

## E-course #6 (www.kamelka.com)

### How to set up and manage Gift Certificates in e-Store (Zen Cart)

CATALOG→CATEGORIES/PRODUCTS→NEW CATEGORY→NEW PRODUCT

Go to a c-panel of your e-store.

At the top menu on the left side select the “**CATALOG**” button.

Select the “**CATEGORIES/PRODUCTS**”.

Find the button “**NEW CATEGORY**”, click on it and add a New Category “**GIFT CERTIFICATES**”. (If you need more details, please, check the course#1.)

Then add a New Product “**GIFT CERTIFICATE**” to this category. See some example below:

The screenshot displays the Zen Cart admin interface for adding a new product. The top navigation bar includes: Configuration, Catalog, Modules, Customers, Locations / Taxes, Localization, Reports, Tools, Gift Certificate/Coupons, and Extras. The main heading is "PRODUCT IN CATEGORY: "GIFT CERTIFICATES"". There are "preview" and "cancel" buttons in the top right.

Product Master ID# 19 Gift Certificates  
Category:  
**NOTE: Master Category is used for pricing purposes where the product category affects the pricing on linked products, example: Sales**

Products Status:  In Stock  Out of Stock

Date Available: (YYYY-MM-DD)

Products Manufacturer:

Products Name:

Product is Free:  Yes  No  
Product is Call for Price:  Yes  No  
Product Priced by Attributes:  Yes  No

Tax Class:

Products Price (Net):   
Products Price (Gross):

Product is Virtual:  Yes, Skip Shipping Address  No, Shipping Address Required  
**Warning: This product is marked - Free Shipping and Skips Shipping Address  
No shipping will be requested when all products in the order are Virtual Products**

Always Free Shipping:  Yes, Always Free Shipping  No, Normal Shipping Rules  
 Special, Product/Download Combo Requires a Shipping Address

Products Quantity Box Shows:  Yes, Show Quantity Box  No, Do not show Quantity Box

Products Quantity Box Shows:  Yes, Show Quantity Box  No, Do not show Quantity Box

Product Qty Minimum:   
Product Qty Maximum:  0 = Unlimited, 1 = No Qty Boxes  
Product Qty Units:   
Product Qty Min/Unit Mix:  Yes  No

Give some product description in the provided field.

The screenshot shows a web form for product management. At the top is a large empty rectangular area. Below it are several input fields: 'Products Quantity' with the value '1000', 'Products Model' with the value 'GIFT0001', 'Products Image' with a 'Browse...' button and 'Image Name: NONE', and 'Upload to directory:' with a dropdown menu set to 'Main Directory'. There are two radio button options: 'Delete Image?' with 'No' selected, and 'Overwrite Existing Image on Server?' with 'Yes' selected. Below these is a text input for 'Or, select an existing image file from server, filename:'. Further down is a 'Products URL:' field with a small UK flag icon and a text input. Below that are 'Products Shipping Weight:' with the value '0' and 'Sort Order:' with the value '0'. At the bottom right are 'preview' and 'cancel' buttons.

**Take an account few very important things:**

**Line “Product Priced by Attributes”** has two choices: “Yes” and “No”.

If you have chosen “Yes”, then you have to set up the different prices for your gift certificates; for example: 1\$, 5\$, 10\$ and etc. in the Attributes Section.

If you have chosen “No”, then you have to set up only one price; for example 1\$. Your customer can purchase the gift certificate for any amount of money simply filling up the quantity box with the certain number. For example to purchase a Gift Certificate for 5\$ the customer will type 5 in the quantity box.

**Line “Always Free Shipping”** - check mark the “Special product....” It means, shipping does not have a shipping charge, but do require a shipping address.

**Line “Product Quantity”**, we would suggest you to add there large number, then you could track number sold. If you are finding, that you can’t add a Gift Certificate to your cart, try add a quantity to this box.

**Line “Products Models”** - The model **MUST** begin all capitals GIFT and has 5 numbers or letters. In our example it is “**GIFT00001**”.

Preview and save it. See picture below:

## Summary:

- Step1. OPEN CATALOG
- Step2. SELECT CATEGORIES/PRODUCTS
- Step3. ADD NEW CATEGORY
- Step4. ADD NEW PRODUCT

## HOW CAN YOU MANAGE THE GIFT CERTIFICATES IN YOUR E-STORE

### 1. HOW TO RELEASE FUNDS FOR GIFT CERTIFICATES

After your customer purchased a gift certificate you have to approve it manually, to release funds.

Go to the c-panel of your e-store and find “GIFT CERTIFICATES/ COUPONS” on the right side of the top menu:

Choose the “Gift Certificate Queue” and you will see the table with Customers Names, Orders Numbers, Date Purchased and a button “Release Gift Certificate” on the left side ; press that button to approve this Gift Certificate. After that, your customer can purchase products in your store by himself , using this Gift Certificate, or can mail it to the friend and let him to make a purchase.

### 2. HOW TO CREATE AND MAIL A GIFT CERTIFICATE TO YOUR CUSTOMER

Go to the c-panel of your e-store and find “GIFT CERTIFICATES/ COUPONS” on the right side of the top menu, choose “Mail Gift Certificates”. See some example below:

The screenshot shows a web interface for sending gift certificates. At the top, there is a navigation menu with items: Configuration, Catalog, Modules, Customers, Locations / Taxes, Localization, Reports, Tools, Gift Certificate/Coupons, and Extras. The main heading is 'SEND GIFT CERTIFICATE TO CUSTOMERS'. On the right, there is a 'Text Editor' dropdown set to 'Plain Text'. The form fields are as follows:

- Customer: Please Select (dropdown menu)
- Email To: customer@hotmail.com (text input) with a note: 'Use this for sending single emails, otherwise use dropdown above'
- From: estore@pisashka.com (text input)
- Subject: Gift Certificate from estore (text input)
- Amount: 5\$ (text input)
- Rich Text Message: We're pleased to offer you a Gift Certificate (text area)
- Text-Only Message: (empty text area)

A 'send mail' button is located at the bottom right of the form.

Select your preferred customers or type an e-mail address, if you are sending single e-mail. Fill out all boxes with the information and press the button “Send Mail”. The Gift Certificate will be created automatically and sent to your preferred customer.

Your customer will get an e-mail with the link to e-store and an information about the Gift Certificate and a redemption code. To use it, he needs to log in in his e-store account and redeem a Gift Certificate.

### **3. WHERE TO FIND WHO HAS GOT GIFT CERTIFICATES**

Go to the c-panel of your e-store and find “GIFT CERTIFICATES/ COUPONS” on the right side of the top menu, choose “Gift Certificates Sent”. Then you will see a table with all the information: Senders Name, Redemption Code, Gift Certificate Value, Date Sent, Date Redeemed.

#### **Summary:**

- Step1. CREATE GIFT CERTIFICATES/COUPONS
- Step2. GIFT CERTIFICATE QUEUE (RELEASE)
- Step3. MAIL GIFT CERTIFICATE
- Step4. GIFT CERTIFICATE SENT