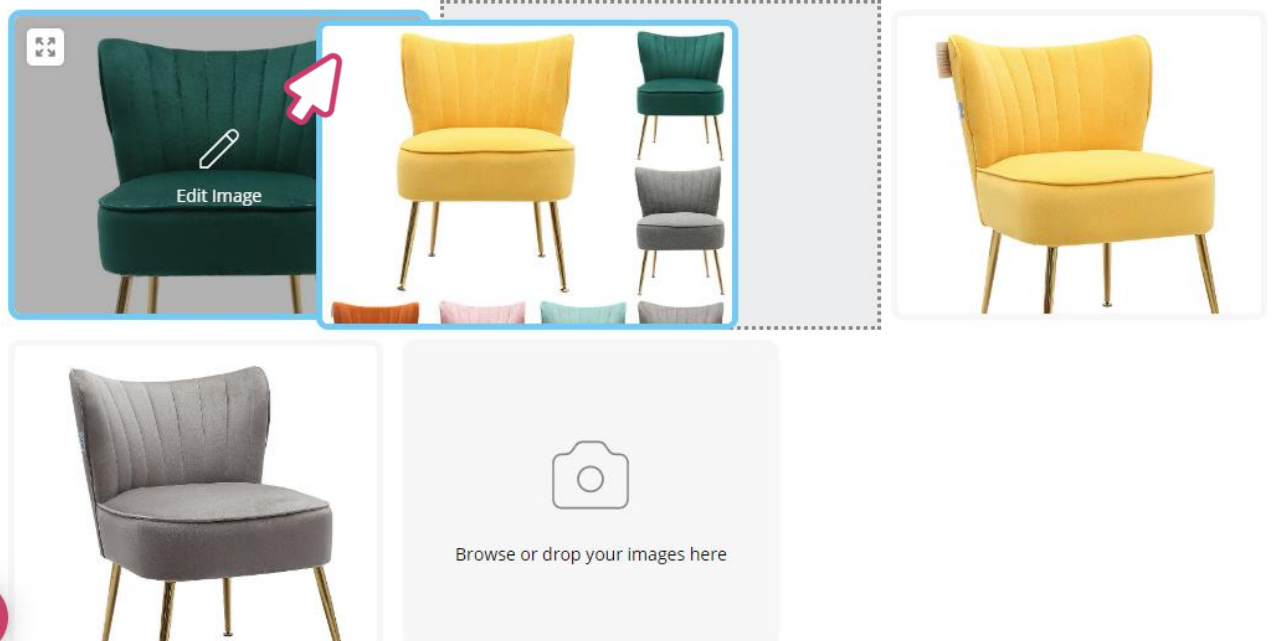
Adding Item information

- Select a marketplace account. For this example, we will select an eBay account for the listing.

- Click on the 'Custom Listing Title ' field to modify the title if necessary. (The title shouldn't be more than 80 characters).

- Click on 'Suggest relevant categories' to select the item category.

Listing Data

ebay

Account *

sh-200257 - United Kingdom

Custom Listing Title (80 chars) *

Cocktail Wing Back Armchair Small Single Sofa Home office Lounge Chair Café Seat

80/80

Category   Suggest relevant categories

🔍

eBay Category

- And, select the best matching item categories from the pop-up screen,
- Then click on the 'Confirm' button.

🔍 **Best matching categories**

Based on your listing title we search through eBay categories to find some that might fit your item

Home, Furniture & DIY > Furniture > Sofas, Armchairs & Couches

Home, Furniture & DIY > Furniture > Chairs

Home, Furniture & DIY > Children's Home & Furniture > Furniture > Sofas & Armchairs

Confirm   Cancel

Account *

sh-200257 - United Kingdom

Custom Listing Title (80 chars) *

Cocktail Wing Back Armchair Sm

Category

eBay Category

Antiques

Art

Baby

🔔 WI shopiago

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Adding item information

⊕ You can also manually type in the item category in the search field and select the closest match. Make sure you find the best fitting category from the prepopulated options.

⊕ If you can't find the right item category, use the 'category selector' and work through the different categories to find the best fit.

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Adding item information

- Listing duration will automatically be selected.

- Click on the 'Listing duration' field and select the item condition.

- And then, manually type in the item condition into the description field.

Sporting Goods ›	Other Home, Furniture & DIY	Mattresses
Sports Memorabilia ›	Plumbing & Fixtures ›	Ottomans & Footstools
Stamps ›	Rugs & Carpets ›	Sideboards & Buffets
Toys & Games ›	Smart Home & Surveillance ›	Slip Covers
Vehicle Parts & Accessories ›	Stationery & School Equipment ›	Sofas, Armchairs & Couches
Video Games & Consoles ›	Storage Solutions ›	Stools & Bar Stools
Wholesale & Job Lots ›	Wedding Supplies ›	Table & Chair Sets

Listing duration *

Good Until Cancelled   ⌄

Condition *

New   ⌄

Condition description

Excellent condition

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Add item specifics

Item specifics are required when listing on eBay, and once you get it right, it can boost sales. Below are 3 categories for item specifics:

Required

- eBay requires mandatory attributes for this category. It will help customers to find items when they perform a search.

- On the Marketplace, buyers usually filter their search by using item specifics. Making it easier for them to find what they are looking for.

- If you haven't entered one of these specifics, the item will drop off the search and therefore it won't be visible to customers.

Recommended

- Your listing will perform better if you fill in these recommended attributes.

- It could reach a higher search position and will show up in more search results.

- This is not mandatory but if you have these details, please enter them.

Optional

- You can add additional attributes to your listing but this is not mandatory.

- These attributes will be shown on the listing but may not be used during eBay search.

- This doesn't affect buyer's search but could improve customers experience.

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Add item specifics

To add 'Specifics' that applies to the item:

Click on the 'Item specifics edit' button.

New	⌄

Condition description

Excellent condition

○ **Item Specifics** — edit

○ **Pricing & Payment** — edit

○ **Policies** — edit

And enter all the item specifics that are required and any optional attributes on the next screen.

To add custom attribute(s), click on the 'Create Attribute' button.

Item Specifics ✕

If you use any of these properties as a variant attribute, those will be excluded

☐ Animals   ☐ Beach   ☐ Butterflies   Unknown   Clear   Please enter values
☐ Cartoons   ☐ Cats & Kittens   ☐ Christmas
☐ Clowns & Circus   ☐ Comic Book Heroes
☐ Cowboys & Western   ☐ Cupcakes

Search for more values   + Add

Unit Type   **Year Manufactured**   **Custom attribute**
Unit   Clear ⌄   ☐ 2022 ☑ 2021 ☐ 2020 ☐ 2019   **Create Attribute**
                            ☐ 2018 ☐ 2017 ☐ 2016 ☐ 2015
                            ☐ 2014 ☐ 2013

Search for more values   + Add

Set specifics   Cancel

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Add item specifics

- And enter the attribute name and value on the pop-up screen.

- Then click on the 'Add attribute' button once you are!
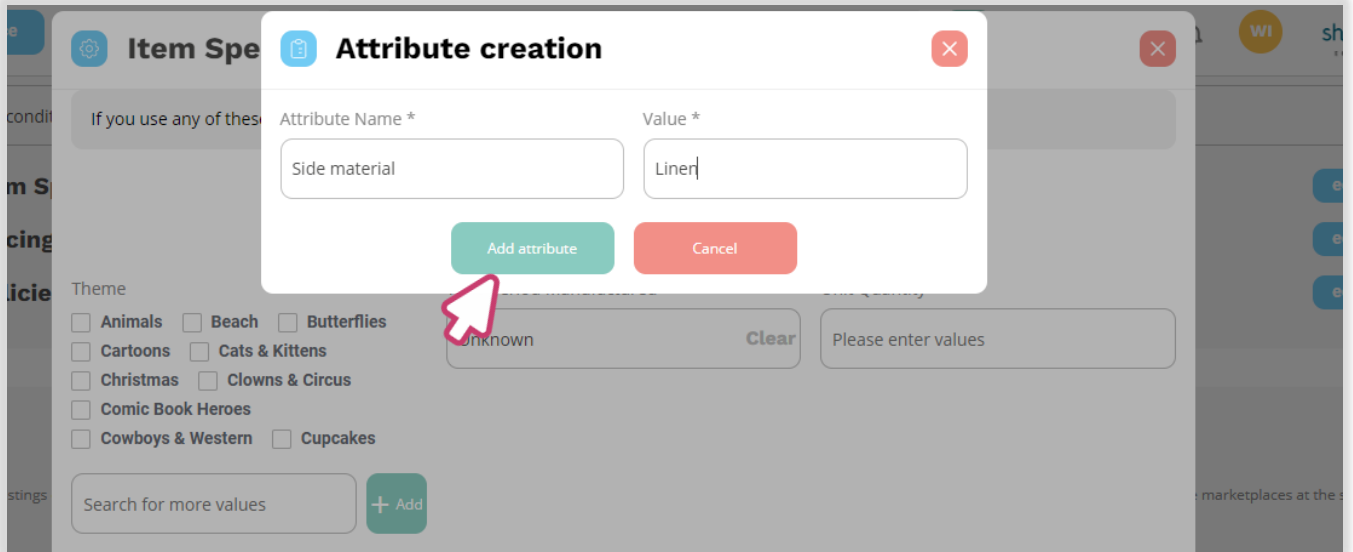
- Once all the required item specifics are entered, click on the 'Set specifics' button.
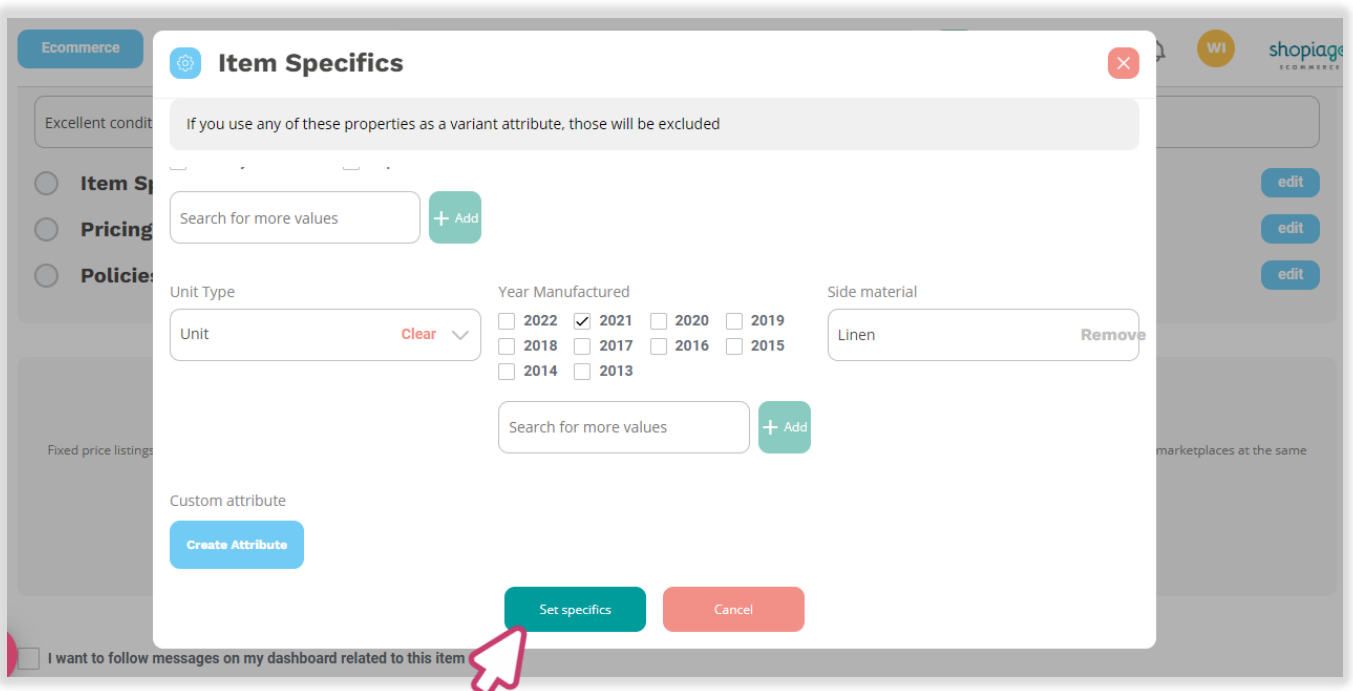
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Pricing and payment

To set 'Vat %' for the item, 'listing donation percentage', and 'Best offer:

- Click on the 'Pricing & Payment edit' button.

- From the pop-up screen, key-in item VAT %. If necessary. (This only applies to 'new' goods. Leave it blank if the item is not new).

- Click on the 'Donation percentage' field and select a 'Listing Donation Percentage' for the item. This is the amount you are donating for the item. If you are a charity then this should automatically be set to 100% in your settings.

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Pricing and payment

- Switch on the 'Best Offer' toggle switch if necessary. This allows buyers to submit an offer for what they are willing to pay (you can decide whether to accept or make a counter-offer).

- And enter the amount you are willing to automatically accept as well as the lowest amount to automatically decline.

- Switch on 'Private Listing' if necessary, to keep buyers identities hidden from other eBay members.

- And then, click on the 'Set pricing' button to save changes.

Pricing & Payment

VAT

`20` %

Donation Percentage

`100` %

Best offer

Automatically accept offers of at least

`290` £

Automatically decline offers lower than

`290` £

Private listing
Allow buyers to remain anonymous to other eBay members.

Set Pricing   **Cancel**

marketpl___ the same time, Shopiago will handle the reconciliation on each selling.

I want to create variants   This item doesn't have variants

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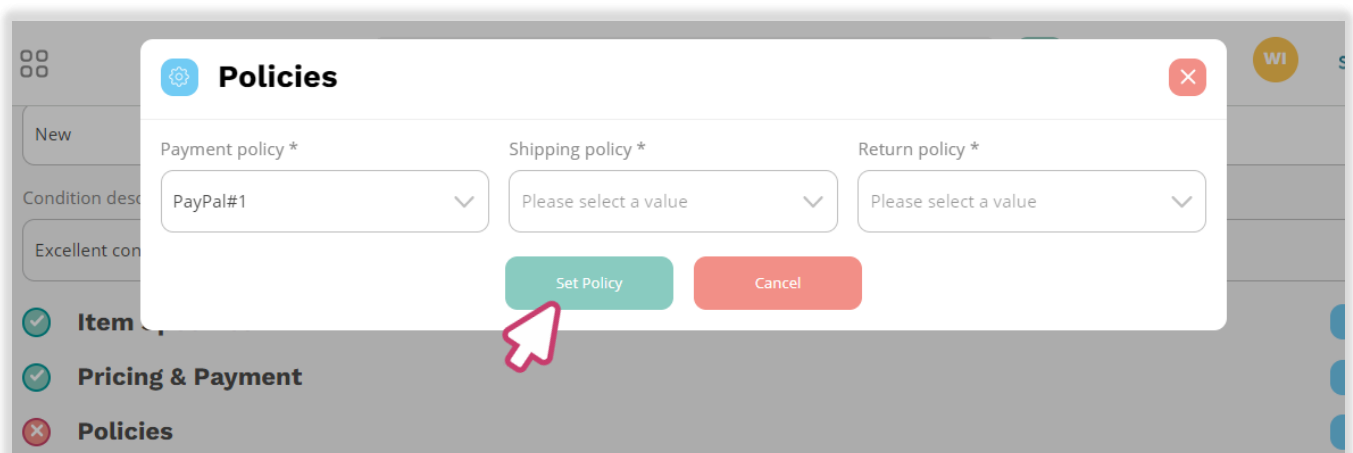
eBay Policies

When selling on eBay, you have to let the buyers know how they can pay, how long it will take to ship an item, and whether you accept returns or not. If these policies are already set on your eBay account, you can sync them into your Shopiago account, making it easier to select them when listing. To sync your eBay policies, navigate to "EBay policies" under the "Marketplace Settings" menu to sync policies.

To set policies;

- Click on the 'Policies' edit button.

- On the next screen, click on the 'Payment policy' field and select a preferred payment policy.

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eBay Policies

- Click on 'Shipping policy' field and select the relevant postage service provider.

- Click on 'Return policy' field and select a relevant return policy.

- Then, click on the 'Set Policy' button.

Adding Variations

Variants are sets of products that are related but differ in terms of their characteristics, e.g. size, colour, etc. So, when you have the same product in different sizes, colours, or any other characteristics, you can create variants to include these characteristics. You can add up to 5 variant properties for the item.

To create Variants for the item:

- Click on the 'I want to create variants' button.

- From the pop-up screen, click on the 'Property' field and select a variant type. (Variants properties are suggested based on the selected item category).

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Adding item Variants

- And select the item variant(s) from the pre-populated options.

- Then click on the 'Create Variations' button once you are ready!

Create Variations

You can select 5 variant properties for your product. These are the suggested ones depending on the selected eBay category. You can also create custom properties, but using them will result a worse search rank on eBay.
These properties will be excluded from the main item's attributes, because they are used as a variant property: Colour

Property

| Colour ∨ ✕ |

Property

| Please select a value ∨ ✕ |

+ or add your own attribute

Colour

Beige Gold Black Blue Brown Clear Green Grey Orange Pink Purple

Red Silver White Yellow Multicoloured your own attribute

Create Variations   Cancel

Adding item Variants information

- If you have not entered the item SKU previously in the 'price and location' section, you can still assign a 'Custom SKU' (Stock Keeping Unit) to the items if necessary. Otherwise, leave it blank as the system will automatically assign a SKU to the items.

- To set SKU to all variant items, click on the 'Set SKU for each' button.

- On the pop-up screen, type-in the SKU into the text field.
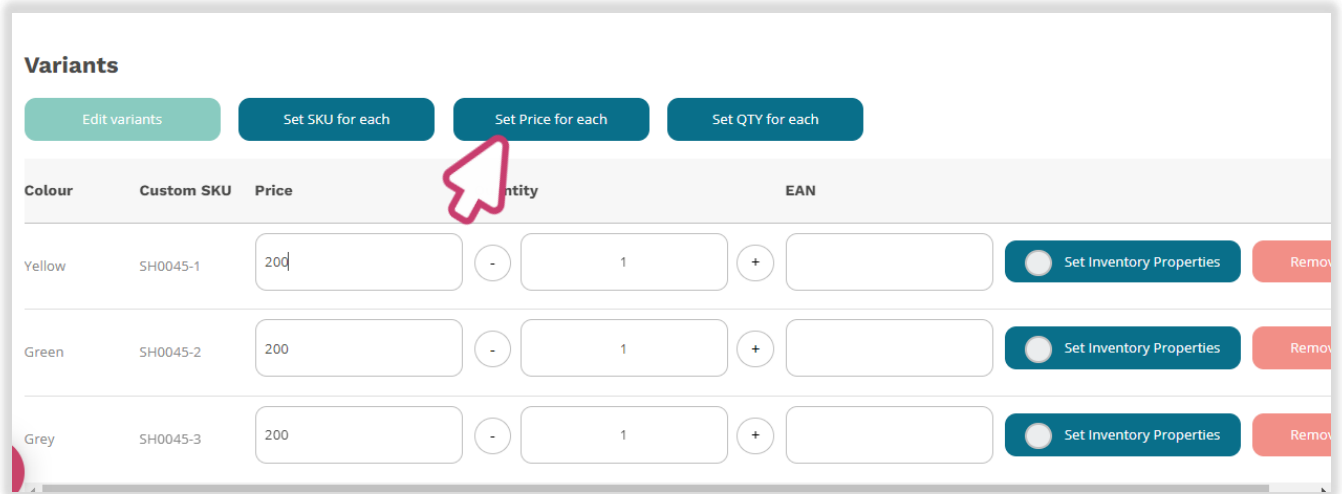
- Then click on the 'Set' button.

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Adding item Variants information

- The item price for each variant will be pre-populated. If not, click on the 'Set price for each' button to add the price.

- And enter the item price into the 'Set price' field.

- Then, click on the 'Set' button.

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Adding item Variants information

If the item prices are different, click on the 'Price' field and manually enter them individually.

Variants

	Edit variants	Set SKU for each	Set Price for each	Set QTY for each		

Colour	Custom SKU	Price		Quantity		EAN		
Yellow	SH0045-1	200	-	1	+		Set Inventory Properties	Remov
Green	SH0045-2	220	-	1	+		Set Inventory Properties	Remov
Grey	SH0045-3	190	-	1	+		Set Inventory Properties	Remov

☐ I want to follow mess... on my dashboard related to this item

Next, enter item quantity, or use the 'Quantity adjustment button' to increase or decrease item quantity for each variant.

	Edit variants	Set SKU for each	Set Price for each	Set QTY for each		

Colour	Custom SKU	Price		Quantity		EAN	
Yellow	SH0045-1	200	-	2	+		Set Inventory P
Green	SH0045-2	220	-	1			Set Inventory P
Grey	SH0045-3	190	-	1	+		Set Inventory P

☐ I want to follow messages on my dashboard related to this item

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Adding item Variants information

- Enter the product identifier number (EAN) for each variant if necessary. Identification number makes it easer for customers to find your item, so please be sure to fill this field.

- If your item don't have EAN, click the text field and select Does Not Apply.

	Edit variants	Set SKU for each	Set Price for each	Set QTY for each	
Colour	Custom SKU	Price	Quantity	EAN	
Yellow	SH0045-1	200	- 2 +	Does Not Apply	Set Inventory P
Green	SH0045-2	220	- 1 +	Does Not Apply	Set Inventory P
Grey	SH0045-3	190	- 1 +		Set Inventory P
				Does Not Apply	

☐ I want to follow messages on my dashboard related to this item
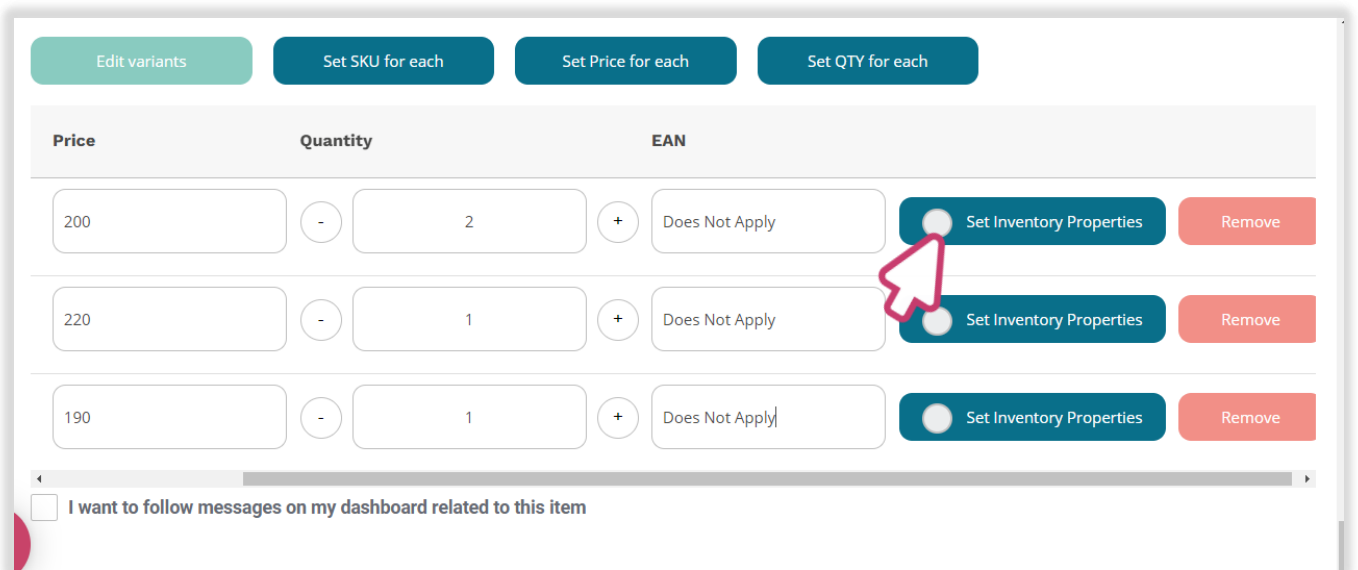
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Setting up Inventory data for each item

Setting inventory data for variants will help you manage and track your stock record when selling variant items to single or multiple marketplaces. Once one of the items is sold, Shopiago will adjust the inventory level for each sale.

To set inventory data for each item:

Click on the 'set inventory properties' button.

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Setting up Inventory data for each item

- From the next screen, enter variant quantities. You can use the 'Quantity adjustment button' to increase or decrease the variant quantity.

- Enter item Gift Aid number or Select 'Does Not Apply' from the drop-down if you don't have it.

- Enter the 'The Tote/Box ID'. (This can be box or shelf number) Or select 'Does not apply' if it is not applicable.

- Click on the 'Source shop' field and select where the item would be stored.

- To add additional inventory item , click on 'Add more inventory item' button and enter the inventory data.

- Once all the inventory information is entered, click on the "Set" button.

Repeat the above process for each item.

List it

Once all the item information is correctly entered, click on the 'Create listing' button.

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Listing options

Once you've clicked on the 'Create listing' button, you will be prompted to select one listing type:

- **List immediately** – select this option if you want the item to go live instantly.

- **Add to queue** - means the item will be sent to eBay at a scheduled time that you have determined within your settings.

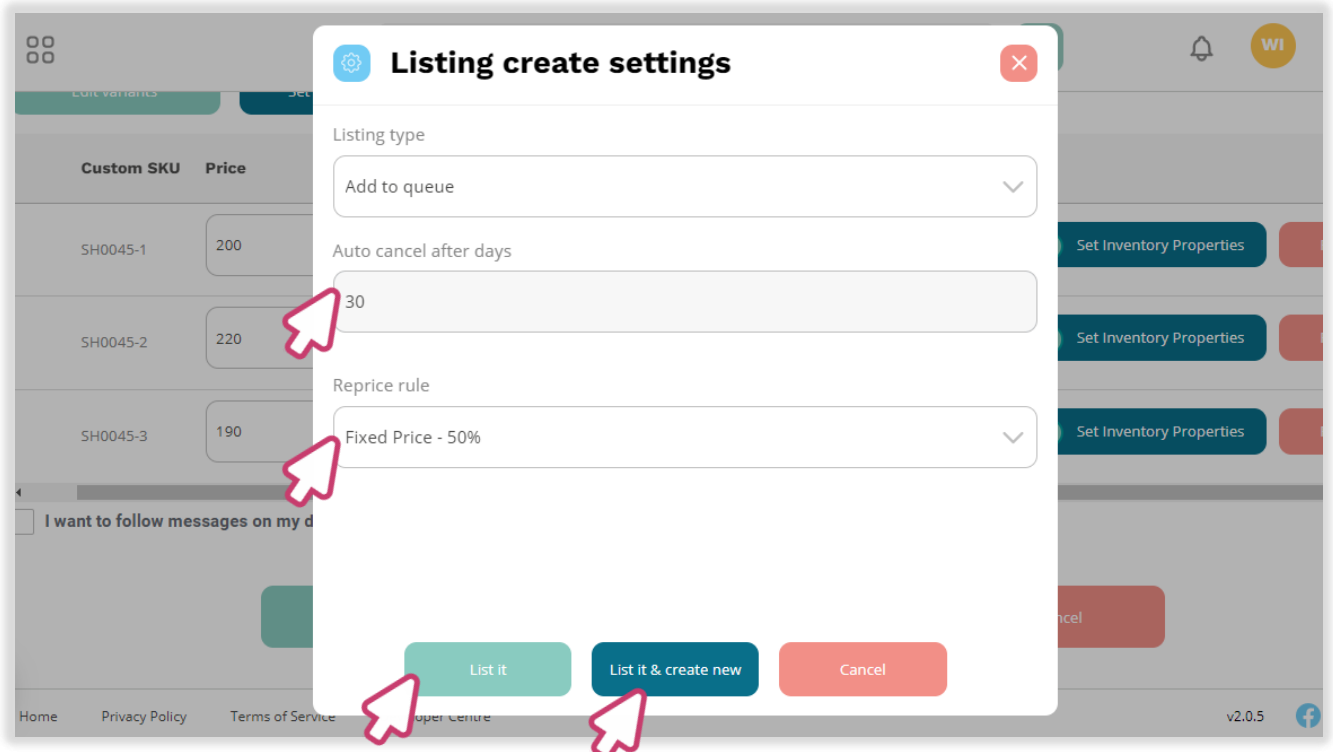- **List on date** – a set date that you want the item to go live on eBay.
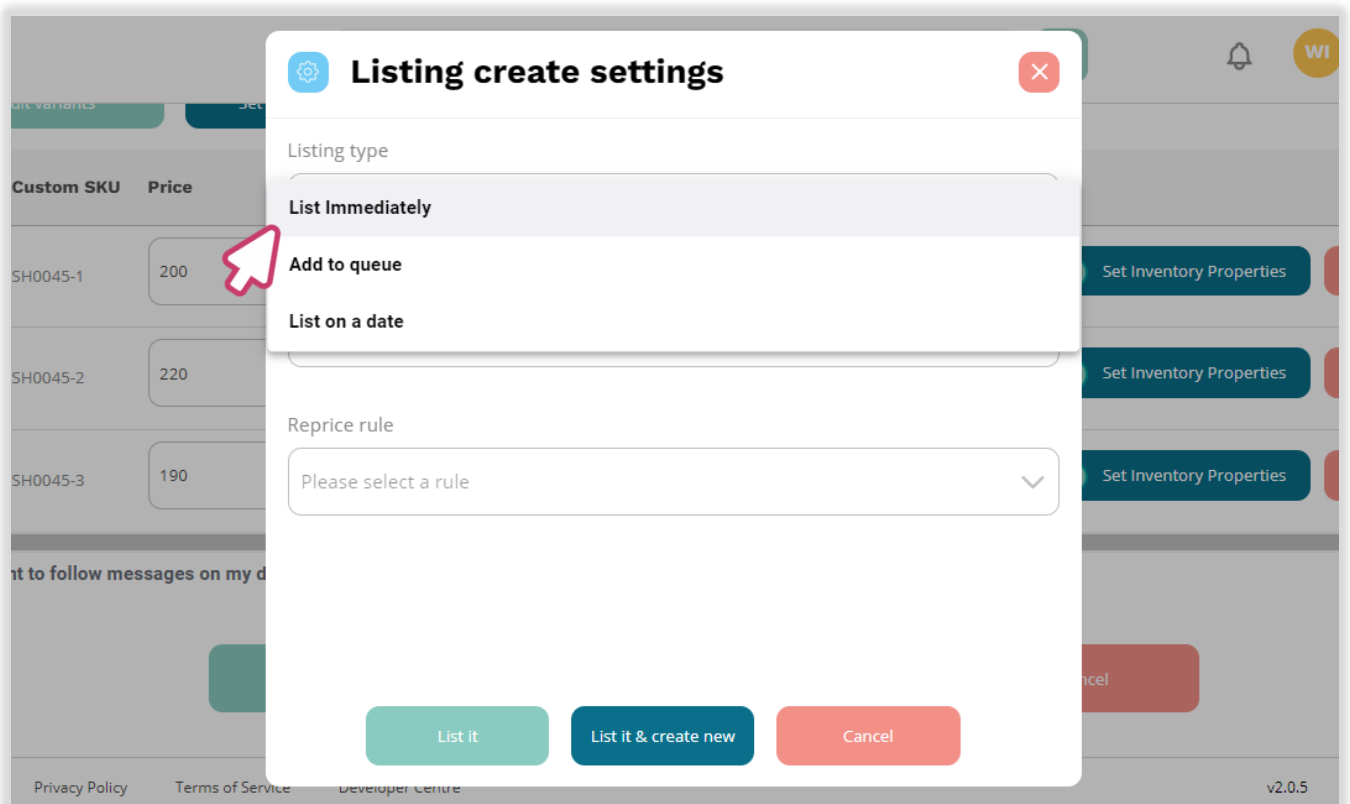
Listing options

If you've selected 'Add to queue' as your listing type:

- Enter a value for 'Auto-cancel after days'.

- Click on the 'Reprice rule' field and select a rule if necessary, or leave it as default if it is not applicable.

- Finally, click '**List it**' Or '**list it & create new**' button.

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Happy Selling!

If you need further help or support,
please email us at help@shopiago.com