



# 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

## GETTINGSTARTED



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



Click on sign up



Fill the information  
Boxes required

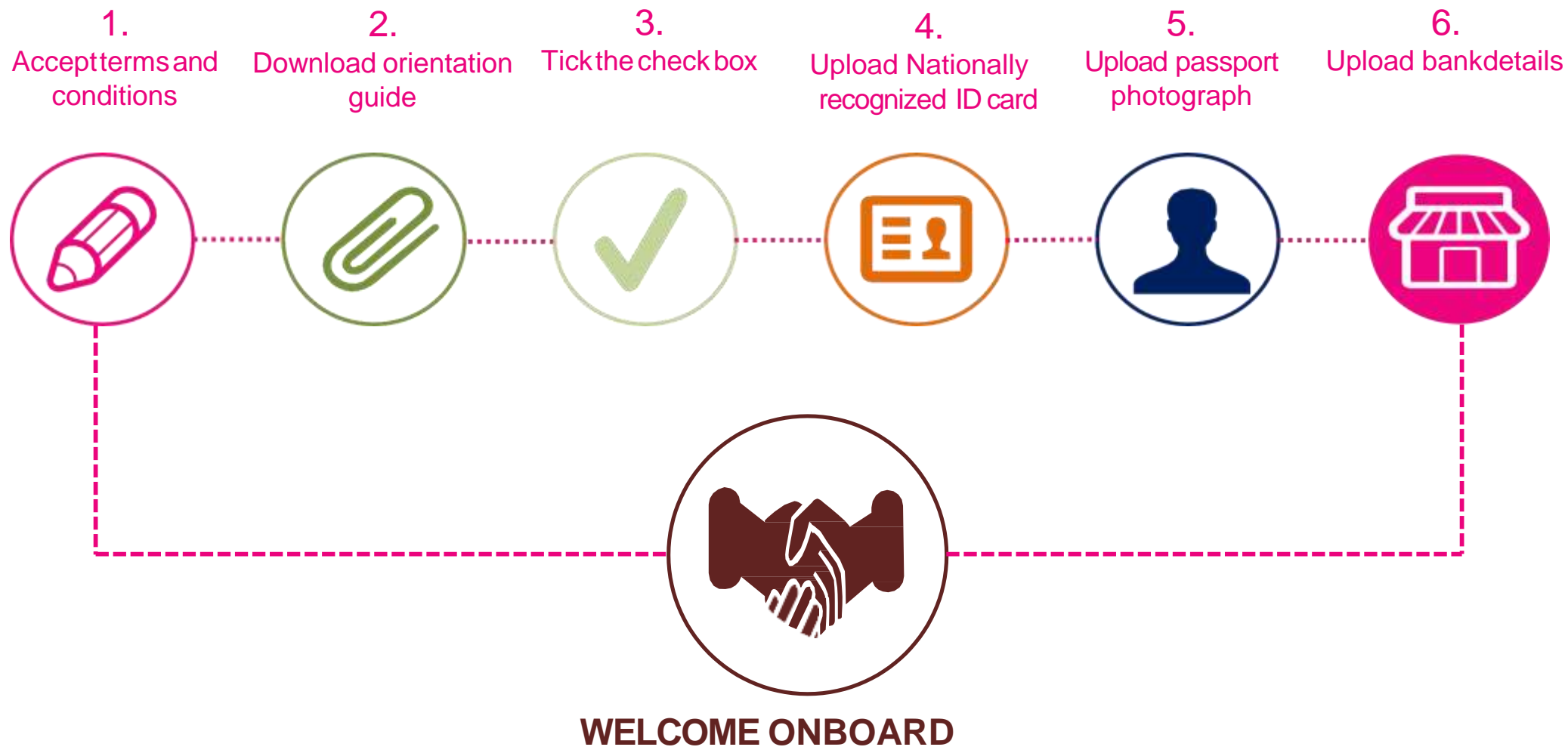


Visit your email to  
verify emailaddress



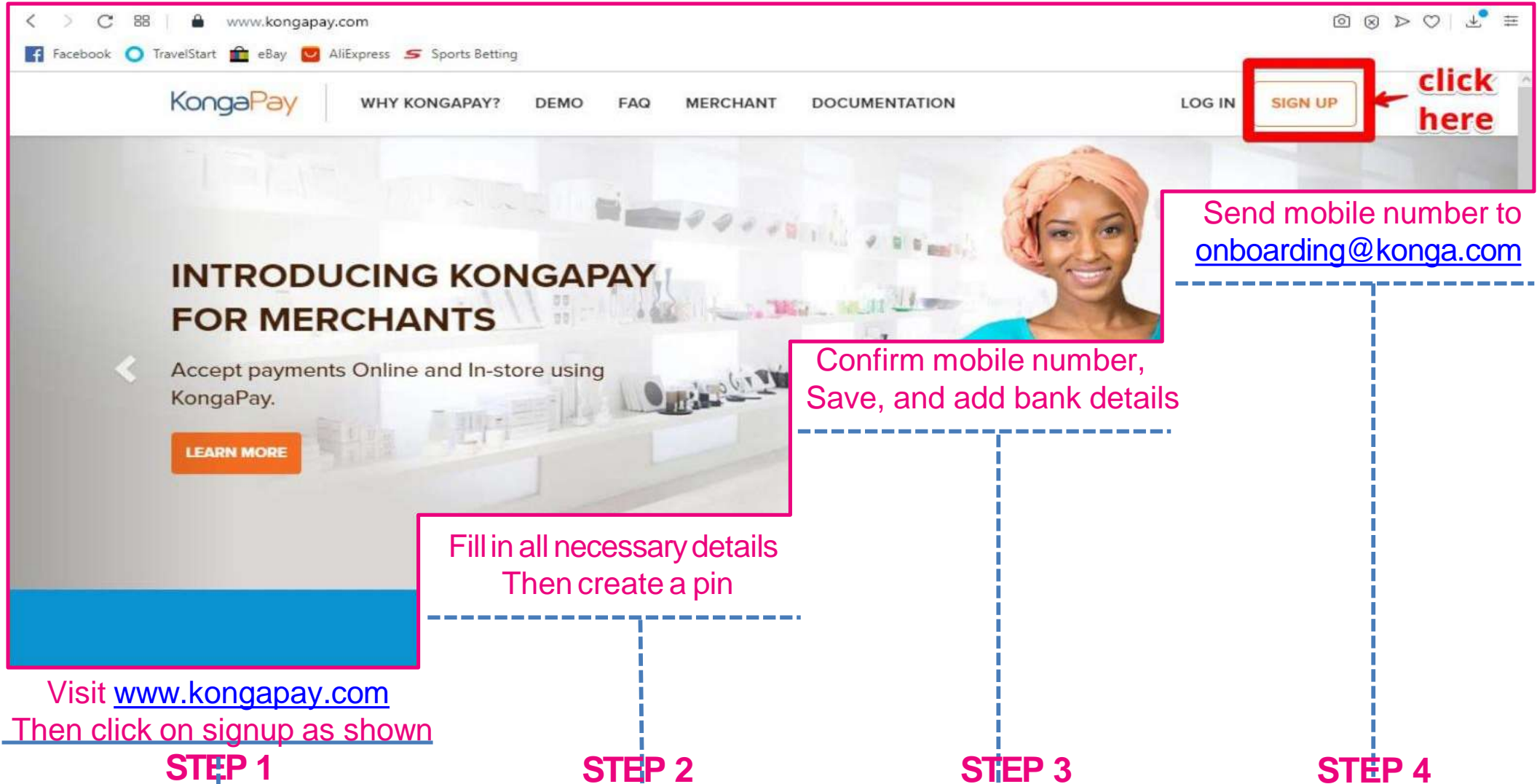
Use OTP code to  
Verify mobile number

# GETTING STARTED CONTD.



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

# REGISTER ON KongaPay



# TIPS TO SUCCESSFUL SELLING

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





# TIPS TO SUCCESSFUL SELLING CONTD...

## **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.



# TIPS TO SUCCESSFUL SELLING CONT'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





# TIPS TO SUCCESSFUL SELLING CONTD...

## 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.



# TIPS TO SUCCESSFUL SELLING CONTD...

## 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

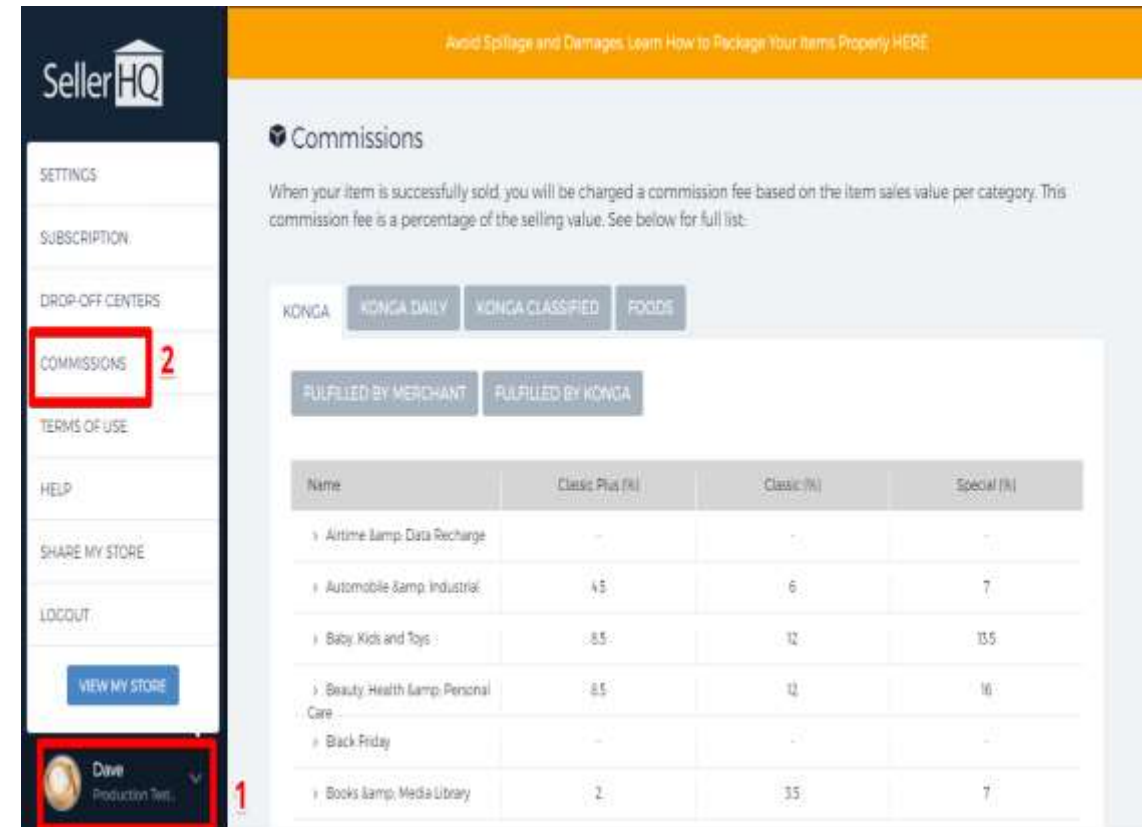
1. **Classic:** Merchants with an active subscription plan
2. **Classicplus:** Merchants are upgraded after a successful dsale of N2m in value or 1,000 orders in violume, for two months consecutively (that is, back-to-back).
3. **Special:** Merchants without an active subscription plan

## 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 free plan.

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



**SellerHQ**

SETTINGS  
SUBSCRIPTION  
DROP-OFF CENTERS  
**COMMISSIONS**  
TERMS OF USE  
HELP  
SHARE MY STORE  
LOGOUT  
VIEW MY STORE

**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 &amp; Data Recharge	—	—	—
Automobile &amp; Industrial	4.5	6	7
Baby, Kids and Toys	8.5	12	13.5
Beauty, Health &amp; Personal Care	8.5	12	16
Back Friday	—	—	—
Books &amp; Media Library	2	3.5	7

**Duke**  
Production Test

# 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.

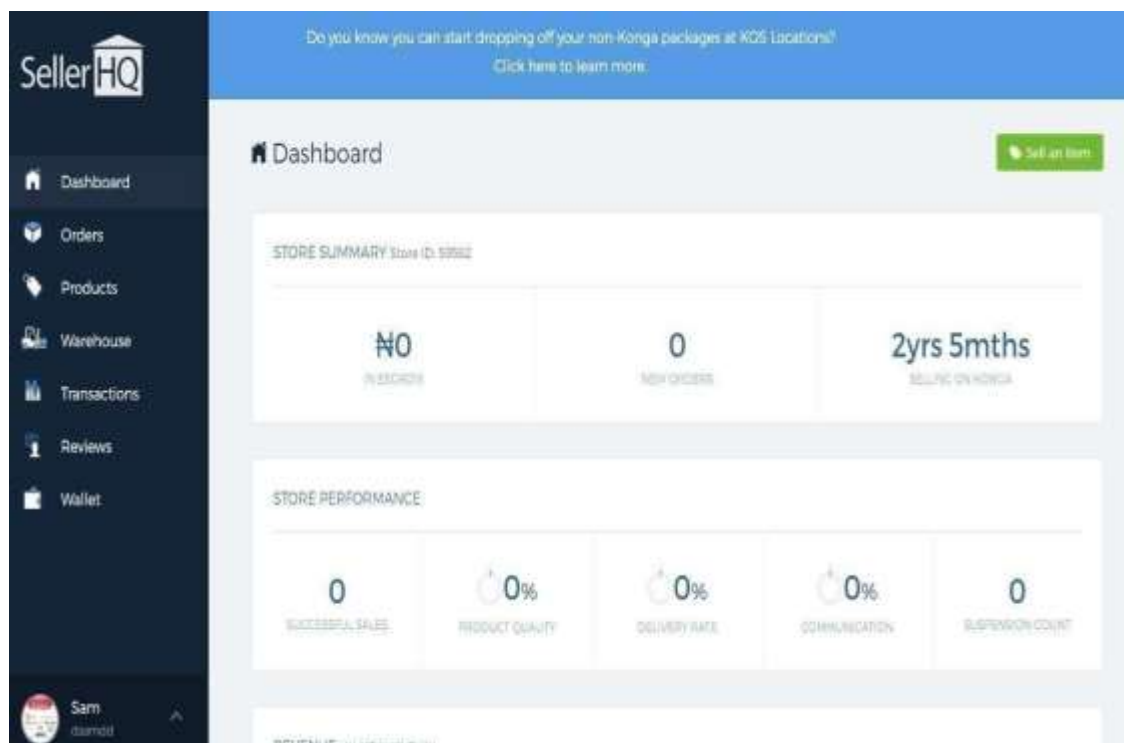
Manage all your products listing

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.

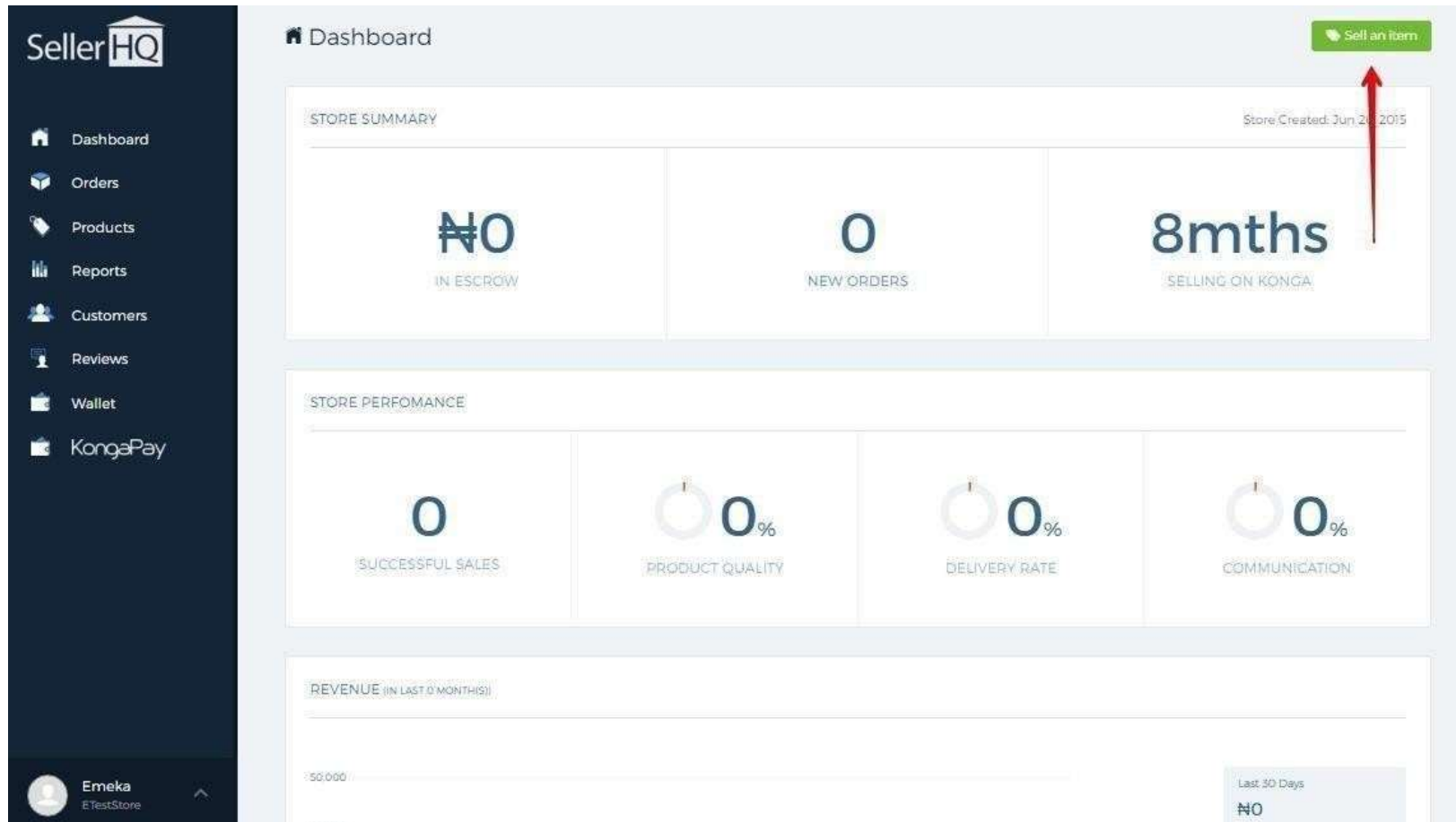
Manage your escrow(payment in waiting) Accept & ship new orders

Update your product quantity to ensure all your listed.

Items are still available for sale



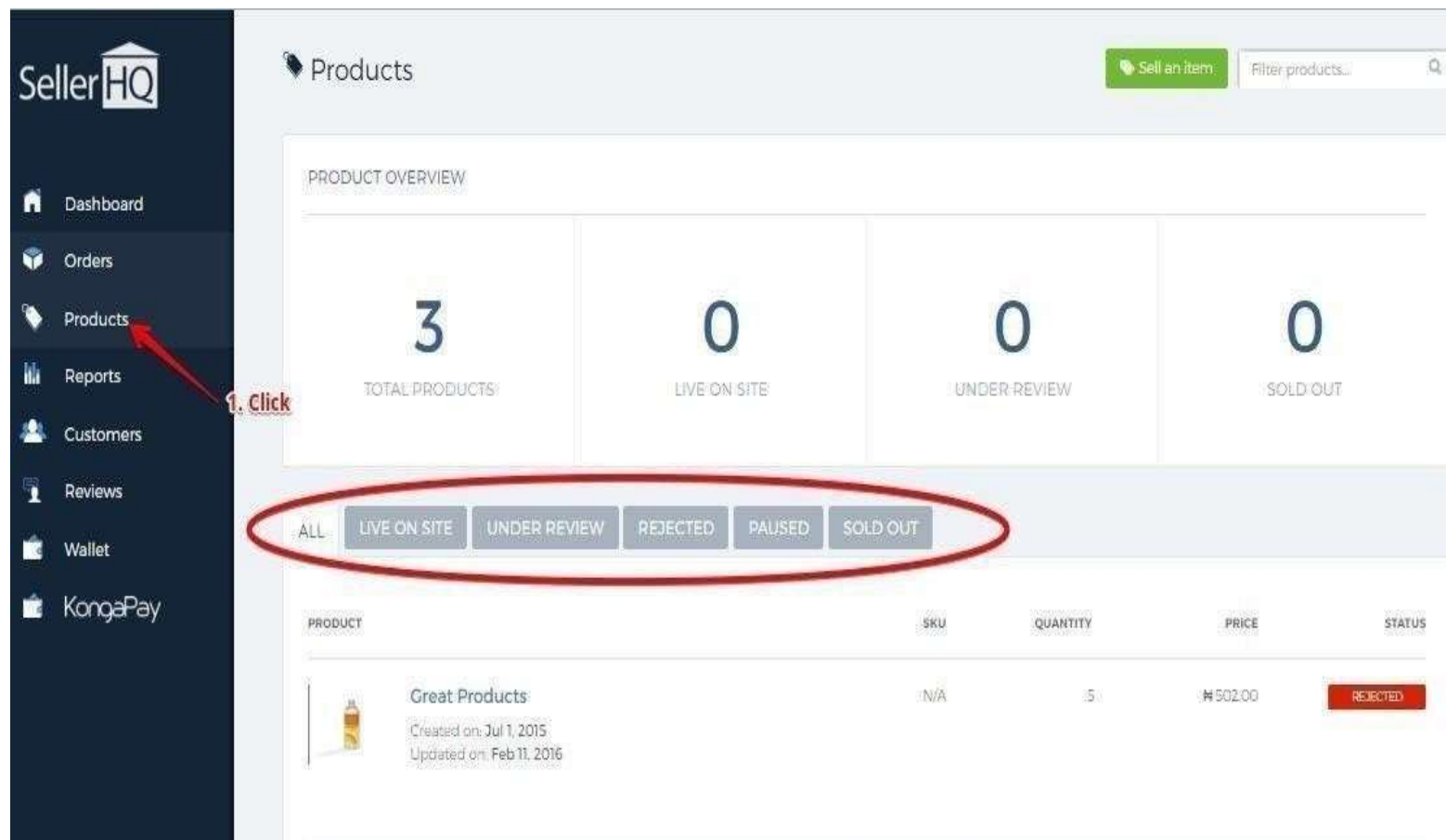
# KONGA SHQ DASHBOARD



## 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**

- Dashboard
- Orders
- Products**
- Reports
- Customers
- Reviews
- Wallet
- KongaPay

**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

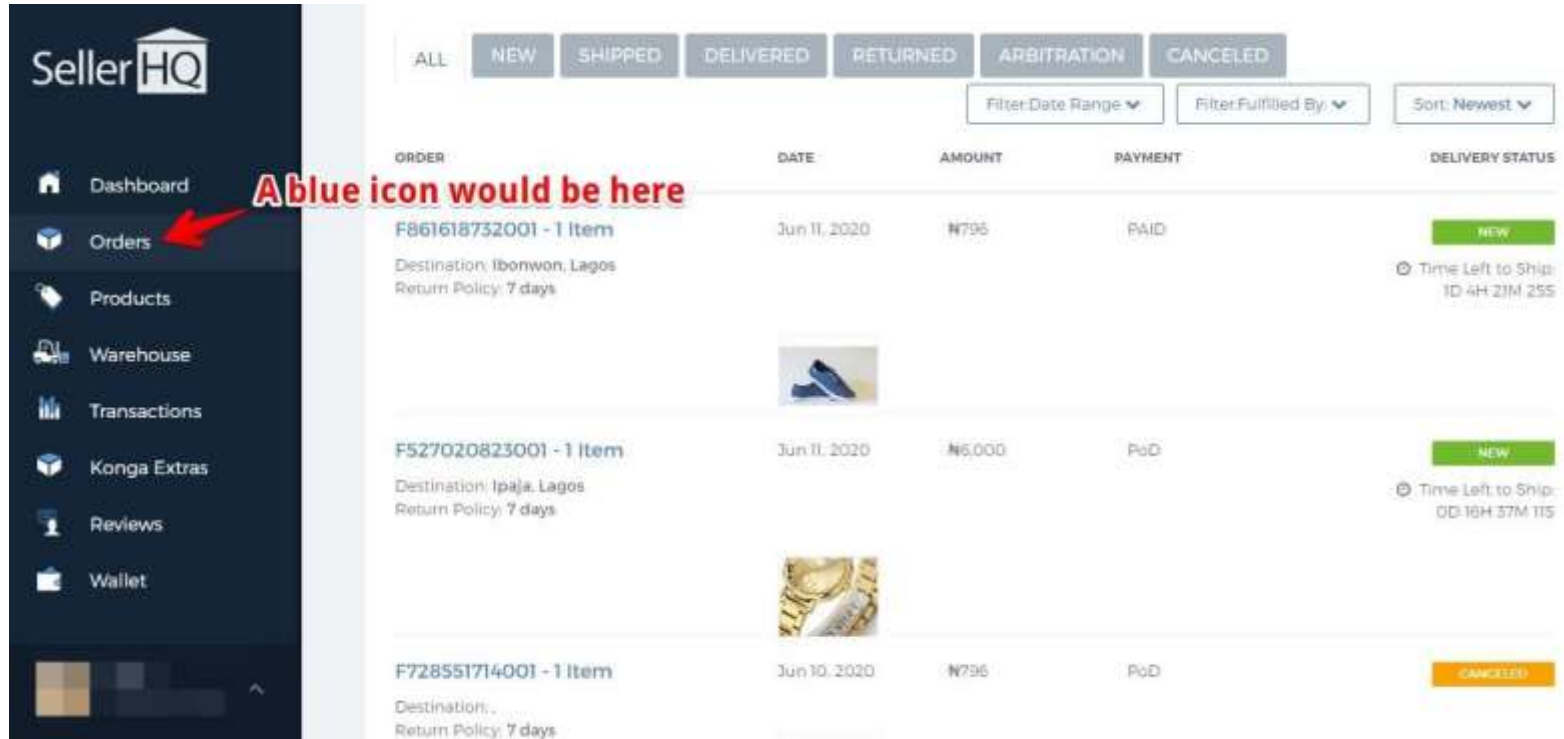
PRODUCT	SKU	QUANTITY	PRICE	STATUS
 <b>Great Products</b> Created on: Jul 1, 2015 Updated on: Feb 11, 2016	N/A	5	₦ 502.00	REJECTED

## 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



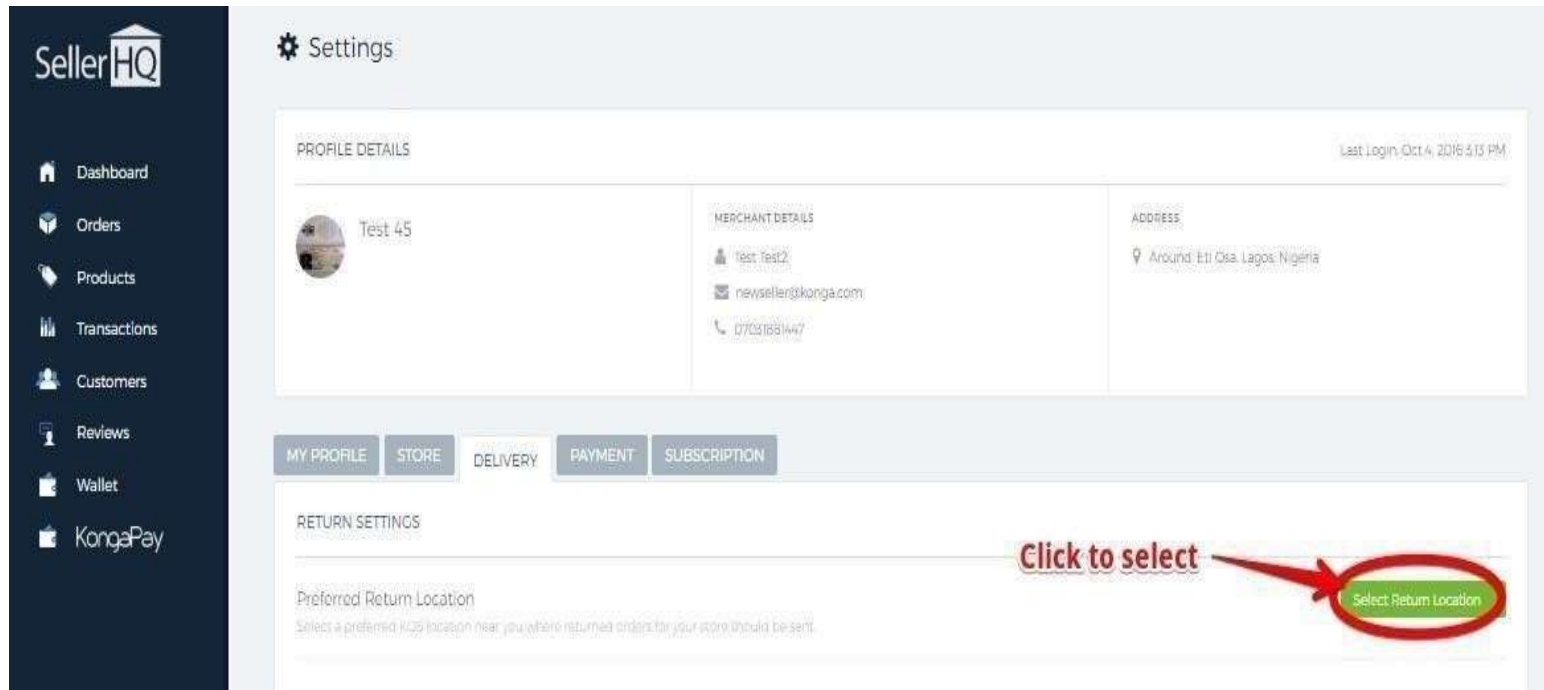
The screenshot shows the Konga SellerHQ dashboard. On the left is a dark sidebar with navigation links: Dashboard, Orders, Products, Warehouse, Transactions, Konga Extras, Reviews, and Wallet. The 'Orders' link is highlighted with a red arrow and a red text annotation: "A blue icon would be here". The main content area displays a table of orders with columns: ORDER, DATE, AMOUNT, PAYMENT, and DELIVERY STATUS. The table lists three orders: 1. F861618732001 - 1 Item (June 11, 2020, N795, PAID, NEW status, destination Ibeju-Lekki, Lagos). 2. F527020823001 - 1 Item (June 11, 2020, N5,000, PoD, NEW status, destination Ibeju-Lekki, Lagos). 3. F728551714001 - 1 Item (June 10, 2020, N795, PoD, CANCELED status, destination Ibeju-Lekki, Lagos). Above the table are filters for Date Range, Filter Fulfilled By, and Sort (Newest).

ORDER	DATE	AMOUNT	PAYMENT	DELIVERY STATUS
F861618732001 - 1 Item Destination: Ibeju-Lekki, Lagos Return Policy: 7 days	Jun 11, 2020	N795	PAID	NEW Time Left to Ship: 1D 4H 21M 25S
F527020823001 - 1 Item Destination: Ibeju-Lekki, Lagos Return Policy: 7 days	Jun 11, 2020	N5,000	PoD	NEW Time Left to Ship: 0D 16H 37M 11S
F728551714001 - 1 Item Destination: Ibeju-Lekki, Lagos Return Policy: 7 days	Jun 10, 2020	N795	PoD	CANCELED

## 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



The screenshot shows the Konga SellerHQ dashboard. On the left is a dark sidebar with the 'SellerHQ' logo and a menu: Dashboard, Orders, Products, Transactions, Customers, Reviews, Wallet, and KongaPay. The main area has a 'Settings' header with a gear icon. Below it is a 'PROFILE DETAILS' section with a user profile for 'Test 45', merchant details for 'Test Test2' (email: newseller@konga.com, phone: 07021851447), and an address in Lagos, Nigeria. A navigation bar below the profile includes tabs for MY PROFILE, STORE, DELIVERY, PAYMENT, and SUBSCRIPTION. The 'DELIVERY' tab is active, showing 'RETURN SETTINGS'. Under 'Preferred Return Location', there is a text prompt and a green button labeled 'Select Return Location'. A red arrow points to this button with the text 'Click to select'.

## 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





# 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 onto <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-fulfilment 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"



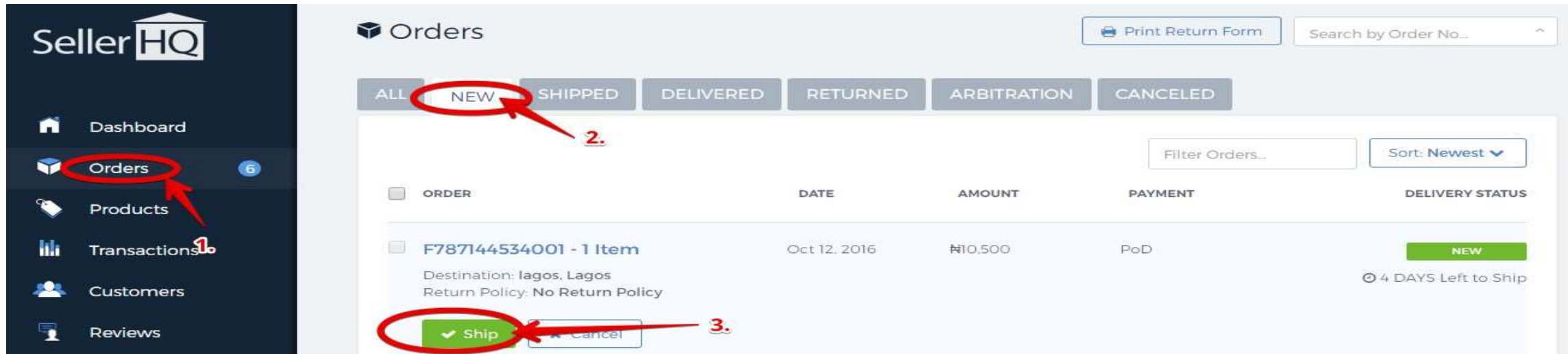
# FULFILLING YOUR ORDERS

## 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: Lagos, Lagos Return Policy: No Return Policy	Oct 12, 2016	₦10,500	PoD	<b>NEW</b> ⌚ 4 DAYS Left to Ship

☒ **Ship**

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.

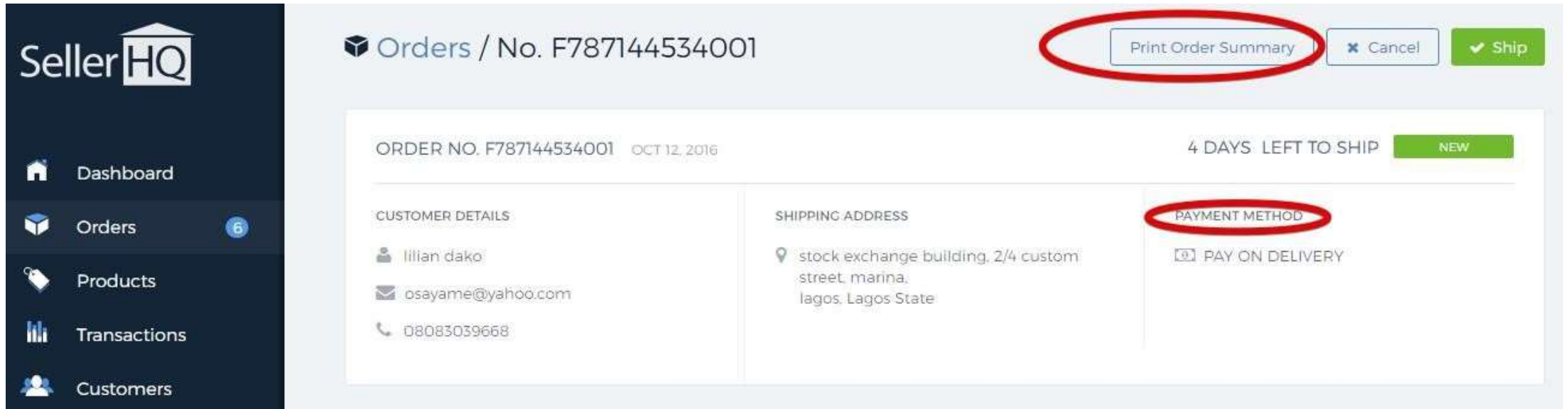
All these should be done within 48hrs.

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> lillian dako</p> <p> bsayame@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	N22,500.00	1					
					<b>Payment Breakdown</b> Shipment Value: N22,500.00 Shipping & Handling: N750.00 Total Amount Paid: N0.00 Balance Due for this shipment: N23,250.00				
<b>Order Total</b>									
Order Subtotal: N23,250.00 Discount: -N0.00									
Total Amount Paid: N0.00									

## ORDER SUMMARY

Document #: 0635833592  
Order #: F566180423001  
Document Date: Nov 16, 2016

**SOLD TO:**  
majekola tayo  
plot 127, arab road  
1 kofe, Abuja  
08030804339

**Shipment #:** H999750439  
Items in this shipment: 1  
Other Items in your Order: 0

**SHIP TO:**  
majekola tayo  
plot 127, arab road  
Landmark: liberty hotel  
1 kofe, Abuja  
08030804339

### Payment Method Pay On Delivery

### Shipping Method

Product	Brand	SKU	Price	QTY
Polystar 4.5kg Patterned Backrest Bed		1584142	₦5,500.00	1
Colour: Multicolour				
Street Size: Full Size				
Sold by: Meters away: Single				

Shipment Value:	₦5,500.00
Shipping & Handling:	₦0.00
Total Amount Paid:	₦0.00

### Order Total

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.

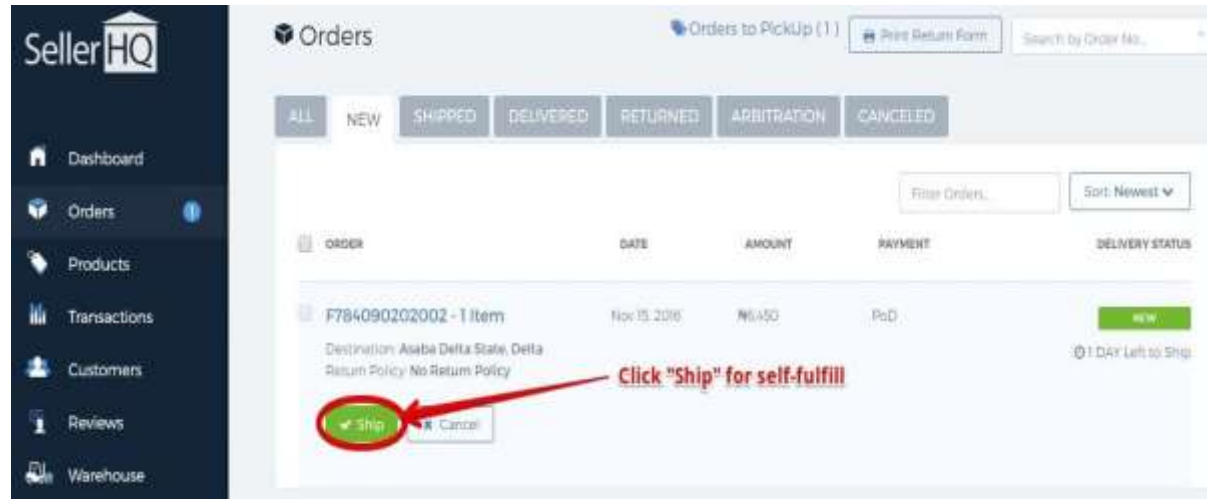
STEP 1

STEP 2

STEP 3



# FULFILLING YOUR ORDERS CONTD...

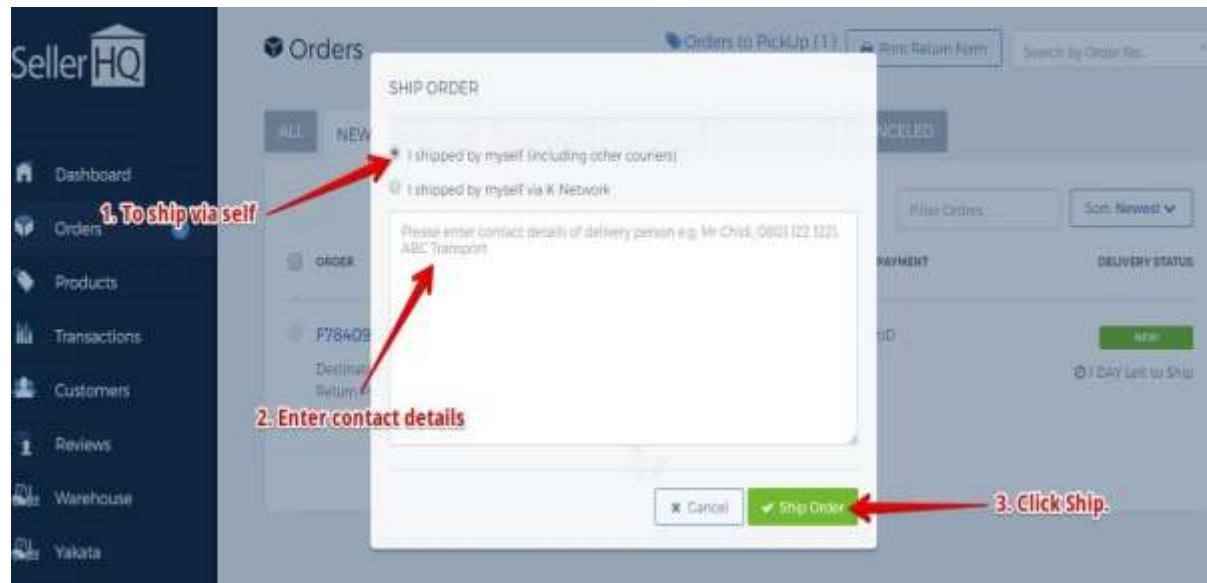


## How to self – fulfill an order....contd.

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.


https://shq.konga.com/orders

Print Return Form Search by Order No.

Orders

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 <div> <input checked="" type="button" value="Deliver"/> <input type="button" value="Delivered"/> </div>	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 min/multiple 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. F57537434001 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 Crys

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

# FULFILLING YOUR ORDERS CONTD...

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

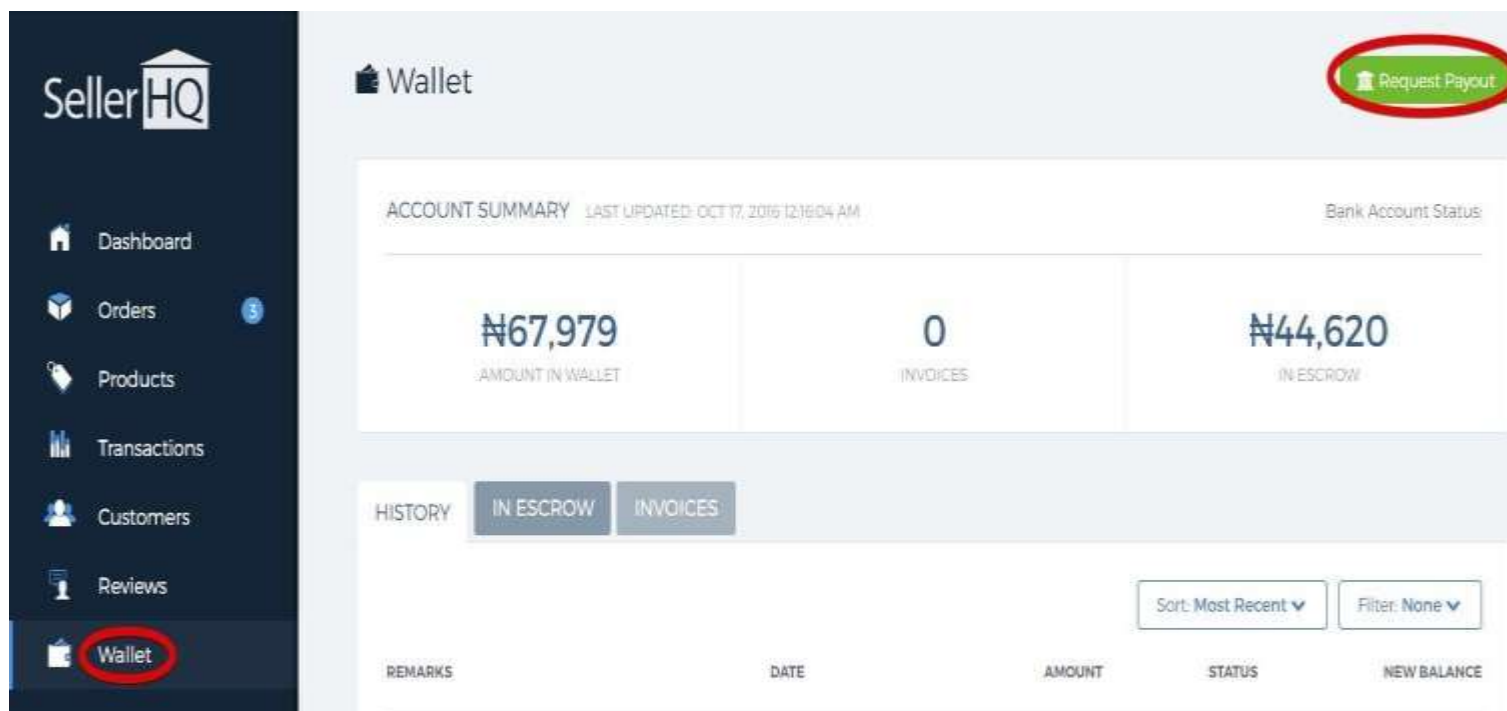
### Note:

- 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 8 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**

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

₦67,979 AMOUNT IN WALLET	0 INVOICES	₦44,620 IN ESCROW
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HISTORY IN ESCROW INVOICES

Sort: Most Recent Filter: None

REMARKS	DATE	AMOUNT	STATUS	NEW BALANCE
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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.***

# FULFILLMENT 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.

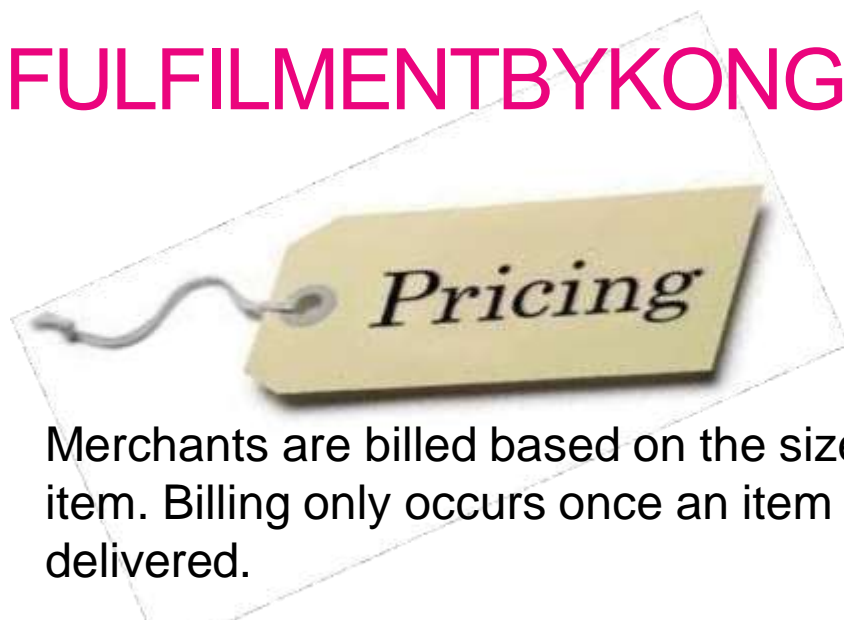
## Benefits of FBK

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).

# FULFILMENTBYKONGACONTD...



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	NGN1575
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	Offence	Description & Penalty
<b>Warning</b>	First confirmed incident of delivering a defective product within a month	Any product delivered to a customer must meet quality standards. The first occurrence of delivering a defective product within a month triggers a warning
	First case of order cancellation within a month	Cancelling an order impacts customer experience on the platform. The first case in a month result in a warning
	First Case of Incomplete or Wrong Item	Customers expect the correct and complete items. The first occurrence of delivering incomplete or wrong items leads to a warning and inclusion in the QA list. Merchant is to ship out the correct item at the merchant's cost.
<b>Product Disabled</b>	2 or more confirmed cases of the same product defect in a month	Repeated defects in the same product indicate a serious quality issue. Two confirmed cases of the same product defect in a month trigger the action to disable the product.
	30% of products delivered in a month are confirmed defective from the same store	A high percentage of defective products in a month harms customer trust. When 30% of products delivered in a month are confirmed defective from the same store, the products are disabled. The merchant may also be reported to the appropriate regulatory agency for violation of standards and quality.

# KONGA SANCTION POLICY



Sanctions	Offence	Description & Penalty
<b>Product Disabled</b>	Copyright infringement/unauthorized sale	Violating copyright or selling unauthorized products leads to the immediate disabling of the product and a report sent to the appropriate regulatory authority.
	Order is Auto-Cancelled	Auto-cancellation may occur for various reasons. Merchants are to closely monitor their store alerts while ensuring that product prices and quantities are always updated. When a merchant can't fulfill an order, the quantity is set to zero.
<b>Monetary Fine</b>	Replacement orders	Shipment of a replacement order for incomplete/wrong items and defective products will result in the merchant bearing the shipping fee and cost of retrieval.
	Failure to pick up returned orders within 7 days	<p>Timely retrieval of returned orders is crucial to prevent additional costs and maintain efficient order management.</p> <p>For returns sent to merchant's 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> <p>Failure to pick up the returned item within 7 days from the specified pickup time will result in demurrage.</p> <p>A demurrage fee of <b>N1,000</b> will apply for returned orders not picked outside the 7 days SLA at the Konga Central Distribution.</p>

# KONGA SANCTION POLICY



Sanctions	Offence	Description & Penalty
Monetary Fine	QA Charge.	<p>Upon confirmed shipment of an incomplete/wrong item, the merchant will be placed on QA for a 3-month duration.</p> <p>Placing the merchant on Quality Assurance (QA) ensures a thorough evaluation of their processes after shipping an incomplete or wrong item. A QA charge of N1,000 applies to every order shipped from Konga Logistics locations.</p>
	Orders that are cancelled on merchant store	<p>Order cancellations on the merchant's store impact customer expectations and hamper trust in the platform.</p> <p>Orders that are cancelled on merchant stores for any reason such as auto cancellation, out of stock, price change etc will attract Quadruple the Commission charge with a minimum cap of N2,500 and Maximum charge of N50,000.</p>
	Second confirmed Case of wrong/incomplete/defective item within a month.	<p>A second confirmed case of wrong/incomplete/defective items indicates recurring issues, resulting in a fine of N10,000 and a longer Quality Assurance (QA) period of 6 months.</p>
	First case of selling a fake/counterfeit/expired product	<p>Selling products that are fake, counterfeit, or expired poses significant risks to customer health and safety. The first case will result in a monetary fine of N50,000</p>

# KONGA SANCTION POLICY



Sanctions	Offence	Description & Penalty
Store Suspension	False order status update	False order status update. Providing inaccurate order status information misleads customers and disrupts the transparency of the order fulfillment process. The merchant store will be suspended for one month.
	Second case of order cancellation in a month	A second case of order cancellation in a month signals a need for merchants to optimize inventory management and pricing. The merchant's store is suspended until product quantities and prices are updated before reinstatement. Repeated cases within a quarter will lead to store closure.
	Delay in responding to arbitration and issue resolution	Timely resolution of disputes is crucial for maintaining customer trust and satisfaction. Delay in responding to arbitration and issue resolution beyond agreed SLA will result in store suspension until the case is closed.
	Refusal to accept bulk prepaid orders at the price verified by merchant	Merchants must honor bulk prepaid orders at the agreed-upon price to ensure fair and transparent transactions. Merchants who cancel orders after price verification was confirmed via a phone call will be suspended for one month.

# KONGA SANCTION POLICY



Sanctions	Offence	Description & Penalty
<b>Store Suspension</b>	Inaccurate Product Listing	<p>Repeatedly listing products inaccurately may confuse customers, impacting the overall shopping experience.</p> <p>Merchants with more than two cases of inaccurate listing within a month will have stores suspended until they attend mandatory product listing training</p>
	Selling refurbished/used items described as brand new	Misleading customers by selling refurbished/used items as brand-new harm's trust and will result in the store being suspended for 2 weeks.
	Use of derogatory words	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.
	Failure to customize delivery fee for merchants with self-fulfil access	Failure to customize delivery fee for merchants with self-fulfil access that results in poor customer experience and cancellation will result in the store being suspended until the prices are reviewed.
	First case of selling a fake/counterfeit/expired product.	<p>Selling products that are fake, counterfeit, or expired poses significant risks to customer health and safety.</p> <p>The first case of selling a fake/counterfeit/expired product will result in a 1-month suspension placing the merchant on a watchlist for future infractions.</p>



# KONGA SANCTION POLICY



Sanctions	Offence	Description & Penalty
<b>Store Closure</b>	Second case of selling a fake/counterfeit/expired product	A second case of selling a fake/counterfeit/expired product on the platform emphasizes the severity of the offence, triggering store closure and possible legal consequences
	Second case of selling refurbished/used items described as brand new	A second case of selling refurbished/used items described as brand new on the platform will trigger store closure.
	Second case of use of derogatory words	Store will be closed for the second time use of derogatory word(s) in written or verbal communication to a customer or Konga rep.
	Diverting orders off the platform to avoid commission charges.	Diverting orders off the platform to evade commission charges is a violation of platform policies designed to maintain fair business practices. This will trigger the closure of the merchant's store.

# KONGA SANCTION POLICY



Sanctions	Offence	Description & Penalty
<b>Item Forfeiture</b>	Non retrieval of returned items	Extended non-retrieval of returned items after 1 month in the demurrage location results in the forfeiture of items.
<b>DISCLAIMER</b>	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”.  Konga will not be liable for damaged claims made for returned items signed and collected by the merchant.	
<b>LEGAL ACTION</b>	Legal action will be instituted against merchant found to have sold a fake/counterfeit/expired product to a customer.	

## 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)

## 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.



## **SHIPPING EXACT PRODUCT ORDERED TO BUYERS**

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 so you:

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

## **IMPORTANCE OF SELLING ORIGINAL PRODUCTS**

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

We advise 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's permission. 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](mailto:onboarding@konga.com)

