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THE IMPLEMENTATION OF E-COMMERCE SOFTWARE SOLUTIONS ON THE EXAMPLE OF VALIGARA SOFTWARE

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Abstract

The paper will explain the concept, origin and development of e-commerce and the most important online stores, and then implement Valigara software in e-business. Valigara software itself is a unique multi-channel online jewellery sales management system. The authors will do business on ETSY and eBay online stores, as the software is best integrated with these online stores. First, the paper will show how models are created and how variations and without are made from models. Then the products themselves will be placed on the store, the best practices of SEO listing optimization and price insertion. This paper explained how Valigara software works in major online stores, and above all, the author will concentrate on ETSY and eBay. It will explain how the software works, why it is desirable to integrate it, best practices in online stores, and how to promote sales, use promotions, and other opportunities provided by the software itself.

Keywords: *eCommerce; Valigara; implementation; software; online store.*

JEL Classification: O31, O32

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Introduction

The subject of the research is Valigara Online Jewelry Manager, which facilitates the creation of a unique online product catalogue, which significantly saves time, money and effort in creating a listing of products for sale. The product offering makes it easy to link and place many listings on online stores such as eBay, Etsy, Amazon, Alibaba, Rapnet and many other online stores. The software enables the management of the entire process of selling jewellery on the Internet, from creating an online jewellery catalogue, jewellery distribution to leading markets, the complete order management and analytical element.

The paper will discuss the system that unites the most important parts of the business related to the sale of jewellery. Valigara is: [2]

• enterprise resource planning system (ERP),
• a unique solution for e-commerce jewellery and
• Customer Relationship Management (CRM) system.

The combination of these three solutions allows the manufacturer to fully control all steps of the production and sales process:

• Jewelry sales on eBay, Etsy, Amazon, Sears, Alibaba, Rapnet, Facebook;
• Sale of diamonds and other precious stones in the aforementioned online stores;
• Inventory and product management;
• Management of precious stones, metals, collections, variations, diamond certificates, as well as other materials used for jewellery making;
• Price calculation;
• Creating an online jewellery catalogue that is offered for sale;
• Cooperation with clients and their orders, both wholesale and retail.
• Monitoring of analytics of sold items, visits to stores, orders, etc.

Valigara Online Jewelry Manager is a multi-channel system that provides all the significant features needed to sell jewellery to the largest online stores. Valigara integrates with all relevant jewellery markets. The Valigara system is integrated with the following online companies: eBay, Etsy, Amazon, Sears, Bonanza, Rapnet, Alibaba, Rakuten. The software saves time and money because it allows you to easily and quickly create online listings and use multiple sales channels simultaneously. [5]

1. E-commerce

E-commerce is an area of e-business that represents the process of buying and selling goods and services via computer networks. However, this process is not

limited to buying and selling but includes all resale and after-sales transactions in the supply chain. This means that this type of trade involves flows of materials, information and money from the supplier to the company and the company to the end customer. These are activities such as electronic sales and purchases, internet marketing, electronic money transfer via the Internet, or other electronic communication technology.

In the work of Zheng Qin [13], it is stated that e-Commerce, i.e. e-commerce is a necessity of international business, and conversely, international trade encourages e-commerce. The development of computer science and communication sciences has laid a solid foundation for e-commerce. Furthermore, the development of information security makes this trade more secure, while the laws in this area also provide legal guarantees between the participants who perform transactions in it.

As the term itself indicates, e-commerce refers to various online commercial activities that focus on exchanging goods through electronic means, primarily through the Internet, from companies, factories, enterprises, industrial enterprises to consumers. Many well-known organizations and corporations also have their definitions of e-commerce. For example, the Geneva-based International Organization for Standardization, based in Geneva, which is in charge of standardization, defines e-commerce as a general term for exchanging information between companies and between companies and customers. The Global Information Infrastructure Committee defines it as economic activities that use electrical communications, through which people can buy products and advertise goods.

E-commerce can be viewed from a broader and narrower point of view. Thus, Gerhard Rolletschek (2007) points out that in a broader sense, e-Commerce can be defined as any method or means of enabling and promoting commercial transactions through electronic communication technology. According to this broader sense, E-commerce and e-business are intertwined. Consequently, many researchers on this topic also include electronic funds transfer, supply chain management, online transaction processing, data exchange, procurement, inventory management systems, customer relationship management, and other processes. Their valid argument for grouping these fields under one food area, although all these fields have evolved within certain limits with their logic, they all focus on transactions. However, if one factor pulls all ancillary business processes out of e-commerce, what remains is a narrower definition of e-commerce [6].

2. Valigara software

Creating Inventory for sale is based on models, metals, precious stones, and sizes in the same carats. By using this software, we can easily and quickly get a good position for sale in online stores; it helps the products get the best exposure, in a fast and efficient way, because the software algorithm is designed to automatically put all the data of jewellery offered for online sale stores. [9]

Account management provides customers with insight into detailed statistics, which they can customize and the ability to manage orders. In addition, customers are enabled to analyze the performance of the model, metal, ring size, precious stones, and which model is the most sought after and the like.

Valigara helps in sales, whether it is the sale of finished jewellery or precious metal and precious stones individually. It allows you to create a listing for all types of jewellery. Suppose the amount of jewellery offered for sale is limited and sold in multiple markets. In that case, the system automatically removes the product when sold in one market, in all markets where the product is offered. With Valigara, managing variations is very simple. Suppose the jewellery is produced and offered in silver, 14-carat yellow gold or plated silver, with several precious or non-precious stones. In that case, the system allows you to create one model with all these variations to make many products from one model in just a few simple steps. By setting the quantity and different prices for each product created from one model, it is possible, as well as automatic removal of the same from different online markets in which we offer the product [8].

Valigara offers many management tools. So we have an image management system, the ability to place different images of the same product in different markets. It is crucial to choose high-quality images. The tools it offers are high-precision because selling jewellery online is one of the most competitive in electronic markets. Therefore, the jewellery must be put on sale at the right time, in the correct format with the proper parameters; software algorithms such as post planning, browsing options, clever placement, accessible listing on sale, price adjustment makes this software one of the best software for selling jewellery online.

Valigara has 13 built-in parameters of precious, semi-precious or precious stones. If you want to sell a diamond on eBay, provide customers with as many technical product specifications as possible. Provides the ability to manage categories for publication in various other markets. If possible, certificates of gemological institutes can be placed on the software and thus attach evidence of

the offer's authenticity. All this provides a better starting position for sales in the markets. There are different classes of multi-channel marketing platforms on which the system can be used. [3] The entry-level system provides simplified solutions with basic capabilities for users. Mid-level software provides more advanced solutions and some automation. The professional-level Valigara system offers maximum versatility and advanced solutions for eCommerce needs, responding to the most demanding user requirements.

The Inventory of Valigara products is made especially for jewellery, diamonds and jewellers. It stores all information in the appropriate format: stone type, design and models, collections, metals, sizes, product variations, certificates, images and other parameters. Separate stones, jewellery and jewellery sets are handled individually, depending on the nature of the product itself. Separate jewellery and stone inventory provides maximum flexibility to use all the resources and benefits of the software.

Creating a virtual product is done based on different combinations of metals, precious stones and sizes. For example, suppose we have ten diamonds that match ten types of jewellery (ring, necklace, bracelet). In that case, Valigara can create 100 items in the Inventory of pro-statements, thus enabling a wide range of offers, thus filling the virtual catalogue of offers. Furthermore, all products are connected so that when one, e.g. gemstone, sells up virtual markets, jewellery with these gemstones can be automatically removed from all sales channels.

In addition to joint integrations with markets such as eBay, Etsy, Amazon and Sears, Valigara connects with unique systems relevant to the sale of jewellery and diamonds. By these systems, we mean - Rapnet, GIA, Acadia ERP systems, Segoma Imaging and other systems used in this industry. Using this software, we convert pro-product specifications into marketing content through data mapping. Valigara maps technical jewellery data according to the requirements of the online market. In this way, the system optimizes visibility on eBay, Etsy, Amazon and other channels. [15] Thus, when posting a ring on eBay, the metal, metal purity, size, and other parameters will be automatically transformed into eBay specification items. While on Amazon, they will also add a diamond cut, colour, clarity and other specification.

Valigara also provides content generators - the ability to instantly create titles, tags, descriptions, templates based on data entered during the creation of the gemstone and model. Reflecting the uniqueness of each product, these generators help release hundreds and thousands of products on the market within a few

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moments and a few mouse clicks. In addition, the system has an advanced image management system. The sale of jewellery, diamonds depends a lot on having as many high-quality photos, which means more offers for sale. The platform allows you to provide maximum attention in product image management. The system has a built-in photo editor, which allows you to set a different image for each sales channel. Also, integration with the GIA certificate loading laboratory is enabled.

Valigara covers all steps of an e-Commerce solution, from an integrated ERP system and inventory management, through a multi-channel marketing and inventory management account, to advanced statistics. Valigara offers a complete solution for all relevant and classic offline but also online clients.

Valigara presents and provides the following features and options: [4]
• Integration of CRM and e-mail marketing system,
• Automation of marketing on social networks,
• Wholesale, resale and dropshipping operations,
• Multiple warehouses, logistics and inventory management,
• Integrated minisite, online catalogues and PDF catalogues,
• Creating advanced branded jewellery websites.
Valigara software consists of:
1. Dashboards,
2. Catalog,
3. Inventory,
4. Channels,
5. Orders and
6. Statistics.

The Valigara control panel analyzes the current Inventory. It uses an integrated mechanism that provides relevant ideas and information about optimization to make the offer more competitive in the market. In addition, system alerts provide more detailed information on what needs to be fixed to improve the market position.

The catalogue works by collecting all the products that are in the system. It is the principal place of work and management of the system. Catalogue information is distributed to sales channels with the Mass Post option on all connected/integrated sales channels. Thanks to additional fields, the catalogue is exceptionally agile, allowing customized information to be adapted to the provider's needs. [14] For example, suppose it is necessary to keep the photographer's name who took the photos of particular listings. In that case, this can be done by creating an appropriate additional field in the system.

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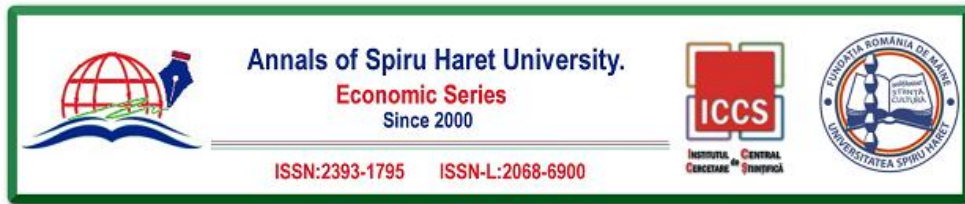
Uploading product images makes handling all product images and videos extremely easy, fast, and convenient to use. In addition, product import allows us to immediately download all products from an Excel file or the current market store by integrating with the system.

Creating an online inventory starts with models. The models are the basis for natural products and describe the initial jewellery settings: type, collection, etc. Then, for the system to be tailored to the needs, all information can be managed, including relevant metal types, precious, semi-precious stones, ring sizes, length of necklaces, bracelets, etc.

The system enables the management of stocks of products and materials ready for delivery in the system. [12] This makes it possible to prevent product shortages that will be available in more markets and to display appropriate warnings on the control panel if they are missing.

Channels provide an accurate, current status picture and fast real-time management of all channels. In addition, the embedded channel manages an integrated eCommerce minisite, with an integrated catalogue, a wholesale module and a unique online PDF catalogue.

Valigara accumulates orders from all markets. Entering tracking num-ber is an action that requires only one click, without the need to visit and log in to the store itself, e.g. eBay. The actions on the account in this part help define the presence of sold products in online stores and make the necessary adjustments so that better best-selling products are in stock. Customer information is aggregated, including data from previous orders. In addition to customers, automatically generated from other sales channels, the system allows manual addition of other customers to the system database. It is possible to create a custom price level and catalogue for each client individually.

E-mail templates create automation to automatically send and cross-sell products to existing customers. It is possible to automatically insert personal customer data into templates for better personalization. [6]

Statistics help the seller focus on the best-selling products. The statistical module contains detailed and highly detailed activity logs (publishing, auditing, deleting on each channel), which can be viewed daily / weekly / monthly according to the requirements we set ourselves.

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3. Creating a listing in Valigara software
3.1. Creating a gemstone

Creating a listing for a ring starts by first creating a gemstone, of course, if a ring or some other type of jewellery has it. Creating a Gemstone (gemstone) is shown in Figure 1. It starts by going to the top of the navigation part of the Inventory, then selecting the messages given in the vertical view on the left side of the Gemstone part.
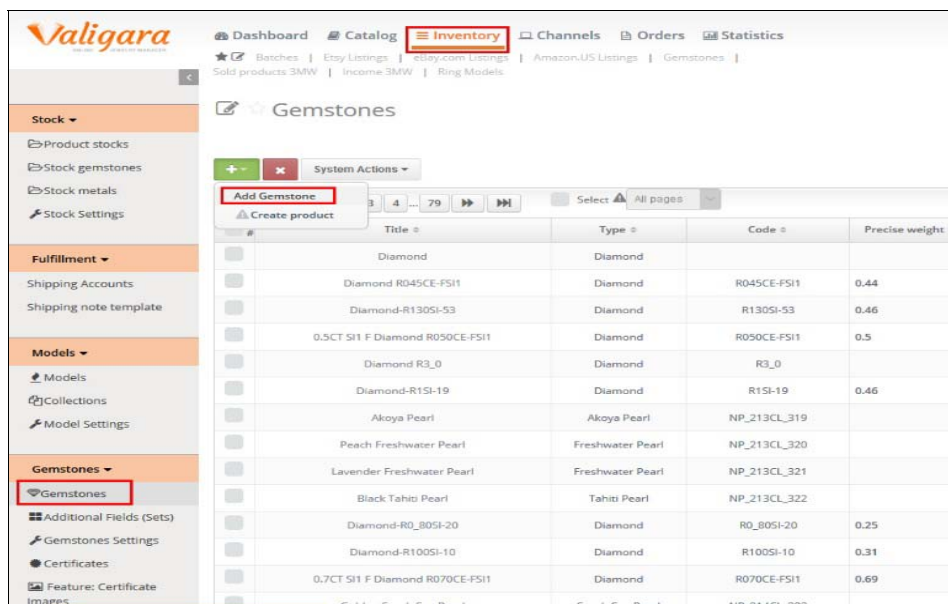
Figure 1. Navigation to the part of creating a precious stone
Source: manager.valigara.com

Clicking on the plus sign (+) opens a drop-down menu where the first option (Add Gem-stone) is selected. The second option offers the possibility to immediately offer the created gemstone as a pro-product for sale. [19]

By selecting the first option, you get a window in which all the listed data are available. The data entry part consists of 4 parts, which are:
1. Main
2. Stock

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3. Certificate

4. Parameters

1. The main or main part is the essential part for entering the necessary data, and these are:

• Title - the name of the precious stone;

• Code - serves for easier connection of the model with the precious stone, it is mostly the same as the Title;

• Type - a type of precious stone;

• Comments - if there is a comment or remark related to a specific gemstone;

• Gemstone price - the price of a precious stone

• Carat Price - price per carat

• Product - a listing of precious stones is made.

The first three fields are essential and must contain the appropriate data; other options are not necessary.

1. Stock - managing the quantity or quantity of precious stones. It consists of options:

• Unique - if the gemstone is unique and available in limited quantities, this option is selected;

• Quantity - the number of precious stones available;

• Quantity Alert - if there is a need to get a warning when the amount of precious stones at its disposal falls below a certain level, a notification is received to solve a possible problem with insufficient quantity in time. [1]

2. Certificate - this section allows you to enter a gemstone certificate to prove the authenticity and origin of the gemstone to potential buyers. Consists of:

• Certificate lab - entering the name of the laboratory that guarantees quality and authenticity;

• Certificate number - certificate number;

• Certificate file - enter a certificate file (can be an image or a PDF file).

3. Parameters - the part where all the data for the precious stone are entered. Consists of:

• Precise weight - in carats

• Carat text - text of the weight of a precious stone (example: 1/3 carat, etc.);

• Clarity - purity of precious stones;

• Color - the colour of the precious stone;

• Intensity - closely related to colour (shows colour intensity);

• Symmetry - symmetry of the stone;

• Overtone - describes the colour of the stone under different light intensities;
• Cut - method of processing, cut;
• Shape - the shape of a stone;
• Polish - whether the stone is polished and to what extent;
• Treatment - treatment to which the stone has been exposed (quality improvement using artificial methods)
• Creation method - whether and how the stone was made (natural or artificial, made in the laboratory)
• Fluorescence - is a phenomenon of minerals and precious stones in which light is absorbed and then emitted and is one of the quality indicators.

Figure 2. Entering the data needed to create a gemstone
Source: manager.valigara.com

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Dimensions - the dimensions of the stone (can be in millimetres, centimetres, inches, etc.).

The example presented will have a gemstone to show all the possibilities provided by Valigara software. A diamond with the following data will be created:
• Name - RNDMN0.7SI2-D
• Code - RNDMN0.7SI2-D
• Stone - Diamond
• Weight in carats of 0.70
• Round shape
• Purity of SI2
• Rez - Very good
• Color D
• Treatment - Clarity Enhanced
• Origin of a diamond – Natural

Clicking on Save and Exit saves the created gemstone used to create a ring model.

3.2. Creating models and listings from models

After creating the gemstone, the model is created (shown in Figure 3). Model making is the central and most important part of taking advantage of Valigara software. The jewellery model covers all fields of the final product. This allows you to set field values that are identical for all products of a particular model. [11] When new products are created from a model, they can inherit the values entered. For example, eBay style, category on Etsy, quantity or how many cards a gemstone has, product location, etc. To set the default values, enter the data in the Basic and Commercial sections of the model creation page.
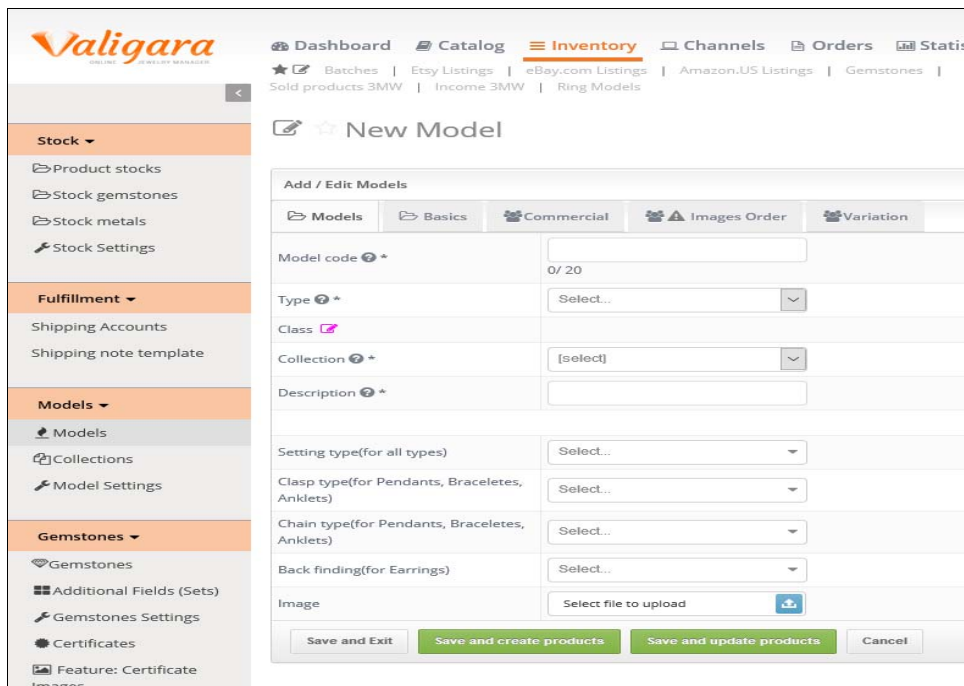
Creating a model can be divided into 3 phases, which are:
1. Models part,
2. Basics or essential part,
3. Commercial, i.e. the commercial part.

Model creation begins in the first phase. The process starts by entering the model name in the "Model Code" section. This code is unique for all products derived from a specific model. stone or a variation of gold, e.g. rose gold, white or yellow gold; all will have a different designation). [17] In the "Type" section, enter the types of jewellery (this can be a bracelet, pendant, necklace, chain, etc.) This will be a ring in this example. Then, the collection is selected, depending on how

the division of the collection is imagined (this division can be, for example, a type of precious stone or according to the purpose of jewellery), in the specific case being processed, the collection is according to the purpose and Engagement rings option. The last part of creating a model is adding a description of the created model (a unique description that characterizes the model and the products created from the model). The entered data is shown in Figure 4.

Figure 3. The appearance of the model creation page
Source: manager.valigara.com
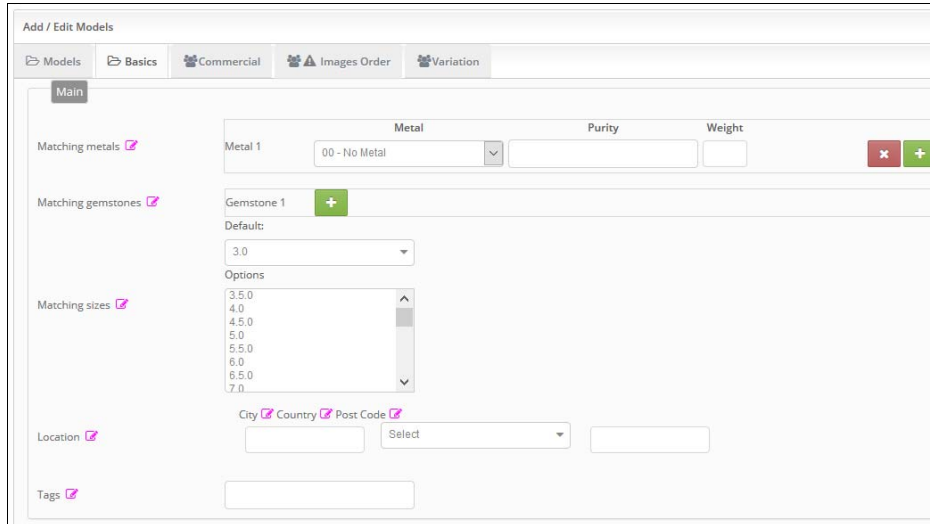
After completing the first phase, it moves on to the second, perhaps most important phase. First, all data relating to the secreted product are entered (shown in Figure 5).

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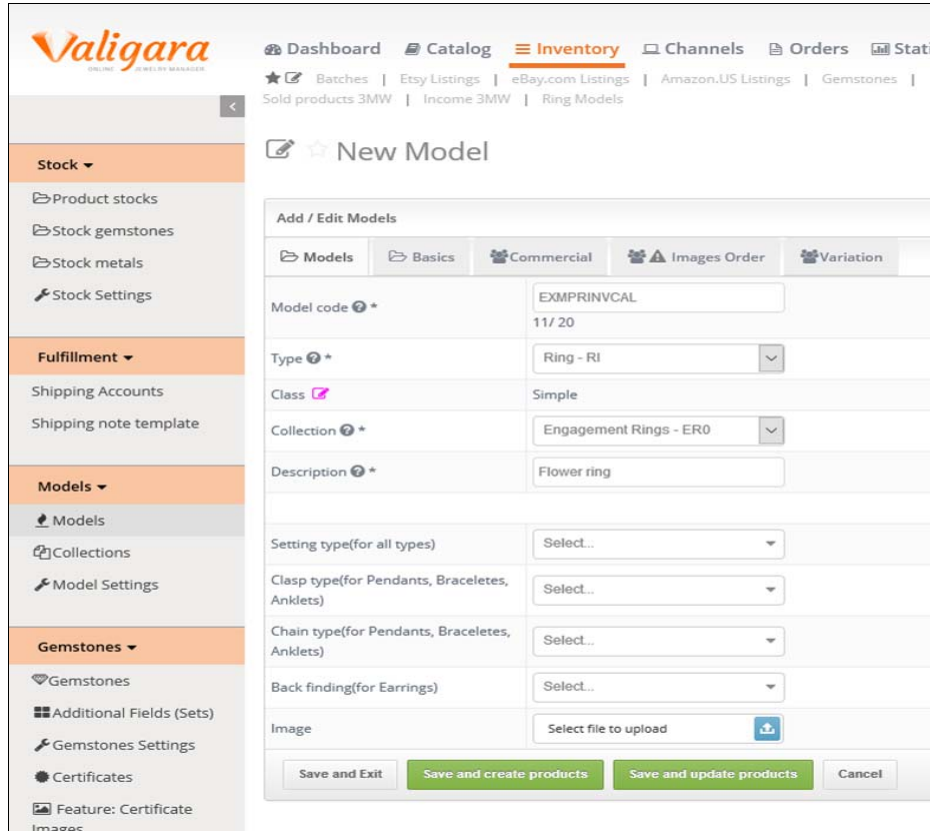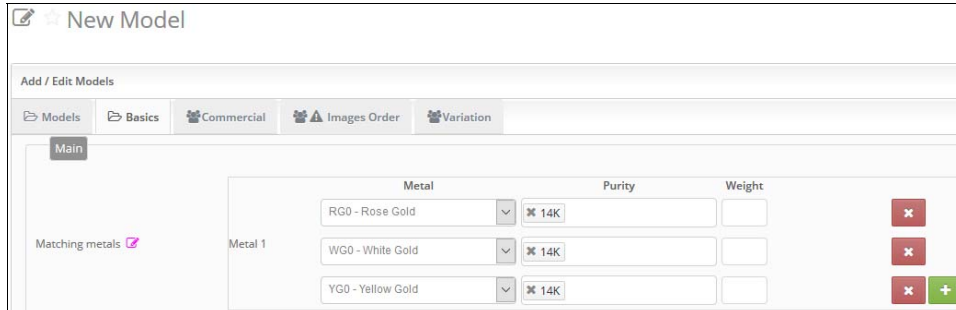
Figure 4. The appearance of the model creation page after data entry
Source: manager.valigara.com

The type of metal is entered first (they can be precious, pink, white or yellow gold, silver, stainless steel, etc.) and the number of cards offered by the ring (14K, 18K, etc.). This example will have variations in yellow, white and rose gold of 14 carats (shown in Figure 6).

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Figure 5. The appearance of the central part of the Basics page
Source: manager.valigara.com

Figure 6. Determination of the precious metal variation of the model
Source: manager.valigara.com

After filling in the fields for variations of precious metals in which the product is offered, we move on to filling in the gemstone field. This is done by clicking on the plus sign icon in the "Matching gemstones" section (shown in Figure 7). [7] Then a new window opens with two options:

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1. Set stone parameters i
2. Set specific stones.

The first option offers the possibility to create a gemstone directly for the model on the model. This option is used less frequently because the data must be re-entered if another model uses the exact gemstone. The second option allows using a previously made gemstone, which allows using the same stone in several different models.
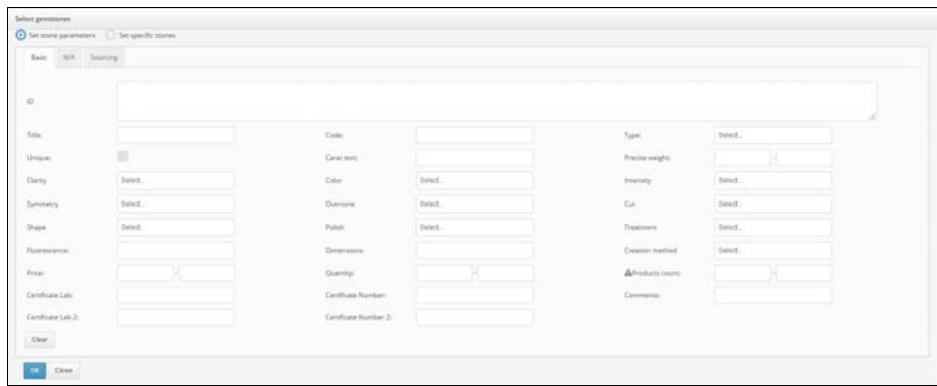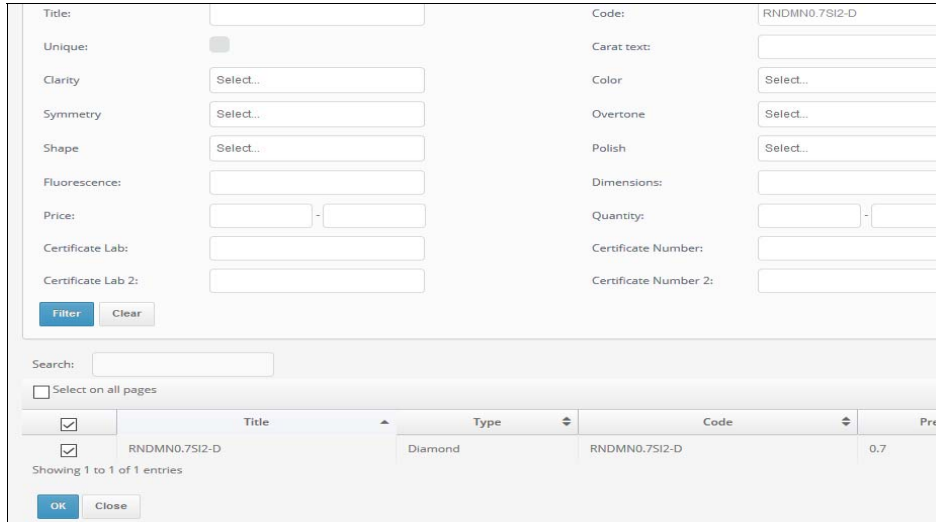
Figure 7. The appearance of the gemstone setting side
Source: manager.valigara.com

By going to the field "Set specific stones" and entering the name of the precious stone in the field "Code" and clicking the filter option as a result of the search, a previously made gemstone for this model is displayed (shown in Figure 8).

The desired gemstone is selected by checking the option next to the name of the previously created gemstone and clicking on the "OK" button. After that, the size in which the desired product is offered is selected. As can be seen from picture no. 5 Basics works, this part is located just below the option of specifying a gemstone. The example being processed will have an offer in sizes from 3 to 8. This completes the essential part of creating a new model. [16] A tag or tag can be added here, as well as the product's physical location, which will be used by all products derived from this model (shown in Figure 9). Product tags allow quick sorting, filtering, finding and commenting on the product. Each product can have as many labels as needed.

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Figure 8. Model filtering
Source: manager.valigara.com

On the same page, the quantity of the product at its disposal is added. This is done in the "Stock" section. In addition to these options, Valigara also offers the following options (shown in Figure 10):

1. Dimensions,
2. Weight,
3. Quantity,
4. Sizes,
5. Stock i
6. Media.

Each of these options has its own sub-options. Thus, in the dimension section, there is an option for width, length and different units of measurement, and an option that allows you to enter the text as desired (Dimensions). The weight section also contains a text section, which allows you to enter data as desired, as well as a section "Diamonds total weight" that allows you to enter the weight of diamonds in carats, which cancels the value of previously entered diamond weight (this option is not recommended, especially for variations with diamonds). -ma, where there is a different weight of the diamond).

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Figure 9. The appearance of the page after filling in all the data
Source: manager.valigara.com

The next part is "Quantity", and there are two options, which are also rarely used. Those are:
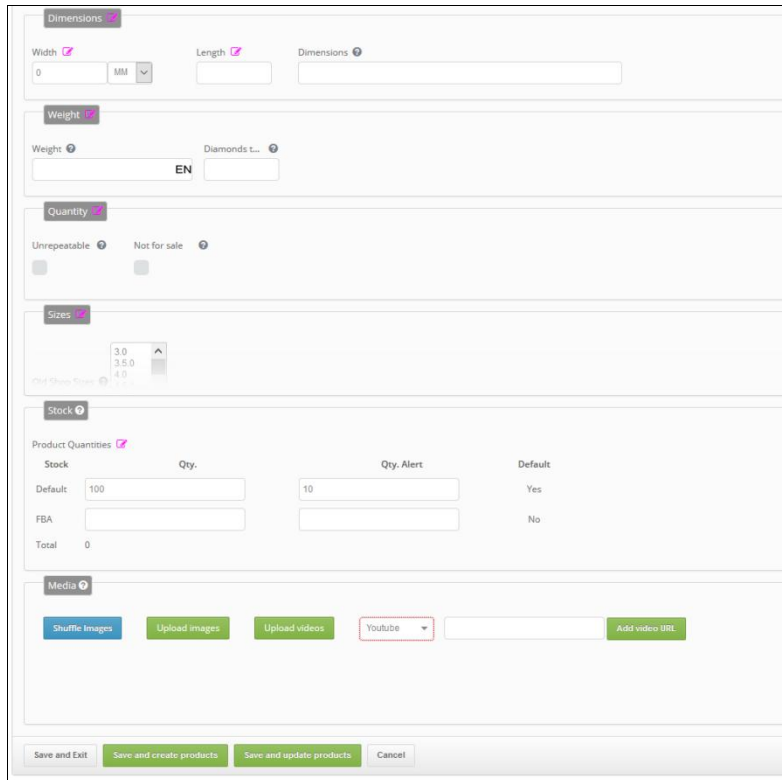
1. Unrepeatable (when a single product with a limited quantity is offered, at the time of sale of that quantity, the product is automatically removed from all markets) and

2. Not for sale (option is checked when unforeseen circumstances, e.g. currently lack materials for production, etc.).

The "Sizes" option is used for variations in the size of the ring in which it is offered.

By entering the data in the "Stock", the quantity of the product at its disposal is set. It is divided into two parts:

1. Default (in case you use your warehouse) and

2. FBA (Fulfilled by Amazon, when goods are shipped to Amazon warehouse).

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Figure 10. Other fields of the second phase of model creation
Source: manager.valigara.com

Both of the above options contain the same fields, "Quantity" and "Quantity alert". The "Quantity" part is the part with the number of goods at its disposal. In contrast, the "Quantity alert" field serves as a warning when the quantity of the product at its disposal falls to a certain level and thus reminds you to fill the warehouse. In the example, only the Default fields are filled in. [18]

The "Media" section is used to enter images and video content related to the product. It is not used in this part of the production in the case of variations with different metals or precious stones. It is used only in the case of the same variation (same metal, same type, shape and size of the precious stone).

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The third part of creating a model consists of the following phases:
1. Description and Title (description and name of the product),
2. Prices.

In addition, there are fields related to the categories in which the listings are published in different online stores, prices for each marketplace separately, and particular fields specific to each marketplace. This part is usually filled in when the pro-derivative has no variation, but it does not happen so often in practice. [13]

Clicking on "Save and create products" opens a new window in which more options appear, as well as options to confirm previously entered data.

Figure 11. Confirmation and selection variation fields
Source: manager.valigara.com

Figure 11 shows the confirmation and selection variation fields. This section is divided into:
1. Metals,
2. Gemstones,

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3. Sizes,
4. Random variations
5. Copy default model values.

	Code ⇕	Images ⇕	Title ⇕	Type ⇕	Collection ⇕ / Model ⇕	Metal ⇕ / Gemstone ⇕	Tags ⇕
☐	354392 / EXMPRINVCAL-RG0-14K-RNDMN0.7SI	[0] ⚑3 🔗3	EXMPRINVCAL: Rose Gold 14K RNDMN0.7SI2-D ... Edit: EN / HE / RU / DE / AU / UK / FR / CA / SG / ES / MX / IN / JA / CN	Ring	Engagement Rings Flower ring	⋃ Metals Rose Gold 14K 0.00 gr. ✳ Gemstones RNDMN0.7SI2-D x 0 pcs.	tag_example
☐	354393 / EXMPRINVCAL-WG0-14K-RNDMN0.7SI	[0] ⚑3 🔗3	EXMPRINVCAL: White Gold 14K RNDMN0.7SI2-D ... Edit: EN / HE / RU / DE / AU / UK / FR / CA / SG / ES / MX / IN / JA / CN	Ring	Engagement Rings Flower ring	⋃ Metals White Gold 14K 0.00 gr. ✳ Gemstones RNDMN0.7SI2-D x 0 pcs.	tag_example
☐	354394 / EXMPRINVCAL-YG0-14K-RNDMN0.7SI	[0] ⚑3 🔗3	EXMPRINVCAL: Yellow Gold 14K RNDMN0.7SI2-D ... Edit: EN / HE / RU / DE / AU / UK / FR / CA / SG / ES / MX / IN / JA / CN	Ring	Engagement Rings Flower ring	⋃ Metals Yellow Gold 14K 0.00 gr. ✳ Gemstones RNDMN0.7SI2-D x 0 pcs.	tag_example

Figure 12. Created products from the model
Source: manager.valigara.com

In the "Metals" part of the "Metals from Model" option, select confirm previously entered in the first phase of creating the model. The same applies to the second part of choosing a gemstone. In the "Sizes" sections, the choice of creating a different product from the size variation. This option allows you to create an individual product of different ring sizes and is mainly used when there are not many products on offer. [10] In contrast, the "Random variations" section and the

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"Maximum variations" option offer manually limiting the number of products created from the model. In the given example, this is not used. Only the previously entered data is confirmed by clicking on the "Create" option. Thus, three products are created from the created model (shown in Figure 12).

Conclusion

The paper presents the way of implementing Valigara software in one area of electronic business, and that is the market of business and jewellery trading, as materials from which the same product is made. It can be seen that Valigara software is a unique multi-channel online jewellery sales management system. Then, the creation of a precious stone is shown and models in which a previously created precious stone is used. Beyond the model, actual product variations, listing on online markets, best practices of SEO listing optimization, setting prices, creating various templates for automating various processes, etc.

The functioning of Valigara software on major online stores, and above all on ETSY and eBay, was presented. You can see how the software works, why it is desirable to integrate it, best practices in online stores, how to promote sales using promotions, and other opportunities provided by the software itself. The above makes Valigara software one of the most comprehensive and best tools for online business in the sales and jewellery market.

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