

# Ashewa Technology Solution criterion to use E-commerce system Guide

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## How do I decide what to sell on Ashewa?

Ashewa is an online marketplace for Ethiopian and Africa as well global import and export businesses to sell items in retail and wholesale quantities. You can sell products across a wide range of categories, including:

- Consumer electronics
- Home appliances
- Fashion accessories
- Packaging & printing
- Beauty & personal care
- Home & kitchen
- Machinery
- Vehicles & accessories
- Sports & entertainment
- Watches, jewelry & eyewear
- Lights & lighting
- Furniture
- Garden supplies
- Pet products
- Health & medical
- Office & school supplies
- Tools & hardware

- Accessories & telecommunications
- Baby
- Gifts & crafts
- Luggage, bags & cases

### What are the products and how to find products to sell?

You can sell any products on ashewa.com that products can be physical or digital products that can be sell to the customers.

There are a few simple steps that you can take to help you decide what to sell on Ashewa:

- Research the market.** Browse a range of categories to find out which products are popular sellers and why. Will you be able to offer similar products at the same (or better) price point?
- Check buyer requests.** You can browse buyer requests for products on Ashewa to meet the level of demand for different product categories.
- Sign up** in b2b account and start to post your products instantly
- Sign up for email alerts.** You can also subscribe to AShewa’s Trade Alert system, which sends the latest buyer requests to your email inbox.

### How much does it cost to sell on Ashewa?

Ashewa doesn't charge any:

- Sales commissions
- Transaction fees

Any sellers can sign up for Ashewa as a Free Supplier or a Gold Supplier. Free Suppliers can post up to 50 products online and source potential buyers through the platform. And unlimited product for membership b2b accounts.

If you sign up as a Gold Supplier, there are three membership packages to choose from: Basic, Standard or Premium.

	<b>Basic</b>	<b>Standard</b>	<b>Premium</b>
Free services	30 days Trial period	15 days Trial Period	No trial period
<b>Cost</b>	1,399/year	2,999/year	5,999/year
<b>Number of products you can list</b>	Unlimited	Unlimited	Unlimited
<b>Showcased products</b>	5	12	28
<b>Receive and respond to inquiries</b>	Yes	Yes	yes
<b>Data and reporting</b>	yes	yes	yes
<b>Sub accounts</b>	5	5	5
<b>Personalized customer service</b>	Local email support	Live chat and email support	Dedicated account manager

We’re affiliate supported\_and may be paid when you visit links to partner sites. We don’t compare all products in the market, but we’re working on it!

Launched in 2021, Ashewa.com is a B2B2c ecommerce marketplace based in Ethiopia. The platform allows you to target buyers in all over Ethiopia and across the African countries and regions and sell items across more than 40 major product categories. However

### **Is selling on Ashewa worth it?**

While it's entirely possible to make money selling on Ashewa, there's no guarantee of success. Not only will you need to compete with a wide range of other suppliers, many of whom are based in Ethiopia and can offer products at bargain-basement prices, but you'll also need to consider Ashewa membership fees and your other overheads.

But even though it's no certainty that you will make money on Ashewa, there are a few simple things you can do to boost your chances of success:

- **Start out with a free membership.** Before signing up as a Gold Supplier, register for a free membership so you can sample Ashewa's features. This allows you to get a feel for how the platform works and the level of buyer demand before you pay any money.
- **Partner with a Chinese manufacturer.** Many products sold through Ashewa are made on demand, so joining forces with a Chinese manufacturer could help increase your profit margins and meet orders faster.
- **Research the market.** Research how other suppliers are marketing and pricing similar products on Ashewa. This will help you understand how to attract your target buyer and how to price your items.
- **Seek out buyers.** Be proactive about generating new business. Rather than waiting for buyers to come to you, browse the latest buyer requests and provide quotes to any potential customers.

### **How do I start selling on Ashewa?**

You can register for an Ashewa supplier account by completing the following steps.

- **Step 1: Head to the seller.Ashewa.com seller homepage**
- **Step 2: Create an account or sign up**
- **Step 3: Check your email**
- **Step 4: Complete authentication and verification**
- **Step 5: Enter your company profile with payment details**

## Quality control capabilities and Quality management system processes

### **Criterion to use E-commerce**

#### **For companies**

company legal business licenses and tin number  
company official logo and name of the company with its more than 500-character descriptions  
company name and distinct location  
business address and phone number  
General manager address and id  
Membership fee and they can have free trial period for 30 days  
Be able to post quality product photo with its descriptions

#### **For Enterprises**

Enterprises official logo and name of the company with its more than 500-character descriptions  
common or representative enterprises legal business licenses and tin number.  
common or representative enterprises name and distinct location  
common or representative business address and phone number  
General manager address and id  
joint ventures business address  
Membership fee and they can have free trial period for 30 days  
Be able to post quality product photo with its descriptions

#### **For manufacturers**

manufacturers production opacity  
manufacturers official logo and name of the company with its more than 500-character descriptions  
manufacturers legal business licenses  
manufacturers name and distinct location  
manufacturers business address and phone number  
General manager address and id  
Membership fee and they can have free trial period for 30 days  
Be able to post quality product photo with its descriptions

#### **For vendors**

vendors legal business licenses and tin number.  
vendors official logo and name of the company with its more than 500-character descriptions  
vendors name and distinct location  
business address and phone number  
General manager address and id  
Membership fee and they can have free trial period for 30 days  
Business license & Ownership status

Contact information

Be able to post quality product photo with its descriptions

### **3. MEMBER RESPONSIBILITIES**

3.1 Each Member hereby represents, warrants and agrees to (a) provide true, accurate, current and complete information about itself and its business references as may be required by Ashewa.com and (b) maintain and promptly amend all information to keep it true, accurate, current and complete. To the extent permitted under applicable laws, each Member hereby grants an irrevocable, perpetual, worldwide and royalty-free, sub-licensable (through multiple tiers) license to Ashewa.com to display and use all information provided by such Member in accordance with the purposes set forth in this Agreement and to exercise the copyright, publicity, and database rights you have in such material or information, in any media now known or not currently known. Information that is protected under data protection laws will only be used and kept in compliance with those laws.

3.2 Each Member hereby represents, warrants and agrees that the use by such Member of the Service and the Sites shall not:

- a) contain fraudulent information or make fraudulent offers of items or involve the sale or attempted sale of counterfeit or stolen items or items whose sales and/or marketing is prohibited by applicable law, or otherwise promote other illegal activities;
- b) be part of a scheme to defraud other Members or other users of the Sites or for any other unlawful purpose;
- c) infringe or otherwise abet or encourage the infringement or violation of any third party's copyright, patent, trademarks, trade secret or other proprietary right or rights of publicity and privacy or other legitimate rights;
- d) impersonate any person or entity, misrepresent yourself or your affiliation with any person or entity;
- e) violate any applicable law, statute, ordinance or regulation (including without limitation those governing export control, consumer protection, unfair competition, anti-discrimination or false advertising);
- f) contain information that is defamatory, libelous, unlawfully threatening or unlawfully harassing;
- g) contain information that is obscene or contain or infer any pornography or sex-related merchandising or any other content or otherwise promotes sexually explicit materials or is otherwise harmful to minors;
- h) promote discrimination based on race, sex, religion, nationality, disability, sexual orientation or age;
- i) contain any material that constitutes unauthorized advertising or harassment (including but not limited to spamming), invades anyone's privacy or encourages conduct that would constitute a criminal offence, give rise to civil liability, or otherwise violate any law or regulation;
- j) involve attempts to copy, reproduce, exploit or expropriate Ashewa.com's various proprietary directories, databases and listings;
- k) involve any computer viruses or other destructive devices and codes that have the effect of damaging, interfering with, intercepting or expropriating any software or hardware system, data or personal information; and
- l) involve any scheme to undermine the integrity of the computer systems or networks used by Ashewa.com and/or any user of the Service and no Member shall attempt to gain unauthorized access to such computer systems or networks;
- m) link directly or indirectly to or include descriptions of goods or services or other materials that violate any law or regulation or are prohibited under this Agreement or the Terms of Use; or
- n) otherwise create any liability for Ashewa.com or its affiliates.

3.3 Each Member represents, warrants and agrees that with regards to information about or posted on behalf of any business referee, it has obtained all necessary consents, approvals and waivers from such referee to (a) act as such Member's business referee; (b) to post and publish their contact details and information, reference letters and

comments on their behalf; and (c) that third parties may contact such business referees to support claims or statements made about the Member. Each Member further warrants that all reference letters and comments are true and accurate and hereby waives all requirements for such Member's consent to be obtained before third parties may contact the business referees.

3.4 Member shall not take any action which may undermine the integrity of Ashewa.com's feedback system, such as leaving positive feedback for himself using secondary Member IDs or through third parties or by leaving unsubstantiated negative feedback for another Member.

3.5 Each Member acknowledges and agrees that Ashewa.com reserves the right to, but shall not be required to actively monitor nor exercise any editorial control whatsoever over the content of any message or other material or information created, obtained or accessible through the Service. Ashewa.com does not endorse, verify or otherwise certify the contents of any comments or other material or information made by any Member. Each Member is solely responsible for the contents of their communications and may be held legally liable or accountable for the content of their comments or other material or information.

3.6 Each Member represents, warrants and agrees that it has obtained all necessary third-party licenses and permissions and shall be solely responsible for ensuring that any material or information it posts on the Sites or provides to Ashewa.com or authorizes Ashewa.com to display does not violate the copyright, patent, trademark, trade secrets or any other personal or proprietary rights of any third party or is posted with the permission of the owner(s) of such rights. Each Member further represents, warrants and agrees that it has the right and authority to sell, distribute or offer to sell or distribute the products described in the material or information it posts on the Sites or provides to Ashewa.com or authorizes Ashewa.com to display.

3.7 Each Member represents, warrants and agrees that certain products sold to Ethiopian laws and each Member shall (a) promptly display a Proposition 65 Warning on the product detail page as required under the relevant law; (b) authorize Ashewa.com to display a Proposition 65 Warning on your behalf; and (c) only revise or remove a Proposition 65 Warning for a product when the prior warning needs to be modified or is no longer legally required, as the case may be.

## **What types of payments does Ashewa accept?**

Ashewa accepts a variety of payment methods:

- Commercial bank of Ethiopian/CBE
- Abyssinia Bank
- Tele birr
- M-birr
- Amole
- Telegraphic transfer
- PayPal
- Online bank payment (Bank transfer)
- Western Union
- Cash on delivery

## **How to get paid by international buyers**

When a customer pays you with foreign currency, it's important to find a cost-effective way to convert those funds back into birr. While you can let your bank take care of the currency conversion for you, this means paying high transaction fees and accepting an exchange rate that's well below the mid-market rate.

That's why many businesses choose to open an online seller account. These multi-currency accounts allow you to receive fast payments in the buyer's local currency, as well as access superior exchange rates when you convert your earnings into Ethiopian birr.

## **How to organize Ashewa shipping**

When you're working out an order agreement with a buyer, you'll need to quote shipping costs and delivery timeframes. Because Ashewa lets users buy in bulk, depending on the size of the order, you may need to consider using a specialist international freight service.

There are plenty of international couriers to choose from, so compare quotes from several providers to find the most reliable and cost-effective option. For international orders, you'll also need to choose between:

- **Shipping by Deliver.** This is a quicker and more reliable option, but also more expensive.
- **Shipping by postal.** postal shipping may be slower but it can be much more cost-effective for large, heavy shipments.

Finally, if you need to ship products from Ethiopia, Ashewa offers its own logistics service, Ashewa Logistics. There are two options available:

- **Ashewa.com Parcels ships** from Ethiopia to countries around the world.
- **Ashewa.com Air Express** ships from Ethiopia to the other countries.

## **How do I market my Ashewa products?**

Ashewa offers a range of tools that you can use to market your products to buyers, including:

- Keyword Advertising to make your products more visible in search results.
- The My Keywords tool to assess the performance of your keywords and optimize your product listings.
- Online promotional campaigns for new suppliers.
- Offering discounts and coupons to buyers.
- Promoting your most important products

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