

Basic Content Creation

General Merchandise (GM) Content Creation Training

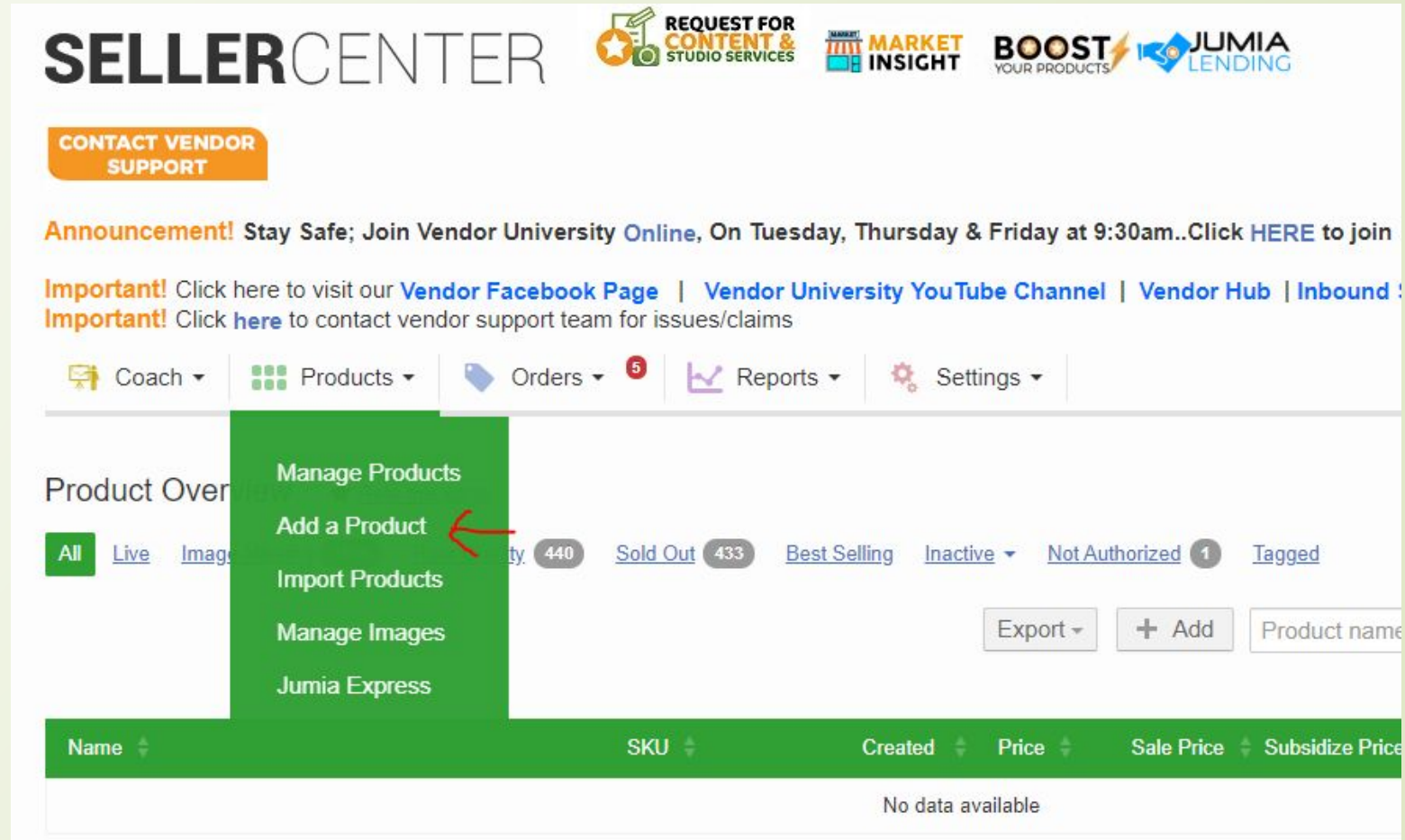


GM Products Includes but not limited to:

- Mobiles: Phones, Tablets, Mobile Accessories
- Electronics: TVs, Audios, Cameras, Electronic Accessories
- Home & Office: Appliances, Furniture, Decor, Power Suppliers, Kitchen Items, Event & Party Supplies, Stationeries
- Sports & Fitness Items
- FMCG: Perfumes, Skin Care, Groceries, Hair Care, etc
- Automobiles
- Toys
- Computing: Laptops, Printers, Scanners, Hard Drives, Accessories

Step 1

1. On the seller center landing page, Click on the **Products** icon.
2. Click on “**Add a Product**” to start creating a new product.



The screenshot displays the Seller Center dashboard. At the top, there are logos for 'SELLERCENTER', 'REQUEST FOR CONTENT & STUDIO SERVICES', 'MARKET INSIGHT', 'BOOST YOUR PRODUCTS', and 'JUMIA LENDING'. Below the logos is a navigation bar with icons for 'Coach', 'Products', 'Orders' (with a red notification badge '5'), 'Reports', and 'Settings'. A green dropdown menu is open under the 'Products' icon, listing options: 'Manage Products', 'Add a Product' (highlighted with a red arrow), 'Import Products', 'Manage Images', and 'Jumia Express'. Below the navigation bar, there are several announcements and important notices. The main content area shows a 'Product Overview' section with filters for 'All', 'Live', 'Image', 'Quantity' (440), 'Sold Out' (433), 'Best Selling', 'Inactive', 'Not Authorized' (1), and 'Tagged'. There are also buttons for 'Export', '+ Add', and 'Product name'. At the bottom, a table header is visible with columns: 'Name', 'SKU', 'Created', 'Price', 'Sale Price', and 'Subsidize Price'. The table content is empty, showing 'No data available'.

Step 2

1. Click on “**Browse Categories**” and find a category that best suits the product you want to create.
1. **Be cautious. Choosing a wrong category will lead to your product being rejected.**

Add a Product [★ Rate this page](#)
Please select a primary category for your product

Search for categories, sub-categories,...



Browse Categories

Most Used Categories

Automobile >

Baby Products >

Books, Movies and Music >

Computing >

Electronics >

Fashion >

Gaming >

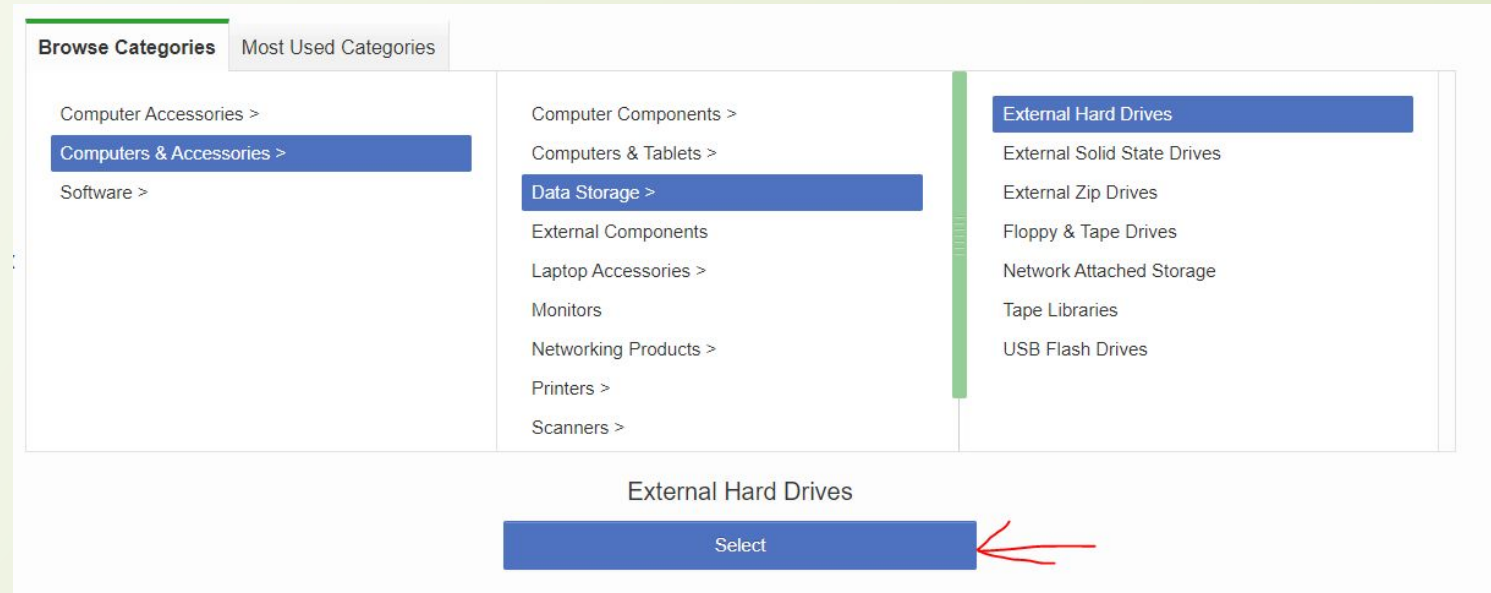
Garden & Outdoors >

Grocery >

Step 3

1. In this case we choose our product as an **External Hard Disk**. It is under Computing as a root category, hence here is the flow: **Computing > Computers & Accessories > Data Storage > External Hard Drives**

1. Click on **“Select”** (indicated with the red arrow) to continue.



Step 4

Filling in the Product information

Name – TE3401-3 USB 3.0 External Hard Disk Drive – 1TB – Green.

Find Product Name Template/Guideline for GM Products [Here](#)

Brand – Type out the brand. It appears automatically for you to select.

Colour – Green

For Restricted & New Brands: follow the link that appears below the “brand field” to raise a claim and submit your licence or authorization to sell the brand. If it is a new brand, also follow the link and submit the brand for new brand

See below to raise a claim for brand

Product Information More Product Details Product Pricing Images

* Indicates required field. Draft saved at 20 Mar 2020 14:47

Product Name *	TE3401-3 USB 3.0 External Hard Disk Drive - 1TB - Green
	Product Name Example: iPhone 5
Brand *	Toshiba
	Brand Example: Nike, Adidas, Sony
Colour	Green
	Main color of product Example: Red, Blue, Green
Primary Category	Computing > Computers & Accessories > Data Storage > External Hard Drives

Brand *

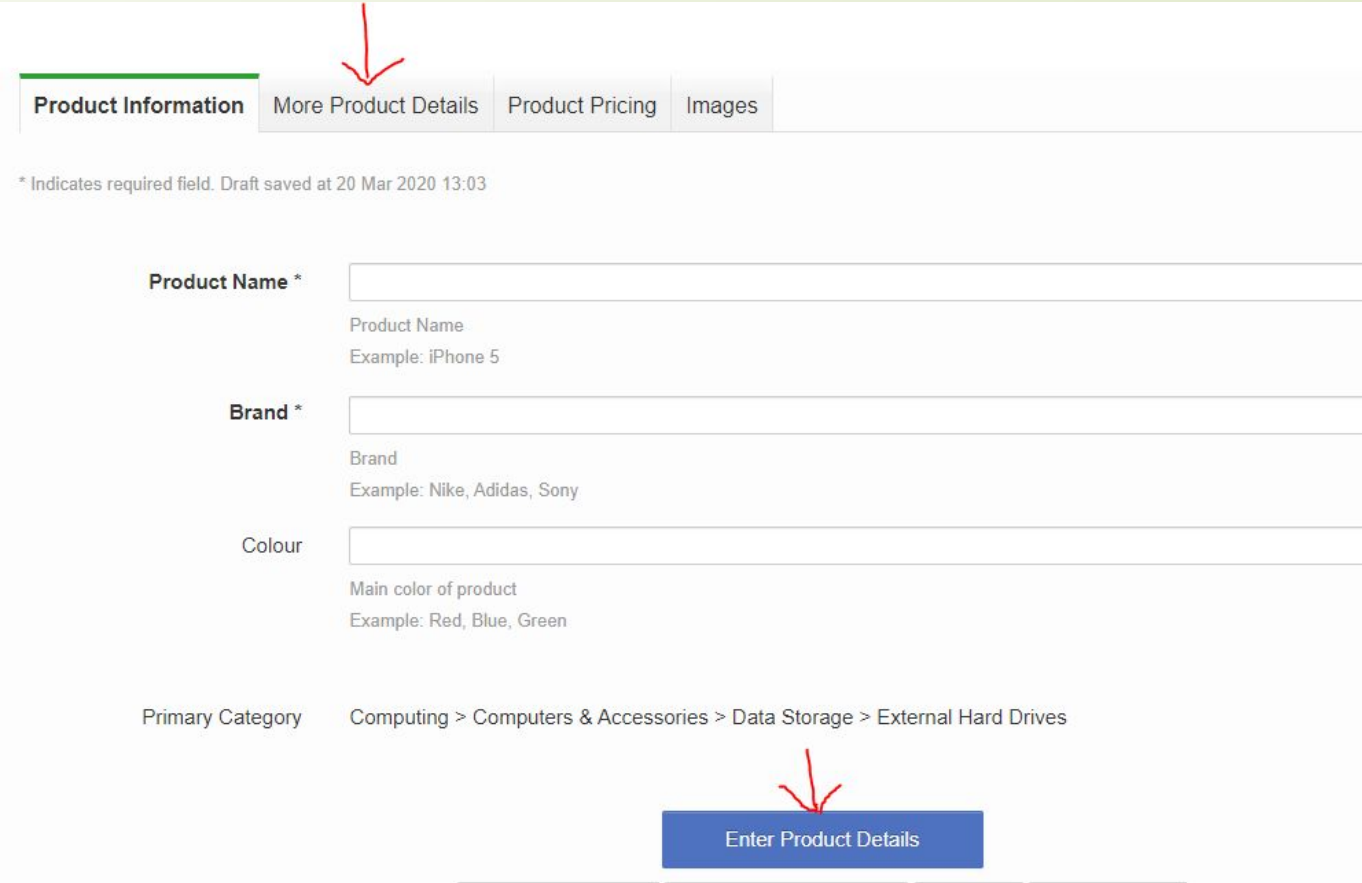
Adidas

The brand you want to add is restricted to official/authorized sellers. Please share with us your license to sell this brand by [Raising A Claim here](#)



Step 5

Click on “**More Product Details**” at the top or “**Enter Product Details**” (indicated by red arrow) to continue to the next step.



The screenshot shows a product form with the following elements:

- Navigation Tabs:** Product Information (active), More Product Details (indicated by a red arrow), Product Pricing, Images.
- Text:** * Indicates required field. Draft saved at 20 Mar 2020 13:03
- Product Name *:** Input field with placeholder text "Product Name" and example "Example: iPhone 5".
- Brand *:** Input field with placeholder text "Brand" and example "Example: Nike, Adidas, Sony".
- Colour:** Input field with placeholder text "Main color of product" and example "Example: Red, Blue, Green".
- Primary Category:** Computing > Computers & Accessories > Data Storage > External Hard Drives
- Action Button:** Enter Product Details (indicated by a red arrow).

Step 6

Filling in more product details

Details include:

1. **Product Specification:** e.g material, weight, colour family
2. **Product Description:** detailed paragraph of product informations
3. **Delivery:** For small items, select "Parcel", For large items, select "Carrier"
4. **Tax:** Select "Default" as tax
5. **Warranty:** e.g 1 Year, 6 Months
6. **Additional Product Information:** keywords, HDD Size, etc

Keywords - very important to be filled. They are key search words, what the customer would typically search for when shopping online or on the website.

Product Information **More Product Details** Product Pricing Images

* Indicates required field. Draft saved at 20 Mar 2020 12:49

- ▶ Product Specification
- ▶ Product Description
- ▶ Delivery
- ▶ Tax
- ▶ Warranty
- ▶ Additional Product Information

More on Product Details

Product Specification

Size: Also known as dimensions. Fill in the measurements of the product if available as L x W x H. Must be in cm and added only as numbers e.g 10 x 12 x 120.

Note: Do not add “cm” in the space.

Weight: Must be in Kg and Added only as numbers e.g 1, 2.

Note: Do not add “Kg” in the space.

Find Weight Template for GM Products [Here](#)

The color family, weight and main material are **compulsory** fields to fill.

For every fashion item, there must be a Main Material Provided.

If you do not know or are not sure of the main material, leave it blank

Product Information	More Product Details	Product Pricing	Images
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* Indicates required field.

▼ Product Specification

Collection	<input type="text"/>
	Name of collection
Color family	<input type="text"/>
	Color family of product
Main material	<input type="text"/>
	Material of the product
Production country	<input type="text" value="Please select"/>
	Production country of product
Size (L x W x H cm)	<input type="text"/>
	Size (L x W x H cm)
Weight (kg) *	<input type="text"/>
	Weight (kg)

More on Product Details

Product Description is a very huge part of product creation.

Product description – describe the details of your product. Eg.

One plus one is greater than two. The StoreJet 25M3 combines the shock-resistant qualities of Transcend's award-winning rugged StoreJet M series with the SuperSpeed 5Gb/s interface bandwidth of USB 3.0, allowing users to enjoy ultra-fast file transfers and the highest level of anti-shock protection. **Order for the StoreJet 25M3 today from Jumia Ghana and have it delivered to your doorstep anywhere you are in Ghana.**

The SEO line (bolded above) is necessary in all our products unless advised otherwise.

Highlights – Type out atleast 5 Key features of the item and add them in Bullet Points

Product Description

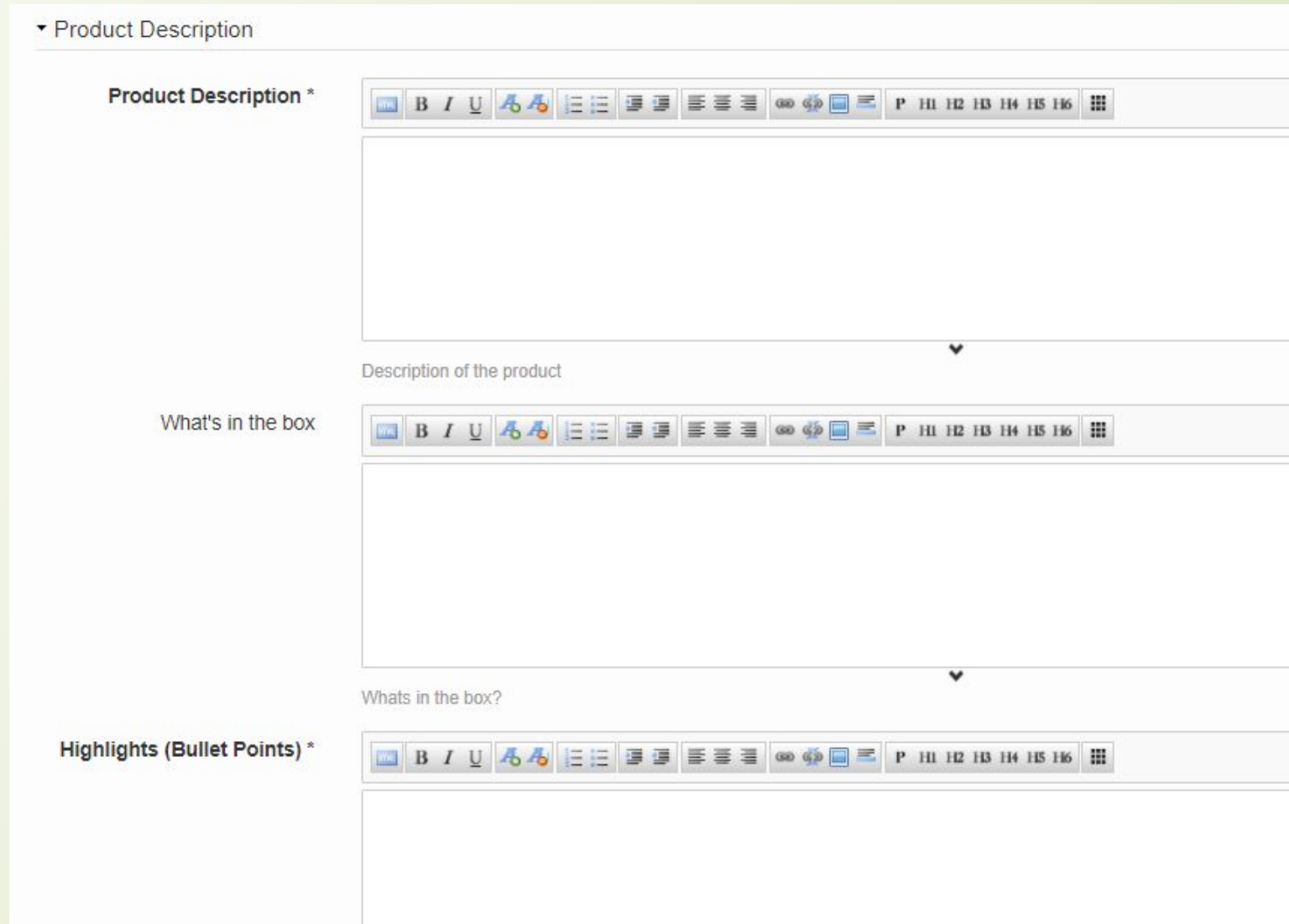
Product Description *

Description of the product

What's in the box

Whats in the box?

Highlights (Bullet Points) *

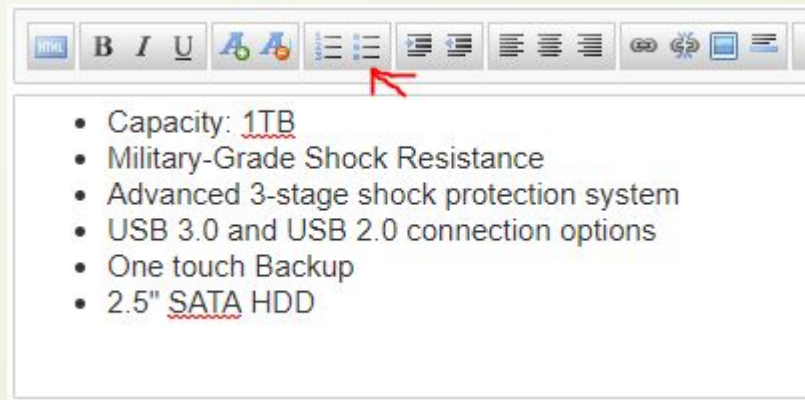
The image shows a screenshot of a product description form. It features three rich text editors, each with a toolbar containing icons for bold, italic, underline, link, unlink, bulleted list, numbered list, indent, outdent, link, unlink, and a grid icon. The first editor is labeled 'Product Description *'. The second editor is labeled 'Description of the product' and has a dropdown arrow below it. The third editor is labeled 'Whats in the box?'. The fourth editor is labeled 'Highlights (Bullet Points) *'. The form is set against a light green background.

More on Product Details

Highlights

They should be brief and in bullet points form. Example:

- Capacity: 1TB
- Military-Grade Shock Resistance
- Advanced 3-stage shock protection system
- USB 3.0 and USB 2.0 connection options
- One touch Backup
- 2.5" SATA HDD



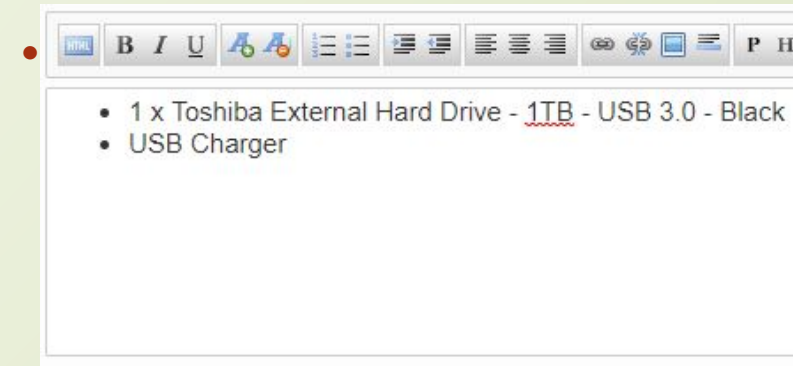
Find Highlights Template/Guideline for GM Products [Here](#)

What's in the box

This means the exact list of what will be delivered to the customer in the package. It can be only the item or the item plus other accessories that comes with the item.

Should be in bullet points form too. Example:

- 1 x Toshiba External Hard Drive - 1TB - USB 3.0 - Black





More on Product Details

Product Warranty

Format is 1 year or 12 months depending on what the vendor has put in place.

Care Label

Necessary for those items that require special care. Especially Fashion.

E.g Do not tangle wire

Step 7

More on Product Details

Filling in additional information

Depending on the product you have, fill in the applicable fields. In this case we fill in only the memory size of the hard disk.

In cases of a smartphone and laptop, most of the fields in the additional info section should be filled out.

- Additional Product Information

Memory Size (GB)	<input type="text"/>
	<small>Memory Size</small>
Display Size (in)	<input type="text"/>
	<small>Display Size (in)</small>
Megapixels	<input type="text"/>
	<small>Megapixels</small>
Network supported	<input type="text"/>
	<small>Network supported</small>
Operating System	<input type="text" value="Please select"/>
	<small>Operating System</small>
Optical Zoom	<input type="text"/>
	<small>Optical Zoom</small>
Processor	<input type="text" value="Please select"/>
	<small>Processor Type</small>
RAM	<input type="text"/>
	<small>RAM</small>
Screen Technology	<input type="text"/>
	<small>Screen Technology</small>
Slim Card Type	<input type="text"/>
	<small>Type of simcard used by device</small>
Youtube ID	<input type="text"/>
	<small>which id of the youtube video</small>
Product Expiry Date	<input type="checkbox"/>
	<small>Check this box if your product has an expiry date (applicable for example for Make Up, Groceries, ...)</small>
Minimum Expiry Date	<input type="text"/>
	<small>If your product has a minimum expiry date, fill this field with its value in days</small>

Step 9

Product Pricing Section

Details Include:

Variation: **Not Mandatory for GM - But Mandatory for FASHION ITEMS such as clothings, shoes, rings etc**

SellerSKU: Fill in a unique ID for the product. It can be a combination of letters and figures. Example: LGTV-001, DE-SNAL

ISBN: **To be filled ONLY FOR BOOKS**

Quantity: Add the stock/quantity of the product in the shop

Price: Add the price of the product

Then click on **“Upload Images”** (indicated by red arrow) to proceed to the final step.

Product Information ! More Product Details ! **Product Pricing** Images

* Indicates required field. Draft saved at 20 Mar 2020 13:17

Variation	Seller SKU*	EAN / UPC / ISBN	Quantity	Price*
...				

+ Add another product variation

Upload Images

Submit and Finish Save and Create Copy Preview Save as draft

Step 10

Images Section

Uploading the images is as easy as ABC. Click on browse and pick an image saved on your desktop.


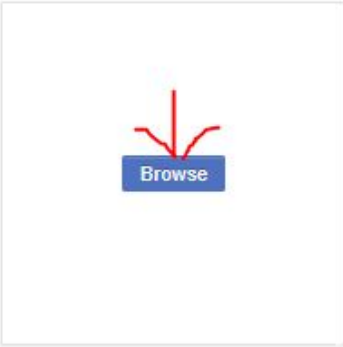

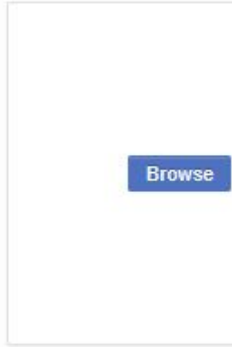
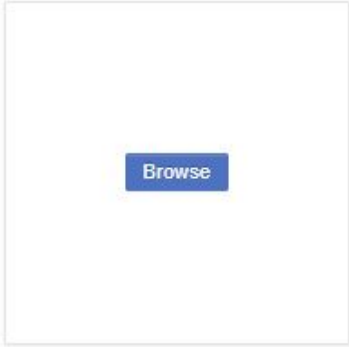

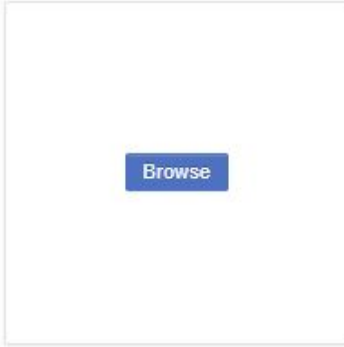
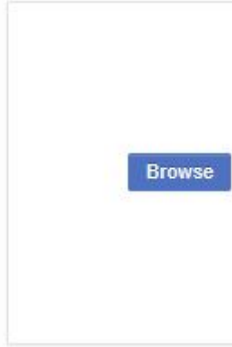
You can only upload a maximum of eight images. This is very good for customer experience

Click on “**Submit and Finish**” to create your product.


Note: Ensure all information added is correct and according to guideline before you click “**Submit and Finish**”

Product Information ⓘ More Product Details ⓘ Product Pricing ⓘ **Images**

Please pay attention to the image guidelines.
Draft saved at 20 Mar 2020 13:17

 Main Image			
			

Please pay attention to the image guidelines.


Submit and Finish



If you need a guide to Create Fashion Products, Click [here](#)

For a guide to photoshoot your items - Click [here](#)

For a guide to Weight, Product Name & Highlights Templates - Click [here](#)



Thank You!