



# konga Seller Handbook

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# ANYONE CAN SELL

Join thousands of merchants. Sell to over 50 million buyers on Konga.

START SELLING ON KONGA

## GETTING STARTED



Visit [shq.konga.com](https://shq.konga.com)



Click on sign up



Fill the information  
Boxes required

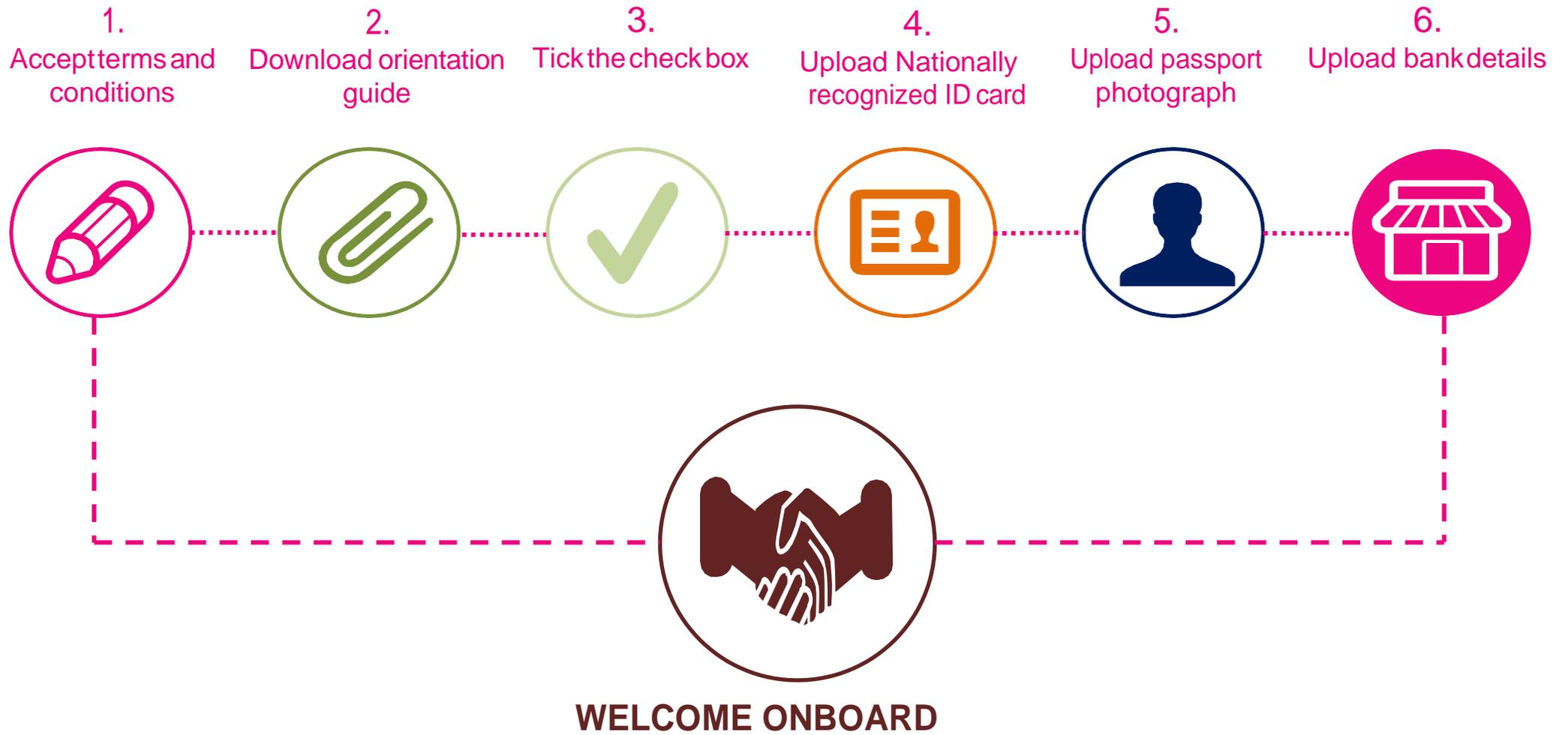


Visit your email to  
verify email address



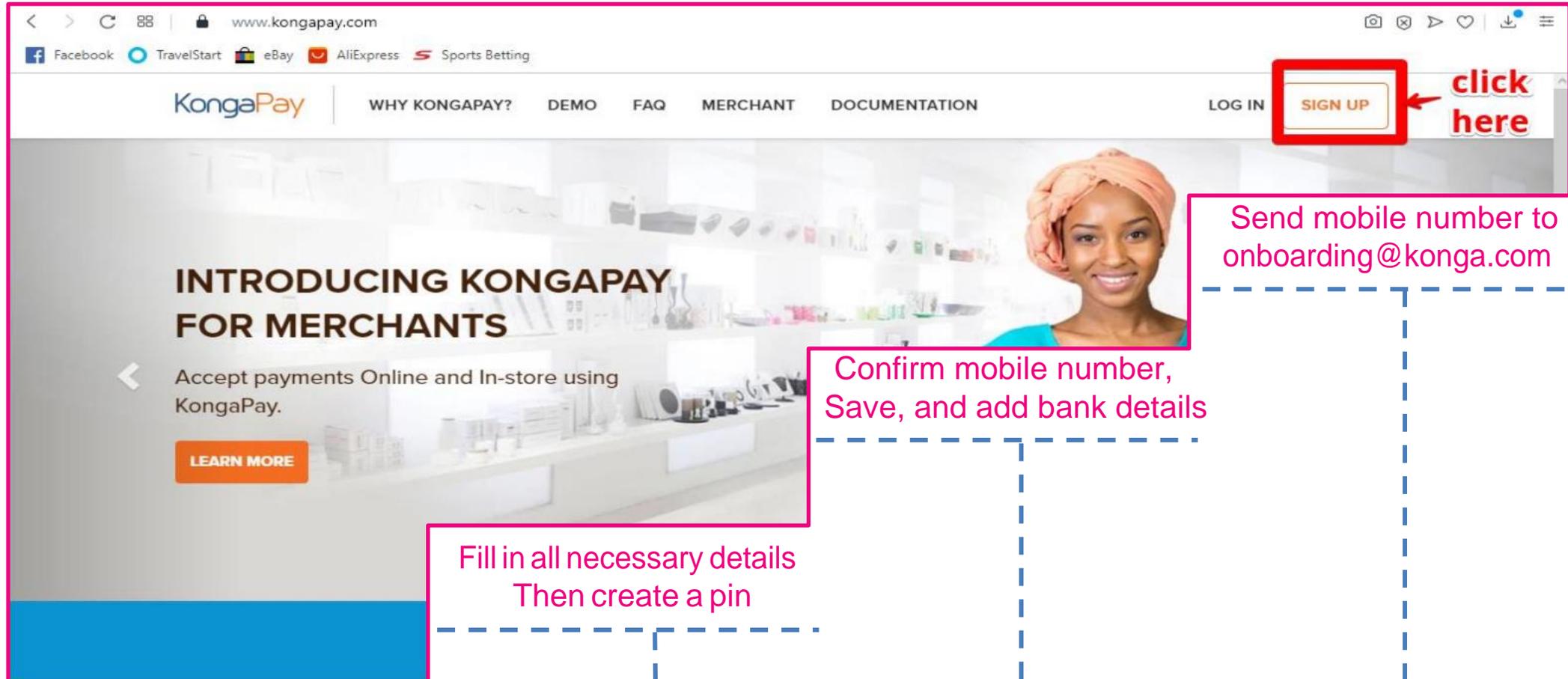
Use OTP code to  
Verify mobile number

# GETTING STARTED CONTD.



*You can now proceed by clicking on “SELECT A PLAN” to subscribe to a monthly plan*

# REGISTER ON KongaPay



**click here**

Send mobile number to onboarding@konga.com

Confirm mobile number, Save, and add bank details

Fill in all necessary details Then create a pin

Visit [www.kongapay.com](http://www.kongapay.com)  
Then click on signup as shown

**STEP 1**

**STEP 2**

**STEP 3**

**STEP 4**

# TIPSTOSUCCESSFULSELLING

As a seller, you must learn the art of successful selling via three major strategies:

## Master the art of pricing

You must learn the art of setting good prices for your products as wrong product pricing can cause a decline in sales for your store.

These can be done by:

- Knowing your customers i.e profiling your buyers by what they value.
- Pricing similarly as buyers are much less likely to buy one than the other if their prices are even slightly different.
- Compare Prices across other online malls or stores



# TIPSTOSUCCESSFULSELLINGCONT'D...

## **Social mediasavvy**

Social media is fast becoming a value-adding marketing channel. It has become very significant and has a great impact on marketing.

## **Word of mouth:**

Through social media, word of mouth has become very helpful. It's a great advantage. Communications spread fast across various social media sites.

## **Communicating with Buyers**

Through the use of social media you can reach out to unsatisfied customers directly and privately.

## **Influence Buyers**

In creating a social media account, you must be careful of who your target audience are. Audiences have been broken down into 3 groups, Social Broadcaster, Mass Influencers, Potential Influence. The potential influencers are usually the most influential being the highest population of people on social media.



# TIPSTOSUCCESSFULSELLINGCONT'D...

## Excellent Customer Service

Konga encourages you to strive for good feedback from buyers as these feedbacks encourages you to do better and will keep your buyers coming back.

Good customer service skills entails:

- Understanding your customers' needs and figure out how they can be met. This will encourage positive feedback and repeat of business.
- Willingness to answer questions
- Providing value by offering free gifts when buyer purchases, it does not have to be expensive.
- Check in by making the buyer feel loved and cared for during the process of transaction



# TIPSTOSUCCESSFULSELLINGCONT'D...

## PACKAGING

Proper Packaging plays a vital role in online selling and product marketing and is especially significant for growing businesses as it has a direct impact on sales.

Order for your packaging materials on [www.konga.com](http://www.konga.com) by typing “KOS STORE” in the search space.

- **Attraction:** How your product is packaged may be what attracts the buyer to purchase an item from your store.
- **Proper Research:** Do a research on the type of product packaging that is most suitable for the product you are selling. Good packaging brings new customers and also keeps existing customers coming back.
- **Avoid Bad Images:** We advise that you do not take images of products that have rough packaging as it will lead to returns.



## TIPSTOSUCCESSFULSELLINGCONT'D...

### IN THE PROCESS OF DELIVERY

To prevent product damage, It is necessary that your products are packaged securely to guard against being dropped or crushed during the shipment process either by you or by a third party delivery service. You should also package your products adequately to guard against high temperatures, insects or microorganisms.

For Proper Containment & Proper Identification: It is necessary to keep your products together and we encourage that you label your items so as to make them easier to identify when shipped separately.



## Commissions

When your item is successfully sold, you will be charged a commission fee based on the item sales per category. This commission fee is a percentage of the selling value

## Classes of merchants

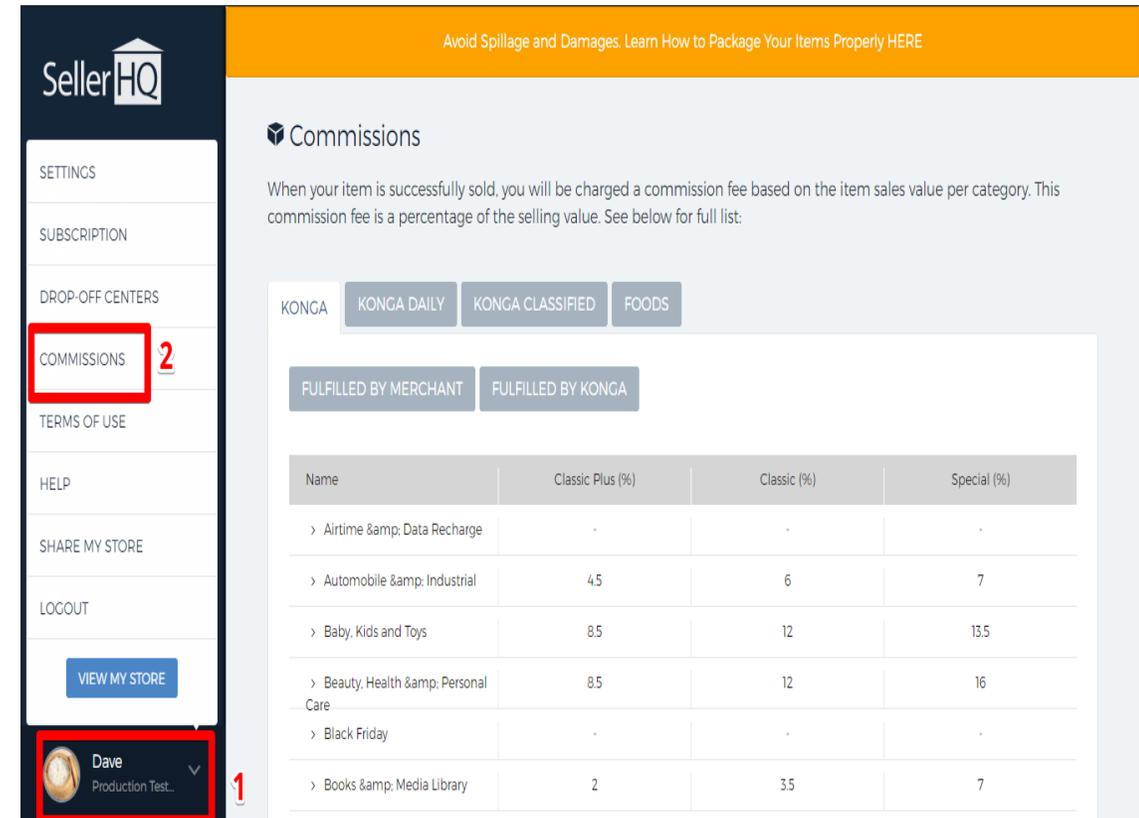
1. **Classic:** Merchants with an active subscription plan
2. **Classic plus:** Merchants are upgraded after a successful dsale of N2m in value or 1,000 orders in violume, for two months consecutively (that is, **back-to-back**).
3. **Special:** Merchants without an active subscription plan

## PHYSICAL GOODS

Commission is charged based on two characteristics

1. Category under which you are selling: Different categories have different commission rates and this can be viewed on your dashboard
2. Class of merchants you belong to: The class of merchants with the highest commission rate are the “SPECIAL MERCHANTS” and this is because they are on the freeplan.

The class of merchants with the lowest commission are the “CLASSIC PLUS” merchants. And this is because they have sold a total of 1000 orders in volume or N2M in value consecutively in two months



Avoid Spillage and Damages. Learn How to Package Your Items Properly [HERE](#)

### Commissions

When your item is successfully sold, you will be charged a commission fee based on the item sales value per category. This commission fee is a percentage of the selling value. See below for full list:

KONGA KONGA DAILY KONGA CLASSIFIED FOODS

FULFILLED BY MERCHANT FULFILLED BY KONGA

Name	Classic Plus (%)	Classic (%)	Special (%)
> Airtime & Data Recharge	-	-	-
> Automobile & Industrial	4.5	6	7
> Baby, Kids and Toys	8.5	12	13.5
> Beauty, Health & Personal Care	8.5	12	16
> Black Friday	-	-	-
> Books & Media Library	2	3.5	7

# PRODUCT CREATION

## UPLOADING GOOD IMAGES

Product images are the most essential elements for an online store as it helps for good product presentation.

Ensure that your image is of highest quality at 500 x 500 pixels or more before uploading them and always use photos with white or clear background.

## PRODUCT TITLE AND DESCRIPTION

A good product title is a comprehensive summary of the product. In

naming a product ensure that you create an effective title by:

- ▶ Using descriptive keywords to make your title as clear as possible
- ▶ Including brand name
- ▶ Including specifics like size, color or model number
- ▶ Not using profane or obscene languages

GOOD IMAGE



BAD IMAGE



# PRODUCT CREATION CONTD...

## PRODUCT TITLE AND DESCRIPTION(CONT'D)

It is necessary to give a detailed description of a product so the customer knows exactly what to expect. This can be done by:

- Avoiding using manufacturers descriptions by writing up your own unique descriptions that feature relevant keywords to help make them more search friendly.
- Describing your item the best way you can with at least 200 words.
- Using bold headers with font sizes of 12 or 14 at maximum.
- Using unique identifiers such as author's name, brand's details, manufacturer's details, ISBN .e.tc.



# KONGA SHQ DASHBOARD

## OVERVIEW

The Konga SellerHQ dashboard is your personal selling portal that helps you:

Register & upload the products you want to sell on Konga.

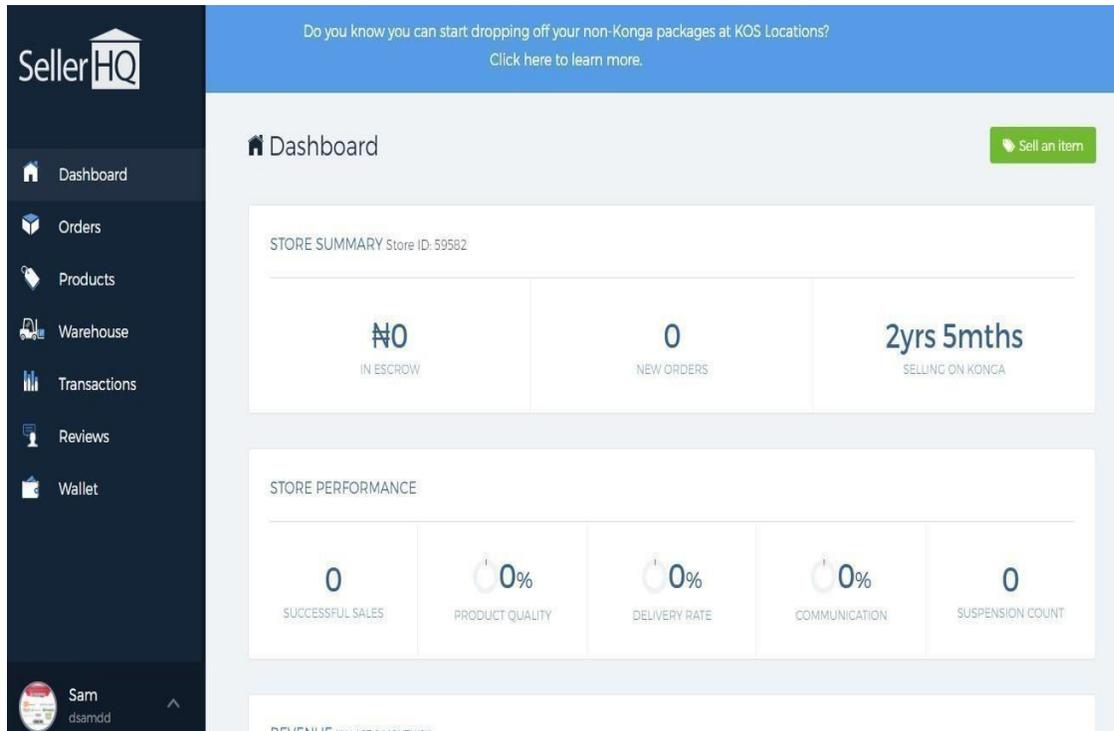
Manage all your products listing

Store your bank details to enable immediate payout of funds owed to you on items sold after you have successfully created a Kongapay account for personal accounts or setting threshold for corporate accounts.

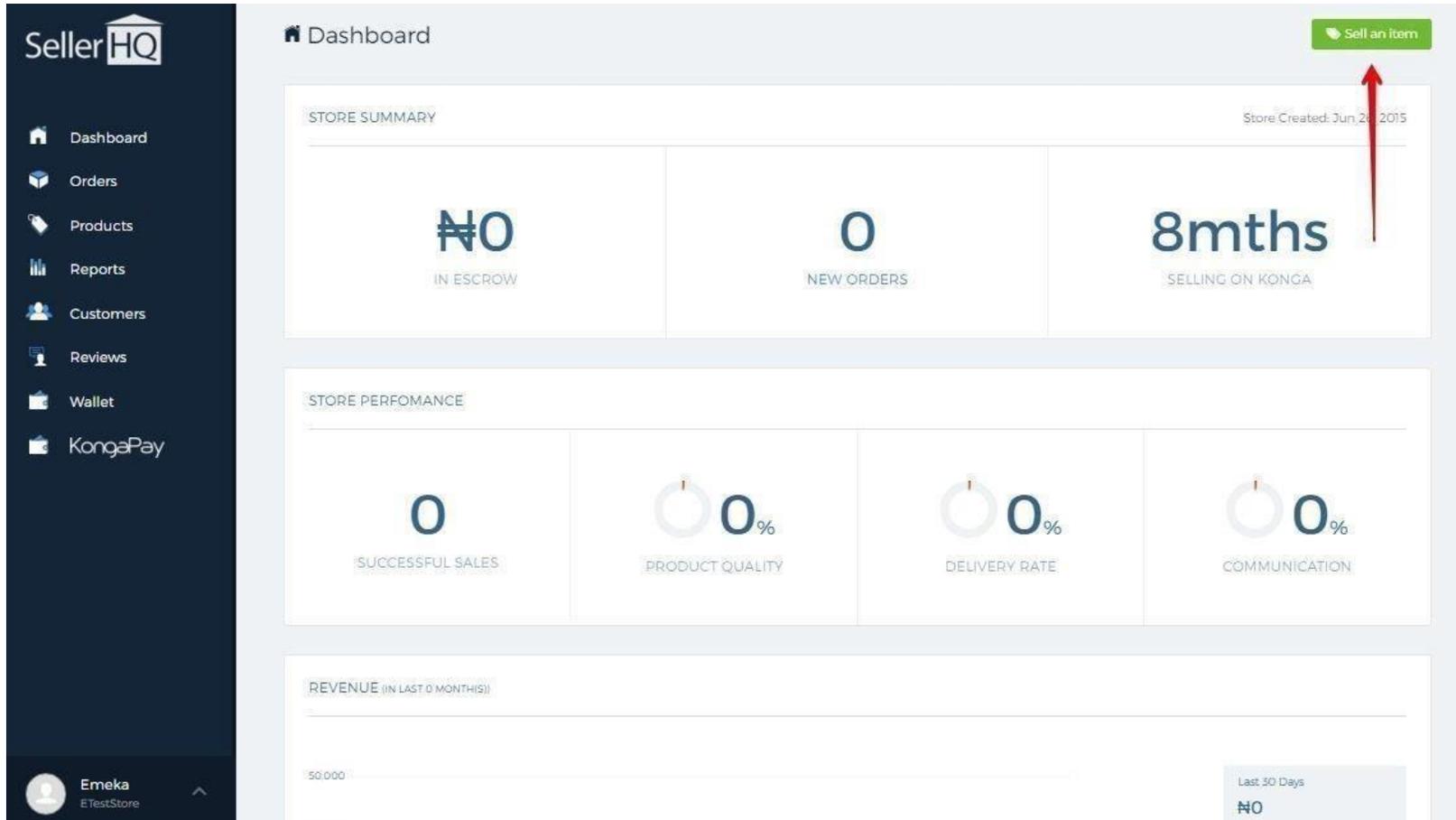
Manage your escrow(payment in waiting) Accept & ship new orders

Update your product quantity to ensure all your listed.

Items are still available for sale



# KONGA SHQ DASHBOARD

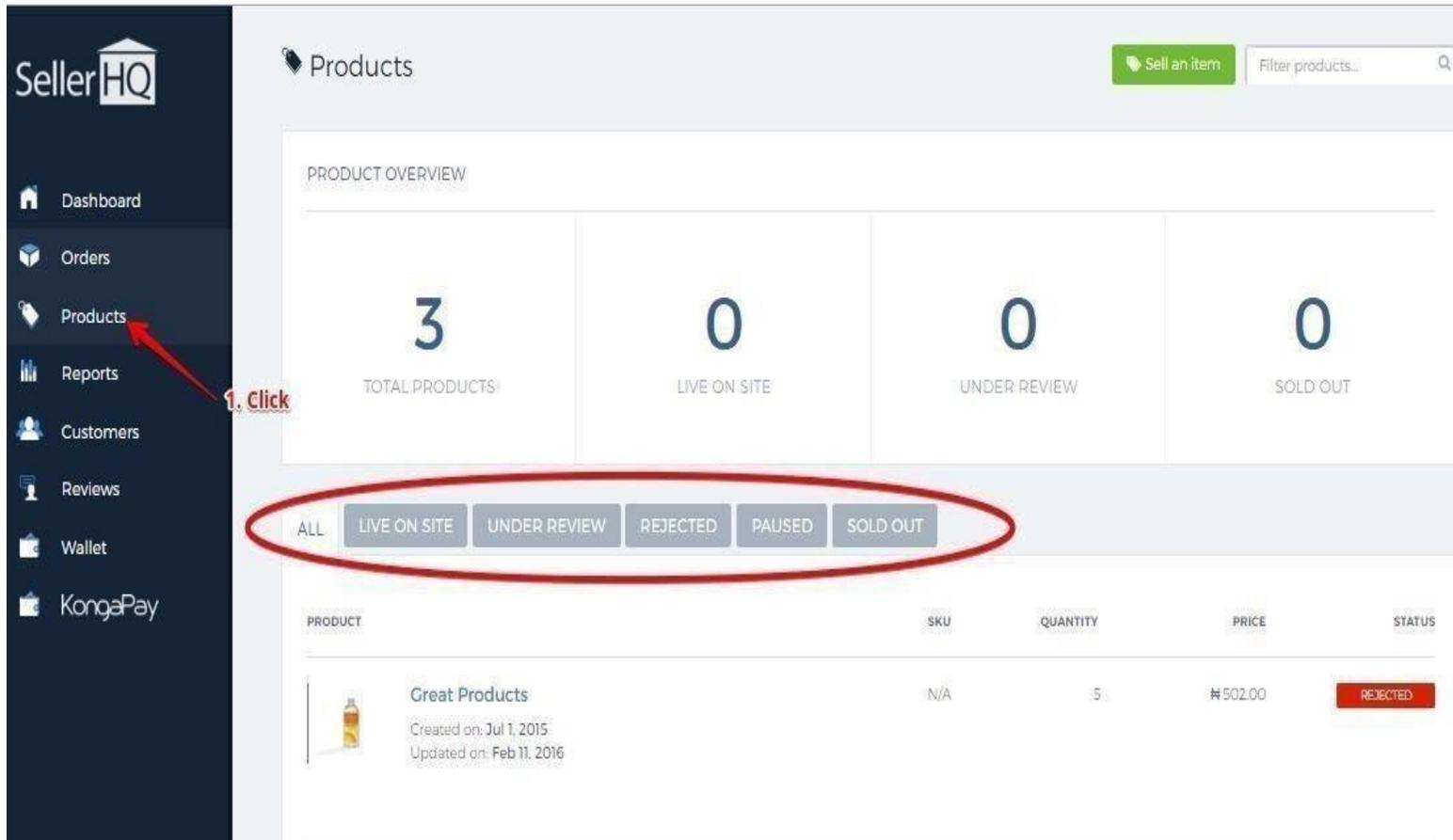


## LISTING AN ITEM



- To List an Item, click on the "sell an Item" tab
- Pick your product Category
- Describe your Item
- Review and Confirm the item

# KONGA SHQ DASHBOARD



**SellerHQ**

Products Sell an item

PRODUCT OVERVIEW

3 TOTAL PRODUCTS | 0 LIVE ON SITE | 0 UNDER REVIEW | 0 SOLD OUT

1. Click

ALL | LIVE ON SITE | UNDER REVIEW | REJECTED | PAUSED | SOLD OUT

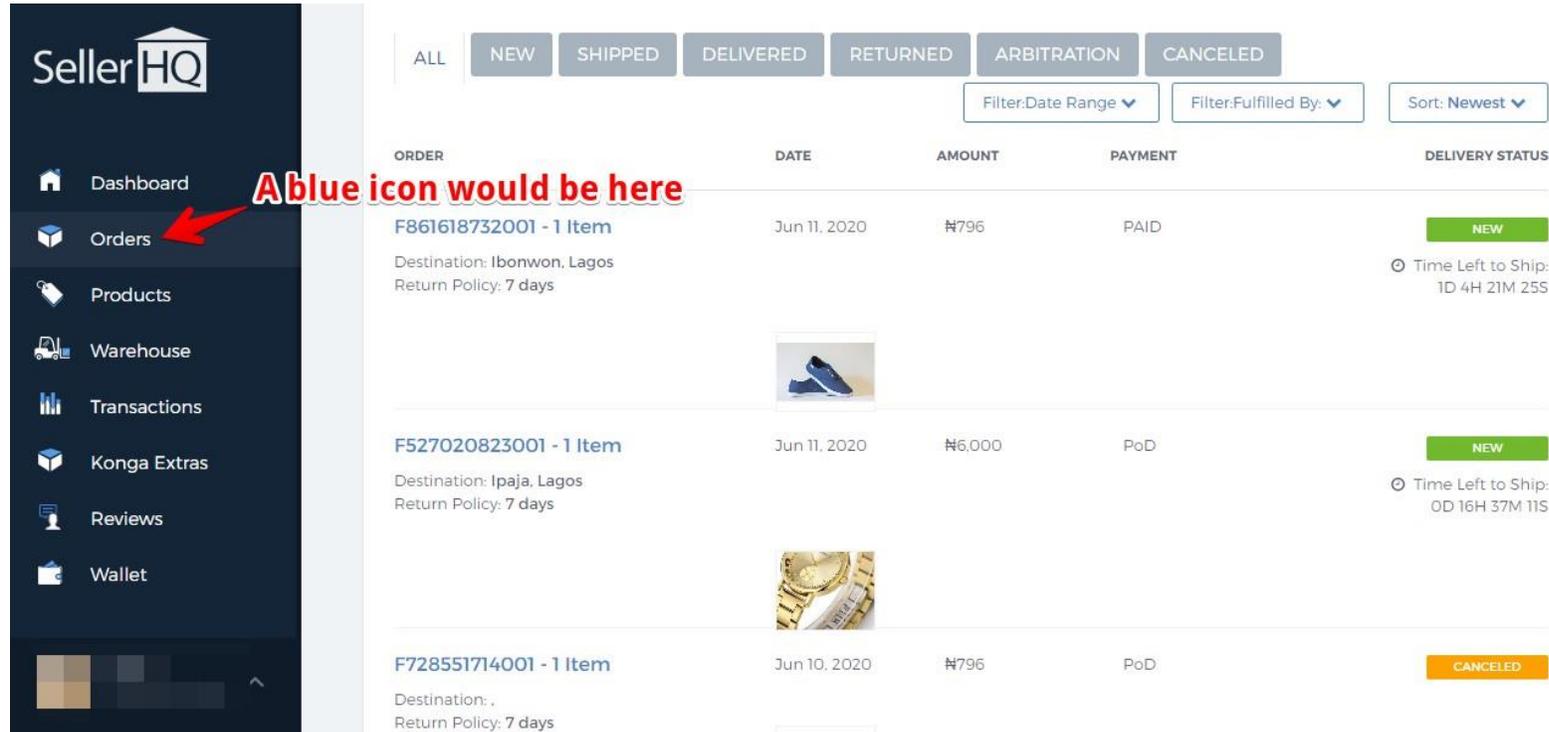
PRODUCT	SKU	QUANTITY	PRICE	STATUS
 <b>Great Products</b> Created on: Jul 1, 2015 Updated on: Feb 11, 2016	N/A	5	₦502.00	REJECTED

## CHECKING THE STATUS OF AN ITEM



To check for products that are live on site, under review, rejected, paused and sold out, click on the “Products” tab.

# KONGA SHQ DASHBOARD



**SellerHQ**

- Dashboard
- Orders** (indicated by a red arrow and the text "A blue icon would be here")
- Products
- Warehouse
- Transactions
- Konga Extras
- Reviews
- Wallet

ALL NEW SHIPPED DELIVERED RETURNED ARBITRATION CANCELED

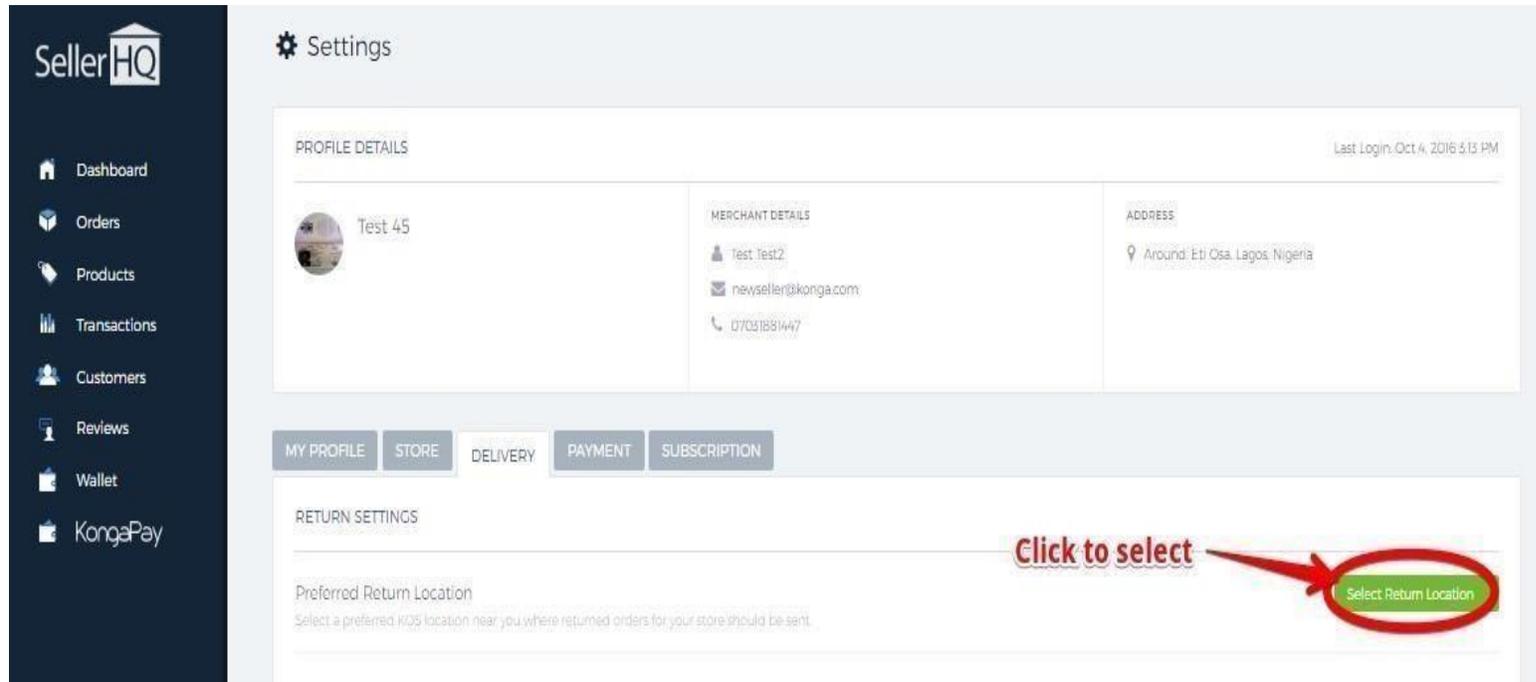
Filter: Date Range Filter: Fulfilled By: Sort: Newest

ORDER	DATE	AMOUNT	PAYMENT	DELIVERY STATUS
<b>F861618732001 - 1 Item</b> Destination: Ibonwon, Lagos Return Policy: 7 days	Jun 11, 2020	₦796	PAID	<b>NEW</b> Time Left to Ship: 1D 4H 21M 25S
<b>F527020823001 - 1 Item</b> Destination: Ipaja, Lagos Return Policy: 7 days	Jun 11, 2020	₦6,000	PoD	<b>NEW</b> Time Left to Ship: 0D 16H 37M 11S
<b>F728551714001 - 1 Item</b> Destination: . Return Policy: 7 days	Jun 10, 2020	₦796	PoD	<b>CANCELED</b>

## NOTIFICATIONS FROM BUYERS

The blue notification icon indicates that you have an order from a buyer. Notifications of orders also come in via emails and text messages

# KONGA SHQ DASHBOARD



**SellerHQ** Settings

PROFILE DETAILS Last Login: Oct 4, 2016 5:13 PM

Test 45

MERCHANT DETAILS

- Test Test2
- newseller@kongas.com
- 07031881447

ADDRESS

Around Eti Osa, Lagos, Nigeria

MY PROFILE | STORE | DELIVERY | PAYMENT | SUBSCRIPTION

RETURN SETTINGS

Preferred Return Location

Select a preferred K25 location near you where returned orders for your store should be sent.

**Click to select** [Select Return Location](#)

## RETURNS



The green icon indicates “Select Return Location” to receive your returned orders at a preferable location.

Returns are inevitable so prepare for at least 30% of returns of orders delivered.

# RESTRICTED BRANDS ON KONGA

Certain brands are restricted from being sold on Konga Mall. By permitting the sale of these brands, we will be violating Trademark Infringement, Copyright Infringement and Affiliation/Endorsement/Trade Diversion.

Other specific high end brands will need to undergo a verification process to ensure such products listed for sale are authentic on Konga Mall.

For more information on these high end brands, you may send an email to [verifyproducts@konga.com](mailto:verifyproducts@konga.com)

## Brand Not Permitted on konga



V e M M A<sup>®</sup>

*Smart*  
COLLECTION



**GNC**  
LIVE WELL.



HEALTH GARDE



ORIFLAME

FOREVER

*max*INTERNATIONAL<sup>®</sup>

 TRÉVO™

# DELIVERY/FULFILLMENT OPTIONS

## KEEP ON SHIPPING(KOS)

**KOS** is Nigeria's first order fulfillment service provider combining e-commerce, warehousing and logistics services and is Konga's primary logistics and supply chain partner for merchants across Nigeria.

To view all KOS locations, log on to <https://kxpress.ng/location> and check under your "drop off centers". For inquiries reach out to [enquiries@kxpress.ng](mailto:enquiries@kxpress.ng)

KOS has drop-off locations nationwide.

## SELF FULFILLMENT

Self-fulfillment is a delivery option for a seller who wants to ship an order by self or use another shipment service different from KOS as long as the order is only a "Prepaid Order"



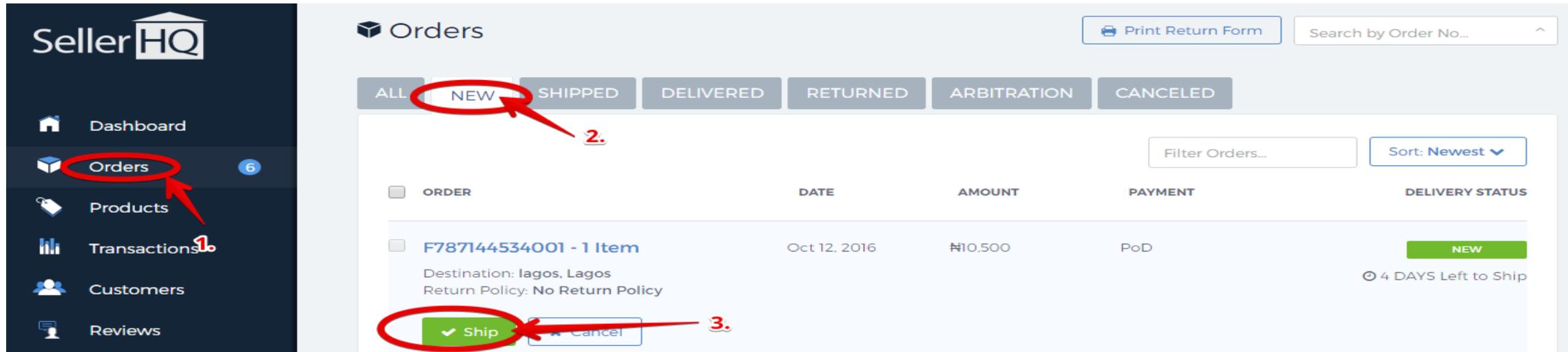
# FULFILLING YOUR ORDERS

## Items Not Shippable by Kxpress

- ▶ Coupled Furniture (plastic chairs, tables etc.)
- ▶ Coupled Bicycle
- ▶ Generators above 10kva
- ▶ Bags of Rice
- ▶ Bags of Cement
- ▶ Liquids - cream, olive oil, etc. (Shipped at Merchant's risk)
- ▶ Perishables - food, vegetable
- ▶ Wet Batteries
- ▶ Glasses - Flower vessel, mug, etc



# FULFILLING YOUR ORDERS CONTD...



**SellerHQ**

- Dashboard
- Orders** (6)
- Products
- Transactions (1)
- Customers
- Reviews

**Orders**

Print Return Form | Search by Order No...

ALL **NEW** SHIPPED DELIVERED RETURNED ARBITRATION CANCELED

Filter Orders... | Sort: Newest

ORDER	DATE	AMOUNT	PAYMENT	DELIVERY STATUS
<input type="checkbox"/> <b>F787144534001 - 1 Item</b> Destination: Iagos, Lagos Return Policy: No Return Policy	Oct 12, 2016	₦10,500	PoD	<b>NEW</b> 4 DAYS Left to Ship

Ship | Cancel

To manage your orders, click on “orders” on the left pane on your screen.

Click the “new” tab to view all new orders and click on ship then check the box for self fulfill if you are self-fulfilling and print your order summary/invoice.

If you are shipping through Kxpress, print out the order summary and take the product and invoice to the nearest Kxpress location to you.

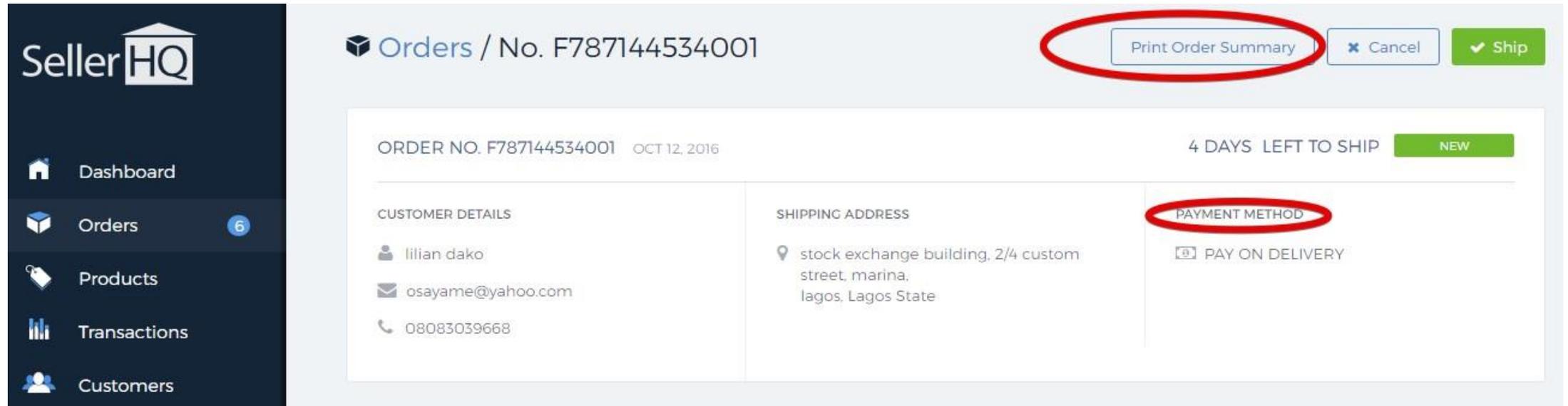
All these should be done within 48hrs.

You can see the order information when you click on the order nos.



# FULFILLING YOUR ORDERS CONTD...

## Steps To Shipping A New Order



**SellerHQ**

Orders / No. F787144534001

Print Order Summary Cancel Ship

ORDER NO. F787144534001 OCT 12, 2016 4 DAYS LEFT TO SHIP NEW

CUSTOMER DETAILS	SHIPPING ADDRESS	PAYMENT METHOD
<p>lilian dako</p> <p>osayame@yahoo.com</p> <p>08083039668</p>	<p>stock exchange building, 2/4 custom street, marina, lagos, Lagos State</p>	<p>PAY ON DELIVERY</p>

Click on "Print Order Summary" to print out the invoice for your order then print. Ensure you print order invoice before leaving for the drop off center. Once you are done, proceed to the drop off location and process order for shipment. A waybill MUST be issued. This is your confirmation of shipment. The order status will be updated on your SHQ account and the order can be tracked on <http://track.konga.com>



# FULFILLING YOUR ORDERS CONTD...

## Things to note when shipping with Kxpress

- Order status is updated to “**SHIPPED**” with an email notification stating that Your Order has been shipped.
- If delivery is successful, Kxpress updates order status to “**DELIVERED**” and merchant receives an email notification confirming delivery.
- If Delivery fails, Kxpress creates a return Waybill to process shipment back to merchant and a failed delivery notification is sent to merchant by email. *Return is processed back to your Preferred Pickup Location.*
- When the returned order arrives at your selected Preferred Pickup Location, merchant receives notification via mail & sms stating “**Order is ready for Pick-Up**”
- You are then required to pick up returned order(s) within **7 DAYS**. Failure to pick up returns from your preferred pick up location will result in orders being returned to Kxpress warehouse.



# FULFILLING YOUR ORDERS CONTD...

## How to self – fulfill an order



2 Rufai Close Off Makinde Street Ojuelegba, Lagos Surulere, Lagos 08027174469		2 Rufai Close Off Makinde Street Ojuelegba, Lagos Landmark: Ojuelegba Bus Stop Surulere, Lagos 08027174469		
<b>Payment Method</b> Pay On Delivery		<b>Shipping Method</b>		
<b>Product</b>	<b>Brand</b>	<b>SKU</b>	<b>Price</b>	<b>QTY</b>
Washing Machine - 4.5kg Sold by Blue Hills	Polystar	3032184	₦22,500.00	1
		<b>Payment breakdown</b> Shipment Value: ₦22,500.00 Shipping & Handling: ₦750.00 Total Amount Paid: ₦0.00		
<b>Order Total</b>		Balance Due for this shipment: ₦23,250.00		
Order Subtotal: ₦23,250.00 Discount: -₦0.00				
Total Amount Paid: ₦0.00				

Customer is paying at point of delivery

customer did not prepay

**ORDER SUMMARY**

Document # G635833592  
Order # F566180423001  
Document Date: Nov 16, 2016

Shipment # H899790439  
Items in this shipment: 1  
Other Items in your Order: 0

SOLD TO:  
mojisola tayo  
plot 127, arab road  
1 kubwa, Abuja  
08030804339

SHIP TO:  
mojisola tayo  
plot 127, arab road  
Landmark: liberty hotel  
1 kubwa, Abuja  
08030804339

<b>Payment Method</b> Pay On Delivery		<b>Shipping Method</b>		
<b>Product</b>	<b>Brand</b>	<b>SKU</b>	<b>Price</b>	<b>QTY</b>
Polka Dots Patterned Bedsheet Set	-	1564142	₦5,500.00	1
		Shipment Value: ₦5,500.00 Shipping & Handling: ₦0.00 Total Amount Paid: ₦0.00		
<b>Order Total</b>		Balance Due for this shipment: ₦5,500.00		
Order Subtotal: ₦5,500.00 Discount: -₦0.00				
Total Amount Paid: ₦0.00				

Merchant receives a new order and confirms shipment method as self-fulfill

Confirm the payment method by checking the amount due on the invoice.

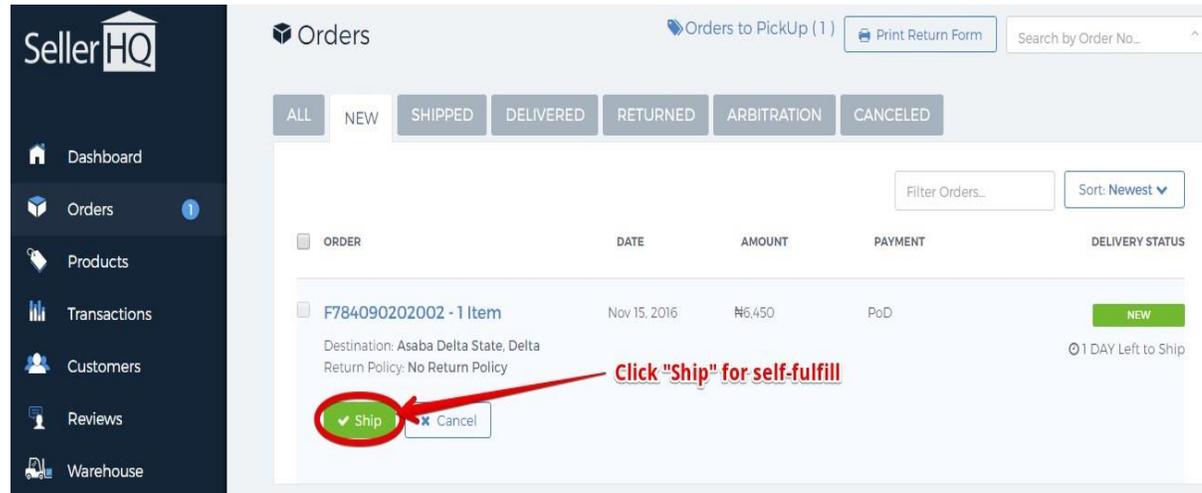
Print order invoice and prepare order for shipping (ensure the order invoice is pasted or dropped in the package)  
Confirm the payment method by checking the amount due on the invoice.

STEP 1

STEP 2

STEP 3

# FULFILLING YOUR ORDERS CONTD...

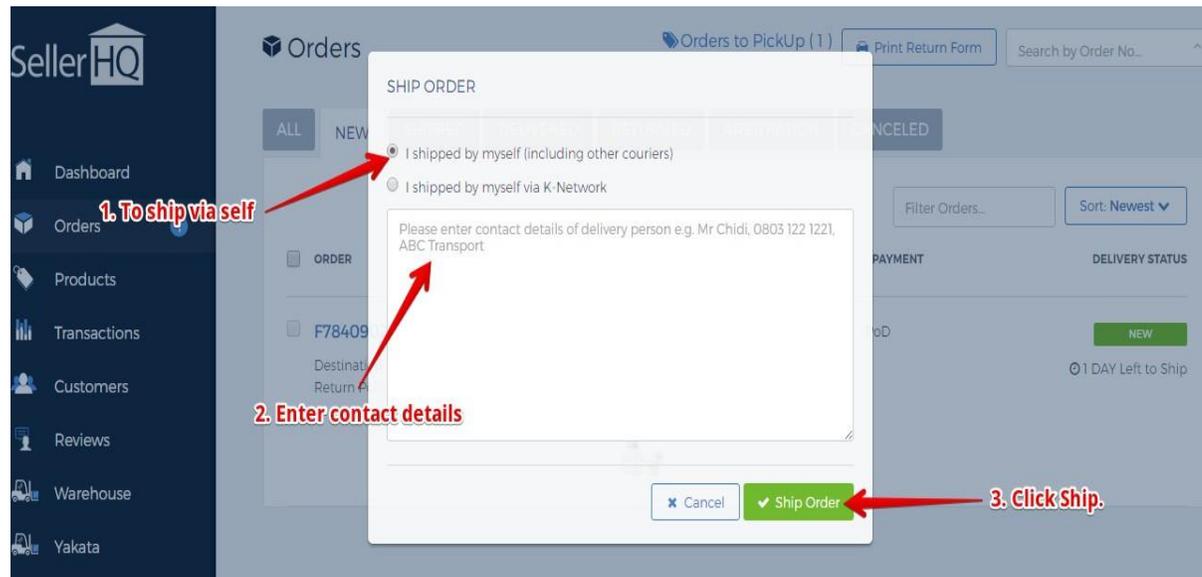


## How to self – fulfill an order....contd.

Update order status to **SHIPPED** by clicking “**I shipped by myself**“ once item has been dropped off with courier service or shipped by self to the customer.

Enter contact details of the delivery personnel or courier.

Please note that where you fail to update your order to shipped, and customer fails to confirm delivery, it will be impossible to process your payment.



# FULFILLING YOUR ORDERS CONTD...

## How to self – fulfill an order....contd.

Orders

Print Return Form Search by Order No.

ALL NEW SHIPPED DELIVERED RETURNED ARBITRATION CANCELED

Filter Orders... Sort: Newest

ORDER	DATE	AMOUNT	PAYMENT	DELIVERY STATUS
<b>F187980222001 - 1 Item</b> Destination: Ekpoma, Edo Return Policy: No Return Policy	Jun 10, 2016	₦4,500	PoD	<b>SHIPPED</b> 14 DAYS Left to Deliver Shipped By: SELF
<b>F659563450001 - 1 Item</b> Destination: owerri, Imo Return Policy: No Return Policy	Jun 9, 2016	₦4,000	PoD	<b>NEW</b> 5 DAYS Left to Ship
<b>F031542209001 - 1 Item</b>	Jun 9, 2016	₦4,000	PoD	<b>SHIPPED</b>

When you deliver order, click delivered

ACTIVITY

- Order No. F187980222001 has been shipped about a few seconds ago.
- You've got a new order - Order No. F187980222001 about 7 minutes ago.
- Order No. F031542209001 has been shipped about 5 hours ago.
- Order No. F031542209001 has been shipped about 5 hours ago.
- You've got a new order - Order No. F659563450001 about a day ago.
- You've got a new order - Order No. F031542209001 about a day ago.
- Order No. F573374334001 has been cancelled about 2 days ago.
- Your product was updated - Ultra Thin Transparent Crystal Clear Hard Case for iPhone 6 4,7 Case for iPhone 6 Plus 5.5 inch Cry

Once item has been delivered, click " Delivered" and click "deliver order" to confirm

# FULFILLING YOUR ORDERS CONTD...

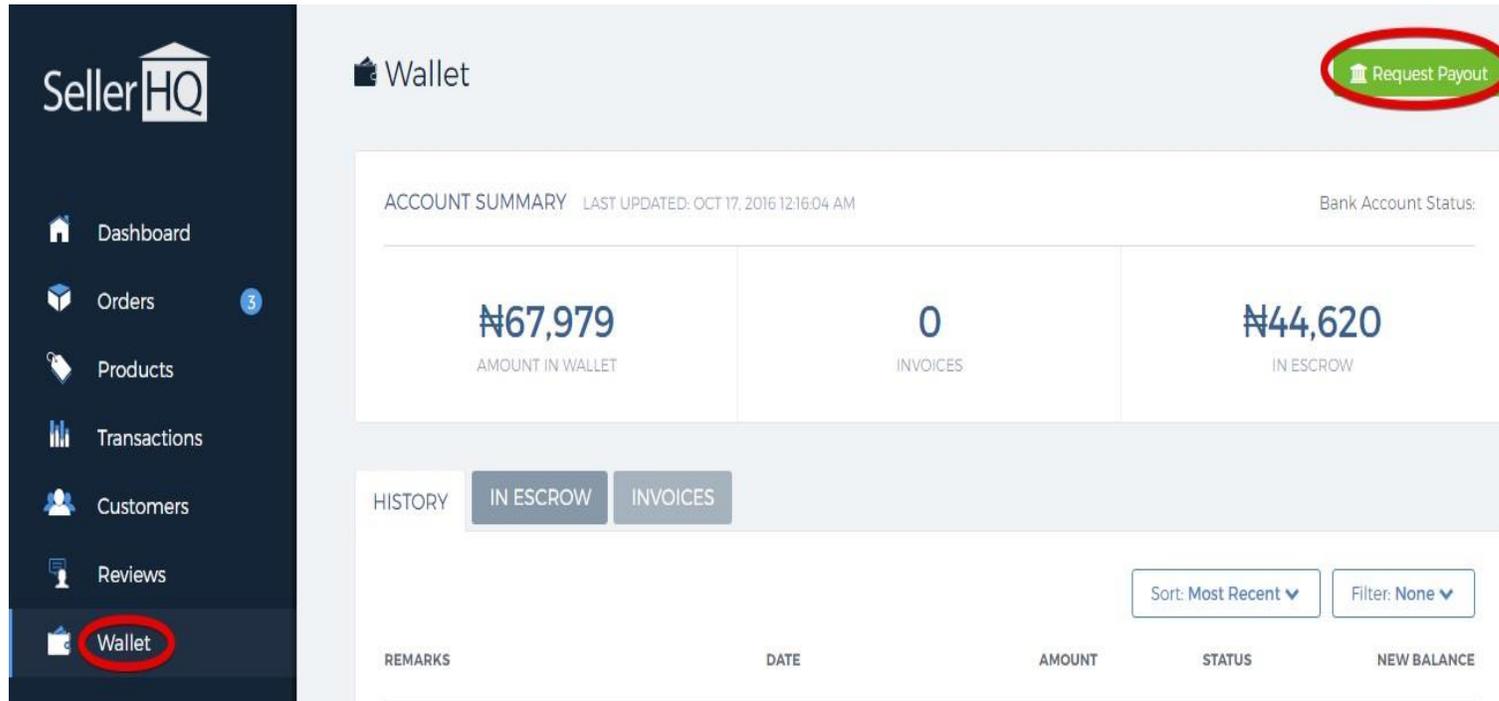
## How to self – fulfill an order....contd.

- Note:**
- Failure to update your order status promptly and correctly may result in store suspension.
  - Orders updated to SHIPPED by SELF must be delivered within 8 days and updated accordingly. Failure to do so, order will be auto-delivered (if Pay on Delivery) or auto-cancelled (if Prepaid) after 21 days from the date order was shipped.
  - Self-Fulfilled Orders Must be confirmed by customers before Merchant is Paid



# FULFILLING YOUR ORDERS CONTD...

**You Have Delivered, It's Time to Get Paid!**



**SellerHQ** Wallet [Request Payout](#)

ACCOUNT SUMMARY LAST UPDATED: OCT 17, 2016 12:16:04 AM Bank Account Status:

<b>₦67,979</b> AMOUNT IN WALLET	<b>0</b> INVOICES	<b>₦44,620</b> IN ESCROW
------------------------------------	----------------------	-----------------------------

HISTORY [IN ESCROW](#) [INVOICES](#)

Sort: Most Recent Filter: None

REMARKS	DATE	AMOUNT	STATUS	NEW BALANCE
---------	------	--------	--------	-------------

After making a sale from an order and after the expiration of the 7-days return policy the amount made from the sale is moved into “Escrow” which is therefore released to merchants after a “Request Payout” has been made.

1. In using the Wallet system, payments are made 3-7 working days.
2. In using Konga pay, payout is made seamlessly without request.

***NOTE: Payment days on Konga are Tuesdays and Fridays only.***

# FULFILMENT BY KONGA



## Overview

In order to make your selling and fulfillment much easier and affordable, Konga has created the **Fulfillment by Konga (FBK)** service.

With FBK, merchants are allowed to store their products at Konga's fulfillment center at an affordable cost ONLY when the item has been successfully sold.

## Benefits of FBK

Affordable cost of warehousing with Konga

Konga handles the entire delivery process from order placement to the last mile delivery.

Higher speed of delivery as orders are shipped much faster from the warehouse (3 hours from the time the order was placed).

# FULFILMENTBYKONGA CONTD...



Merchants are billed based on the size and weight of the item. Billing only occurs once an item has been delivered.

Weight Band	WeightClass	ConfigurablePrice
0-10kg	Light	NGN157.5
11-25kg	Heavy	NGN525
>25kg	VeryHeavy	NGN840



Please note that weight band pricing is subject to change

# ORDER LIFE CYCLE

Orders not marked as 'shipped' within 48 hours will be auto cancelled.

Buyers will be able to cancel orders still in the 'new' status.

For Prepaid orders not fulfilled - store will be suspended for two months.

For POC and POD - An invoice will be charged on the store for auto-cancellation charges.

In the case of prepaid orders, refund will be issued to buyers with orders that are automatically cancelled after 48 hours of not being marked as 'shipped'.

Orders cancelled by buyers after order has been updated by seller to "shipped" status will go under delivery dispute

Self fulfilled, Pay on Delivery (POD), Pay On Collect (POC) orders updated to shipped but not marked as delivered in 10 days will be marked to 'auto-delivered' after 10 days

Self fulfilled Pre-paid orders updated to shipped but not marked as delivered in 10 days will be marked to 'auto-cancelled' after 10 days.



# KONGA SANCTION POLICY



SANCTIONS	DESCRIPTION
<b>WARNING EMAIL</b>	A warning email is sent on the first confirmed incident of <b>defective product</b> delivered to a customer
<b>MONETARY FINE</b>	<p>Merchant bears the cost of shipping an <b>incomplete order</b>.</p> <p>Merchant pays double the commission value for every confirmed case of wrong item shipped.</p> <p>Merchant pays a fine of <b>N10, 000</b> on the 2nd confirmed case of <b>defective product</b> in 3 months.</p> <p>For <b>returns</b> sent to preferred pick up locations, merchant is expected to pick up package within 7days.</p> <p>If a returned order is not picked up within 7days from day of arrival at pick-up locations, such order is sent back to Konga Distribution Center and the merchant will be required to pick up the item at the Konga Distribution Center at the specified pickup time given by Konga.</p> <p>For replacement/reshipment, merchant would be required to ship as a walk-in customer which would attract a charge solely based on the weight and location for the delivery of a returned item</p>

Failure to pick up or request for the delivery of the returned item within 7 days from the specified pickup time will result in demurrage.

A demurrage fee of **N1,000** will apply for returned orders not picked outside the 7 days SLA at the Konga Central Distribution.

Merchant pays a fee of N100 for every order that goes through Quality Assurance (QA) at our Kxpress centres.

**Merchant will pay double the commission for every order that is auto-cancelled for not shipping, and unverifiable/invalid self-cancelled order (that is Out of Stock, Price difference, Other Reasons without detailed information). This cancellation charge is capped at N15000.**

Konga will charge the commission where merchants use Self Fulfill to bypass auto cancellation and ship after 48hrs.

Konga will not pay proceeds to Merchants, when an auto-cancelled order is delivered.

<b>PRODUCT QUANTITY ZEROED</b>	Product quantity is set to zero (0) for every order cancelled for not shipping (that is, auto-cancelled orders, price difference and out-of-stock cancellations)
<b>PRODUCT DISABLED</b>	Product is disabled after 2 confirmed defects.

Product is disabled when **30%** of products delivered have been confirmed **defective** in a month & merchant is banned from listing these products.

Product is disabled when product infringement/unauthorized sale of particular products is discovered after careful investigation.  
(To be treated on a case-by-case basis)

**Rejected product is disabled on the third count of returning to the pending queue without the required change(s).**

**STORE SUSPENSION**

Store is suspended for 2 months on the second cancelled order in a month.

Store will be suspended for 2 months if merchant incurs any cancellation for a prepaid order

Store is suspended if merchant makes a wrong order status update. That is, marks an order as shipped when the order was never shipped, or marks an order as delivered/cancelled when order was never delivered/cancelled.

Store will be suspended for 2 months on the 1<sup>st</sup> confirmed incident of wrong product shipped to customer.

Store will be suspended if up to 30% of products sold by a store are confirmed defective within 30days.

Store is suspended if merchant does not respond to an arbitration case within specified SLA, which is 48 hours.

Store is suspended if merchant delays in providing the resolution of an escalated issue that drags unnecessarily beyond the agreed SLA, which is 5 working days or the agreed turnaround time for resolution as promised by merchant.

Store is suspended if merchant refuses to accept an order at the price indicated on the website because the product price was not updated as at when due.

Store is suspended for three weeks for the first time use of a derogatory word in either oral or written communication with a Konga rep or customer by a merchant.

**Store is suspended if found disguising or continuously listing high-end brands after failed/non-verification.**

**Store will be suspended until seller attends a product listing training if found consistently listing duplicate products, listing products wrongly.**

**STORE CLOSURE**

Store will be closed if found to have sold a fake/counterfeit product to a customer.

Store will be closed if found to have sold a used/refurbished product to a customer.

Store will be closed for the second time use of derogatory word(s) in written or verbal communication to a customer or Konga rep.

	<p>Store will be closed if orders are diverted off the platform.</p> <p><b>Duplicate store will be closed if found to belong to the same seller with the same products listed.</b></p>
<b>ITEM FORFEITURE</b>	<p>Merchant will forfeit returned items not picked after 7 days in demurrage state.</p> <p>The merchant forfeits the item, once it is confirmed that the cost of retrieval is higher than the value of the item.</p>
<b>DISCLAIMER</b>	<p>Konga or her proprietary delivery partners shall not be responsible or liable for any escalation not done within 30days from the day a shipment is updated to “Returned”.</p> <p><b>Konga will not be liable for damaged claims made for returned items signed and collected by the merchant.</b></p>
<b>LEGAL ACTION</b>	<p>Legal action will be instituted against merchant found to have sold a fake/counterfeit/expired product to a customer.</p>

# OTHERS

## DELIVERY DISPUTE

Customer disputes after delivery can include:

- Incomplete shipment,
- Item change request (due to incorrect size, color etc.),
- Non-functional/defective items,
- Sub-standard or counterfeit items,
- Wrong items (different from what the customer ordered)
- When such complaints are raised, the orders are placed on hold (Arbitration)

## THE “KONGA DISPUTE RESOLUTION TEAM” ACTS

Where mediation fails, the complaint is escalated to the Trust & Safety Team, who step in as an arbitrator for a final resolution.

Konga conducts a thorough investigation to ensure all claims made to the dispute resolution team are genuine.

An outcome of resolution may be:

- Return of an Item for a “Full Refund”
- Return of an Item for “Repair”
- Return of an Item for “Replacement/Exchange”
- Refund without Return
- Compensation (with or without the return of an item)

# OTHERS

## UPDATING ORDERS

As a seller, you are responsible for ensuring that all order updates you make on your SellerHQ dashboard is accurate

Ensure all self-fulfilled orders are marked as “delivered” only after confirmation of delivery by your buyers.

Wrongly updated self-fulfilled orders will still be charged commissions accordingly and you will be required to pay these charges to avoid store suspension.

Konga will not issue a refund for any paid/issued invoice due to inaccurate/false updates on orders.



# OTHERS

## SHIPPING EXACT PRODUCT ORDERED TOBUYERS

Ensure that you ship exactly what was ordered by the customer.If the product is not available be sure to reach out to the customer, apologizing for the non-availability of the product and if possible propose another item to the customer. By doing soyou:

- Reduce returns
- Create a good reputation for your store
- Create a buyer/customer relationship

## IMPORTANCE OFSELLING ORIGINALPRODUCTS

The sale of counterfeit items on Konga Mall is frowned upon and prohibited as this will lead to store suspension and possibly legal consequences.

Weadvise that you avoid selling fake products as by doing so, you are violating the law. It is also a criminal offence to use a trademark without the owner'spermission. By selling on Konga, you agree to Konga's Merchant Service Agreement.

<http://www.konga.com/authentic-items-policy>

If you are caught selling counterfeit products or caught in any fraudulent act,your store will be permanently closed.



Finally,

- The Sale of Used/Refurbished/Tokunbo Items is NOT permitted on Konga.com
- Always check your emails for important updates from Konga
- Konga listens. Please share your questions and feedback with us via our email-onboarding@konga.com

**Welcome  
On Board!**

