

NABAY MALL

SELLERS / STORES GUIDE

Welcome to Nabay. We are proud to have your association. You are at the right place - your own private and personalised 'Online Store' - one that has your idea, your identity and your branding at the core. Just enjoy your 'Nabay Space', open your product or service store, give it your unique identity and start your online business - and - let us take care of all the assistance you need.

Let us guide you through the process of your Online Store Creation and assist you realize your online business objectives.

You just need to take simple and smooth Five Steps and there you go - live with your own Online Store:

1. Register to Nabay.
2. Choose your Nabay Space Rental Plan.
3. Create your Store.
4. Personalize your Store.
5. Launch your Store and Business.

Registration

Nabay is all about best business practices. We expect everyone in the Nabay community to register, whether it's a Nabay Mall store owner, a Nabay Plugged-In Store owner, a buyer or a barterer.

Nabay is available in web and mobile versions.

- Click the Register button on the top right corner of the Nabay landing page, provide your name, email-id, phone number and create your own password to become a registered member of Nabay. Your email-id is your unique user name. User registration can be accomplished on both web and mobile versions. You are just a step away from being a registered Store Owner. If you are ready, please follow this [LINK](#) (Nabay landing page or store home page > Register) or read on. Seller registration is available only on Nabay web version. As a registered user, you can now choose the 'Become A Seller' option under "My Account" section, provide your essential business details such as business name, Commercial Registration or trade license number, tax registration number, any other necessary document and carefully read, understand and consent to the [Nabay Terms and Conditions](#) by selecting the checkbox. You now become a registered

Store Owner/Seller of Nabay. You may also follow <User login > My account > Become a seller> or read on.

- If you were not previously a registered member of Nabay, no worries, you can complete the above two steps by simply following the "Seller Registration" link provided in the footer section of the Nabay web version.
- Alternatively, you may choose to bypass the Nabay Registration Process and simply login with your social media account login. Currently, Nabay allows social medial account linked login for registered users of Google, Facebook and Instagram.

Choose Your Nabay Space - Rental Plan

Now that you have registered yourself as a Seller/Store owner, you may proceed with the selection of your Nabay Space - Rental Plan. However, before doing that, you may just want to understand the specific plan options and what comes along with them. Also, kindly note, the process of opening your Store is possible only on Nabay web version.

Nabay provides you with multiple plan options to open your Products or Services store. You reserve the option to open your Product Store or Service Store. You also have the option to have your Product Store as well as Service Store - kindly note that both Product and Service Stores have to be created by opting for different Nabay Space - Rental Plan.

Nabay Space - Rental Plans offer two options:

- Paid Rental Store (You pay a small rent for your Nabay Mall Space) - applicable for both Product and Service Stores. You just open your store, list your products, start your business and Nabay takes care & aids in your payment collections, order fulfilment, logistics, business promotion and business analytics. Being a paid rental store, you get major benefits.
- Plugged-In Store (You pay a marginally higher rent for your Nabay Mall Space) - applicable for both Product and Service Stores. A concept where you plug your existing service or informative website on Nabay and enjoy higher footfalls and enhanced search optimisation.

Each Nabay Space - Rental Plan offers you some benefits. To assist you with your choice, here is a broad list of what you get with each plan:

Sl. No.	Plan Features	Nabay Mall \$9/Month Rental Store - Product	Nabay Mall \$18/Month Rental Store - Product	Nabay Mall \$50/Month Rental Store - Product * (Only Mobiles/ Tabs/ Laptops)	Plugged-In \$30/Month - Services Or Info Website.	Nabay Mall \$30/Month Rental Store - Services
1	Nabay Mall Lease Period	12 Months	12 Months	12 Months	12 Months	12 Months
2	Rental Billing Cycle	Annual	Annual	Annual	Annual	Annual
3	Products / Services Upload	75	Unlimited	Unlimited	Unlimited	Unlimited
4	Image Uploads	5 Per Product	5 Per Product	5 Per Product	5 Per Product	5 Per Product
5	Video Link Uploads	1 Per Product	1 Per Product	1 Per Product	1 Per Product	1 Per Product
6	Personalization	Limited	Major	Major	Total	Major
7	Free Store Themes	3	9	9	N/A	21
8	Theme Colours	Your Choice	Your Choice	Your Choice	N/A	Your Choice
9	Your Branding	Limited within Your Plan Available Themes	Major within Your Plan Available Themes	Major within Your Plan Available Themes	Total	Major within Your Plan Available Themes
10	Your Own Web URL Address	Yes	Yes	Yes	Yes	Yes
11	Your Store Landing Page	Yes	Yes	Yes	Yes	Yes
12	Your Store Cart & Checkout	Yes	Yes	Yes	Yes	Yes
13	Your Own Admin Section	Yes	Yes	Yes	Yes	Yes
14	Your Own Catalogue	Yes	Yes	Yes	Yes	Yes
15	Search Result Positioning	Normal	Premium	Premium	Premium	Premium
16	Nabay Mall Space Rent (Monthly)	\$9	\$18	\$50	\$30	\$30
17	Nabay Commission	12%	10%	4%	0%	0%
18	Settlement Cycle	30 Days	15 Days	15 Days	N/A	N/A
19	Freedom of Plan Migration	Yes	Yes	Yes	Yes	Yes
#	Live Store Performance Indicator	Through Nabay Map	Through Nabay Map	Through Nabay Map	Through Nabay Map	Through Nabay Map
21	Nabay Standard Returns & Refund Policy	Applicable	Applicable	Applicable	N/A	N/A
#	Your Personalized Returns & Return Policy	Yes	Yes	Yes	N/A	N/A

*Only applicable for Mobile Phones / Tabs / Laptops (Excluding accessories). Before selecting the plan please reach out to care@nabay.com with your contact details.

Optional Charges: Store setup/Cataloguing/Initial Product Upload and Go Live assistance services. Please reach us out on care@nabay.com or call us on +968 24576088 or +971 501725232 to get the quote.

We are sure that by now you must have made up your mind to make your choice for the Nabay Space.

Nabay provides you total freedom and you are free to opt for a different Nabay Space - Rental Plan, however, you may do so only once in a billing cycle. The new Nabay Space - Rental Plan will become effective from the 1st day of the following billing cycle.

Nabay Map is an innovative performance indicator of your store, which, on one hand, lets you track your store performance and, on the other, lets your buyer judge you in a very unbiased and transparent manner. Nabay Map is a dynamic representation of how all the stores are performing and it would be a matter of pride for you to attain a dominant representation on the Nabay Map. A qualitative and quantitative algorithm,

developed by Nabay, dynamically defines your store ratings on Nabay and further your representation on the Nabay Map.

Please follow this [LINK](#) (Seller Login > My Account > Open store) or choose the 'Open Store' button in your 'My Account Dashboard' and opt for your desired Nabay Space - Rental Plan. You enjoy a free trial period, as mentioned in the chart above, on completion of which, you would automatically be charged for your Monthly Rental Fee and you accord the right to Nabay to collect the said fees in accordance with the [Nabay Sellers Terms & Condition](#). Nabay reserves the right to suspend or terminate your store should there be any violations of the Nabay Sellers Terms & Conditions.

Create Your Store

Following the same [LINK](#) (Seller Login > My Account > Open store) for 'Open Store' button in your 'My Account Dashboard', please provide your Business Name, your Unique Store Name and create your Admin Panel Login credentials. Alternatively, Nabay would send a personal mail to you with your Admin Panel Login credentials.

Hurray, your Online Store on Nabay is Open and ready to be launched - just a quick couple of steps before you are all set.

Personalize Your Store

Unlike the generic and contemporary marketplaces, Nabay's focus is its Sellers' and Buyers' community. Nabay believes in your total freedom to open your online store on Nabay Space with your own identity, your own branding and your own idea about look & feel and store design. Kindly note that you will also have the option to select Paid Themes once Nabay introduces them. If you so desire, for a small fee, Nabay can also develop a totally customized theme for your needs.

Login to your Admin Panel and follow this [LINK](#) to select your choice of Theme. Nabay free Themes are provided as per the benefits enjoyed by the Sellers/Store in accordance with your Nabay Space - Rental Plan.

Once you have made the choice of your desired Theme, you have the option to choose your desired Theme colour from the colour palette, following this [LINK](#).

Now that you are ready with the look & feel of your Store, please brand it with your own logo (follow this [LINK](#)) (Seller admin panel > content > Design > Configuration > Edit Store name > Other settings > header > upload logo) and provide brief content for your Store's 'About Us' page. In the same section, please provide your contact details, your customer support contacts, put up your Stores adverts, update your privacy policy and there you go - you are ready with your Personalized Store.

Pre-Launch Steps for Your Store

Step -1

- Prepare a list of your Products / Services that you want to sell in your Store. In case of bulk upload, please use the pre-set Excel Nabay template in the Catalogue Section of your Admin Panel to create a proper Products / Services listing for your Store. Alternatively, you also have the option to upload products individually.
- Please ensure that you have properly categorised your Products / Services and used proper keywords in Products / Services description. This will help you to achieve effective capturing of your Store on the Search Engines and on Nabay Search.
- Please also select "Related To" tag for your Products / Services from one of the Nabay defined categories. This is a unique Nabay feature to help and push priority search listing on Search Engines or Nabay Search. For example, a Swimsuit is related to Water, so is a boat and so is a diving suit. Just in case, you don't find an appropriate "Related To" category for your product, you may simply e-mail Nabay and your suggestion will be considered by Nabay for inclusion to the "Related To" category list.
- Please provide Products prices, discounts and populate all other relevant columns of the pre-set Excel Nabay template.
- For Services, you have the option to display indicative prices or you may even upload your Price Chart.

Step -2

- Through your Admin Panel, you may now upload pictures, video links and documents for your Products / Services.
- Kindly note that Nabay does not allow upload of videos, but provides you with the option of uploading your YouTube or Vimeo video links.
- Please peruse the pictures and document upload guidelines, provided below.

Step-3

- Through your Admin Panel, please provide your Business/Company registration or Commercial Registration number, your Banking details (which will be used by Nabay to transfer your settlement payments), your tax registration number and any other relevant detail that is warranted within your Country to conduct a commercial business.

Step -4

- Now follow the Stores Shipping section from your Admin Panel and provide your Product Pick Up Address, update Product Shipping Rules, Product Shipping limitations for specific destinations and Pricing Policy (for example, free shipping of your Product etc.).
- Kindly note that Nabay aids you with order fulfilment and has tied up with Aramex as the Logistics Partner. As and when Nabay ties up with additional Logistics Partners, you or the buyer will have the option to choose a preferred shipper for getting his purchased product delivery.
- While Nabay arranged Logistics Partner is mandatory, just in case you need to have your own alternative Logistics Partner, you may get in touch with Nabay Administrator, who will advise you on the process. However, in such an event, Nabay may charge a marginal fee to integrate your Logistics Partner system with Nabay.

Step -5

- Now follow the Tax Rules section from your Admin Panel and set up your tax rules and invoicing process.
- Please ensure that the tax rules set by you, are in compliance with the tax rules of your state/country.

Step -6

- Lastly, please define a clear return and refund policy for your Store. You may provide the option for a default standard return and refund policy for your Store or even set it up for a specific product category or specific products.
- While you enjoy the freedom to define and have your own return and refund policy, kindly peruse the Nabay Return and Refund policy, which covers basic situations and are mandatorily applicable to all Stores.

Launch Your Store and Business

Now you are all set. Just provide your credit card details for Nabay to charge you for your Nabay Space - Rent on a recurring basis, pay your first rental amount and click Go Live button on your Admin Panel.

For reasons of sensitivities, sensibilities and compliance to various rules and regulations of Nabay and the country of your origin, Nabay reserves the right to review your Go

Live request and approve the Store. Nabay at its discretion may also allow auto approval of your Store and may at a later time review your Store.

Once Nabay approves your Store, your Store is Live and your business commences.

Congratulations.....

Product and Service Image/Video/Documents Upload Guidelines

These guidelines are provided to assist you with best results and ensure that your buyer or Store visitor enjoys their visit to your Store.

Picture/Photos/Images

- Please use only JPEG (.jpeg file extension), PNG (.png file extension) or GIF (.gif file extension).
- The file size has to be between 2 MB and 4 MB.
- You should use only white background pictures/photos/images.
- The pictures/photos/images should not have any borders. However, your identity watermark is permissible.

Videos

- You may upload only video links from YouTube or Vimeo.
- Nabay does not provide for uploading video files (MPEG, MP3, MP4, AVI, FLV etc.).

Documents

- Documents must be in PDF format.
- The file size limit for document upload is 1 MB.
- You may scan your documents or convert them to PDF.
- Please do not use PDF's with Portfolio format, that have an expiration date or are password protected.

Products and Services Upload - Prohibitions

Nabay believes in building a decent, law abiding and non-offensive online community and expects to have users from all walks of life and cultural orientations. Nabay has set three basic principles for uploading and selling any Products / Services / Pictures / Photos / Images / Video Links / Advertisements and Documents on Nabay:

- Anything that is prohibited by law in your country of origin or within a jurisdiction that Nabay falls, is prohibited on Nabay. This would include pornographic materials, contraband material, drugs, weapons, prostitution,

banned medicinal drugs and all other items that may be banned in the jurisdiction that you or Nabay falls.

- Anything that has sexual overtone (direct or indirect) or has explicit sexual images or has sexual verbiage is prohibited on Nabay.
- Anything that has offensive overtones, related to a religion or a nation or a society or a tribe or a gender or has the potential of disturbing public order is prohibited on Nabay.

Nabay reserves the right to monitor your stores, listed products, uploaded pictures/photos/images/video links for any violations.

Its Nabay's intent to keep you safe and build a healthy trustworthy online community.

Consequences of Any Violations

While we expect all our users to regulate themselves in accordance with the applicable laws and Nabay Terms & Conditions, should there be an advertent or inadvertent violation, Nabay reserves the right to:

- Notify the User / Seller of the violation(s) and ask its immediate rectification.
- Without notice, take down the article / material / product / service / picture / photo / image / video link / document that stands in violation.
- Suspend or terminate a User / Store in case of gross or repeated violations.
- Report the violation / violator to the law enforcement agencies.
- None of the actions above will cause any direct or indirect liability of whatsoever nature on Nabay and all consequences or resultant financial or other loss would be on account of the violating User / Store.
- In the event Nabay suspends or terminates a store, Nabay will not be obliged to refund to the store owner any Nabay Space - Rental Fee for the then remaining period of the rental billing cycle.
- Kindly refer to the Nabay Sellers Terms & Conditions a for better understanding of the consequences.

Your Store Admin Functions

Nabay ensures total freedom to you to maintain and manage your Store. You control the Admin function of your Store.

While browsing through your Admin Panel, you will appreciate the ease and user friendliness to manage your Admin functions. Your general Admin functions would include:

- Your Nabay Space - Rental Plan Management

- Products / Services Upload Management
- Your Catalogue Management
- Monitor Your Orders
- Take Actions on Received Orders - Check Orders, Arrange Products, Generate Invoices and Print Shipping Labels
- Set Up Instant Shipping Instructions
- Confirm Shipment and Delivery
- Returns & Refund Management
- Monitor Inventory
- Close the Order on Successful Delivery
- Monitor Your Products / Services / Store Reviews
- Use Your Analytics Dashboard to Monitor Your Sales, Revenues and Other Analytical Reports.

Payment Settlement

The periodicity of your payment settlement will be managed in accordance with the settlement cycle applicable to your Nabay Mall - Rental Plan.

Your payment settlement will take care of the following deductions:

- Nabay Commission
- Payment gateway Charges
- Shipment Charges
- Any Overdue Nabay Space - Rent
- Any Refund Claims
- Applicable Taxes
- Currency Conversion Charges

Kindly refer to Nabay Sellers Terms & Conditions for better understanding on Payment Settlements.

Kindly note that this section governs only Product Stores under Free Rental Store & Paid Rental Store and excludes Paid Rental Store - Services & Plugged-In Stores - Services.

Nabay Support

While the Nabay Sellers Guide would assist in your day-to-day Store functions, should you need any further assistance, please feel free to drop in a mail to Nabay Sellers Support at care@nabay.com or chat with a Nabay Agent from the chat window.

Nabay endeavours to provide you timely support on any issues that you face.

Should you require any other assistance (for example - additional personalization of your Store), please feel free to drop a mail to Nabay Administrator at admin@nabay.com and we will be pleased to provide these additional services at nominal charges.

HAPPY SELLING ON NABAY MALL