

Galip Nuts Ecommerce Platform

Setup guide

This document can be used for setting up ecommerce website to sell Galip Nuts all around the globe. This document sums up all the learnings and information gathered when developing an online ecommerce site for Galip Nuts company.

BUSINESS RULES

Your requirements as an ecommerce seller operating in Papua New Guinea will most likely be as follows.

Buyers

- Sell directly to Customers at
 - retail price
 - retail quantity
 - Shipping to customer location – local and international
- Sell to Wholesalers, Stockist at
 - wholesale price
 - wholesale quantity
 - minimum order quantity
 - shipping to Wholesaler/Stockist location – local and international
- Sell to Phone/Walk-in orders
 - Retail/wholesale price
 - Retail/wholesale quantity
 - minimum order quantity

Categories and Products

Categories

- Roasted
- Natural
- Peeled
- Oil

Products

- Roasted Galip Nuts - 60g, 100g
- Natural Galip Nuts - 100g, 1kg
- Peeled Galip Nuts - 60g, 100g
- Galip nut Oil and other products can be added here.

Pricing and Orders

Wholesale

- Ship wholesale to stockist/resellers. Example:
 - I have 1 cbm cartons that a stockist can add-to-cart as qty: 1
 - 5 cbm cartons can be added as qty: 1
- Wholesale prices need to be hidden from the retail customers and the wholesale customers must **login to see the wholesale prices.**
- Wholesale customers must create a login to see the wholesale prices- **by filling a form**, which you can **approve** (to thwart fake wholesalers)
- **Tier Pricing** for Wholesale Customers (Eg: 10kg = \$100, 100kg = \$950) - to take advantage of the freight rates
- You may need sales reports on wholesale sales and retail sales "separately".
- Separate **Minimum order quantity** for wholesale and retail (Eg: you don't want a wholesaler to buy just 0.5kg at wholesale price)

Retail

- Ship retail to customers. Example:
 - I have 1 Roasted nut 60g pack that a consumer can add-to-cart as qty:1
 - 5 Roasted nut 60g pack can be added as qty:5 – but consumers have to buy a minimum of 0.5kg in total, to be worthwhile of the sale.
- **Retail customers don't have to create an account to place an order.**

Phone/Walk-in orders:

Processing over-the-phone orders or walk-in orders (**retail only**), by:

1. Adding these retail orders to the site by logging in as store manager/admin and using their bank card to pay.
2. You may also use a pin-pad credit card reader (EFTPOS) provided by your bank to take payments to these orders over the phone or in-person.

All customers will receive an order-confirmation email after they place an order in the website.

Payment Processing

- Currency – would be wiser to use in **PNG Kina** on the website. Automatically showing local currency based on user's location is complicated to implement. At the start, maybe a conversion rate can be shown on the top corner of the website.
- For trouble free payments, it is better to get paid by the wholesalers and retailers when they place the order on website, using their credit/debit card. This can be any visa or MasterCard.
- Payment platform - Windcave is one of the few payment processors for merchants who operate in PNG. PayPal doesn't offer merchant services in PNG. Some Australian Banks (like Commonwealth) have a minimum international transfer into PNG of \$200PBK (\$90AUD), which will make a Windcave type option a must. <https://www.windcave.com/>
- Windcave will automatically take payments in their local currency at checkout.
- Windcave's New Zealand team handles all the PNG merchant account. You will be liaising with this team.
- Need to create a merchant account with Westpac PNG bank for Windcave to work. Contact Windcave support team who will guide you through this process.
- CPL supermarket in PNG is using Windcave. Go to shop.cpl.com.pg and try placing an online order to see how Windcave works.

Refund money and cancel an order

1. Cancelling an order is done through your website by you manually. Customers can't do this themselves.
2. Once you cancel the order, go to your Windcave account online, find the order you cancelled and enable a refund back to the customer.

Shipping

- FedEx plugin doesn't provide automatic quotes on the website for PNG when customers place the order.
- Use Woocommerce plugin's built-in features for shipping. More on this later.
- But you should go to your local FedEx office and get all the pricing to most countries for certain fixed weights like 100g, 250g, 1kg, 5kg, etc.
- Add these into the website, so that based on the items in cart and the postal address region/country, the system adds the correct postage cost to the order. The customer will pay for this postage cost when checking out.
- Then as a seller, you have to manually go to a local FedEx office to post the order to the customer.

Delivery Timeframes

- Delivery can be undertaken to almost all countries
- You can work out how long it will take for the delivery to Europe, China, US, Aus, NZ and so on.
- Quarantine requirements - Presently NAQIA (PNG quarantine) charges K10 (PNG KIna) for all shipments. Each country would have its own quarantine requirements.
- Importers/customers could help establish those when placing orders; would make it easier.

Taxes

All businesses within PNG charge a 10% GST or VAT. Please check with your local government.

Stock Management

You can employ a JIT strategy so no stock can be kept as stock. **But ideally**, you have to only take orders if you have the product in stock or know you can deliver. The ecommerce website has the ability to:

- Accept a stock quantity from you.
- Then accept orders from customers only up to that stock quantity
- Or can accept backorders where there is no stock in hand. You can set an upper limit for backorders, say 50 kgs max.

Stockist/Wholesaler Management

- Stockists apply for a wholesaler account. Only registered Wholesalers can see the wholesale price.
- Once they applied, your store manager/admin can approve/reject the stockist's request. Once you have approved, they can log in and see the wholesale prices and place an order.
- You have the option to show the markup wholesalers could be getting from the retail prices, if you wish.
- Eg: For wholesaler, Margin can be hidden or renamed:
 - Retail price: ~~\$60.00~~ - \$100.00
 - Wholesale price: \$44.00 - \$80.00
 - Margin: (27% - 20%)

Testing – Staging site

- You will need a separate website that is not available to the public to test orders, shipping, payments, etc. This site is called a Staging site.
- You can try out adding new products, quantities and so on, before adding them to the live site.
- This Staging site will be a copy of your live site and a web development agency can set this up for you at an extra cost. Since this site is not going to face live traffic, this will be a low-cost setup.

Costs

Domain name: \$20 per year approx

Hosting server: \$20 per month approx

Web Development: A one-off 1-3 months of work depending upon your business requirements and complexity.

Ongoing yearly subscription for plugins: \$100 to \$200 USD

Windcave: They take a commission of each payment they process. This can be effectively negotiated with Windcave to get better rates.

Westpac: There could be a monthly servicing fee for bank accounts.

Maintenance: Then there could be monthly website maintenance and data backup you should do to keep the website and data secure. This could be 1 to few hours of work every month. You can do this yourselves if you are savvy.

WEBSITE SETUP

Requirements

- **Wordpress** (free)
- **Woocommerce** free plugin
- **Wholesale for Woocommerce** premium plugin (referred as WWP in this document)
- **Captcha 4WP** premium plugin (~\$50 USD)
- **Windcave** plugin for Woocommerce free plugin

WooCommerce

Given these specific business rules, we looked at a suitable e-commerce solution that does BOTH B2B and B2C. Doing either B2B or B2C is straightforward but doing both needs a configurable, customizable solution (WooCommerce premium plug-ins) that has an on-going yearly cost of **\$139 to 250 USD**.

Further Woocommerce settings

These settings will be useful for a web developer who build the ecommerce site for you.

B2C

Product

- Weight, Volume are *attributes*
- Product *Variations* are package weights or oil volumes
- Manage stock should be done at *variation level*, not product level
 - Stock qty
 - Allow backorders and notify customer that this product is a backorder.
 - Low stock threshold and get notified to admin.
- *SKU* nomenclature
 - NGNP-60 (Natural Galip Nut Packaged-60g)
 - PGNU (Peeled Galip Nut Unpackaged)
 - GNO (Galip Nut Oil)

B2B

- Wholesale > Wholesale Price Global > Discount type > percentage
- Wholesale > Bulk Wholesale Pricing by product
- Wholesale only products can be created, where retail orders are disabled.

Customer Reviews

- Settings > Product
 - Enable Product reviews
 - Enable star rating on reviews
- Retail only products can also be created, where wholesale orders are disabled.

Order placing

- Guest (B2C) should be able to place the order without creating an account
- Stockist (B2B) should be able to place the order after creating a stockist account

Registration and Login forms

- Wholesaler account Registration is handled by WWP.
- Account Login is handled by Woocommerce
- Both were not playing nice together:
 - when not logged-in can't show register button
 - when logged-in can't hide register button
- Because of this, both functionalities should be kept in separate pages.

Windcave

As the sales/support team to create two accounts for you.

1. One for Staging site where you can test placing an order with dummy credit card.
2. One for live site to accept payments for sales.

Windcave will automatically take payments in their local currency at checkout.

Why not PayPal or FedEx?

- PayPal merchant services not available in PNG. Use Windcave
- FedEx doesn't provide real time shipping estimates. This is a manual process from the backend using Woocommerce's built-in functionality. Refer previous pages for more info on this.

Recaptcha - CAPTCHA 4WP

- Google recaptcha will not work in the Wholesaler registration page according to WWP support team. This is the only recaptcha plugin that works with WWP.

Photos, assets

- For an informative e-commerce product listing, it would be nice to have the ****latest**** photos for ****ALL**** products/package sizes showing **at least 3 views**: Front, Back, The Product (roasted, peeled, natural)
- Logo and other assets designed by a Graphic designer, required for the site.

Terms, conditions, refund policy and other legal documents

Prepare these documents and upload it to the site where required.

Refer to setup guides online

<https://woocommerce.com/documentation/woocommerce/getting-started/>

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<https://woocommerce.com/document/wholesale/wholesale-for-woocommerce/>

<https://www.wpwhitesecurity.com/wordpress-plugins/captcha-plugin-wordpress/>

<https://www.windcave.com/contact>

https://www.windcave.com/Document/Windcave_WooCommerce_v1.0.pdf

SCREENSHOTS FOR WEBSITE DEVELOPERS

[Store Content and Customizations](#) / [Cart and Checkout Features](#) / Wholesale For WooCommerce



Wholesale For WooCommerce
by [WPExperts](#)

\$8.25
Per month, \$99 billed annually

[Buy Now](#)

What's included ▼

Support ▼

Requirements ▼

Stockist Registration

Registration

Username*

Email*

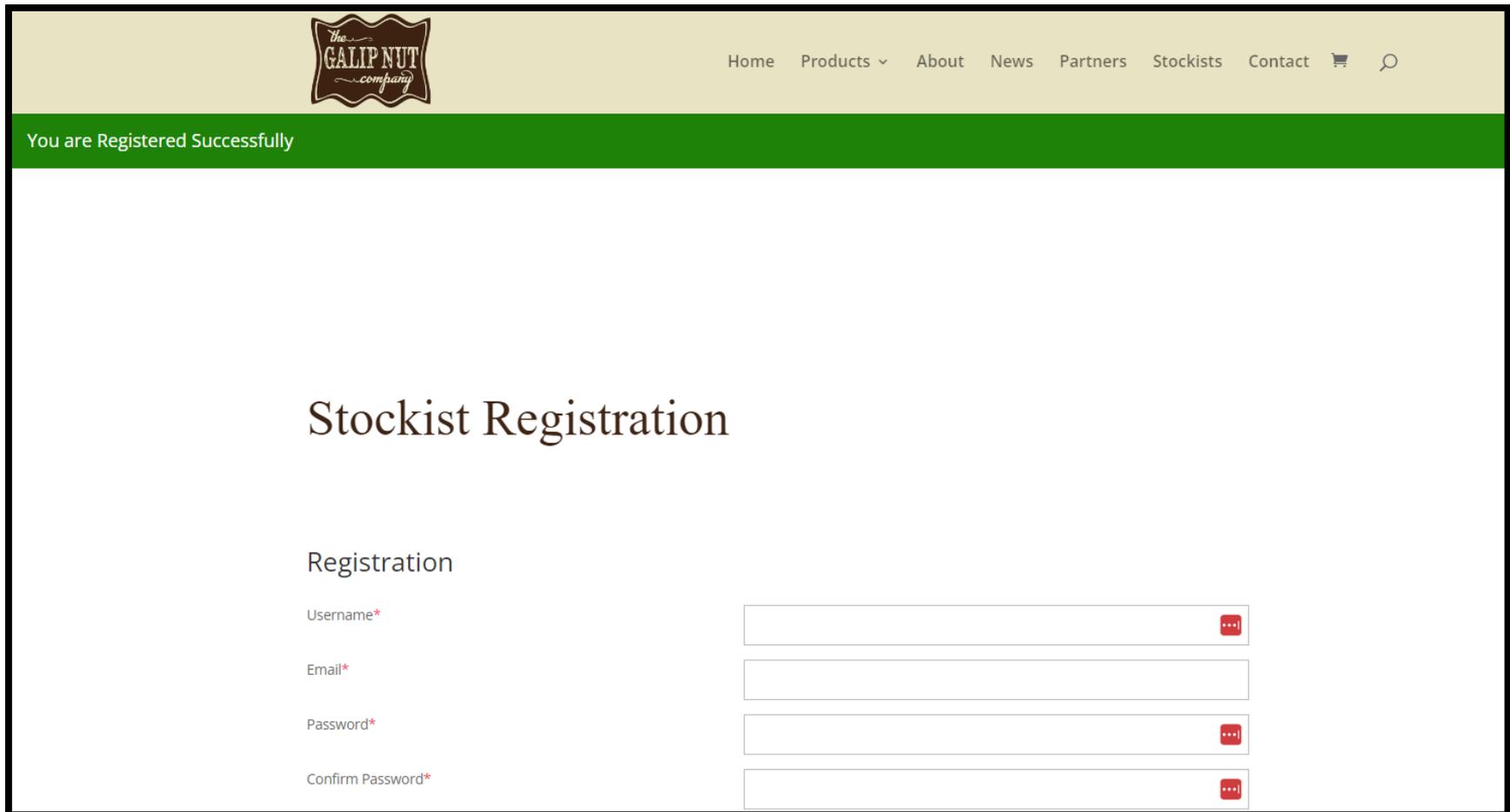
Password*

Confirm Password*

Customer billing address

First Name *

Last Name *



The screenshot shows the top navigation bar of the Galip Nuts website. On the left is the logo for 'The GALIP NUT company'. To the right are navigation links: Home, Products (with a dropdown arrow), About, News, Partners, Stockists, Contact, a shopping cart icon, and a search icon. Below the navigation bar is a green banner with the text 'You are Registered Successfully'. The main content area features the heading 'Stockist Registration' and a sub-heading 'Registration'. Below these are four input fields: 'Username*', 'Email*', 'Password*', and 'Confirm Password*'. Each of the last three fields has a red 'show/hide' icon on its right side.

Wholesaler Pricing:

galipnuts.arrismc.dev/product/roasted-galip-nuts/

Home Products About News Partners Stockists Contact

Home / Roasted / Roasted Galip Nuts

Sale!

Roasted Galip Nuts

Retail price: ~~\$60.00 - \$100.00~~

Wholesale price: \$44.00 - \$80.00

Margin: (27% - 20%)

Seasoned with salt and sugar and roasted to make the ideal party snack.

Weight: 60g

\$44.00

Wholesale price will only be applied to a minimum quantity of 20 products

2c **Add to cart**

SKU: RGNP-60 Category: Roasted

the GALIP NUT company

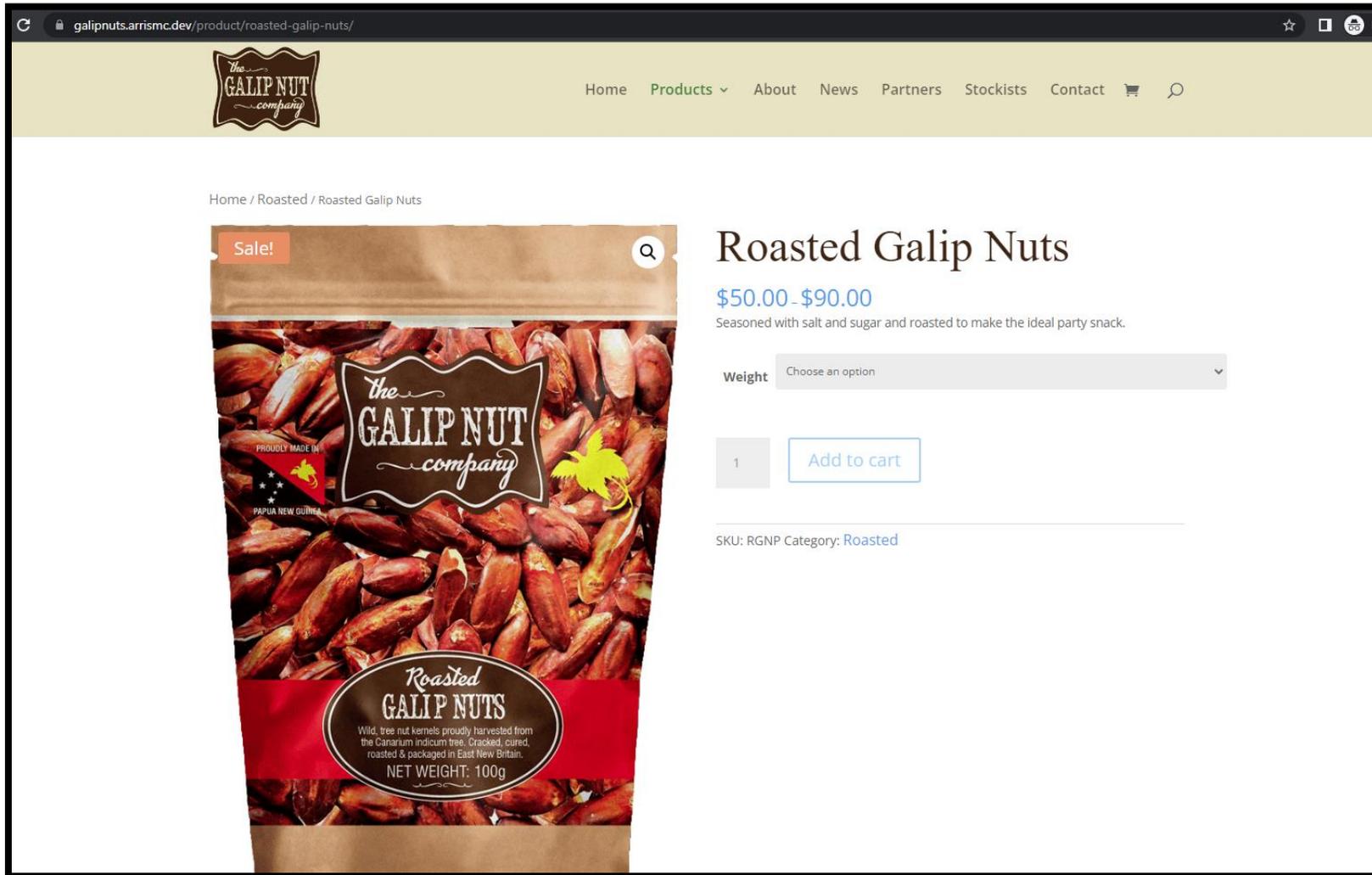
PROUDLY MADE IN PAPIUA NEW GUINEA

Roasted GALIP NUTS

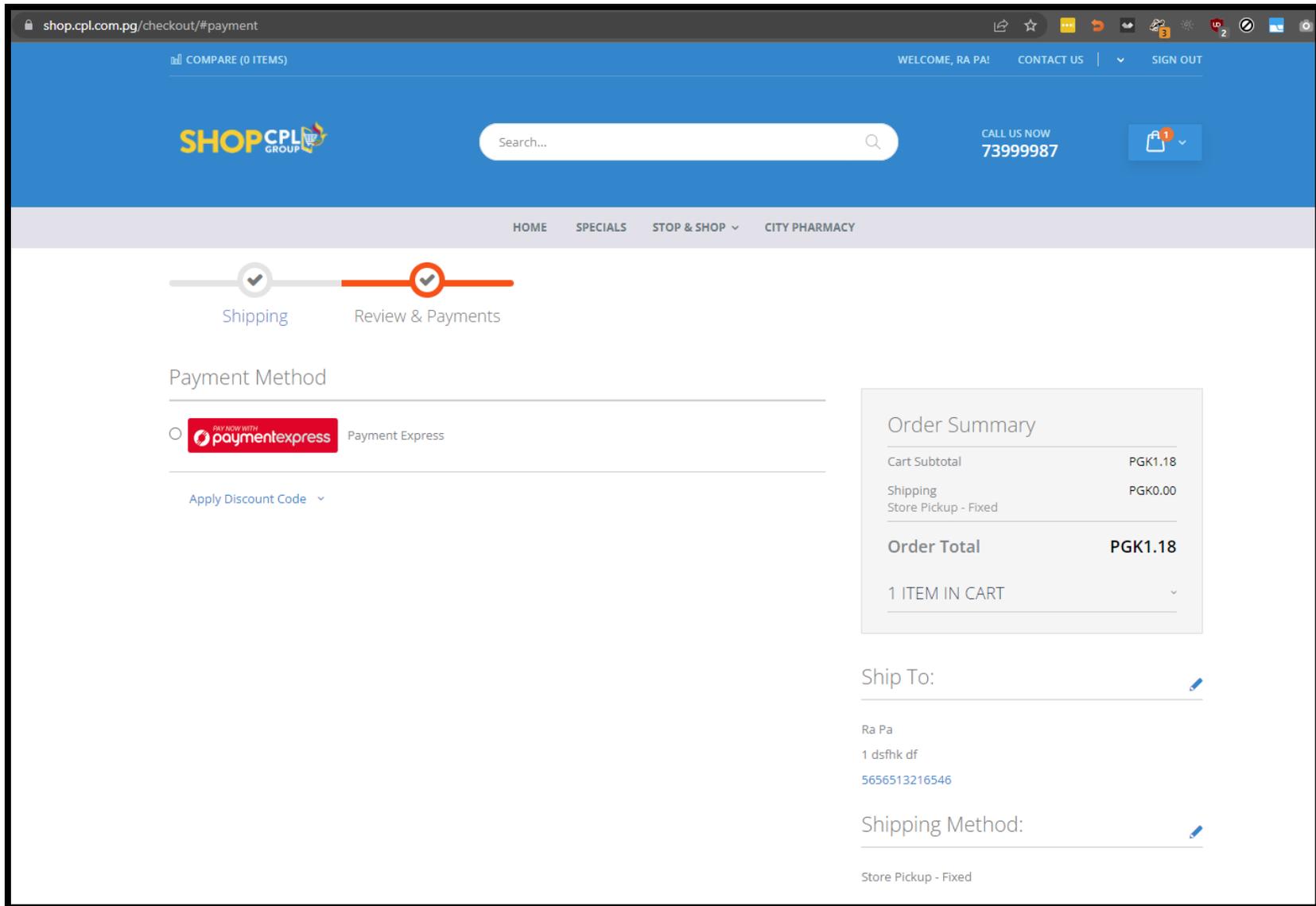
Wild, tree nut kernels proudly harvested from the *Canarium indicum* tree. Cracked, cured, roasted & packaged in East New Britain.

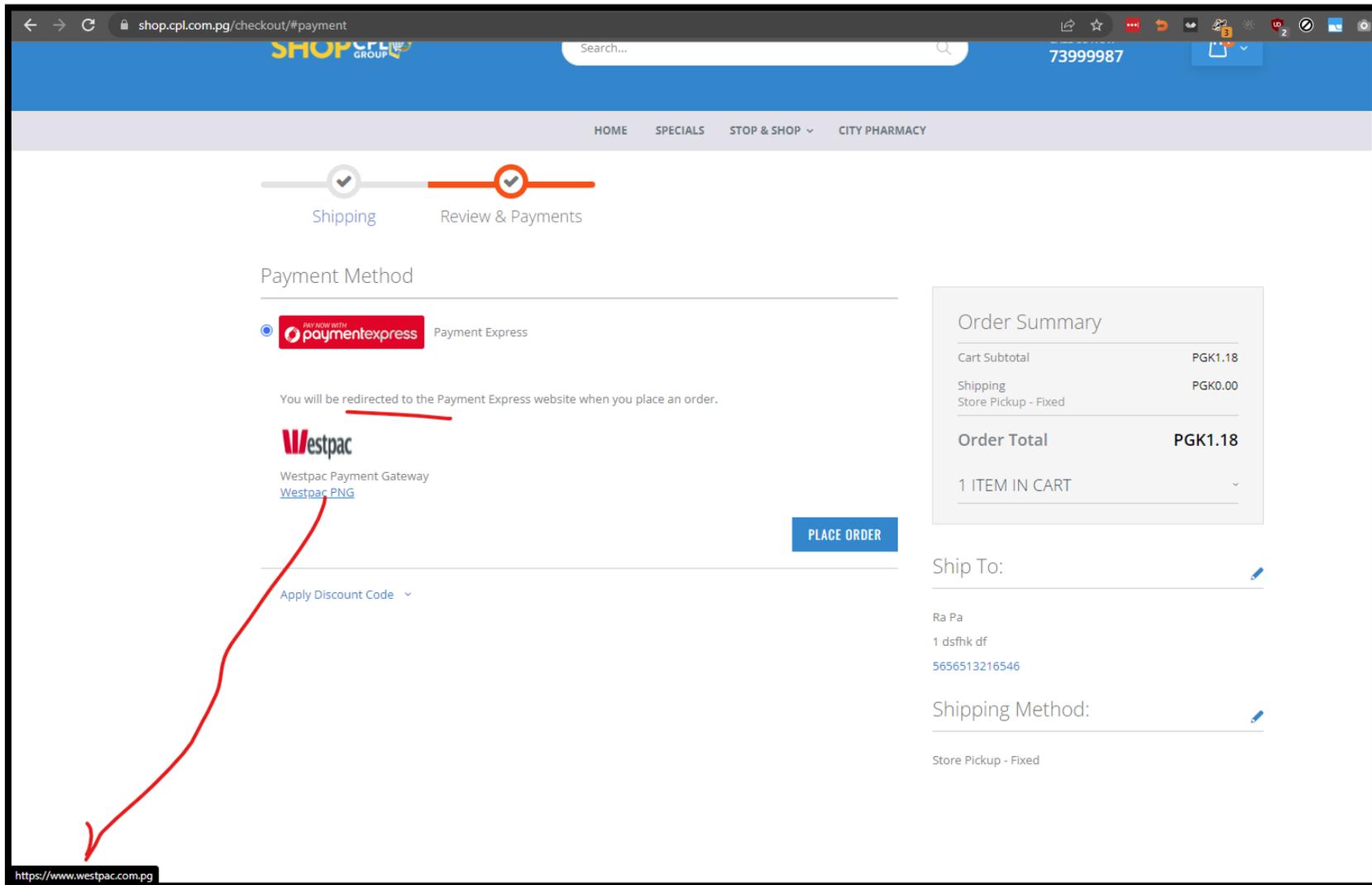
NET WEIGHT: 100g

Retail Pricing:



CPL in PNG uses Windcave:





sec.windcave.com/pxmi3/FE3E940BB00890658754BEC4A77B38E528F1E5CF1FB51DBBE95135DFD302F0F83907CB7368A1612568DA3CC9C2BF452EC

Payment Checkout

Amount: **K1.18 (PGK)**

Credit Card Payment

Card Number:*

Name On Card:*

Expiry Date:*

CVC: [What is CVC?](#)

Submit

Cancel Payment



[Privacy Policy](#)

docs.spreadly.com/payment-gateways/payment-express/

API endpoint URL: <https://sec.paymentexpress.com/pxpost.aspx>

Authentication and Security

Specific names for credentials: Login, Password

Onboarding Merchants in:

Australia	Fiji	United Kingdom	Hong Kong
Ireland	Malaysia	New Zealand	Papua New Guinea
Singapore	United States		

Don't see your preferred region? [Contact Us](#)

Additional Notes

Spreadly integrates with Windcave's PxPost platform only. PxPost uses the terms **username** and **password** for its credentials. Creating a Spreadly gateway with PxPay or PxFusion credentials will result in authentication errors.

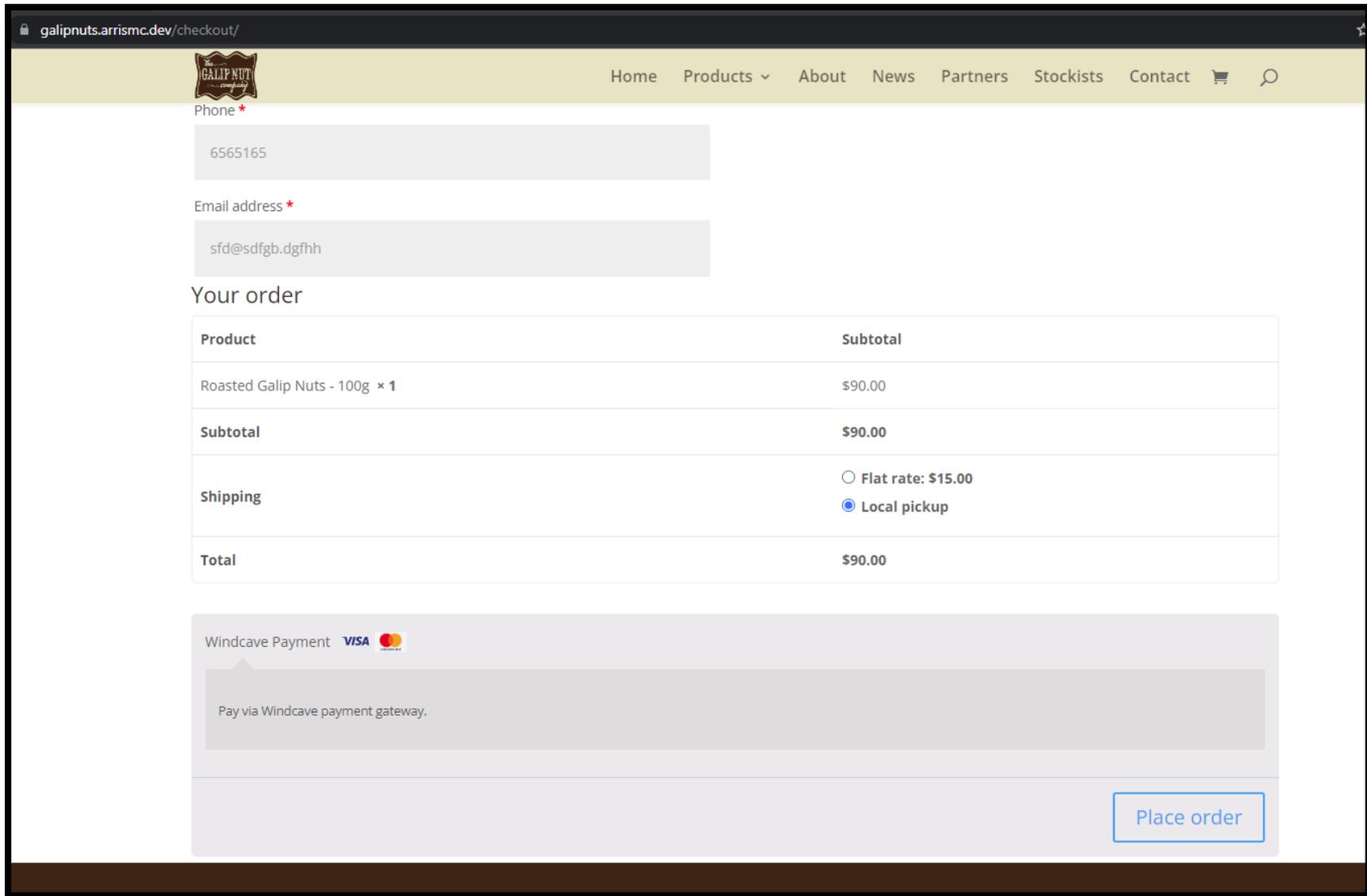
Jump to:

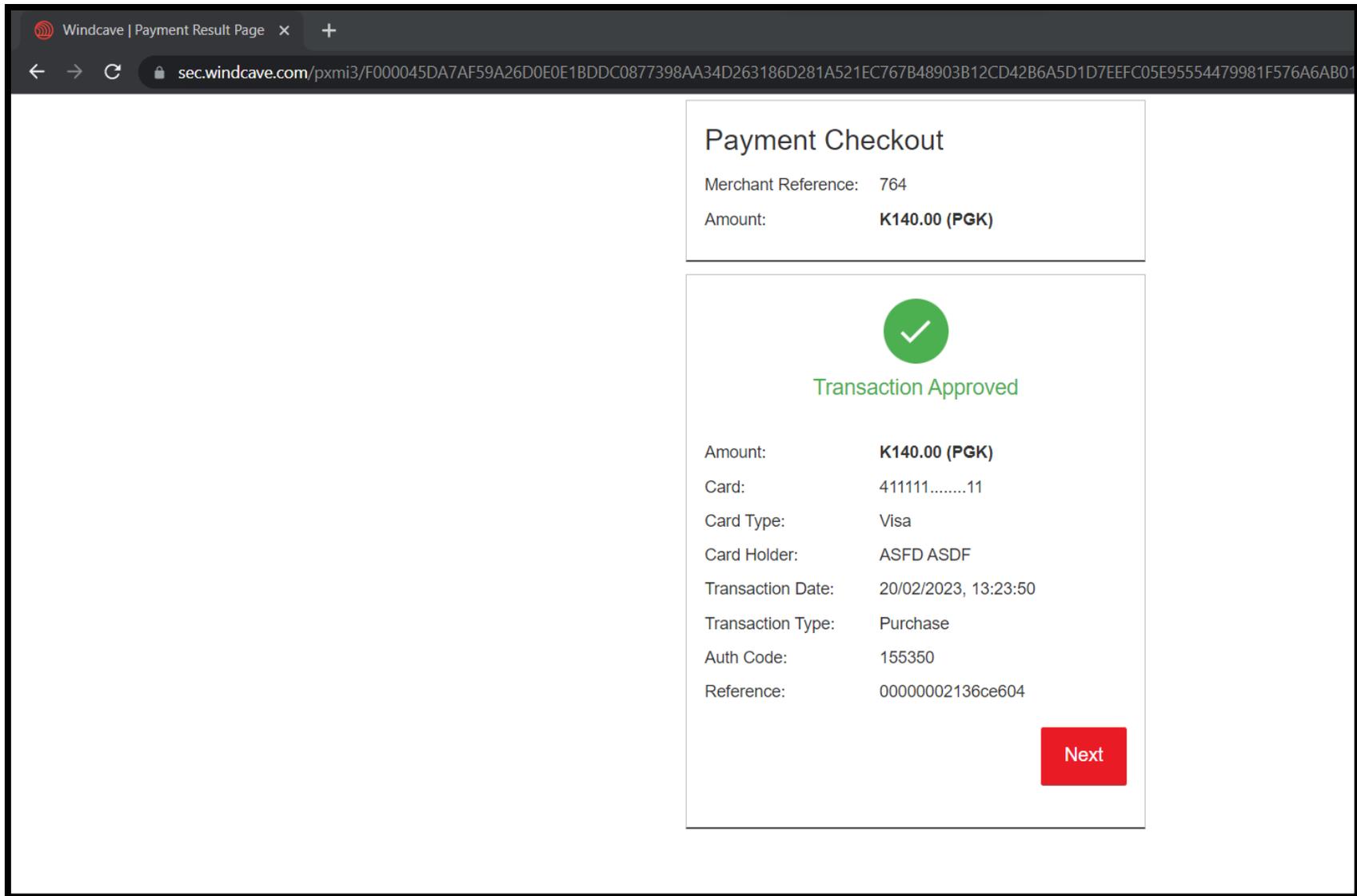
- [Adding a Windcave \(formerly Payment Express\) gateway](#)
- [Gateway specific fields](#)
- [Gateway specific response fields](#)

Adding a Windcave (formerly Payment Express) gateway

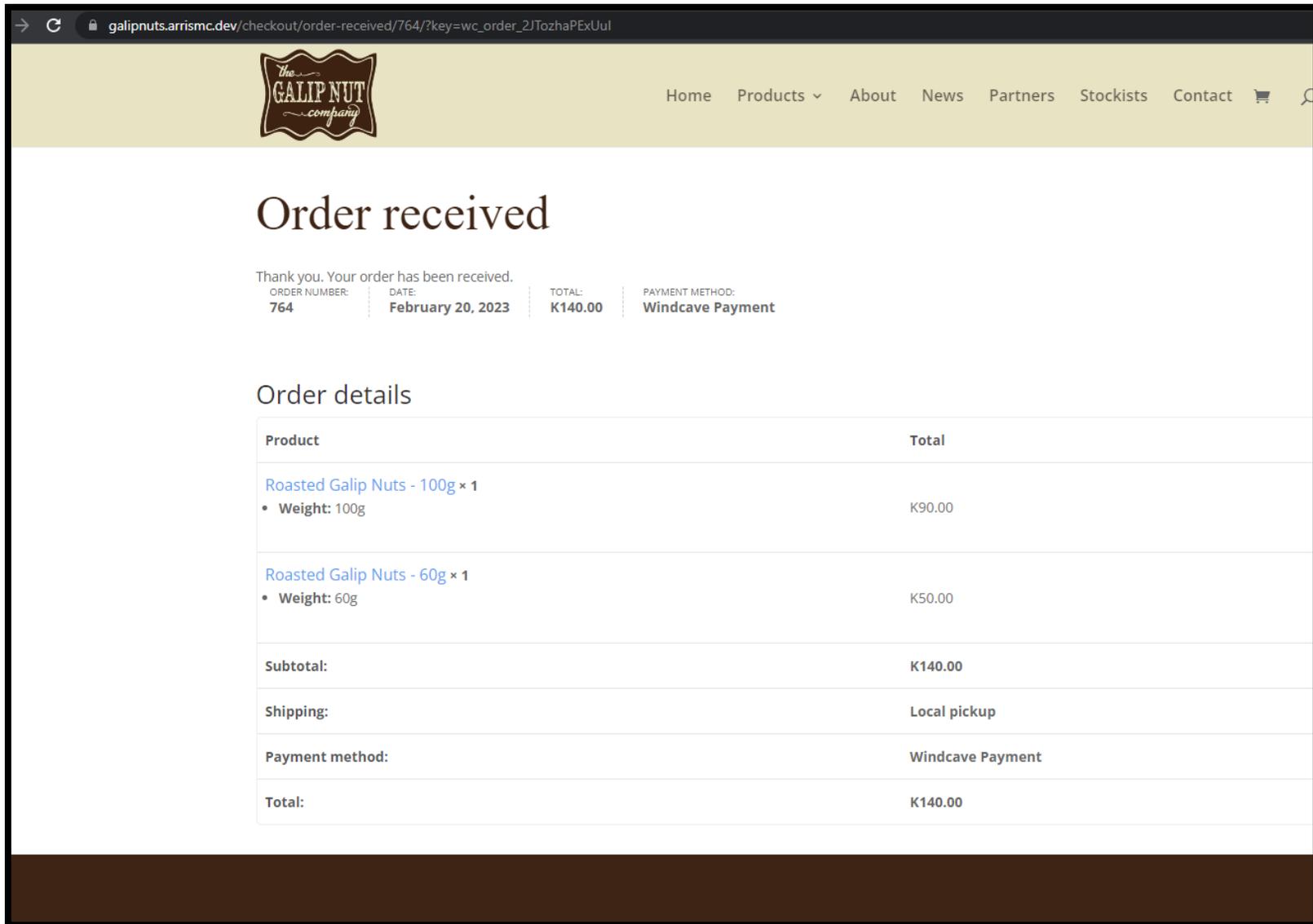
To add a Windcave (formerly Payment Express) gateway:

Windcave after integration in website:





Order successful:



The screenshot shows a web browser window with the URL `galipnuts.arrismc.dev/checkout/order-received/764/?key=wc_order_2JTozhaPEXUul`. The page features the company logo and a navigation menu with links for Home, Products, About, News, Partners, Stockists, and Contact. The main heading is "Order received". Below this, a message states "Thank you. Your order has been received." followed by order details: ORDER NUMBER: 764, DATE: February 20, 2023, TOTAL: K140.00, and PAYMENT METHOD: Windcave Payment. An "Order details" section contains a table with the following items:

Product	Total
Roasted Galip Nuts - 100g × 1 • Weight: 100g	K90.00
Roasted Galip Nuts - 60g × 1 • Weight: 60g	K50.00
Subtotal:	K140.00
Shipping:	Local pickup
Payment method:	Windcave Payment
Total:	K140.00

Order received email notification:

[Galip Nuts]: New order #764

Galip Nuts <it@arris.com.au> (Galip Nuts via arris-forge.localdomain)
To: Raja Palanivel

Mon 20/02/2023 1

[If there are problems with how this message is displayed, click here to view it in a web browser.](#)
[We could not verify the identity of the sender. Click here to learn more.](#)
[The actual sender of this message is different than the normal sender. Click here to learn more.](#)

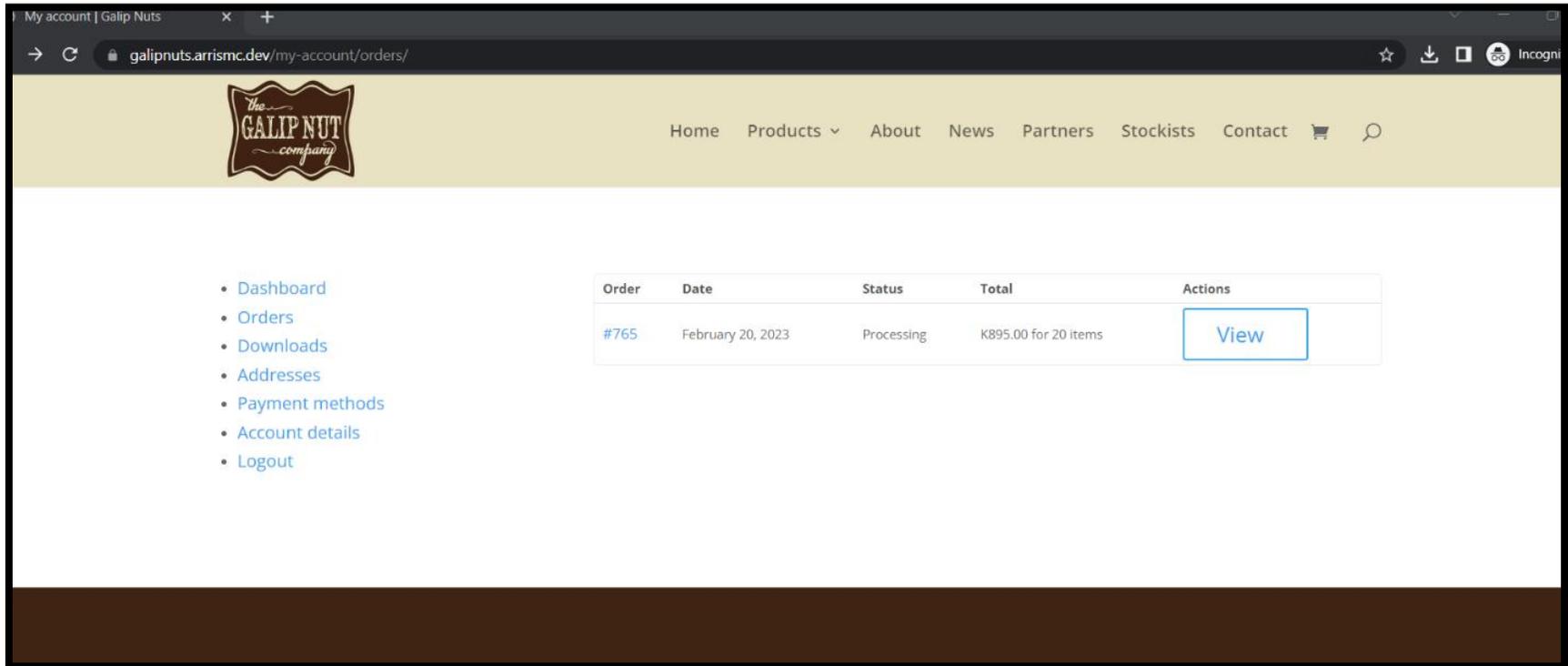
New Order: #764

You've received the following order from jkfds asfd:

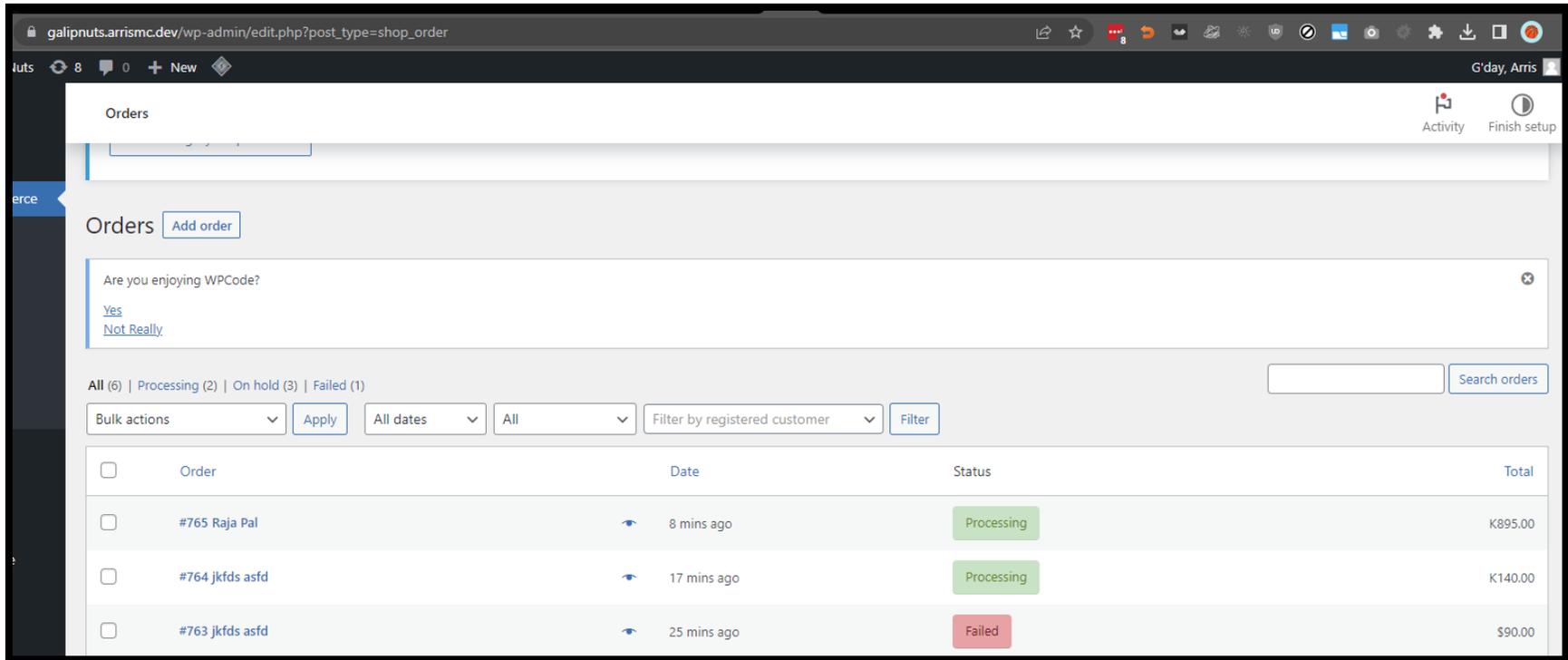
[\[Order #764\]](#) (February 20, 2023)

Product	Quantity	Price
Roasted Galip Nuts - 100g (#RGNP-100) <ul style="list-style-type: none">Weight: 100g	1	K90.00
Roasted Galip Nuts - 60g (#RGNP-60) <ul style="list-style-type: none">Weight: 60g	1	K50.00
Subtotal:		K140.00
Shipping:		Local pickup
Payment method:		Windcave

Stockist's account dashboard:



Store manager/admin's dashboard orders:



Windcave dashboard showing successful orders:

The screenshot shows the Windcave dashboard interface. On the left is a dark sidebar with navigation options: Reports, Transactions, Auth (expanded), Purchase, Transaction Search, Change Password, and Logoff. The main content area is titled 'Authorization' and contains a form with the following fields: Merchant Reference (text input), Amount (with dropdowns for 'DFLT' and 'DFLT', and input boxes for '0' and '00'), Card Number (with a red asterisk and a red 'x' icon), Card Holder Name (text input), Expiry Date (with dropdowns for '02' and '23'), Card Security Code (text input), TxnData1, TxnData2, and TxnData3 (all text inputs), Save as Bill Card (checkbox), and Card Holder Email (text input). Below the form are 'Submit' and 'Reset' buttons. Underneath is a section titled 'Recent Transactions For Current User' containing a table with 11 columns: Authorized, Response, ReCo, DateTime, CardNumber, Brand, Cur, Amount, TxnType, Card Holder, and Merchant Reference. The table contains four rows of transaction data. At the bottom right of the table area, there is a 'Go to row:' input and a 'Max rows: 5' dropdown. The footer of the page shows 'Page Number: 1' and '0.047 seconds'.

Authorized	Response	ReCo	DateTime	CardNumber	Brand	Cur	Amount	TxnType	Card Holder	Merchant Reference
✓	APPROVED	00	20/02/2023 03:04	411111.....11	Visa	PGK	K895.00	Prch	ASFD ASDF	765
✓	APPROVED	00	20/02/2023 02:53	411111.....11	Visa	PGK	K140.00	Prch	ASFD ASDF	764
✗	DECLINED	BH	20/02/2023 02:48	411111.....11	Visa	USD	\$90.00	Prch	ASFD ASDF	763
✓	APPROVED	00	19/02/2023 22:09	411111.....11	Visa	PGK	K1.00	Auth	WINDCAVE KN	WINDCAVE SETTLE TEST

More Woocommerce setups:

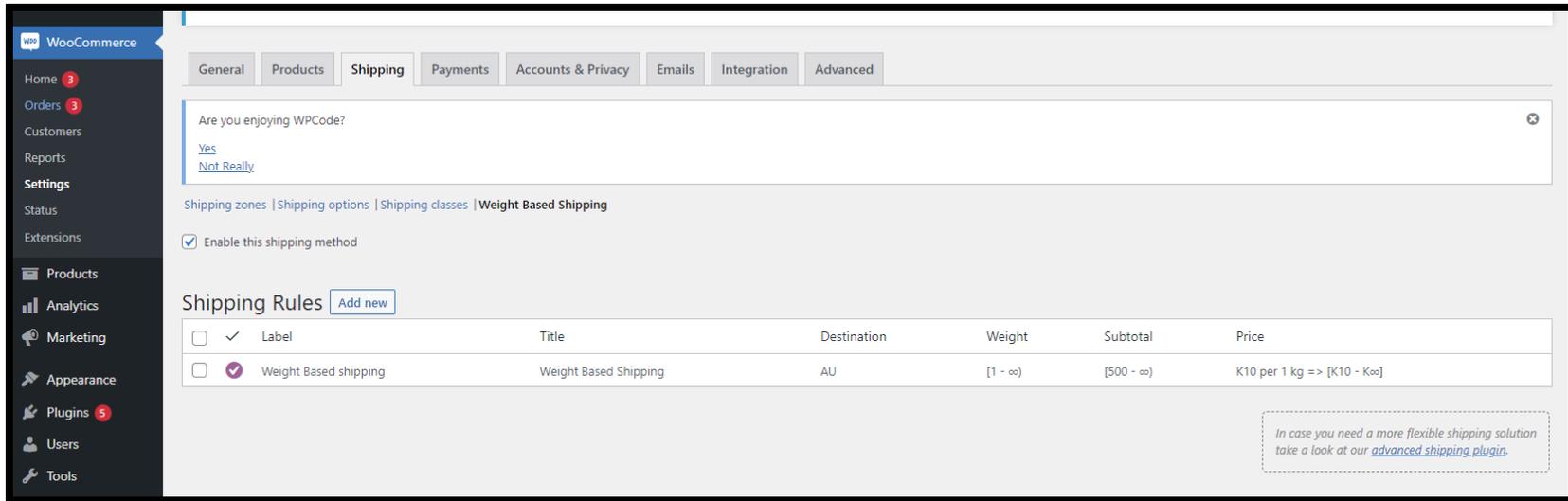
Shipping zones setup

Shipping zones [Add shipping zone](#)

A shipping zone is a geographic region where a certain set of shipping methods are offered. WooCommerce will match a customer to a single zone using their shipping address and present the shipping methods within that zone to them.

 Zone name	Region(s)	Shipping method(s)
 Papua New Guinea	Papua New Guinea	Free shipping, Flat rate, Local pickup
 Australia	Australia	Flat rate
 Europe	Europe	Flat rate
 U.S.	North America	Flat rate
 Wellington, NZ	Wellington	Flat rate
 Sulawesi	Sulawesi Utara, Sulawesi Tengah, Sulawesi Tenggara, Sulawesi Barat, Sulawesi Selatan	Flat rate
 Locations not covered by your other zones	This zone is optionally used for regions that are not included in any other shipping zone.	No shipping methods offered to this zone.

Shipping rules: use weight-based shipping



WooCommerce

Home 3
Orders 3
Customers
Reports
Settings
Status
Extensions

Products
Analytics
Marketing
Appearance
Plugins 5
Users
Tools

General Products **Shipping** Payments Accounts & Privacy Emails Integration Advanced

Are you enjoying WPCode?
[Yes](#)
[Not Really](#)

Shipping zones | Shipping options | Shipping classes | **Weight Based Shipping**

Enable this shipping method

Shipping Rules [Add new](#)

<input type="checkbox"/>	Label	Title	Destination	Weight	Subtotal	Price
<input checked="" type="checkbox"/>	Weight Based shipping	Weight Based Shipping	AU	[1 - ∞)	[500 - ∞)	K10 per 1 kg => [K10 - K∞]

In case you need a more flexible shipping solution take a look at our [advanced shipping plugin](#).

galipnuts.arrismc.dev/cart/

Home Products About News Partners Stockists Contact

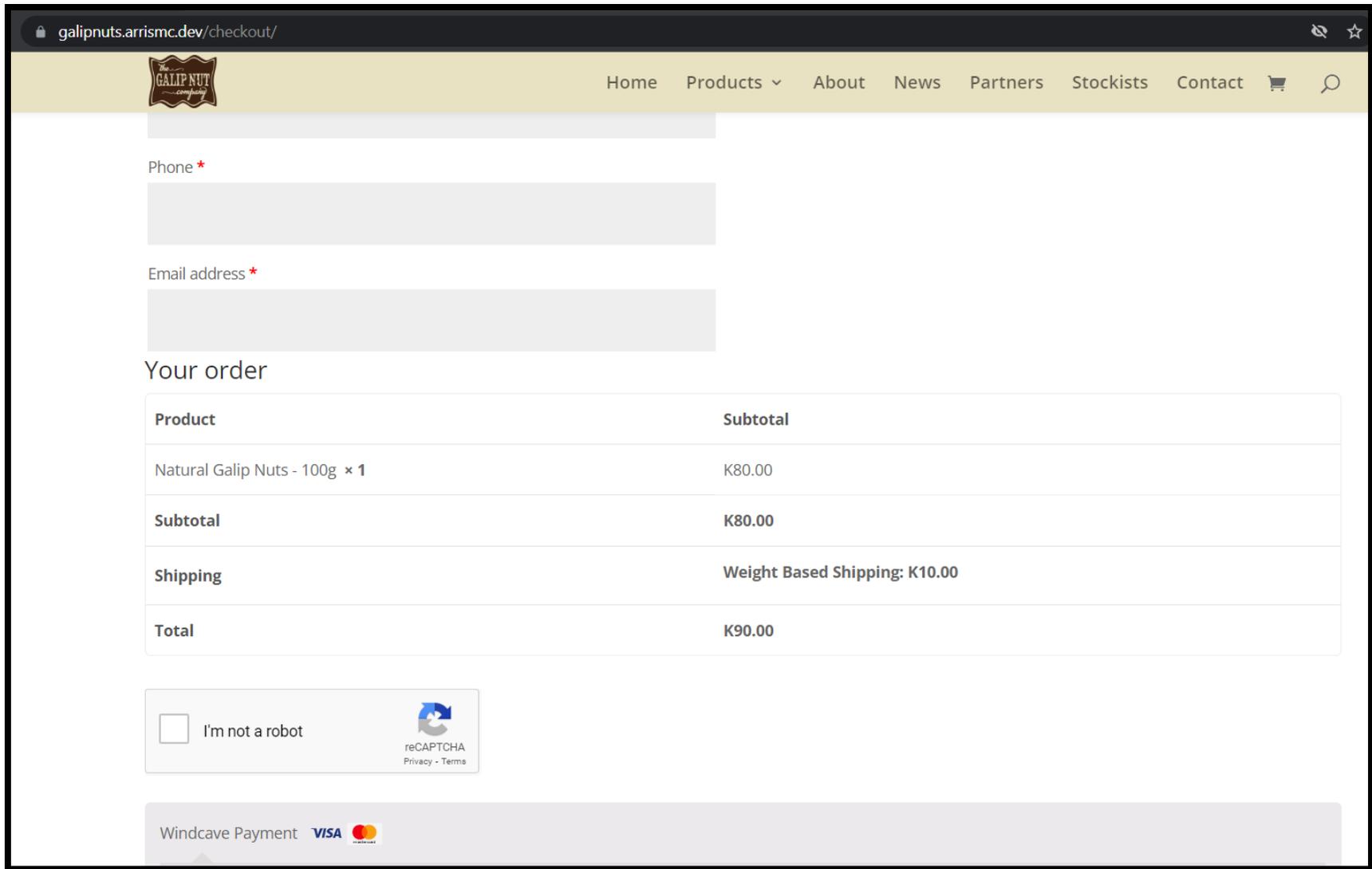
		Natural Galip Nuts - 100g Available on backorder	K80.00	1	K80.00
--	--	--	--------	---	--------

Update cart

Cart totals

Subtotal	K80.00
Shipping	Weight Based Shipping: K10.00 Shipping to South Australia, Australia. Change address
Total	K90.00

Proceed to checkout



Weight based shipping not available message for regions selected by store manager/admins:

Make sure you have all the regions you want to sell your products in. Regions can be countries, cities, towns, suburbs and so on.

The screenshot displays the checkout process for Galip Nuts. It features two address forms side-by-side. The left form is for New Zealand, with red annotations pointing to the 'Country / Region' and 'Region (optional)' dropdowns. The right form is for Australia. Below the forms is an order summary table. A red underline highlights the shipping message in the table.

Country / Region *
New Zealand

Street address *
afd

Apartment, suite, unit, etc. (optional)

Town / City *
adelaide

Region (optional)
Marlborough

Postcode *
5000

Phone *
564654

Email address *
asdf@asfg.sgd

Country / Region *
Australia

Street address *
afd

Apartment, suite, unit, etc. (optional)

Suburb *
adelaide

State *
South Australia

Postcode *
5000

Order notes (optional)
Notes about your order, e.g. special notes for delivery.

Your order

Product	Subtotal
Natural Galip Nuts - 100g x 1	K80.00
Subtotal	K80.00
Shipping	There are no shipping options available. Please ensure that your address has been entered correctly, or contact us if you need any help.
Total	K80.00

Add stock and retail prices:

The screenshot displays the 'Edit Product' interface for a 'Variable product'. The left sidebar menu includes: Dashboard, Posts, Media, Pages, Comments, Projects, Wholesale, WooCommerce, Products (with a red arrow pointing to 'All Products' which has a red '2'), Analytics, Marketing, Appearance, Plugins, Users, Tools, Settings, Code Snippets, Divi, LiteSpeed Cache, and Collapse menu.

The main content area is titled 'Edit Product' and shows 'Product data' as 'Variable product'. The 'Variations' section is highlighted with a red '3' and contains a table of 5 variations:

SKU	Volume	Actions
#527	10 Litre	Remove Edit
#525	1 Litre	Remove Edit
#526	5 Litre	Remove Edit
#523	250ml	Remove Edit
#524	500ml	Remove Edit

The 'All Products' dropdown menu is open, showing options: All Products (with a red '2'), Add New, Categories, Tags, Attributes, and Reviews.

Below the variations table, the 'SKU' field is set to 'GNO-500' (with a red '4' next to the 'Edit' link). The 'Manage stock?' checkbox is checked. The 'Regular price (K)' is set to '65' (with a red '5') and the 'Sale price (K)' is set to '50' (with a red '6'). The 'Stock quantity' is set to '3' (with a red '7'). The 'Allow backorders?' dropdown is set to 'Do not allow'.

Wholesale pricing and minimum order quantity change:

Bulk Wholesale Pricing

Filter Products By Category

Galip Nut Oil **3**
Regular Price: 65

Wholesale Role	Enable for Role	Discount Type	Wholesale Price & Min Quantity (Per Variation)					
			#527 Regular Price	100	Wholesale Price	80	Qty:	5
			#525 Regular Price	110	Wholesale Price	9	Qty:	10
WM Stockist - Trial	<input checked="" type="checkbox"/>	Fixed	#526 Regular Price	50	Wholesale Price	42	Qty:	10
			#523 Regular Price	4.50	Wholesale Price	2.20	Qty:	20
			<u>#524 Regular Price</u>	65	Wholesale Price	7.10 4	Qty:	20 5