SmartMall FAQs

How is the implementation process?

The implementation process is 100% online using tools like whatsapp, skype and gtalk to have meetings and provide assistance. There is no need to go to the office and be in place.

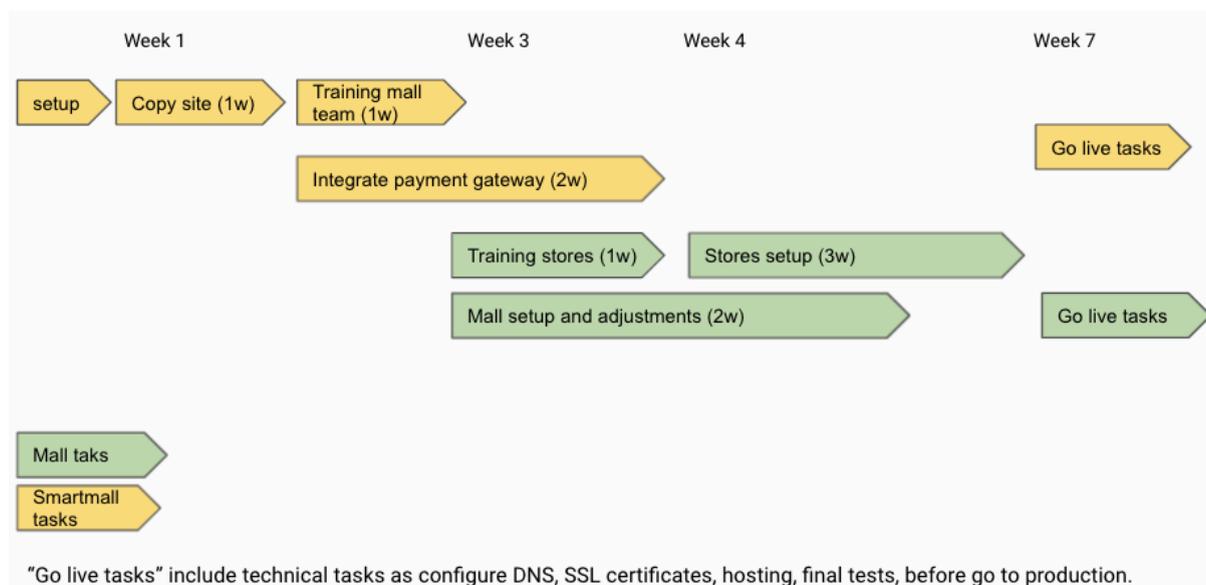It consists of three main stages:

1) Have a meeting to get to know each other. We understand your needs and see how we can help you. If we agree, we pass to the next step.
2) Develop the implementation plan according to your case. All the tasks that must be done for both of us.
3) Plan execution.

How long does it take to have the Mall online?

It usually takes between 6 and 12 weeks. The major effort is the setup of all stores, it means: store information, product categories, products, deals. It is not an easy task to have the tenants doing this work.

The key for success is to have someone in the Mall coordinating all these activities and "pushing" the tenants to set up their stores.

The setup of the product itself takes one day, so in 48hs you can have the mall online to set it up!

"Go live tasks" include technical tasks as configure DNS, SSL certificates, hosting, final tests, before go to production.

How is the administration of each store?

Each store is managed individually by the store manager. They have their own online store inside the online mall. The mall manager creates the online store and grants access to it. Once the store is set up, the store manager must do the following:

- Create the product categories.
- Create the products categorized by categories.
- Publish offers, new arrivals and hot deals.
- Update the main carousel of the store to publish news.

And the store is 100% online!. Most of these tasks should be done weekly and they are easy to do.

When an order is placed it is also managed by the store, as contact forms from the clients, chat, etc. The store has autonomy inside of the umbrella of the Mall.

As Mall, Can I see the performance of the stores?

YES! As Mall Manager you can see the sales of all stores monthly and this way to know the general performance of the online Mall.

Also you can see the products that customers buy and know the current trends.

As Mall, do I need to have IT infrastructure?

NO! If you acquire our product we provide all the services required to run the Mall online: web servers, application servers, databases, chat and integration with payment gateways.

The following are the only extra services to be considered:

- Email Marketing provider: to send the marketing campaigns.
- Whatsapp: if you want to enable chat to whatsapp.
- Chatbots: to provide the service of chatbots. We use IBM Watson as a built-in feature.
- Machine Learning: to implement machine learning solutions. We use IBM Watson.

We provide an Email Marketing Provider (sendgrid) by default, but it can be changed if you already have one.

You save the costs of : hardware + software + IT staff!

Is it possible to update the Look and Feel of the product?

Yes, it is. The product offers an standar Look and Feel. If a Mall wants to implement its own we can do it. It is considered a custom development.

How is the stock control done?

SmartMall controls the store internally every time an order is placed. The order is placed only if all items have stock. Every time an order is placed the stock of the item is updated.

Can Smartmall connect to an external system to check the stock?

Yes, it can. But it is a custom personalization for the Mall.

Can Smartmall connect to an external system to import products?

Yes, it can. But it is a custom personalization because it requires to know the system we connect to and develop the functionality for it.

Is it possible to add new functionalities or update existing ones?

Yes, it is. It is considered a custom development. We have to analyze the requirements, do an implementation plan and develop them.

Can I have multiple Malls running on SmartMall?

Yes, you can. You can have multiple Malls running independently and manage them from a centralized point to watch their performance. Each Mall is treated individually but the performance, from an executive point is for all of them.

As a Mall, can I get a commission for each sale?

Yes you can, but it depends on the payment gateway to do it automatically. In Argentina we implemented a gateway that provides that functionality and it goes perfectly. In general this functionality is provided for most of them.

As a Mall, how can I monetize the online Mall?

There are unlimited options to monetize the platform depending on our creativity and context where the online mall is set. For instance:

- Commission for sales.

- Feature products and deals of the stores in the home of the mall can be monetized.

- Ads in the home of the mall. When the online mall gets hits, ads can be a good option for companies that want to advertise.

- Online pop-up stores: if a mall has no more spaces physically it is possible to offer an online store for pop-ups that want to be in the mall.

- Extend the border of the walls: for instance add to the online Mall other commercial areas close to the mall or in the same neighborhood.

- The online mall can be a place "to host" special events like fashion events or shows which can be seen as a dedicated micro-site in the mall.

How much is the basic monthly fee?

Amounts of shops	Monthly fee	
[0 - 100]	**1500 USD**	
[100 - 400]	1500 USD + (amount of shops * 15 USD)	120 shops = 1500 + (20 * 15) = 1800 USD 160 shops = 1500 + (60 * 15) = 2400 USD 250 shops = 1500 + (150 * 15) = 3750 USD
> 400	1500 USD + (amount of shop * 12.5 USD)	400 shops = 1500 + (300 * 12.5) = 5250 USD (13.12 USD per shop)