



Store Owner's Guide

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StoreStash Store Owner's Guide

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1) StoreStash Guide Introduction

[StoreStash.com](https://www.storestash.com) is an online marketplace that provides a platform for small businesses, new entrepreneurs and charities to sell and advertise their products or services online. We do this by providing you with a free business profile and online store which can serve as an alternative to a traditional website and allow you to easily showcase your business to the world.

This guide will help you to setup your business profile and storefront on StoreStash and also provide you with useful hints and tips on how to better market and manage your business online. Even if you decide to skip reading the entire guide, we highly recommend having a quick look at the Rules for Sellers and Advertising sections which explain what you can and can’t upload to StoreStash and how to attract customers to your StoreStash Profile.

If you require further assistance, please don’t hesitate to contact us at support@storestash.com or using the contact form on our [Contact Us](#) page.

Good luck and we hope to see you online soon!

2) Signing Up & Password Recovery

2.1) How to Sign Up

2.2) How to Login

2.3) Password and Account Recovery

2.1 How to Sign Up:

Step 1 - [Click here](#) to start the signup process now! Or you can access the signup section through the “REGISTER” button on the top right of the Homepage.

Step 2 – Create your free personal profile by entering a few personal details into the allocated areas such as First Name, Email address and Password. For your Password try to avoid using easy to guess passwords such as pet names, consecutive numbers etc. Please note: Passwords are case sensitive and should not contain any spaces.

Select what type of profile you wish to create, if you only wish to shop and use the stashing functionality then go for the “Customer” option. If you wish to create a profile to showcase your business/products/services or to create an online store then select the “Business” option. If you wish to register your charity and receive donations and support through StoreStash then select the “Charity” option. If you have selected the “Customer” option and decide at a later stage that you wish to instead start a business profile, you will need to create a new account with a different email address. Alternatively please contact support about having your account type changed.

After selecting what type of profile you wish to create, enter the unique “Captcha” code provided into the allocated block to make sure that you are not a robot!

Step 3 – Select which package best suits you or your business. If a paid package is selected you will be required to go through a checkout process. If you are a free user you will not need to enter any credit card info and will proceed to the “Create my business” section. In this section you will be required to enter information about your business/store so we can create your business page. Please see “3) Setting up your Business Profile & Store” for more information.

2.2 How to Login:

You will require an account on StoreStash to login. If you have already created an account and wish to sign in you can proceed to the Homepage and click the “Sign In” button at the top right hand side of the page.

You will be required to enter your “Username” which should be the same email address you used to register. You will also be required to enter your “Password” which should be the one you used when creating the account. Your “Username” should have been sent to you via email when you first register on StoreStash. Make sure to remember your password, or write it down and keep it somewhere safe.

2.3 Password and Account Recovery:

If for whatever reason you cannot remember your account email or account password, there are ways to gain access to your account again.

For a forgotten password you can use the built in “Password Recovery” system that is located on the “Login” popup. By pressing the “Password Recovery” button you will then be required to enter the email that the account is associated with, after this you will receive an email with a password reset link which should allow you to change your password.

For a forgotten Username or any other issues that are preventing you from logging on, please contact StoreStash support via support@storestash.com to receive help on how to recover your account.

3) Setting up your Business Profile & Store

3.1) Entering your business profile/store details

3.1 Entering your business profile/store details

During the account creation process once you reach step 3 of 4 (Create my business) you will be asked to enter all the information about your business/services.

On the left hand side of the screen there will be a slot where you can upload your business "Profile Photo" this image should preferably be of your business logo, but depending on your business type it can also be an image that best showcases what you offer.

At the top of the page you will see 3 image slots where you can upload banner images for your profile, these images should help display what your business is about or help attract potential customers. Make sure to avoid unrelated/blurry looking banner images. The 3 images you upload will cycle periodically at the top of your business page and can play a big role in making your business profile look professional.

Beneath the banner images you will be required to enter your "Business Name" such as Joe's Soap Store, after this you will need to choose what category best describes your business or organization. Categories include options like Arts & Crafts, Finance Services, and Photography & Filming etc. The category you choose here will determine how users search for your business on StoreStash but don't worry too much as you can also set different categories for your individual products/services. Categories are divided into product and service categories and can be identified by the word "Products" or "Services" behind the category name. For example Arts & Crafts Products or Arts & Crafts Services. If you feel that your business is mostly product based then you should select a category with "Products" at the end from the drop down menu. If you feel that your business is mostly focused towards providing services to others then select a category with "Services" at the end from the drop down menu. If you are a charity you will need to select from the specific charity categories displayed.

You will then be asked to enter your business "Contact Details" these contact details should contain items such as your business telephone numbers, email addresses, business address/location etc. If you do not have some of these feel free to leave them blank as users will be able to contact you through the sites contact form. You can also add any extra contact info in the Additional Contact Info field.

After all your contact info fields there will be a field called "Business Tags". This is an important field that helps shoppers find your business on StoreStash. Tags are Keywords that describe your business and should be the tags/keywords that you think people are most likely to type in when searching for your business online. For example if you sell T-Shirts then your business tags could be something like T-Shirts, T-Shirt Shop, Custom Tees, Funny T's, Shirts, Fashion, Clothing etc.

You will then be asked to enter a "Description" this description should be a summary of what your business/charity does and the services or products it provides.

Next up is the Notice Board, this field allows you to post short news stories or messages for your shoppers/viewers to see.

After this you will be asked to enter your “Policies”, these policies should be related to your business and should include things such as your refund/returns policy, your policies on shipping and your Terms & Conditions.

Lastly you will be asked to enter the “Sale Description” in this field you should enter something very short that you think your customers may be interested in hearing about your business/store/charity e.g. “50% off all Glass Products” or something like “New stock coming in January!”

After all fields have been completed you can proceed to the next step which is “Create my Products/Services”, please see the Adding/Editing Products & Services section of the guide below for more details.

4) Adding/Editing Products & Services

4.1) How to get to the My Products/Services Page

4.2) Adding a New Product or Service

4.3) Editing a Product or Service

4.1 How to get to the My Products/Services Page

You may have already added some or all of your products during the registration process but if not you can always edit or add more at any time from your My Account page. To access your Account Page please first sign in using the “Sign In” button at the top right of the page or if you are already signed in you can click the “My Account” button at the top right of the page.

Once on the My Account page, select “My Business” from the menu on the left hand side of the page underneath your profile picture. Then select “My Products/Services” from the My Business sub menu. This will take you to your product management page where you will see a table of all your products and services including the name of the product, current stock and price. You will also see two small buttons next to each product. The first button with the pencil icon will allow you to edit that product. The second button with the eye icon will allow you to view that product.

4.2 Adding a New Product or Service

To add a new product or service go to the My Account > My Business > My Products/Services page and click the “Add Product/Service” button underneath the table of products/services. This will take you to the add item page where you will have to fill in all the details about your new product. For more information on what you need to fill in on these fields please see “Editing a Product or Service” below.

4.3 Editing a Product or Service

To edit a product or service go to the My Account > My Business > My products/Services page and click the small edit button (pencil icon) in the table next to the product/service you wish to edit. This will open a page with all the fields for that product as listed below. To edit these fields, simply click anywhere inside the edit box and type in the new information for that field.

Name –

The name of the product. I.e. Themed T-Shirt

Images –

Here you can upload any photos or images that you have related to your product or service. To upload the primary or “first” image for your item, click the image block on the left hand side of the screen (next to the “Edit Item” heading). To upload further images simply click the plus button in the image field and then select the image you would like to upload from your computer or device storage. For now, you can only upload one image at a time and a total of 4-8 images per product depending on your subscription.

Try to use only good quality images that are not blurred or unclear. Using professional looking images can go a long way to make your products/services more attractive to customers and increase your sales. Adding a plain white background for products and cropping your images to keep them the same size are just some of the ways you can improve your product’s aesthetic. For more hints and tips, consider searching the web for basic smartphone photography tutorials or try consulting with a professional.

Type –

This lets you select whether your item is a product or a service. This will affect where it is found on the site and how it appears in search results.

Category –

The category that you feel best describes your product or service. i.e. Clothing & Accessories

Common Search Words –

Tags or search words are keywords that describe your product or service and make it easier for customers to find when searching the web. i.e. If I’m selling a t-shirt, I’ll type in tags like: Branded t-shirts, Designer Tees, Cotton T’s, Fashion, Funny Shirts. You can also be more specific depending on the product. For example, if you are selling a t-shirt with a photo of a bear on it then try keywords like: bear t-shirt, bear motif, funny bear shirt, grizzly bear t-shirt, etc.

Search words are separated by commas and should be entered like the above examples.

Regular Price –

This will be the normal price of your product excluding shipping or sales discounts. This price should include taxes if applicable for your business, such as VAT. Shipping is calculated separately and does not need to be factored into this price.

Note: if you add a variant/attribute to your product with a different price then this field will disappear and you will need to set regular prices for each individual variation of your product. You can see more info on attributes and variations below.

Sale Price –

If you wish to discount or place a product on sale, you can do so by filling in the new sale price in this field. This value is not deducted from the regular price so make sure you fill in the full sale price of the product in this field and not the amount you would like to discount it by. i.e. You need to work out the discounted price manually and type it in here. Regular Price – R60 Sale Price – R48.

Once you have applied a Sale Price the Regular Price will appear crossed out on your product/service and a percentage icon will be present indicating to shoppers that this item is on sale/promotion.

Note: if you add a variant/attribute to your product with a different price then this field will disappear and you will need to set sales prices for each individual variation of your product.

Stock –

This is the amount of stock you have of the current item. Stock is deducted if you make a sale but obviously we cannot accurately calculate your stock in the real world, so if you sell ten units outside of StoreStash for example, then that will not automatically reflect here. With that in mind please make sure to update this stock field regularly to ensure its accuracy.

Note: if you add a variant/attribute to your product then this field will disappear and you will need to set stock for each individual variation of your product.

Attributes –

An attribute is something that sets otherwise identical products apart. For example, if you sell plain T-shirts that come in different colours and sizes but are basically the same item except for those differences then you could create a single product called “Plain T’s” and just add “Colour” and “Size” as attributes. This saves you time and effort because you don’t need to create a new product for every single small variation your products/services may come in. Once set, your customers will be able to select from the different attributes when shopping allowing them to order a “Green Medium T-Shirt” for example.

The attribute field also works in conjunction with the Variation field explained below. For example, let’s say that you want to charge slightly more for large T-Shirts than you do for small T-Shirts, you can then add 2 variations. One for small T-Shirts and one for large T-shirts and set their prices individually. You can also take it further by adding a variation that applies to multiple attributes. For example, a green medium T-shirt could be priced differently to a blue small T-shirt etc.

To add an attribute, simply click the plus icon in the attribute field after which you will see new fields appear. Now type in a name for your attribute in the Variation Name field i.e. colour. Then next to it in the Options field, type in the different options you have related to this attribute separated by commas. i.e. blue, red, green, yellow.

After adding an attribute please click save attributes at the bottom of the section so that the newly created attribute will now appear in the variations menu. If your product needs to be priced differently based on what attribute a shopper selects, then you can now add price variations in the variation fields below.

Variations –

As explained above, variations work in conjunction with attributes and allow you to set up different pricing criteria for a single product. This means you could price the same product differently depending on its attributes. i.e. A product could be priced higher/lower depending on what colour you order it in, it is however still the same product.

To do this first make sure you have created one or more attributes as explained in the above section. Once you have created an attribute and clicked save changes, simply add a variation by clicking the plus icon in the variation field. You will see new fields appear. You can now select the options of the attribute you created previously using the drop down menu titled "Variation Name". For example, you can select red, blue, green etc. Select each option and fill in the stock, price and sale price if applicable. This allows you to set different stock and price values for each option.

You can view your other variations that you created by clicking on them in the variations field, they will be labelled "Variation #1", "Variation #2" etc.

After you have added all your attributes and variations please save changes and view your product to make sure that all your options and prices are set up correctly from a customer's perspective.

Item Description –

This is where you can fill in all the details about your product or service, such as a short description, specifications and any other info you want your customers to see. Try not to fill in too much information though, as it may discourage potential buyers from reading the description.

5) Setting up Shipping Options

5.1) How to set up shipping for my store

5.2) Contacting Couriers & Setting Prices

5.1 How to set up shipping for my store

Please remember that StoreStash does not handle delivery or transport of any goods or services that are sold through www.storestash.com. It is the sole responsibility of the store owner/seller to organise shipping for their products and ensure they are delivered to their respective buyers in a timely manner.

Shipping is not set up by default when you create a store on StoreStash, so it should be one of the first things you do after adding your products/services. To set up shipping, first go to your My Account Page. To access your Account Page please first sign in using the "Sign In" button at the top right of the page or if you are already signed in you can click the "My Account" button at the top right of the page.

Once on the My Account page, select "My Business" from the menu on the left hand side of the page underneath your profile picture. Then Select "My Shipping" from the My Business sub menu. This will take you to your shipping management page where you will see all your shipping options including free shipping, local delivery and local pickup.

Before you set up your shipping please note that these shipping options are storewide and will affect all products and services in your store. This means that whatever shipping prices you set here will be the same on all your products.

To set your shipping, simply select enabled or disabled in the Status field under each delivery option. For example if you select “Disabled” from the drop down menu under Free Shipping then none of your products will be eligible for free shipping regardless of the order amount.

Once you have enabled/disabled the shipping types you would like to offer you can then choose the availability by country. This will allow you to select which countries you are willing to ship to. At the moment you may only choose your local country.

Finally, you can select the price of your shipping services.

For free shipping you can select what amount will make the order eligible for free shipping in the “minimum Amount” field. For example if you type in 200, then all orders over the value of R200 (or your local currency) will receive free shipping.

In the cost field under Local Delivery you can set your shipping price. The price you set here will determine how much is charged to the buyer at checkout, provided their order is not eligible for free shipping and they have not selected local pickup. The amount you fill in here will be the amount that you are charging to courier/deliver your product/service to the buyer. This price is storewide and will be the same for all your products. If you have a product with a vastly different shipping cost to your other items we would recommend setting the base price of the product higher to factor in the extra shipping cost. StoreStash hopes to introduce more flexible shipping options in the near future so please keep checking back with us.

Local pickup means that the buyer will collect the product from your store/business physical location so you cannot set a price for this option.

5.2 Contacting Couriers & Setting Prices

When setting up shipping options for your store it is important to know what your couriers or other delivery services will charge you to take your product to your customer once they have placed an order. Knowing this will allow you to set a general shipping price for your products and ensure that you aren't losing money when shipping your items.

To start with, you first need to gather up some information on your own products which the courier companies will need to be able to give you a quote. Most courier or delivery services require the following information:

The dimensions of the box or packaging that your product will be in when you give it to the courier. This normally includes the length, width and height of the packaging in centimetres or millimetres.

The weight of the package you will be sending, usually in kilograms.

The type of item you are shipping, e.g. jewellery, car parts, kitchen appliances etc.

The type of packaging, e.g. a box, bag, envelope, crate, paper or plastic wrapping, no packaging etc.

Where the item is going to be shipped to. In this case because you are selling products online you are going to be shipping to anywhere in your local country.

Once you have all of the above information you can contact a courier or delivery service to get a price on shipping your products. It would be best to do this by phoning or emailing a few different courier companies to see who can give you a good a price. Most couriers also have stock forms or pricing tables on their websites which can give you a general idea of what shipping your product will cost based on the information you gathered earlier.

Some good couriers in South Africa:

Fastway

FedEx

RAM

Dawn Wing

DHL

Time Freight

PostNet

Aramex

Mr Delivery

6) Advertising your business

6.1) Why is advertising your business important?

6.2) How and why you should advertise with StoreStash

6.3) Other tips on effective advertising

6.1 Why is advertising your business important?

- The first and most important reason for advertising your business is that it creates awareness and helps to get your business/products/services out there. Advertising helps to show your target demographic why there may be a need and what the related benefits for your particular business/product/service are.
- Advertising helps you target your ideal customer/demographic. For example if you find that people of a particular age tend to use your products more than any other, then you can focus your advertising to suit what they prefer and help show your business/product/service to the ideal people.

- Advertising helps retain a loyal customer base while attracting new customers. An ongoing advertising campaign can really help remind your existing customers that your business/product/service is out there and that they can trust in your brand to deliver it.
- Some of the best forms of advertising are online. It is cost effective, convenient, it helps overcome barriers of distance and helps you reach your customers by widening your target market. It's quick, cost effective and easy to setup here on StoreStash. Check the next section 6.2) How and why you should advertise with StoreStash for more information.

6.2 How and why you should advertise with StoreStash

Taking an advertising package with StoreStash is a great way to boost your brand exposure and help you to get through to new customers. We offer a wide range of advertising slots on StoreStash ranging from our Side Banners (which are ideal for smaller businesses that are just starting their advertising campaign) to our more premium Featured Banners (which are ideal if you are looking to really showcase your business online). These advert slots are displayed throughout www.storestash.com and are seen by everyone who uses the website, so you can think of them like "online bill boards" or magazine ads which are seen by our user base.

StoreStash is an online marketplace where people come to shop or look for goods/services. Taking an advert with us means that your business or product will be showcased to users who already have the intention of buying or shopping and if they click on your ad they will be taken directly to your StoreStash storefront where they can purchase your products quickly and easily. We also offer more customized advertising solutions where we can design your ads for you and change how they are displayed based on your individual needs such as linking to external pages or displaying at certain times etc. For more information on our custom tailored solutions please [contact us](#).

You can access and view these advertising packages underneath the "HOW IT WORKS" menu option, in the "Pricing" tab on the main menu bar of the site. These packages can also be found underneath your "My Packages" tab in your "My Account" section (if you have created a profile/have logged in).

To take an advertising package with us, simply go to My Account > My Packages and select the type of advert you would like at the bottom of the page. You can choose from the following:

Home Page Featured – This package will make your business one of the featured businesses on the www.storestash.com home page which everyone sees straight away each time they come to the site.

Main Banner – This advertising slot is located at the top of most pages on StoreStash and is a large horizontal space where you can display any advert you would like.

Side Banner – This a slightly smaller square ad slot found on the bottom left hand side of most pages on StoreStash. This is a great entry level package and is seen by most users.

Once you have selected a package simply add it to your shopping cart and proceed through the checkout process to pay for the advert. You may also need to upload the image that you would like to be displayed for the advert on some packages. If you need a custom advert designed or assistance with taking an advertising package please don't hesitate to [contact us](#).

Please also note that StoreStash staff will need to review your advert before it is uploaded so your ad will not start displaying immediately. Please allow up to 24hours for your advert to start displaying on StoreStash.

6.3 Other tips on effective advertising

Creating a StoreStash Business profile will already have you on track to advertising your business effectively. This profile will provide you with a way to showcase your business/products/services online. Here are a few tips to help you effectively advertise your business:

- Tell everyone you know to go Stash and Share your business profile on StoreStash. Word of mouth can be extremely effective.
- Share your profile on other social media and encourage others to check it out. Some people may not be aware that you have an online store/profile, so try and get the news out there on as many different platforms you can.
- The more your business increases/grows make sure to do the same for your advertising campaign. The bigger the campaign, the more business you could potentially get.
- Keep the content you use in your advertising up to date and fresh, make sure if your contact details change or if you have new products/services your customers know about it!
- Try different forms of advertising and see what works best. If traditional methods of advertising such as magazine advertising works for one business, this does not mean it will work for yours. Try new forms of advertising such as online.

7) Withdrawing your Earnings

7.1) How do transactions work on StoreStash

7.2) Deductions and Fees

7.3) How to get to the My Earnings / Pay-outs Page

7.4) How to withdraw My Earnings on StoreStash

7.1 How do transactions work on StoreStash

When you make a sale on StoreStash you may notice that the money for that sale will not automatically appear in your bank account like it would with a normal credit card payment. Don't worry, this isn't because the order hasn't been paid for, it has. It's just been credited to your StoreStash Account instead. This happened because StoreStash uses a Credit and Pay-out based system to make online transactions cheaper and more accessible for everyone, meaning we facilitate the transaction so you don't have to.

You can access your earnings from your sales at any time but in order to do so you need to go to your My Earnings page and choose the amount that you wish to withdraw, StoreStash will then pay

the chosen amount directly into your bank account. There is a small withdrawal fee, so you might find it best to withdraw your earnings at regular intervals, for example weekly or after every couple of sales. Please Note: StoreStash does not save your banking details and will not automatically pay your business earnings out to you. In order to receive your earnings, you must log into StoreStash.com and withdraw your earnings. For more information on how to do this please see the “How to withdraw My Earnings” section below.

Please Note:

Transactions on StoreStash are processed between multiple banks and service providers and could take up to 72 hours to complete. This means that even though you have made a sale/received an order, the money for this order may take some time to be processed (usually less than 48 hours) depending on the bank and payment method used. In this case your current balance on StoreStash might not update to reflect the amount from pending orders straight away and cannot be withdrawn until it does. Please be patient as your available balance will update as soon as the funds have been processed.

Please also remember that any orders you receive through StoreStash have been paid for in full by the buyer, so please fulfil them as per normal and you can access your earnings as soon as they become available.

For help on how to withdraw your earnings please read the below sections.

7.2 Deductions and Fees

Creating a basic profile on StoreStash is free but unfortunately online transactions are not, this is because they need to be processed through multiple banks and payment facilitators. Below you can find explanations of the different transactions fees on StoreStash and how they will affect you as a store owner.

General Transaction Fee – This is the main transaction fee (8%) that will be charged on all transactions through StoreStash.com, meaning every time you make a sale on StoreStash you will be charged 8% of the total value of that order/sale to cover all the costs involved.

For example, if you sell a product for R100 and that product has a shipping cost of R50 the total that your buyer will pay is R150. However, the total that you will receive from the sale is R150 – 8% which equals R138. With this in mind we recommend raising your product prices slightly in order to cover this percentage (if necessary).

Decline Transactions – Declined transactions occur when a user goes all the way through the checkout process up until the point where they need to fill in their credit card details or choose an alternative payment method and then they cancel the order. At this point if the user exits the checkout process it counts as a declined transaction and the cost of this cancellation (R1.50) will be charged to the store owner. The reason this charge is in place is because even though the transaction was cancelled, the payment facilitator’s system was still accessed and there are bank charges every time this happens. Decline transactions are very rare but can occur, so if your StoreStash current balance is slightly off, it may be because you had one or two declined transactions.

7.3 How to get to the My Earnings / Pay –outs Page

You can withdraw your earnings from your StoreStash account at any time by accessing the My Earnings tab in your My Account Page. To access your Account Page please first sign in using the “Sign In” button at the top right of the page or if you are already signed in you can click the “My Account” button at the top right of the page.

Once on the My Account page, select “My Business” from the menu on the left hand side of the page underneath your profile picture. Then Select “My Earnings” from the My Business sub menu.

7.4 How to withdraw My Earnings on StoreStash

To view or withdraw your earnings on StoreStash, simply go to My Account > My Business > My Earnings. From this page you can view:

Total Revenue (Your total income on StoreStash before deductions)

Total Profit (Your total income on StoreStash after deductions, deductions include the transaction fee and declined/cancelled transactions)

Current Balance (The amount currently available in your StoreStash account which you can withdraw)

Current Rate (The percentage of your total revenue that you are actually receiving after deductions).

To make a withdrawal enter the amount you wish to withdraw, remember you can only withdraw from your current balance and there will be a small withdrawal fee which will be deducted from the amount you entered. For example, if you wish to withdraw R1000 then the R5 withdrawal fee will be deducted and R995 will be paid into your bank account.

After entering the amount, select your withdrawal method which may differ depending on country. Lastly enter your bank details including the Account Holder Name, Account Number, Branch Code, Bank Name and country and then click the Submit Request button below. You will now see your withdrawal request appear at the top of the page and an email will be sent to you by Paycent titled “Withdrawal Authorisation Required”. Click on the link in this email and you will be taken to the Paycent authorisation page which will display a summary of your withdrawal request. Please double check that all your banking information is correct at this stage and then click the “Authorise” button to withdraw your earnings.

Please Note:

Transactions on StoreStash are processed between multiple banks and service providers and could take up to 72 hours to complete. This means that even after you have authorised your withdrawal on Paycent the money will not reflect in your account immediately. Please be patient and allow a day or two for the pay-out to be processed just as you would when doing an EFT to a different bank.

IMPORTANT: Please ensure that you enter the correct banking details. While we do make every effort to verify your account, StoreStash cannot be responsible if you provide the incorrect banking details and this may lead to you losing the amount requested without the possibility of a refund.

8) Charity Information

8.1) What qualifies you for a Charity Profile on StoreStash?

8.2) What documents must I provide to verify my StoreStash Charity Profile?

8.3) Tips to help receive more donations/traffic to your Charity Profile

8.1 What qualifies you for a Charity Profile on StoreStash?

Registering a charity profile on StoreStash is a great way of getting extra exposure for your cause and also allows you to make full use of our online store functionality. You can also receive donations directly through the site and enjoy lower rates on all of our advertising and upgrade packages.

If you wish to create a Charity Profile on StoreStash you will need to be able to provide legitimate reasons for the Charity/Causes existence. Being a registered non-profit organisation (NPO) is not a requirement but it will make our verification of your Charity/Cause much easier. When registering a Charity Profile, you will be verified by a StoreStash staff member and will be required to provide proof of legitimacy for your organisation or cause. For more information on what will be required for verification please see the below sections (8.2).

See the following link for registering to become a non-profit organisation (NPO) in South Africa:
<http://www.gov.za/SERVICES/REGISTER-NONPROFIT-ORGANISATION>

Charities may sell products/services on www.storestash.com although all profits made from these must be going to the Charity/Cause itself.

If there are any question or concerns about registering your charity/cause do not hesitate to contact us via email: info@storestash.com.

8.2 What documents must I provide to verify my StoreStash Charity Profile?

After registration you will be contacted by StoreStash employees, they will then begin the process to verify that your charity/cause is legitimate.

- If you are a registered NPO or other type of charity organization that is recognized by local government, you may be required to upload/send StoreStash your registration documentation.
- Motivation for your charity/cause in the form of a written document or summarized motivation letter may also be required.

- Supporting evidence for your charity/cause in the form of press/media coverage, testimonials, references etc. may also be required.

StoreStash will not necessarily request all of the above information and will rather request only what is required on a case to case basis to verify your profile.

Funds may be withheld/refunded if your charity/cause has been flagged for a negative reason (such as not being legitimate) by a user or by one of our staff members. Please note: It is a criminal offence for an organisation to operate under the pretence of a registered NPO.

8.3 Tips to help receive more donations/traffic to your Charity Profile

- Make sure all your info/content that is uploaded to StoreStash is up to date and is without spelling/grammatical errors. This will reassure people that your profile/cause is legitimate.
- Take an advert with StoreStash and your charity/cause will be seen by other users on the site. There are different options and pricing for different types of advertising on StoreStash, check the bottom of the “Pricing” page to see what would best suit your needs.
<http://storestash.com/pricing/>
- Create and utilize other social networks to direct traffic to your StoreStash page. For example, you could place a link (Every store/charity on StoreStash has their own unique web address, this can be seen when visiting your profile at the top of your browser in the web address bar e.g. <http://storestash.com/shop/yourcharityhere>) encouraging people to visit your StoreStash page via your charity’s Facebook or Twitter profile.
- Make sure you regularly update/post photos and short stories/messages in your “Notice Board” and in your banner image/logo slots.

9) Rules for sellers

9.1) General rules and terms for storestash.com

9.2) What can and can’t you sell on StoreStash?

9.3) Content regulations and profile verification

9.4) Order fulfilment Terms & Disclaimer Summary

9.1 General rules and terms for storestash.com

www.storestash.com is a free to access website designed to help you grow or start your business online, however there are certain rules and conditions you must abide by when using storestash.com. Our [Terms of Service](#), [Privacy Policy](#) and rules for the usage of storestash.com are in place to ensure we maintain the highest level of service and provide a safe and fair environment for both shoppers and store owners on our website. We ask that you read and follow the rules we have

set out so that everyone can continue to enjoy and benefit from all the great features StoreStash has to offer.

The storestash.com full [Terms of Service](#), [Privacy Policy](#) and [Order Disclaimer](#) can be viewed [here](#)

A general summary of our rules can be viewed in the sections below. Please note: The below are general guideline rules and do not constitute the entirety of our [Terms of Service](#). Even if a specific rule or condition is not listed here it does not mean that it is not present in our full [Terms of Service](#) or is acceptable on storestash.com. Any breach of our [Terms of Service](#) or the below rules could result in your StoreStash account being suspended or permanently banned without prior notice or refund. StoreStash staff WILL verify all profiles created on www.storestash.com and will attempt to verify all content within reason. StoreStash may issue you with a warning, suspend or permanently ban your StoreStash account without prior notice or refund if we feel your conduct or content is not in line with our vision for a safe and fair environment on storestash.com. If you see any content on StoreStash which you find offensive, potentially illegal or in breach of our rules please contact us immediately. Please ensure you read and understand our [Terms of Service](#) before using www.storestash.com.

General rules on StoreStash

Responsibility. Each User and Business is responsible for its conduct or content on StoreStash. Each Business must ensure that its Users have the correct permissions to act on StoreStash.

Do not upload any content or perform any action that is in violation of our [Terms of Service](#) or [Privacy Policy](#).

Do not upload any content or perform any action which may be unlawful, harmful, threatening, abusive, harassing, defamatory, libellous, invasive of another's privacy, or harm minors in any way.

Do not harass, stalk, degrade, intimidate, or be hateful toward an individual or group of individuals.

No one may impersonate any person, falsely state, or otherwise misrepresent its affiliation with any person.

No content or user action may be false, deceptive, misleading, deceitful, or constitute "bait and switch".

Do not infringe any patent, trademark, trade secret, copyright, or other proprietary rights of any party.

Any chain letter, pyramid scheme, or advertisement that is prohibited by law, is prohibited on StoreStash.

The advertising and provision of any illegal service or the sale of any goods that are prohibited or restricted by applicable law are prohibited.

Malware or badware is prohibited.

Do not negatively affect the ability of anyone else to use StoreStash.

Do not employ misleading email or IP addresses, or forged headers or otherwise manipulated identifiers in order to disguise the origin of Content transmitted through StoreStash.

No one may impose an unreasonable or disproportionately large load on our infrastructure.

Do not attempt to gain unauthorised access to StoreStash or engage in any activity that disrupts or diminishes the quality of, interferes with the performance of, or impairs the functionality of StoreStash.

9.2 What can and can't you sell on StoreStash?

What you can't sell:

Any illegal items, services or controlled substances may not be sold on storestash.com under any circumstances.

Any Firearms or Firearm components which require a license. (Certain pellet and paintball guns etc. may be acceptable)

Any ammunition, explosives or illegal weapons. (Certain pellet and paintball guns etc. may be acceptable)

Any illegal drugs, pharmaceuticals and poisonous, toxic or infectious substances.

Any unidentifiable material, substance or chemical.

Any Items or Services which infringe on any patent, trademark, trade secret, copyright, or other proprietary rights of any party.

Any Item or Service which may be unlawful, harmful, threatening, abusive, harassing, defamatory, libellous, invasive of another's privacy, or harm minors in any way.

Any Item or Service which can be interpreted as having the intended or likely use be to harass, stalk, degrade, intimidate, or be hateful toward an individual or group of individuals, impersonate any person, falsely state, or otherwise misrepresent its affiliation with any person.

Any item or service that may be false, deceptive, misleading, deceitful, or constitute "bait and switch" or negatively affect the ability of anyone else to use StoreStash.

Mythical or fictitious items or services.

Any Endangered Animals or insects, dead or alive. This includes any body parts or substances made from or tested on endangered species.

Any living animals or insects. (Animals up for adoption or sale may be listed on StoreStash under the condition that the "Purchasable" field for product/service is set to "No". This means we may allow you to showcase which animals you have available for adoption but they may not be purchased online through storestash.com).

Any Human remains, organs, bodily fluids or any other body parts.

Pornography of any kind and items of an adult nature which display nudity or profanity in the item images.

In the case of certain items, services or substances such as Alcohol, tobacco or pharmaceuticals which require a specialized license to be legally sold, your license to sell these items will need to be

verified by StoreStash staff before you can upload these items on storestash.com. Please remember that you accept full legal responsibility for selling these items on storestash.com and StoreStash will not accept any liability related to these items under any circumstances.

StoreStash reserves the right to delete any items, suspend or permanently ban your account without prior notice if we deem them to be in any way illegal or inappropriate to be listed on storestash.com. This includes items or services which may technically be legal to sell but may not be in line with our vision for appropriate content on StoreStash.

What you can sell:

Any legal product or service that does not breach our [Terms of Service](#) or fall under any of the above mentioned categories

We strongly encourage locally made goods as their production and sale helps support the local economy

We also recommend looking for local suppliers of goods that you may already be importing. Often there are small local businesses that can provide the same or similar products and services at better prices. Supporting local businesses also aids in job creation and can improve the overall economy in your country.

Any products or services produced for or by charity type organizations/businesses. In today's world there aren't many charities that can survive on donations alone, so many turn to producing and selling their own products or services to cover expenses. If you are running any kind of charity initiative, you should consider offering a product or service to help support your cause. After all many successful charities are businesses first.

As a shopper or small business owner, if you're looking to help out and support a good cause why not look for a local charity that you could work with. There may be a charity producing a product which you could help sell at your existing business or they may be capable of providing a service you require. By giving your business to a local charity you could help them to stay afloat and continue the good work that they do. Remember money and time are not the only things you can donate, sometimes your business can be far more valuable.

9.3 Content regulations and profile verification

In an effort to ensure that storestash.com remains a professional, clean, safe and fair environment for all users, StoreStash staff will manually verify all profiles created on storestash.com.

What does this mean?

It means that at some point after you have created your profile on StoreStash our staff will be checking up on it to make sure you haven't uploaded anything that violates our [Terms of Service](#). In short, if you upload anything illegal, extremely offensive or scam related you can expect to receive a warning or have your account permanently deleted without prior notice or refund. All profiles will also be re-checked regularly by our staff, so even if we somehow miss something the first time, we'll catch it eventually.

With that in mind we urge everybody to please just be cool and follow the rules. StoreStash is determined to provide the best possible service to all our users with the hope that we can aid small businesses, charities and individuals to make the world a better place, so please don't spoil it for everyone by doing things you aren't supposed to.

If you notice anything out of place, offensive or illegal that looks like it doesn't belong on StoreStash please let us know right away!

Acceptable Content

StoreStash is an online marketplace focused on helping users grow their businesses online but there are certain "businesses" and content we simply can't allow because it's either illegal or would harm or offend our other users. Please take note of the below list of unacceptable content and do not under any circumstances upload it to StoreStash.

Anything illegal

Pornography or other adult content

Content that is excessively offensive to a particular person or group of people

Anything that promotes the sale and or use of illegal narcotics or other control substances

Any content which infringes on any patent, trademark, trade secret, copyright, or other proprietary rights of any party.

Any content which may be unlawful, harmful, threatening, abusive, harassing, defamatory, libellous, invasive of another's privacy, or harm minors in any way.

Any content which can be interpreted as having the intended or likely use be to harass, stalk, degrade, intimidate, or be hateful toward an individual or group of individuals, impersonate any person, falsely state, or otherwise misrepresent its affiliation with any person.

Any content that may be false, deceptive, misleading, deceitful, or constitute "bait and switch" or negatively affect the ability of anyone else to use StoreStash.

Anything that fits into the "What you can't sell" section above and anything that is in breach of our Terms of Service

To summarize, please help us to keep StoreStash a decent and professional space by being mindful of what you upload and adhering to our rules and Terms of Service.

Disclaimer:

StoreStash has the sole right to determine what content is or isn't appropriate on www.storestash.com or any of our affiliate sites. We may not have listed all types of inappropriate content or products/services in the sections above but even if it is not on this list, if we deem your content to be in breach of our [Terms of Service](#) or vision for StoreStash, we reserve the right to remove it or ban your account without prior notice depending on the severity of the infringement.

9.4 Order fulfilment Terms & Disclaimer Summary

As a seller on StoreStash you agree that you are legally obligated to provide any products or services that you display on your business page/ StoreStash storefront, just as you would be if you had a physical storefront or another website for your business.

When orders are placed on StoreStash the buyer pays for the product at checkout and although the money for the order may take a day or two to be processed and reflect in your StoreStash account, rest assured payment for your product or service has been made. At this point, as soon as you have received a new order in your “My Order Inbox” it is your duty to fulfil this order. Please fulfil your orders in a timely manner to keep your customers happy and attract new customers to your store.

Should you be unable to fulfil an order for any reason please contact the customer who purchased the item immediately and inform them that you will not be able to complete their order. You may then offer them a refund or provide them with an alternative item of the same value etc. based on your store policies. Please Note: StoreStash cannot refund your customer directly and transactions cannot be cancelled once initiated, so in the event of a problem with an order you will have to refund your customer outside of StoreStash and then you can withdraw the money from your StoreStash account when it becomes available.

To avoid problems with orders, please ensure that you have sufficient stock or capabilities to provide any products or services that you advertise on StoreStash. Fulfilling orders is solely your responsibility as the store owner/seller.

Disclaimer:

StoreStash is only a platform which hosts the online storefronts of other businesses. StoreStash will not accept any legal responsibility or liability for any products or services sold through StoreStash. StoreStash will not provide any refunds or exchanges on products or services listed on StoreStash for the above reason.

Our order disclaimer can be viewed below and must be accepted when purchasing any product or service on StoreStash.

By clicking ‘Place Order’ you are agreeing to the Terms of Service and [Privacy Policy](#) of StoreStash PTY Ltd and www.storestash.com and that you have read and understood this disclaimer. You are also agreeing to the policies of the Stores/Businesses hosted on www.storestash.com with whom your order will be placed. These policies can be viewed on the individual store pages of these companies under “Our Policies” and may include but are not limited to Terms of Service agreements, Privacy Policies, Return Policies and General Disclaimers. All purchases made through www.storestash.com are subject to our Terms of Service and are processed between the buyer and seller only. StoreStash PTY Ltd is a marketplace service which hosts the online storefronts of individual businesses. StoreStash PTY Ltd will not be held liable or responsible under any circumstances for any undelivered, broken, damaged or unsatisfactory goods or services purchased from Storefronts hosted on www.storestash.com. Any and all claims, should they arise, must be taken up with the business/store with whom the order was placed and by clicking “Place Order” you agree to release StoreStash PTY Ltd from any and all claims or liability that may arise as a result of your order being placed with a business whose online storefront is hosted on www.storestash.com

10) Problems & Refunds

10.1) What should I do if I have a problem with a product/order?

10.2) StoreStash's policies on refunds/problems for Store/Charity Owners

10.1 What should I do if I have a problem with a product/order?

StoreStash is only a platform which hosts the online storefronts of other businesses and unfortunately cannot offer refunds or exchanges on behalf of the stores whose products or services are sold on StoreStash.

If you are dissatisfied with any product/service or order that you have made on StoreStash please contact the store/business which you purchased the product from directly and they should try to resolve the issue based on their business policies. If the store/business from which you purchased the product does not respond within 2-3 working days or is not willing to assist you and you are still unsatisfied with the transaction please contact us directly so that we can investigate.

You can contact us directly using the [contact us](#) page or via email: support@storestash.com

Please assist us by providing in the email the exact details of why you are contacting support, including the following (If applicable):

- Your full name and surname
- Your additional contact details
- Short summary of why you are contacting support
- Full name of Store/Charity/User you are having an issue with
- Full name of Product/Items ordered
- Any additional information you deem to be necessary

All support tickets should be responded to within 24-48 working hours. If you have any concerns or haven't received a reply, please contact us on 079 860 9908.

10.2 StoreStash's policies on refunds/problems for Store/Charity Owners

As a seller on StoreStash you agree that you are legally obligated to provide any products or services that you display on your business page/ StoreStash storefront, just as you would be if you had a physical storefront or another website for your business. Please fulfil your orders in a timely manner to keep your customers happy and attract new customers to your store.

Should you be unable to fulfil an order for any reason please contact the customer who purchased the item immediately and inform them that you will not be able to complete their order. You may then offer them a refund or provide them with an alternative item of the same value etc. based on your store policies. Please Note: StoreStash cannot refund your customer directly and transactions cannot be cancelled once initiated, so in the event of a problem with an order you will have to

refund your customer outside of StoreStash and then you can withdraw the money from your StoreStash account when it becomes available.

To avoid problems with orders, please ensure that you have sufficient stock or capabilities to provide any products or services that you advertise on StoreStash. Fulfilling orders is solely your responsibility as the store owner/seller.

If you cannot resolve a dispute/problem with one of your orders or clients on StoreStash please [contact us](#) directly and we will try to assist you.

Disclaimer:

StoreStash is strictly a service provider which offers an online platform/marketplace for other users to sell their products/services online. www.storestash.com and Storestash (PTY) Ltd accept no liability or responsibility for any problems/issues that relate to but are not limited to missing, damaged, refunded and undelivered products or services sold through/on StoreStash.

StoreStash is also not liable/obligated to provide any refund or money back under any circumstance relating but not limited to missing, damaged, refunded and undelivered products or services sold through/on StoreStash

11) My Store Policies

11.1) Why are policies/terms and conditions necessary?

11.2) Main points any policy should include

11.1 Why are policies/terms and conditions necessary?

Store/business policies can be as important as the products/services you sell. They help you to prepare for future possibilities that may arise when running a store/business. The majority of stores will run into issues somewhere along the line and these policies will help protect you from any problems that may come up. Along with helping to protect you as a business owner, these policies also help to show potential customers how you run and operate your business.

These store policies do not have to be as long and as drawn out as you would think, instead they should be clear and concise and should describe exactly what your policies apply to and how they work.

11.2 Main points any policy should include

Here are some of the main points any policy should contain (Note: depending on the size of your business/store there may need to be a lot more):

- **Customer Services** – This should encourage buying and make customers feel as if you are available anytime if they have questions or concerns (any good store owner should be!) Example: “Feel free to contact me if you have questions or concerns. I hope to use these to constantly improve my products/services.”
- **Return/Refund Policies** – This should include what customers should do if there is an issue with the product they have received or if they are not happy with the final product and want to refund it. Example: “Please contact me via email for any return/refund requests, if there is a problem with the product/service we will be happy to help.”
- **Tax/VAT** – If your business has to charge tax/VAT on its products/services please make sure to include this in your list price! Example: “We charge a tax of X% on all our products and services, the tax is included in the list price.”
- **Packaging** (this isn’t always necessary to include) – Display how your products are packaged and if there are any special options such as gift-wrapping available etc. Example: “All our products are packaged carefully in bubble wrap and are handled with extreme care. Gift-wrapping is also available, please contact us if you wish to have your product gift wrapped.”
- **Shipping Information** – This is one of the most important aspects of a good policy. Display what your standard method of shipping is and how long it will take for a product that is shipped to reach the customer. You should make sure to specify the different policies for international and domestic shipping. Example: “All domestic orders are shipped in 72 Hours using RAM couriers. If you are an international customer please contact me for a personalized time frame on shipping.”
- **Legal/Disclaimers** – This should contain any additional legal information that you want to display to your customers. It is very important to protect yourself legally by having a disclaimer written up that helps protect you in certain situations. These disclaimers should be suited and written for your specific business, depending on what you sell/offer.
- **Custom Orders** (if this applies to your business/service) – This should display any options you have for custom orders. These could range anywhere from just changing the colour of a product to creating an entirely new custom one. Example: “Please contact me if you have any custom order requests, we love helping and sharing in new and exciting ideas!”
- **Customer Commitment** – Here you should share a short statement about why you are committed to your customers. This is an opportunity to show your customers you care and that you have/uphold a high standard for your products/services. “Here at my Store we take the utmost care with each and every product that goes out of our doors. Rest assured we will make you smile!”