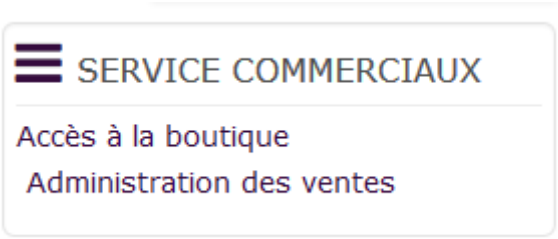
Local Shop: Back Office User Guide

Back Office: Setting up and Running a Commercial Offer

Access via the Sales Administration block

Follow the **“Sales administration”** link in the Commercial services block (Shop Access plugin)



Then follow the **“manage discounts”** link on the Commercial service page.

It is through this menu that you will manage the creation of the discounts that will then be available for the different products.

Discount principle

- Structure documentation: Basic principle of discounts

Adding a discount



Add a discount zone by following the “New discount instance” link, then enter the following attributes:

- **Add a discount:** active
- **Discount label:** free text

- **Argument:** Instructions of the discounts and promotions block - Example: Do you have a promo code? Enter it below
- **Rate:** discount rate in % - example: 20 for 20%
- **Algorithm:** Choose the type of discount:
    - **Unconditional:** The discount is applied to all orders.
    - **By institution:** The discount is applied to buyer profiles that match the institution
        - algorithm data – institution.
    - **Existing customers:** The discount is applied to logged-in customers whose customer account is older than
        - algorithm data – days.
    - **Number of purchases:** The discount is applied to logged-in customers whose customer account has made at least
        - algorithm data – number of invoices.
    - **Order amount:** The discount is applied if the order amount reaches an amount of X
        - algorithm data – number.
    - **User capability:** The discount is applied if the identified user has a certain capability in the context (system by default), therefore for LOGGED-IN users only.
        - algorithm data - json structure such as {“capability”: “capname>”[, “contextid”:“”]}.

Specific algorithm data, examples

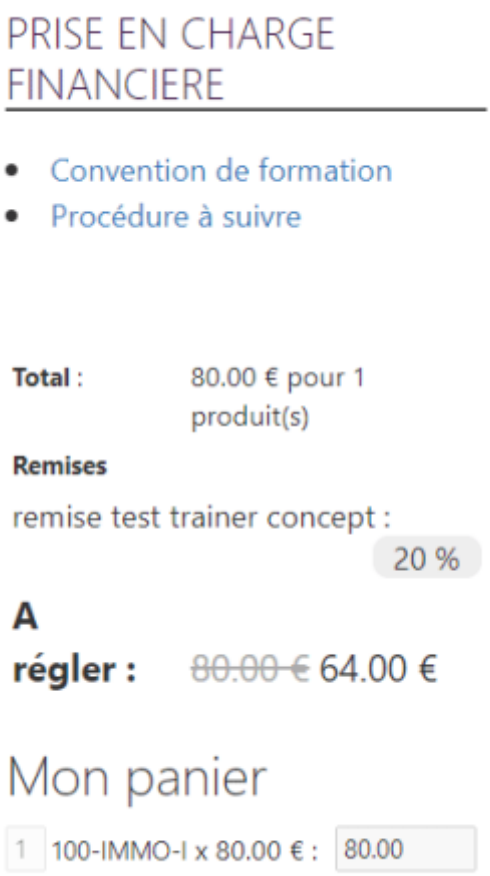
- SFC2020 for a promo code
- trainer concept for an organisation name
- “capability”: “local/shop”:“seconddiscountagreed” for a capability (here “silver” customer)

- **Discount scope:** The whole order or part of the catalogue (in this case choose the relevant courses in the list)

- **Operator:**
    - **Cumulative: (default):** Accumulates the discount with the previous discounts in the list
    - **Replace and stop:** the discount replaces the previous calculation of the stack. All previous discounts are cancelled. The evaluation of the discount list is stopped.
    - **Stop if applicable:** The discount is applied in cumulative mode, then the evaluation of the list is stopped if the discount was applicable.
    - **Stop if not applicable:** The discount is applied in cumulative mode, then the evaluation of the list is stopped if the discount was NOT applicable.

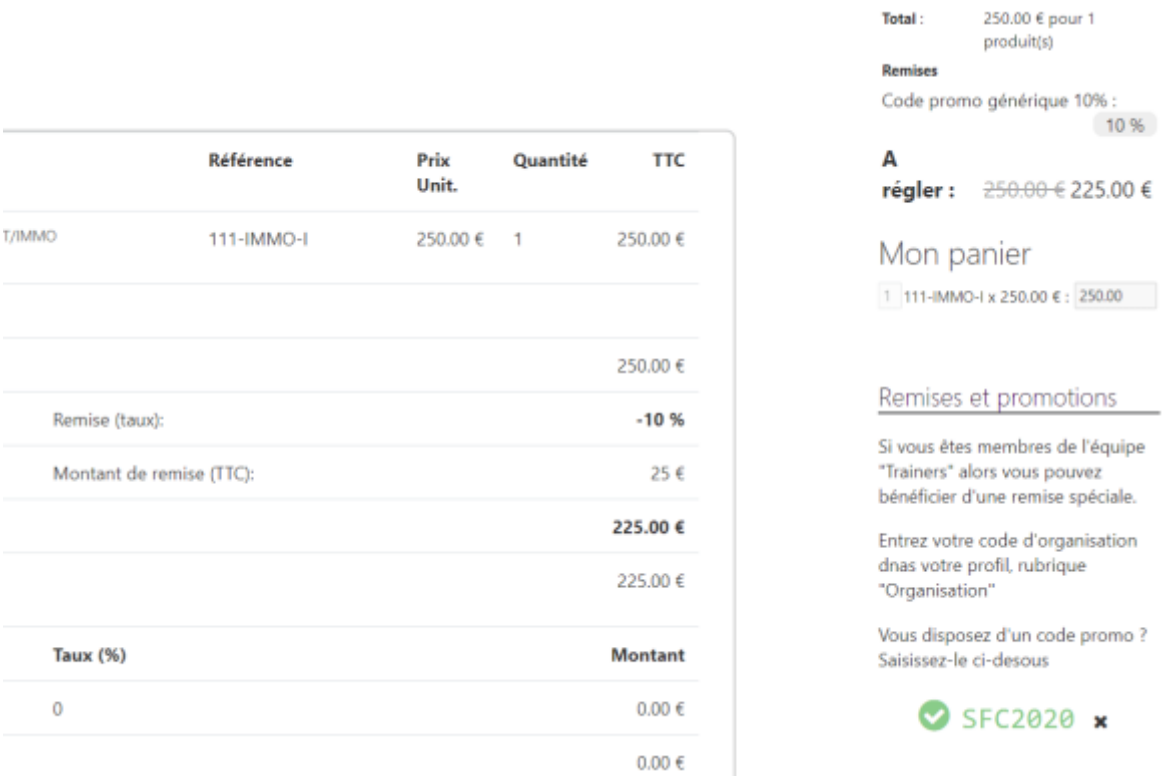
Rendering: Example on the "organisation" profile field

the institution field is filled in the user profile and the discount indicates the same label in the field: “Specific algorithm data”



Rendering: Example on promo code

Cart view and effect/invoice



	Référence	Prix Unit.	Quantité	TTC
T/IMMO	111-IMMO-I	250.00 €	1	250.00 €
				250.00 €
Remise (taux):				**-10 %**
Montant de remise (TTC):				25 €
				225.00 €
				225.00 €

Taux (%)	Montant
0	0.00 €
	0.00 €

The different discounts (structure doc to be turned into concrete examples)

- Unconditional discount
- Promo code discount
- Promo code discount (multiple)
- "Partner" promo codes discount
- Minimum order threshold discount
- Discount on capability presentation (logged-in users)
- Discount on institution (profile)
- Discount on minimum number of orders

Back to setting up and running a commercial offer - Back to the Local Shop component summary - Back to the catalogue

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