

## March 2024 features update

We've made some enhancements to SurfSeller which will be coming your way in the next few days.

### Product catalogue

The product catalogue page can now store additional information about your products and will also facilitate future reporting features.

#### Notes

Any notes you wish to write.

The screenshot shows the 'Base product information' form. The 'Notes' field is highlighted with a green border. The form includes fields for Supplier reference (A9056792990), EAN, End of life EAN, Dimensions (220, 157, 10 mm), Weight (70 g), Country of origin (Poland), Drop ship supplier (None), Buying Price, Main supplier, Product owner, Reporting category A, Reporting category B, and Reporting category C.

#### Main supplier

Select from a list of suppliers. A supplier maintenance feature is planned, although as a transition the choices will be suppliers used in the creation of LiveShip PO's.

The screenshot shows the 'Base product information' form. The 'Main supplier' dropdown menu is highlighted with a green border. The form includes fields for Supplier reference (A9056792990), EAN, End of life EAN, Dimensions (220, 157, 10 mm), Weight (70 g), Country of origin (Poland), Drop ship supplier (None), Buying Price, Product owner, Reporting category A, Reporting category B, and Reporting category C. A language selection bar at the bottom shows 'English (default)', 'Dutch', 'French', 'German', 'Italian', 'North American', 'Polish', 'Portuguese', and 'Spanish'.

#### Product owner

You may find it useful to assign an owner to a product. The choices are the users you have in your SurfSeller account "Settings" > "User accounts".

The screenshot shows the 'Base product information' form. The 'Product owner' dropdown menu is highlighted with a green border. The form includes fields for Supplier reference (A9056792990), EAN, End of life EAN, Dimensions (220, 157, 10 mm), Weight (70 g), Country of origin (Poland), Drop ship supplier (None), Buying Price, Main supplier, Reporting category A, Reporting category B, and Reporting category C. A language selection bar at the bottom shows 'English (default)', 'Dutch', 'French', 'German', 'Italian', 'North American', 'Polish', 'Portuguese', and 'Spanish'.

## Reporting categories

Three additional "reporting categories" can be used for whatever makes sense for your business and products, for example product lifecycle, marketing, purchase incentives etc. Initially named "Reporting Category A, B and C" these can be named as desired in "Settings" > "Merchant settings" with the selectable values being added in "Data" > "Reporting category A/B/C (or whatever you've named it)".

The screenshot shows the 'Base product information' form. The reporting category fields are highlighted with a green box. The form includes fields for Supplier reference (A9056792990), EAN, End of life EAN, Dimensions (220, 157, 10 mm), Weight (70 g), Country of origin (Poland), Drop ship supplier (None), Buying Price, Main supplier, Product owner, Reporting category A, Reporting category B, and Reporting category C. A language selector at the bottom shows 'English (default)' selected.

The screenshot shows the 'Settings > Merchant settings' page. The reporting category names are highlighted with a green box. The settings include: Financial year end month (12), Normal Stock Allocation Profile (Maximum everywhere), Low Stock Allocation Profile (Maximum everywhere, where stock falls below 0), Reporting category 1 name (Reporting category A), Reporting category 2 name (Reporting category B), and Reporting category 3 name (Reporting category C).

The screenshot shows the 'Data > Reporting category A' page. A green success message 'Reporting category added.' is displayed. Below it, a table lists category options: Current, Discontinued, End of line, and Pre-order, each with an 'Archive' button. A 'New' button is also present. A search bar is at the bottom.

## Item specifics

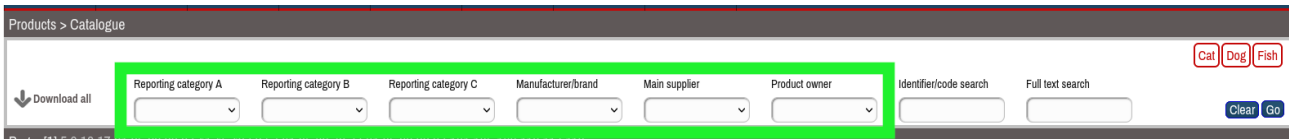
The item specifics used for eBay have grown into a huge list slowing the loading of the catalogue page and making it harder to find the items you commonly use. Item specifics are now taken from a list you define in "Data" > "Item specifics".

Here you can choose from the same list as currently or just create your own.

The screenshot shows the 'Data > Item specifics' page. A dropdown menu is set to 'eBay UK'. A list of item specific fields is shown, each with an 'Archive' button: Brand, Colour, Department, Exact Material, Main Colour, Material, MPN, Multipack, Occasion, Pattern, Size, Sleeve Length, and Style. A 'New' button is at the bottom.

## Catalogue filters

The filters found in "Products" > "Catalogue" now include the additional product items "Main supplier", "Product owner" and "Reporting category A/B/C" as well as the existing item "Manufacturer/brand".



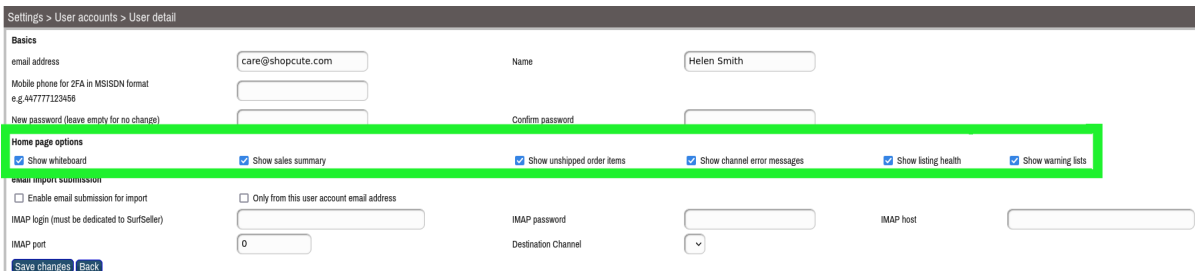
## Download reports

- "Main supplier", "Product owner", "Reporting category A/B/C", "Catalogue buying price", "Currency", "Dropship supplier" and dimensions added to "Reports" > "Products and stock" and also the product catalogue download.
- Order destination country added to "Sales" > "Sold" (Download) report.

## Home page

If your session times out, when you log back in, SurfSeller will take you back to the page you were on rather than the home page.

The sections shown on the home page can be selected for each user in "Settings" > "User accounts" (Update):



Optional new "Sales summary" section available showing order counts and values

Sales summary						
Channel	Orders			Sales		
	24 hours	7 days	30 days	24 hours	7 days	30 days
Amazon UK	0	27	269	0.00GBP	528.37GBP	5,665.41GBP
Amazon France	0	5	48	0.00EUR	110.54EUR	1,178.60EUR
Amazon Germany	0	16	190	0.00EUR	363.41EUR	3,465.01EUR
Amazon Spain	0	0	0	0.00EUR	0.00EUR	0.00EUR
Amazon Netherlands	0	0	0	0.00EUR	0.00EUR	0.00EUR
Amazon Canada	0	10	81	0.00CAD	453.46CAD	3,645.76CAD
Amazon Sweden	0	0	8	0.00SEK	0.00SEK	1,236.54SEK
Amazon Poland	0	0	0	0.00PLN	0.00PLN	0.00PLN

# Pricing Manager BETA

Customers have asked for features to explore sales, profitability and stock for product categories and owners as well as having a quick way to act on this by adjusting product prices.

We've brought these requests together into a feature you'll find in "Products" > "Pricing Manager". There is the full selection of product filters and immediate update to prices and automated pricing plans.

We're sure once you try this feature you'll have suggestions, so let us know how it goes and what you'd like to see.

Products > Pricing manager

Reporting category A:  Reporting category B:  Reporting category C:  Manufacturer/brand:  Main supplier:  Product owner:  Identifier/code search:  Full text search:  Clear Go

**Totals and profitability (GBP)**

	Items	Buying price	Sold for	Postage	% Margin	Discount	Fees	Cost of sale	Tax	Fulfillment postage	Fulfillment	Net	% Margin
7 days	179	143.40	2,858.81	257.19	95.35	114.23	89.84	0.00	52.63	0.00	0.00	2,772.65	87.4
30 days	686	304.42	9,849.49	594.29	96.81	220.90	365.99	0.00	196.67	0.00	0.00	9,709.63	88.7

**Stock (GBP)**

Location	Items	Value
	1,548	387.15

[Amazon Belgium](#) [Amazon Canada](#) [Amazon France](#) [Amazon Germany](#) [Amazon Netherlands](#) [Amazon Poland](#) [Amazon Spain](#) [Amazon Sweden](#) [Amazon UK](#) [Amazon US](#) [eBay UK](#) [Fruugo UK](#) [Magento GBP Website](#)

[7 day items v](#) [7 day items ^](#) [30 day items v](#) [30 day items ^](#) [7 day sales v](#) [7 day sales ^](#) [30 day sales v](#) [30 day sales ^](#)

**Price and automated pricing plan changes are live immediately**

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SKU	Supplier reference	Title	Weight(g)	Available stock	Expected stock	Stock value	7 days	30 days
							Items	Net
W0411	W0411	W0411	41	3	0	0.00	6	31.68
W0412	W0412	W0412	50	115	0	0.00	5	132.95
W0413	W0413	W0413	71	19	0	0.00	4	80.88

Automated pricing plan	Items 7 days	Items 30 days	Last PO price	Selling price	Unit margin	Standard price	Business price	Minimum price	Maximum price
Smart Price Euro	0	0	-	28.14	0.00	28.14		24.52	31.14 CAD
Smart Price Euro	0	0	-	18.65	0.00	18.60		16.37	20.60 EUR
Smart Price Euro	0	0	-	18.38	0.00	18.60		16.37	20.60 EUR
Smart Price Euro	0	0	-	82.10	0.00	83.47		76.00	86.47 PLN
Smart Price Euro	0	0	-	189.46	0.00	206.13		160.10	206.65 SEK
Smart Price Euro	0	0	-	13.02	0.00	13.02		11.84	16.02 GBP
Smart Price Euro	0	0	-	22.44	0.00	22.44		19.29	24.44 USD
	0	0	-	18.04	0.00	16.95			GBP
	4	9	-	15.95	144.73	15.95			GBP

## Other changes

- State/province data item now included in orders retrieved from Magento 2.
- To support additional features using the latest purchase price, using the supplier "Returns" for a LiveShip PO will cause it to be ignored in setting this value.
- Where the buying price is missing from the stock record or not provided by the warehouse system on stock allocation, the value from the product catalogue page will be used set the cost price of the stock on the order line.
- Further tuning to the "Smart buy box" automated pricing feature means faster and better targeted regain of the buy box if lost.

We hope you find these changes useful and thank you for using SurfSeller. We're here at care@shopcute.com.