

STOCK2TRACK

eCommerce & Online

User manual and guide — online orders, your web shop's look, members, Amazon listings and Swiggy/Zomato setup

START HERE

Before you begin

Your web shop and the back office share one product list, one stock and one set of customers. An order on the shop appears in Online Orders; the stock moves when it is invoiced.

1. In **Admin > Module Setup**, switch on **eCommerce**, and **Members, Marketplace** or **Online Aggregators** if you use them.
2. Give products pictures and descriptions (Inventory manual).
3. Choose a theme and set your store details (Chapter 4).
4. Add banners (Chapter 2).

Chapters

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| 1. Online Orders | 5. Members |
| 2. Banners | 6. Amazon Listings |
| 3. Category Pictures and Pages | 7. Swiggy and Zomato Setup |
| 4. Theme and Store Details | 8. Catalogues |

Online Orders

Orders placed on your web shop, from placed to delivered.

Who	Store staff	How often	Several times a day
-----	-------------	-----------	---------------------

Why it matters

An online customer waits without seeing you. Orders confirmed and shipped quickly are the ones that come back.

How to use it

1. Open **eCommerce › Online Orders**. The tiles show today's orders, pending orders, today's revenue and the amount pending.
2. Press the eye icon to see the order: customer, payment, address, timeline and items.
3. Move the order on with **Update Status**: Confirmed, then **Convert to Invoice**. The bill is created and the stock leaves your shelf.
4. Then Shipped (with the courier and tracking number), In Transit, Out for Delivery and Delivered (with who received it). For cash on delivery, Delivered marks the payment as collected.
5. Use **Edit Order** to change items before shipping; an existing bill is updated with it.

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CLASSIC BLUE

QUICK INVOICE

NEW INVOICE

Online Orders

From Date

17-09-2026

Today's Orders

3

Actions

Order No

WEB5021

WEB5022

WEB5023

WEB5020

WEB5006

WEB5014

WEB5015

WEB5005

WEB5017

WEB5013

WEB5019

WEB5001

Vasanthi Kumar

Sai Joshi

9000100055

9000100045

Cancelled

Delivered

COD / Pending

COD / Collected

3

2

5,097.00

1,098.00

-

-

Placed On

17-Oct-2026 09:17 PM

17-Oct-2026 07:17 PM

17-Oct-2026 03:17 PM

16-Oct-2026 06:17 PM

14-Oct-2026 10:17 PM

11-Oct-2026 07:17 PM

11-Oct-2026 06:17 PM

10-Oct-2026 04:17 PM

07-Oct-2026 02:17 PM

07-Oct-2026 02:17 PM

07-Oct-2026 12:17 PM

05-Oct-2026 01:17 PM

Order #WEB5021

Customer

Swathi Dsouza

9000100037

Status

Placed

Payment

Method: Online

Status: Paid

Totals

Sub Total: 3,847.00

Tax: 0.00

Grand Total: 3,847.00

Delivery Address

Flat 12, Sri Sai Residency, Madhapur, Hyderabad 500081

Timeline

Placed 17-Oct-2026 09:17 PM

Order Items

Product	Qty	Price	Discount	Total
Leather Wallet	1	999.00	0.00	999.00
Kids Denim Shorts	1	649.00	0.00	649.00
Women's Printed Saree	1	2,199.00	0.00	2,199.00

CLOSE

Figure 2. An order

1 Customer, payment, address, timeline and items

Before you start

Privilege **Orders**. The **eCommerce** module must be on.

Good to know

- An order must be invoiced before it can be shipped.
- Cancelling after the invoice does not cancel the bill or return the stock; raise a return.
- Status changes made here do not message the customer. Call or WhatsApp them yourself.
- There is no bell alert for new web orders; check this page through the day.

Banners

The pictures on your shop's home page: the top carousel and the mid-page spotlight.

Who	Owner	How often	For each campaign
-----	-------	-----------	-------------------

Why it matters

The banner is the first thing a visitor sees. Change it with every festival and offer.

How to use it

1. Upload the picture somewhere public (1920 × 500 pixels, under 200 KB) and copy its https address.
2. Open **eCommerce > Banners**. Type the **Title** and **Subtitle**, paste the **Image URL**, and type where a tap should go in **Link URL**.
3. Choose the **Position**: Hero (top carousel) or Spotlight (mid-page). Set the order and press **Add Banner**.
4. Your banners are listed below; edit, switch off or delete them there.

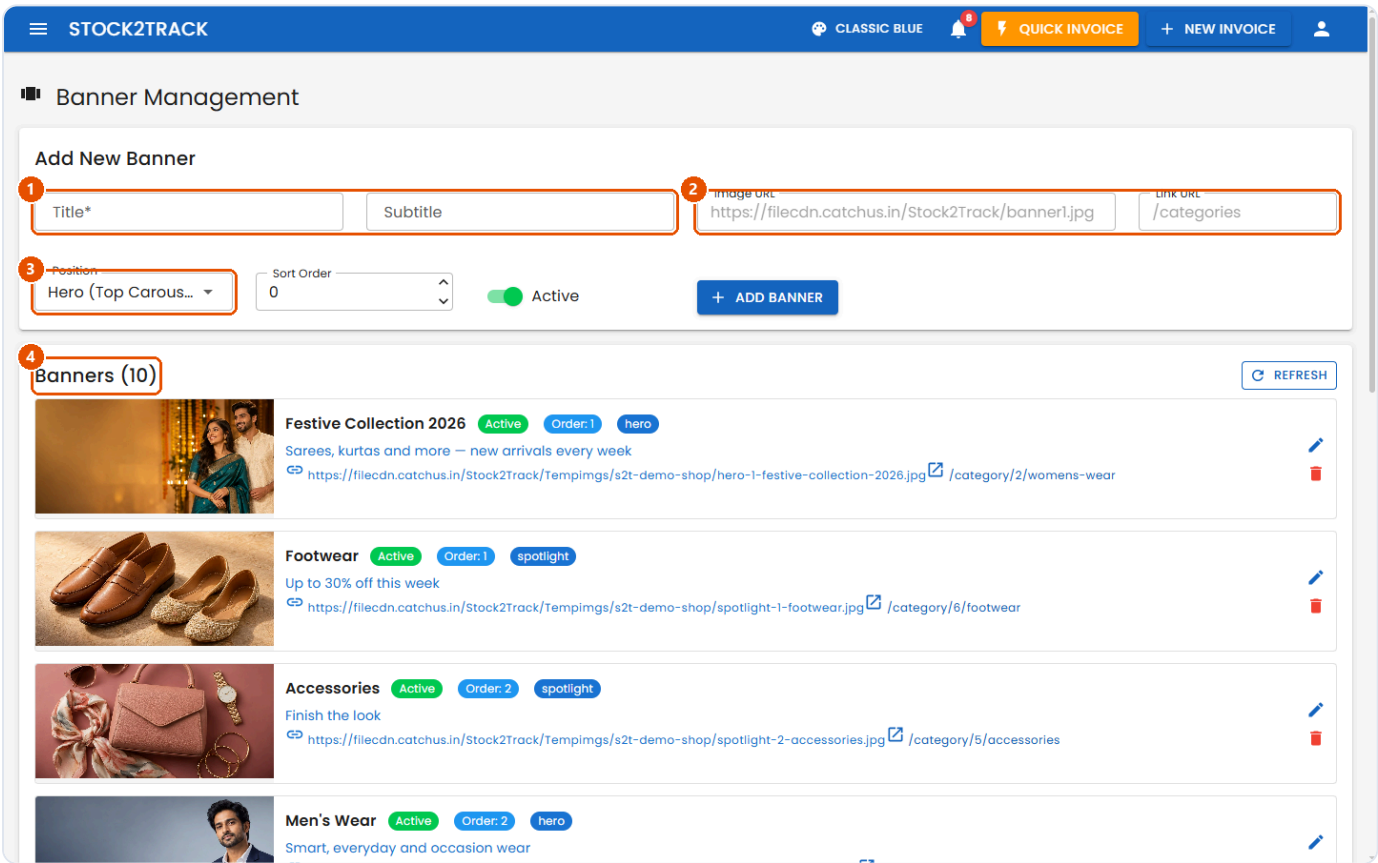


Figure 3. Banners

- 1

Title and subtitle
- 2

Picture address and where a tap goes
- 3

Top carousel or mid-page
- 4

Your banners

Before you start

Privilege **Settings**.

Good to know

- This screen takes a web address; it does not upload files.

Category Pictures and Pages

The picture for each category on the shop, and the fixed pages: About Us, FAQ, Privacy, Terms.

Who	Owner	How often	Occasionally
-----	-------	-----------	--------------

Why it matters

A category with a picture gets clicked. Clear terms and a privacy page are what a buyer checks before paying.

How to use it

1. Open **eCommerce > Categories**. Press the pencil on a category, paste the **Image URL** (600 × 400 pixels), and press **Save**.
2. Open **eCommerce > Pages (CMS)**. Press the pencil on a page, change the **Title** or the **Content**, and press **Save**.

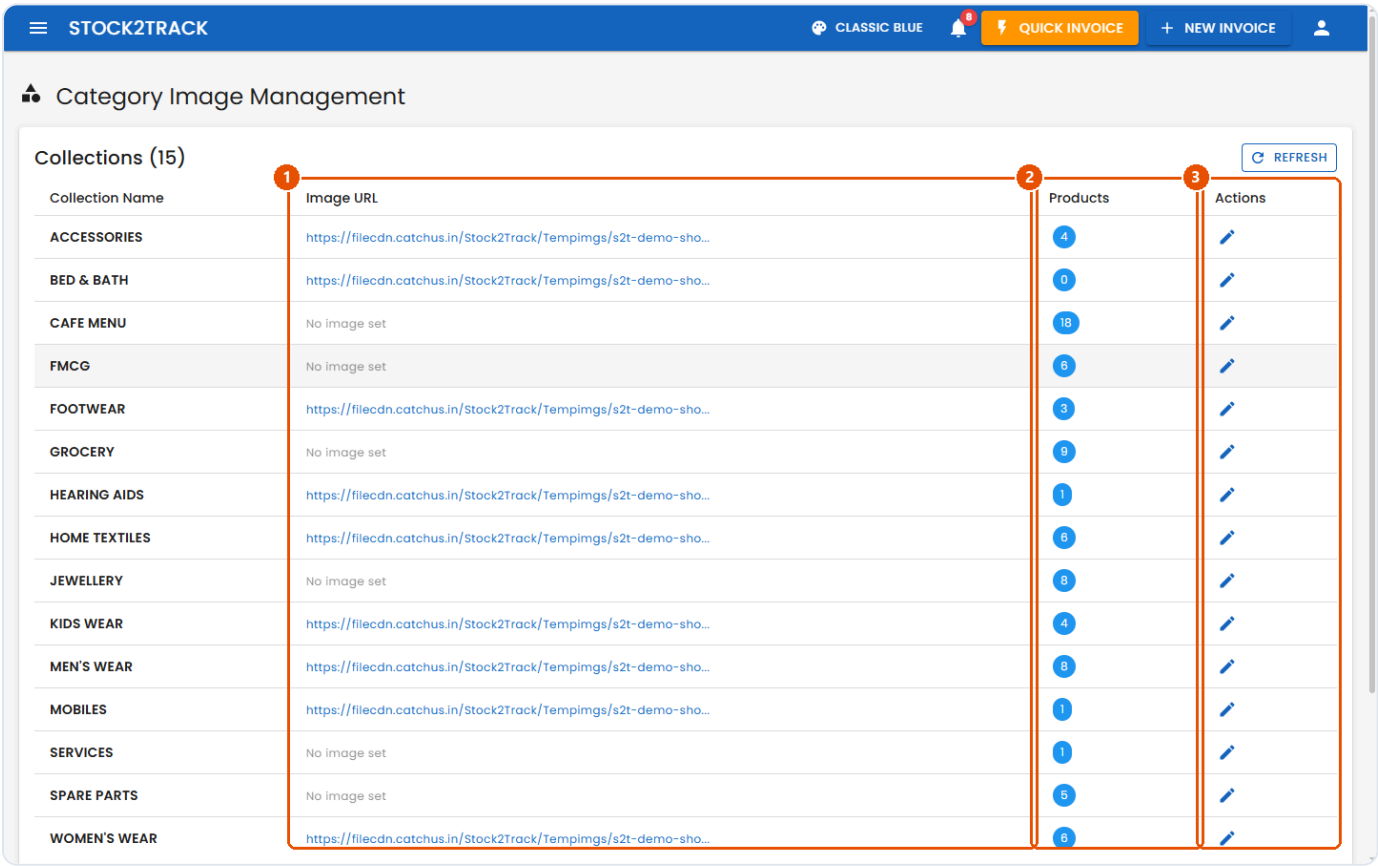


Figure 4. Category pictures

- 1

Picture address
- 2

Products in the category
- 3

Change the picture

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QUICK INVOICE

NEW INVOICE

Pages (CMS)

Static Pages (4)

1

2

3

Slug	Title	Content Preview	Active	Last Updated	Actions
about	About Us	About Stock2Track Demo Store ...	Yes	2026-09-27 22:17	Edit
faq	FAQ	How long does delivery take? <...</td>	Yes	2026-09-27 22:17	Edit
privacy	Privacy Policy	<p>We use your details only to deliver yo...	Yes	2026-09-27 22:17	Edit
terms	Terms & Conditions	<p>Exchanges within 7 days with the bill...	Yes	2026-09-27 22:17	Edit

Figure 5. Shop pages

- 1

Page
- 2

Shown on the shop
- 3

Edit

Before you start

Privilege **Settings**.

Good to know

- Categories are created with your products; this screen only sets their pictures.
- Page content is HTML. Keep a copy before changing it.

Theme and Store Details

The look of your web shop and its name, email, phone and tagline.

Who	Owner	How often	Once
-----	-------	-----------	------

Why it matters

A theme made for your trade (fashion, grocery, electronics) makes the shop look like yours.

How to use it

1. Open **eCommerce > Theme & Settings**. Click a theme card under **Store Theme**, then **Save Theme**. The shop changes the next time it is opened.
2. Under **Store Information**, type the store name, contact email and phone and a tagline, and press **Save Store Info**.

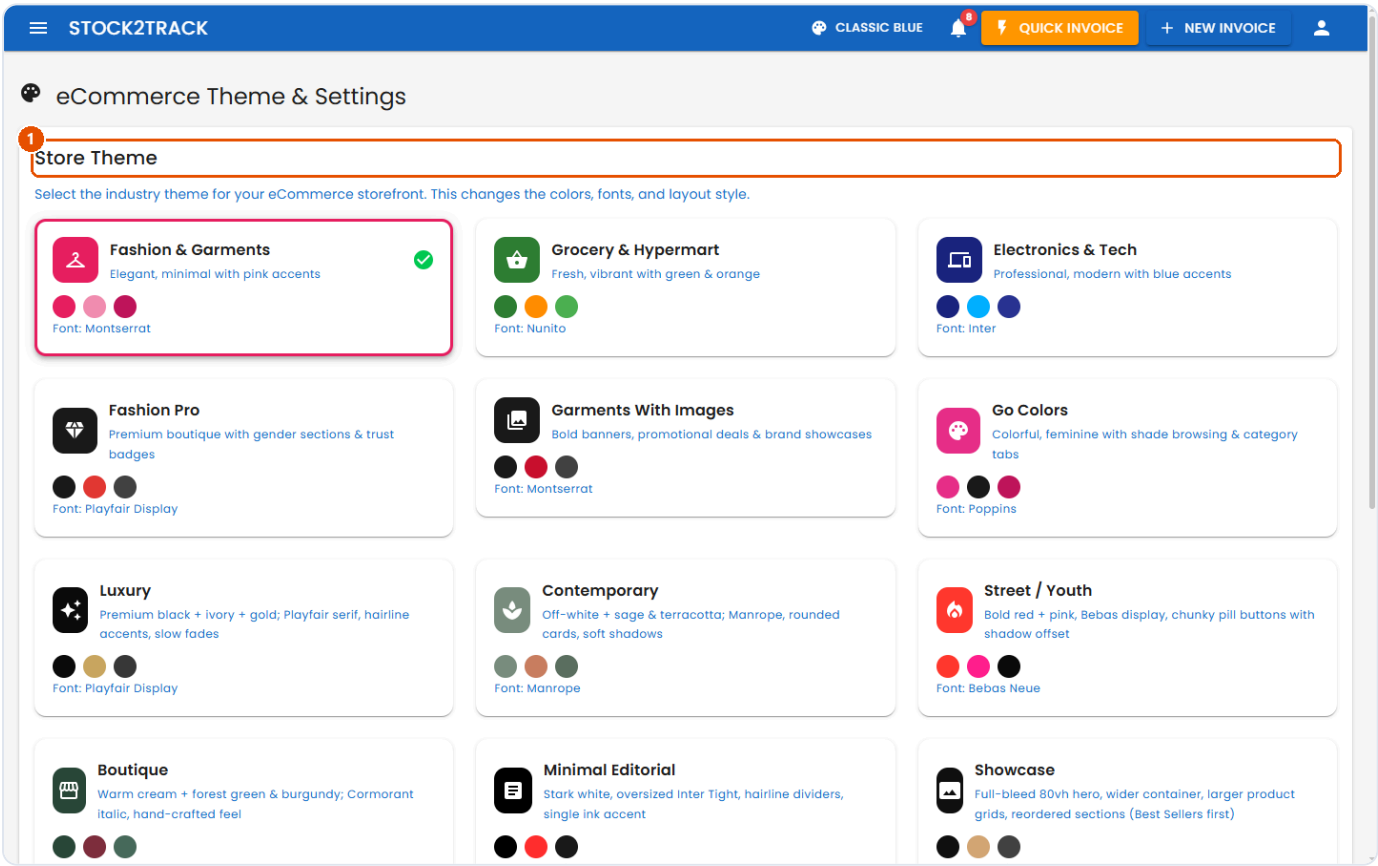


Figure 6. Theme and settings

- 1

Choose a theme
- 2

Store name, email, phone, tagline
- 3

Save

Before you start

Privilege **Settings**.

Good to know

- The store name, email and phone are your company details: they also change what prints on your bills.

Members

Customers who join your store's web app see their bills, savings and points. Posters invite them; the report shows how many joined.

Who	Owner	How often	Weekly
-----	-------	-----------	--------

Why it matters

A member comes back: they see their points and savings every time they open the app.

How to use it

1. Open **eCommerce > Member Posters**. Type your **Store web app address** and press **Save**.
2. Press **Print poster (A4)** for the entrance and **Print counter card (A5)** for the counter. Each carries a QR code to join or to see the bill live.
3. Open **eCommerce > Members Report**: members, new this week, active, the share of bills by members, points outstanding, and the recent and top members.

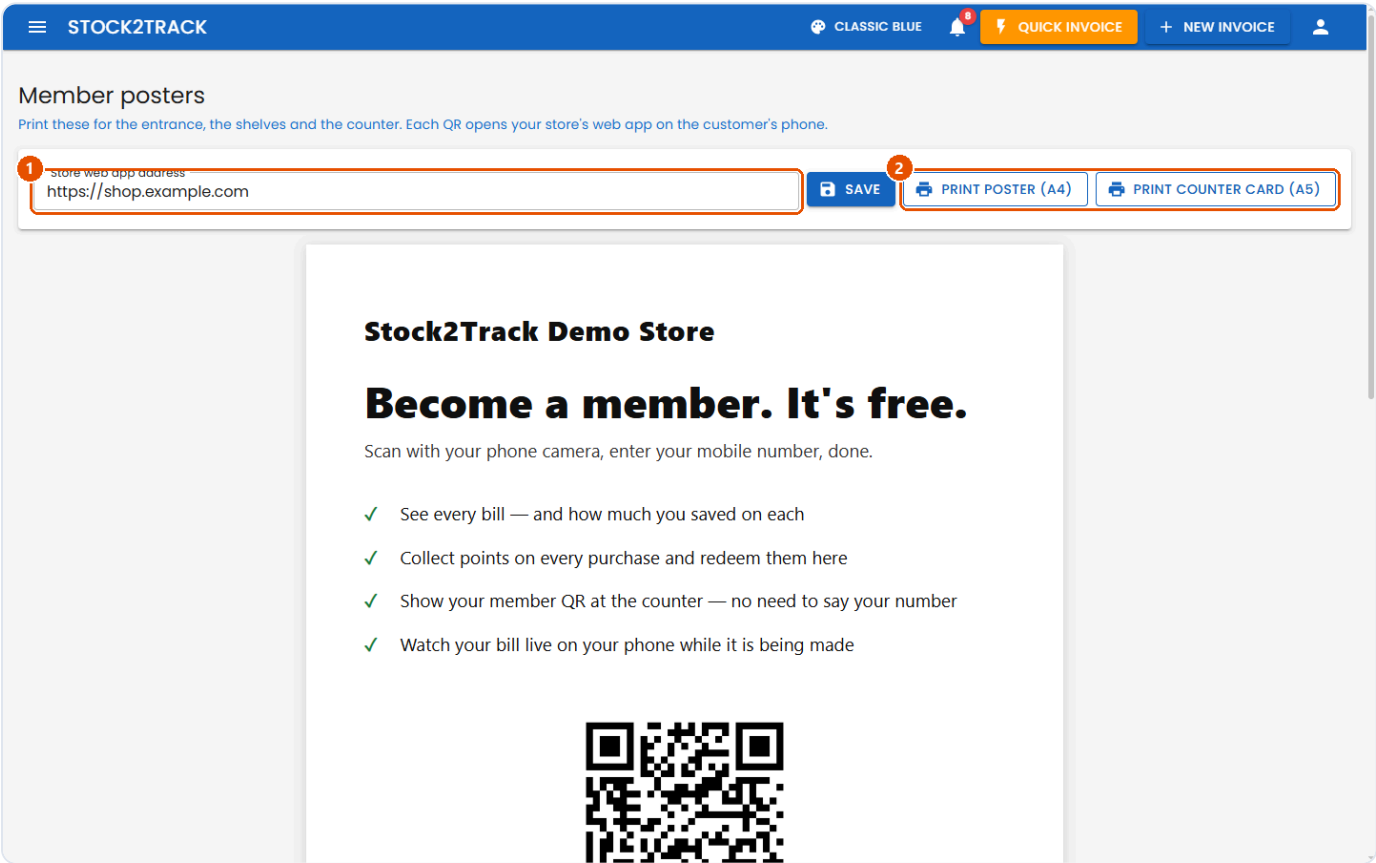


Figure 7. Member posters

1 Your store web app address

2 Print the poster and counter card

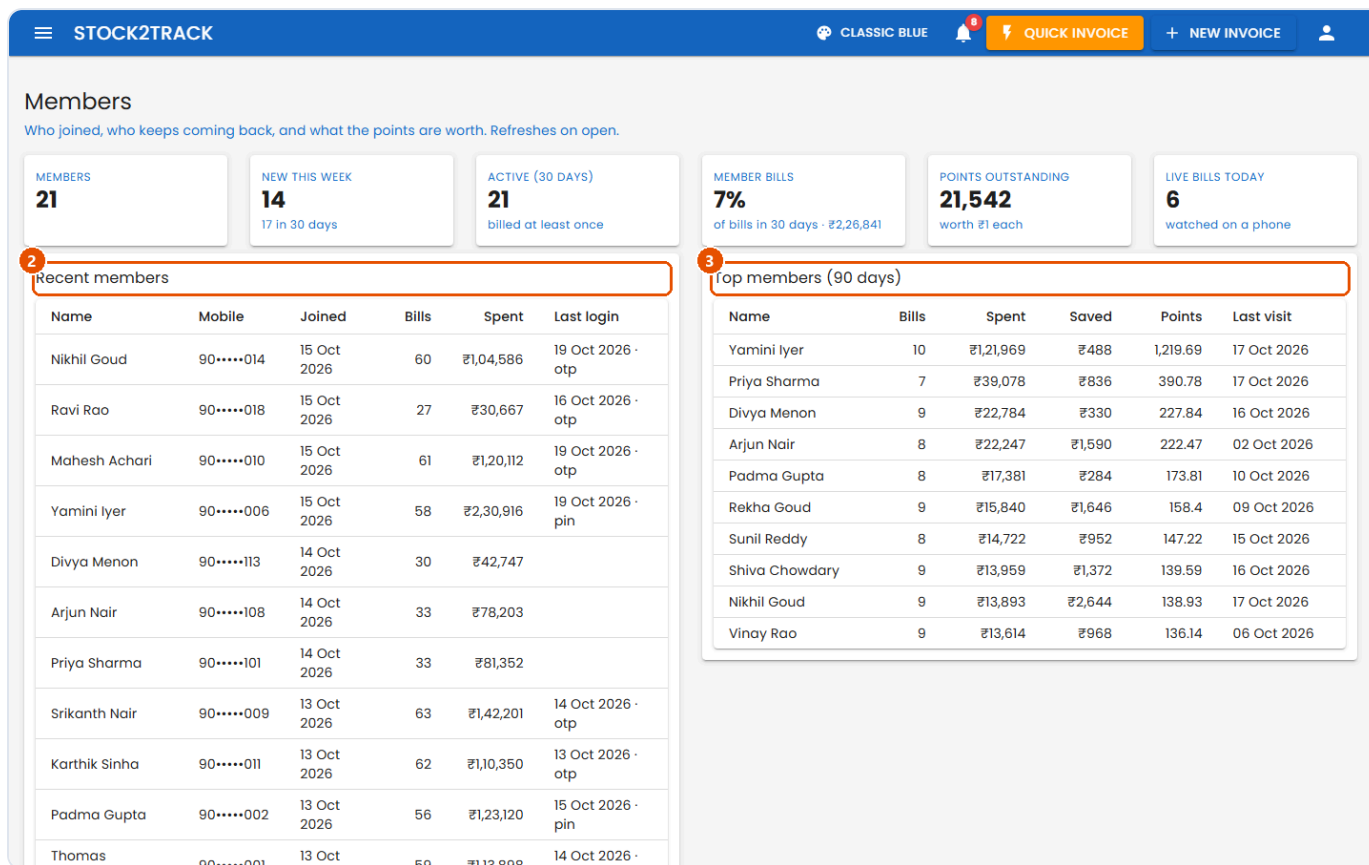


Figure 8. Members report

- 1 New, active, member bills, points, live bills
- 2 Recent members
- 3 Top members

Before you start

Privilege **Settings**. The **Members** module must be on.

Good to know

- Points are worth ₹1 each. The earning rate is set in Settings > General > Loyalty Points.

Amazon Listings

Match your products to their Amazon listings, ready for stock and price sync.

Who	Owner	How often	When you start on Amazon
-----	-------	-----------	--------------------------

Why it matters

With the mapping done now, switching on sync later needs no further work.

How to use it

1. Open **Admin > Marketplace Listings**. The banner reminds you: mapping only, nothing is sent to Amazon yet.
2. Under **Accounts**, type the account name, your Amazon Seller ID, which branch's stock it uses, and the **Stock buffer** (units held back for the counter). Press **Save**.
3. Under **Listings**, type each product's Seller SKU and ASIN. Or download Amazon's All Listings Report, paste it into **Bulk Import** and press **Match and import**.

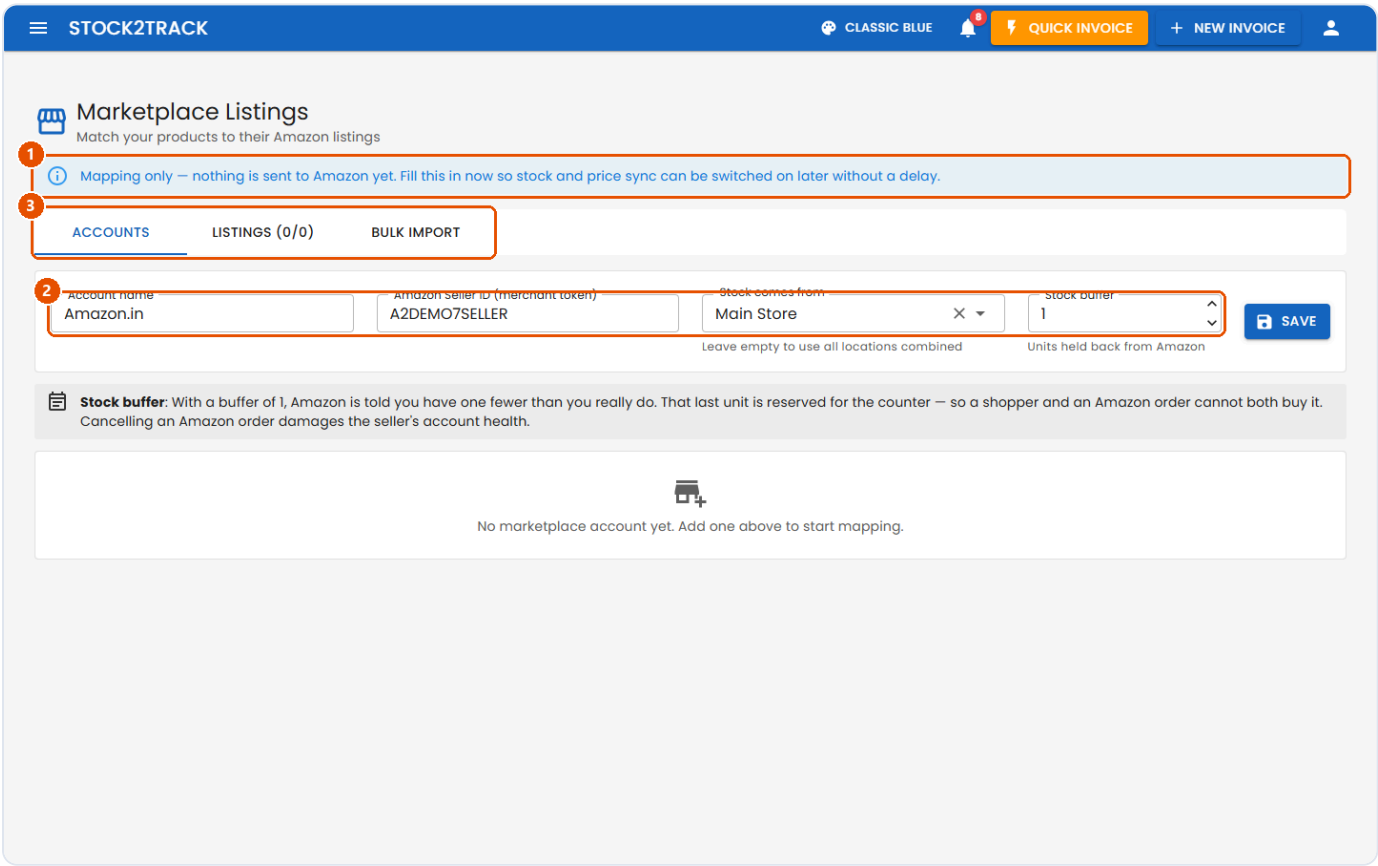


Figure 9. Marketplace listings

- 1

Mapping only for now
- 2

Account, seller ID, stock location and buffer
- 3

Accounts, listings, bulk import

Before you start

Privilege **Marketplace Setup**. The **Marketplace** module must be on.

Good to know

- Bulk import matches on the manufacturer's barcode (EAN). Products with your own barcodes must be mapped by hand.

Swiggy and Zomato Setup

Each outlet's connection to the food delivery platforms, and which menu items they sell.

Who	Owner	How often	When you go online
-----	-------	-----------	--------------------

Why it matters

Mapped items mean an order from Swiggy or Zomato arrives as a proper order, with the right dishes.

How to use it

1. Open **Admin > Aggregator Setup**. Under **Outlets**, press **Configure** on an outlet. Enter the store reference and credentials, tick Swiggy, Zomato and ONDC, and switch the outlet on.
2. Under **Item Mapping**, paste the platform's reference against each dish. It saves as you type.
3. **Order Log** will list every order received, including any that failed.

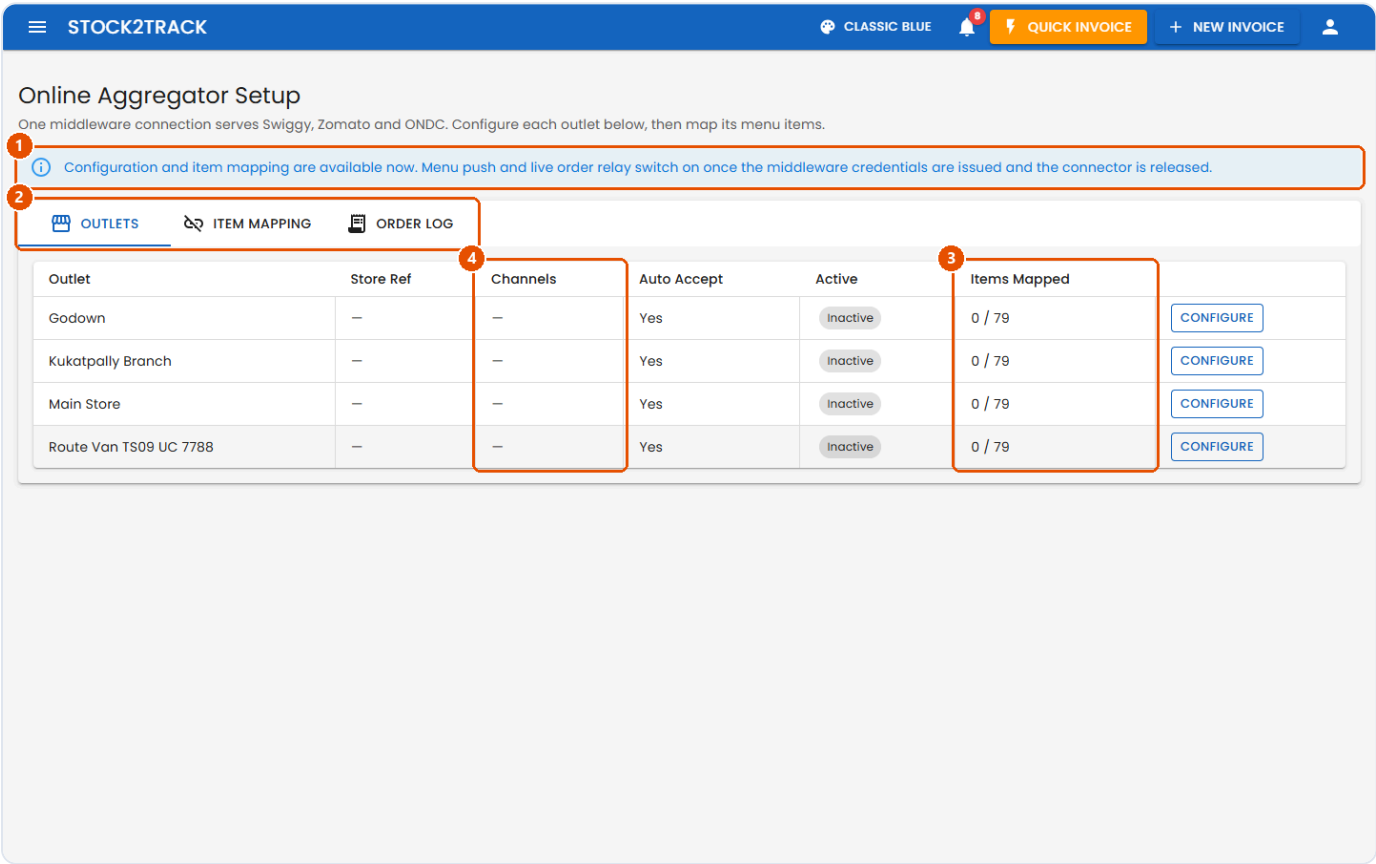


Figure 10. Aggregator setup

- 1 What works now

2 Outlets, item mapping, order log
- 3 Dishes mapped

4 Swiggy, Zomato, ONDC

Before you start

Privilege **Aggregator Setup**. The **Online Aggregators** module must be on.

Good to know

- Setup and mapping work now. Menu sending and live orders start once the middleware credentials are issued.

Catalogues

A PDF catalogue of chosen products, with pictures, prices and stock, to share on WhatsApp.

Who	Sales staff	How often	When a customer asks for one
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Why it matters

A catalogue in a customer's phone keeps selling after they leave.

How to use it

1. Open **Inventory > Catalogues**. Type a **Catalogue Name** and press **Add**; click it in the list.
2. Tick the products to include. Choose **Show Images**, **Show Avl Qty**, landscape and the number of columns.
3. Press **Download Catalogue**.

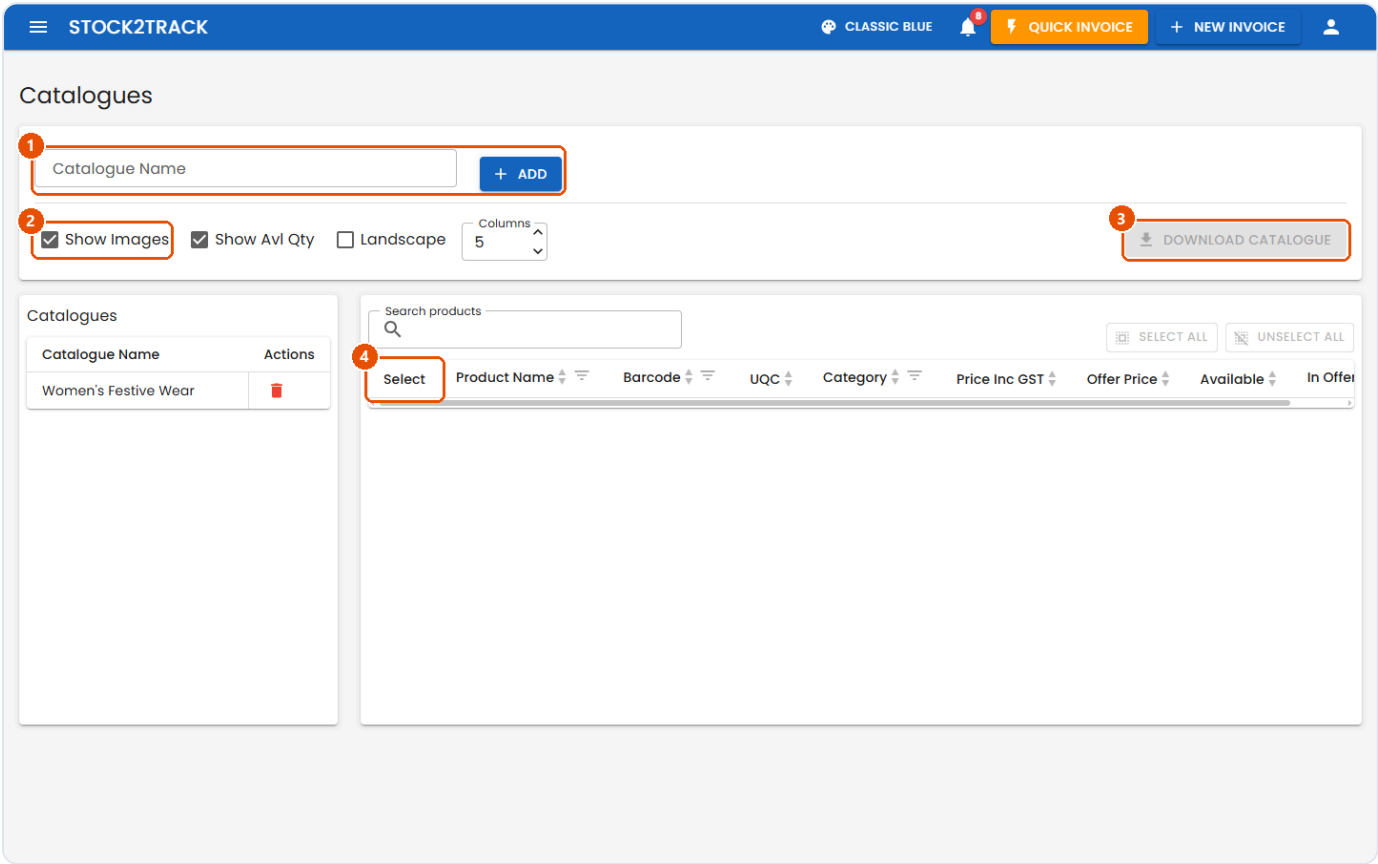


Figure 11. Catalogues

- 1

Name a catalogue
- 2

Pictures, stock, layout
- 3

Make the PDF
- 4

Tick products to include

Before you start

Privilege **Category View**. Products need pictures (Inventory > Bulk Image Assign).

Good to know

- Deleting a catalogue does not ask first.

Order statuses

Status	Next
Placed	Confirmed or Cancelled
Confirmed	Convert to Invoice, or Cancelled
Invoice Created	Shipped or Cancelled
Shipped	In Transit, Out for Delivery, Delivered or Returned
In Transit / Out for Delivery	Delivered or Returned
Delivered, Returned, Cancelled	Final

Permissions

Permission	What it allows
Orders	Online orders
Settings	Banners, categories, pages, theme, members
Marketplace Setup	Amazon listings
Aggregator Setup	Swiggy and Zomato