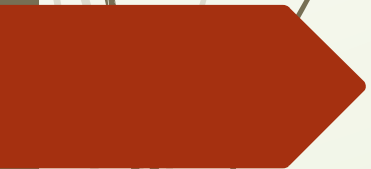


Basic Content Creation

Fashion Content Creation Training

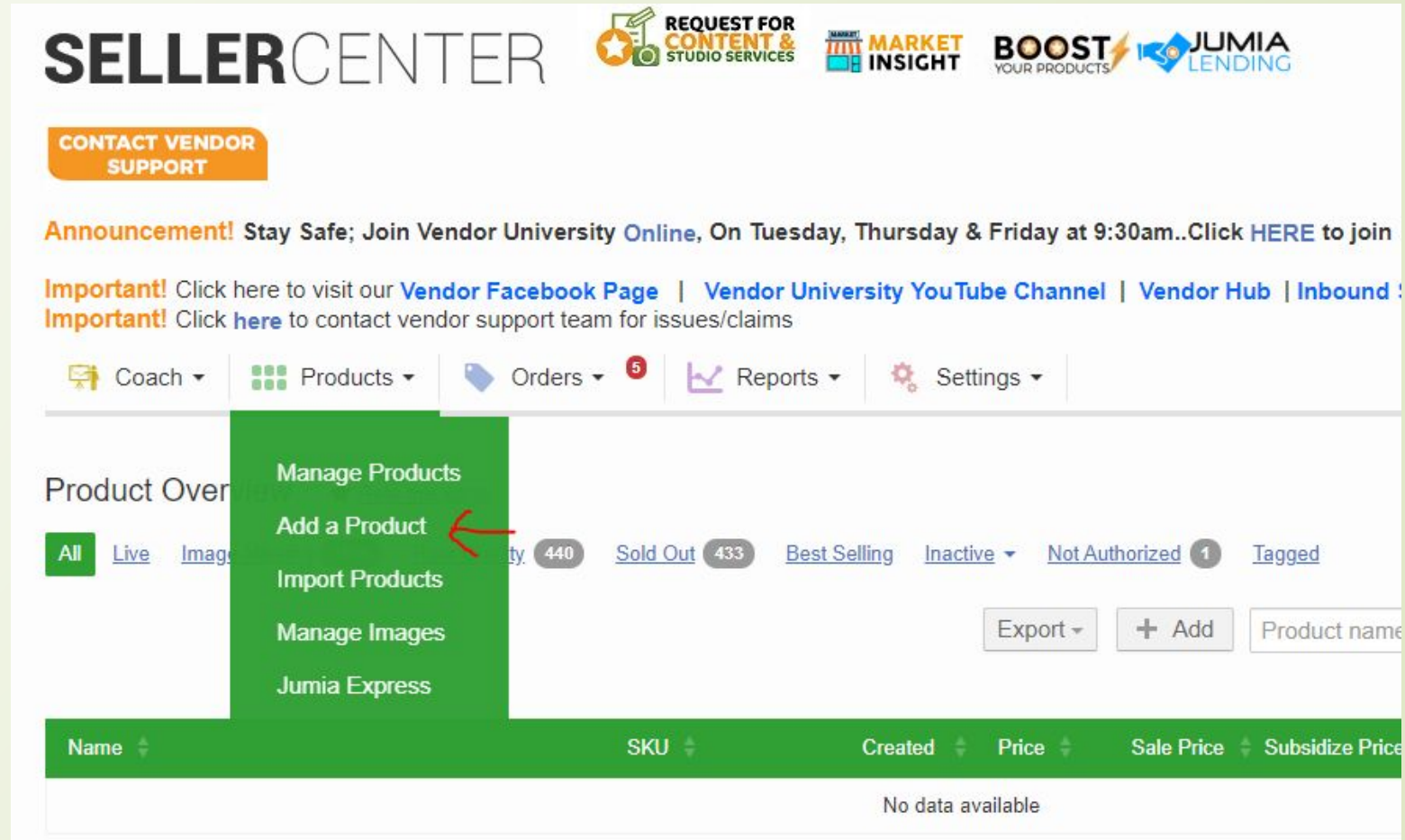


Fashion Products Includes but not limited to:

- Clothings - Dresses, Shirts, Trousers, Skirts, Rings
- Fashion Accessories - Watches, Jewelries, Bags, Hats, Sunglasses
- Shoes

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 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 a Pant Trousers for Men. It is under Fashion as a root category, hence here is the flow: **Fashion > Men's Fashion > Clothing > Pants**

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

The screenshot displays a category navigation interface with two tabs: "Browse Categories" (active) and "Most Used Categories". The "Browse Categories" tab is divided into three columns of category links. The first column includes "Baby >", "Costumes & Accessories >", "Fabrics >", "Kid's Fashion >", "Luggage & Travel Gear >", "Men's Fashion >" (highlighted in blue), "Multi-Pack >", "Shoe, Jewelry & Watch Accessories >", and "Sports Shop >". The second column includes "Accessories >", "Clothing >" (highlighted in blue), "Costumes & Accessories >", "Jerseys", "Jewelry >", "Shoes >", "Traditional & Cultural Wear >", "Underwear & Sleepwear >", and "Watches". The third column includes "Active >", "Fashion Hoodies & Sweatshirts >", "Jackets & Coats >", "Jeans", "Pants" (highlighted in blue), "Shirts >", "Shorts >", "Sleep & Lounge >", and "Socks". Below the navigation menu, the word "Pants" is displayed, followed by a blue "Select" button. A red arrow points to the right side of the "Select" button.

Step 4

Filling in the Product information

Name – Slim Fit Pant Trousers - Black

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

Brand – Type out the brand. It appears automatically for you to select. If it is a restricted brand, 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, please contact vendor support to submit the brand for new brand creation.

Colour – Black

Product Information More Product Details Product Pricing Images

* Indicates required field. Draft saved at 20 Mar 2020 13:58

→ Product Name * Slim Fit Pant Trousers - Black
Product Name
Example: iPhone 5

→ Brand * Al Kassal
Brand
Example: Nike, Adidas, Sony

→ Colour Black
Main color of product
Example: Red, Blue, Green

Primary Category Fashion > Men's Fashion > Clothing > Pants

Enter Product Details

Submit and Finish Save and Create Copy Preview Save as draft

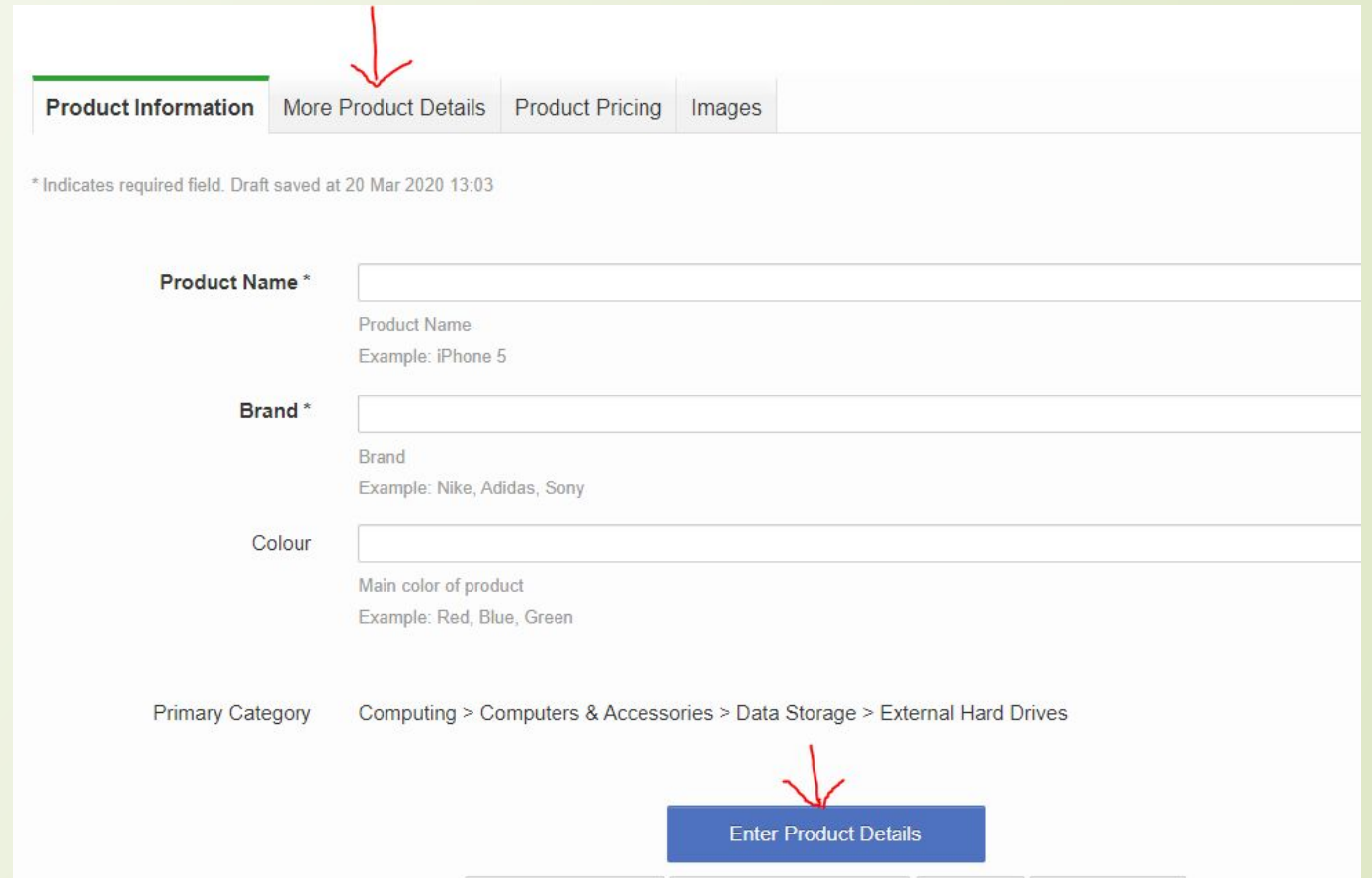
Brand *

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 information form with the following elements:

- Product Information** (selected tab)
- More Product Details** (tab, indicated by a red arrow)
- Product Pricing** (tab)
- Images** (tab)
- * Indicates required field. Draft saved at 20 Mar 2020 13:03
- Product Name *** (required field, empty input box)
 - Product Name
 - Example: iPhone 5
- Brand *** (required field, empty input box)
 - Brand
 - Example: Nike, Adidas, Sony
- Colour** (input box)
 - Main color of product
 - Example: Red, Blue, Green
- Primary Category** (Computing > Computers & Accessories > Data Storage > External Hard Drives)
- Enter Product Details** (button, 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 fashion items, select "Parcel"
4. **Tax:** Select "Default" as tax
5. **Warranty:** e.g 1 Year, 6 Months
6. **Additional Product Information:** keywords, 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. Not mandatory for fashion. However if available, fill in the measurements of the product as L x W x H. Must be in cm and added only as numbers. Example: 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 0.2

Note: Do not add “Kg” in the space.

Find Weight Template/Guideline for Fashion Products [Here](#)

The color family, weight and main material are **very compulsory** fields to fill for all fashion items.

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

* 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. Example.

Every man needs a work-ready Pant Trousers for his Shirts, Blazers and Classic Shoes. Finished in grey and made from fine and breathable cotton fabric, this pair is cut for a straight fit and showcases four pocket styling with a zipped fly and wide belt loops.

Get this Pant Trousers today from Jumia Ghana at the best price

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

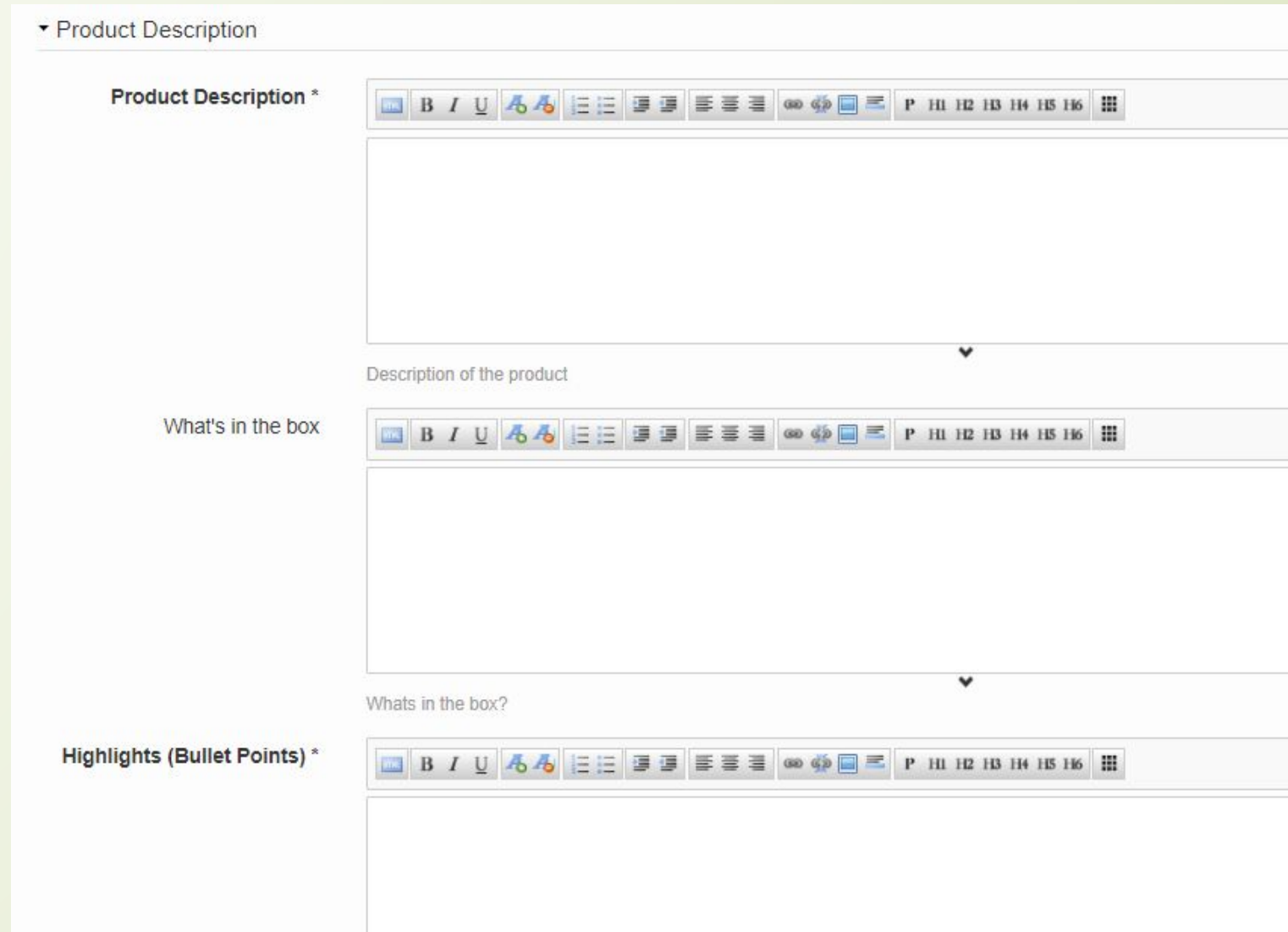
Product Description *

Description of the product

What's in the box

Whats in the box?

Highlights (Bullet Points) *

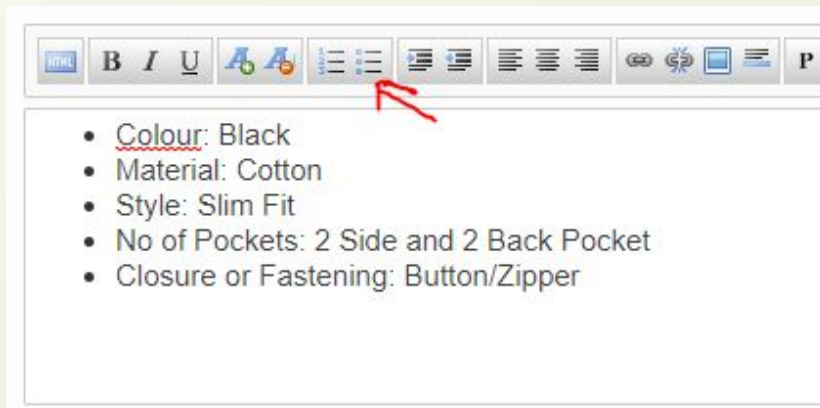
The image shows a screenshot of a product description form. It has three main text input areas, each with a rich text editor toolbar above it. The first toolbar is for 'Product Description *', the second for 'What's in the box', and the third for 'Highlights (Bullet Points) *'. Each toolbar includes icons for bold, italic, underline, link, unlink, bulleted list, numbered list, indent, outdent, undo, redo, and a font color selector. The text areas are currently empty. The form is titled 'Product Description' at the top left.

More on Product Details

Highlights

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

- Colour: Black
- Material: Cotton
- Style: Slim Fit
- No of Pockets: 2 Side and 2 Back Pocket
- Closure or Fastening: Button/Zipper



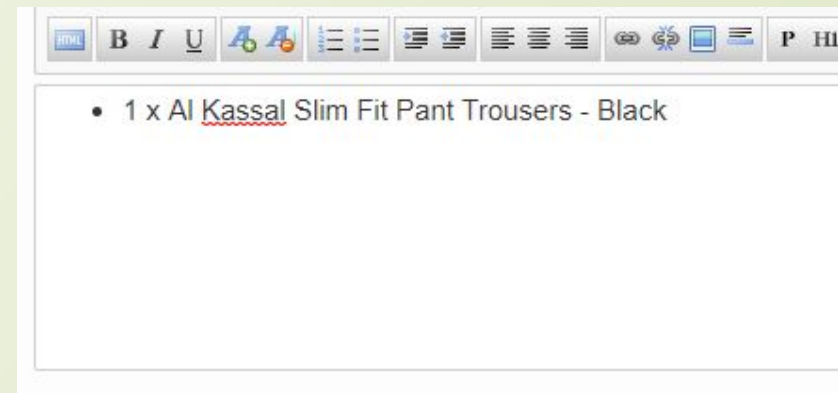
Find Highlights Template/Guideline for Fashion Products [Here](#)

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 form too. Example:

- 1 x Al Kassal Slim Fit Pant Trousers - Black





More on Product Details

Product Warranty

Not mandatory for fashion. However if available, fill in the Format is 1 year or 12 months depending on what the vendor has put in place.

Care Label

Necessary for those FASHION items that require special care.

Example:

- Wash Separately, Wash with Hot Water e.t.c

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 Gender, Pant Type/Style, Fastening.

For Kids Fashion - It is very compulsory to Select Age Group

Age Group	<input type="text"/>
	Age Group
Dress Style	<input type="text" value="Please select"/>
	Dress Style
Fastening	<input type="text" value="Please select"/>
	Fastening
Gender	<input type="text" value="Please select"/>
	Gender
Men's Pant Sizes	<input type="text" value="Please select"/>
	Men's Pant Sizes
Pant Type	<input type="text"/>
	Pant Type
Season	<input type="text" value="Please select"/>
	Season

Step 9

Product Pricing Section

Details Include:

Variation: The correct **Size is to be selected ONLY for Fashion items that have sizes e.g clothings, shoes, rings etc**

SellerSKU: Fill in a unique ID for the product. It can be a combination of letters and figures.
Example: FADR-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.

The screenshot shows the 'Product Pricing' section of a product management interface. At the top, there are four tabs: 'Product Information' (with a red exclamation mark icon), 'More Product Details' (with a red exclamation mark icon), 'Product Pricing' (highlighted with a red box), and 'Images'. Below the tabs, a message reads: '* Indicates required field. Draft saved at 20 Mar 2020 13:17'. A table with a green header is displayed, containing columns for 'Variation', 'Seller SKU*', 'EAN / UPC / ISBN', 'Quantity', and 'Price*'. The first row shows a dropdown menu with '...' selected, followed by empty input fields for the other columns. Below the table is a button labeled '+ Add another product variation'. At the bottom of the form, there are four buttons: 'Submit and Finish', 'Save and Create Copy', 'Preview', and 'Save as draft'. A red arrow points down to the 'Upload Images' button, which is highlighted in blue.

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

+ Add another product variation

Submit and Finish Save and Create Copy Preview Save as draft

Upload Images

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


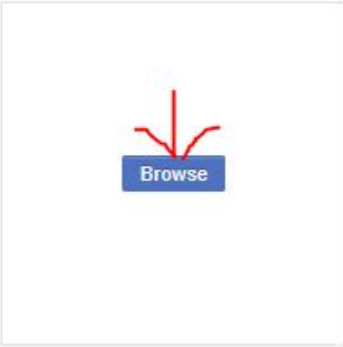

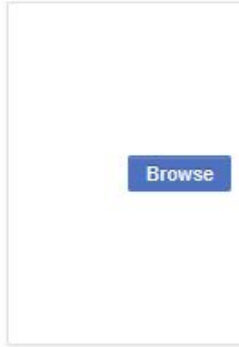
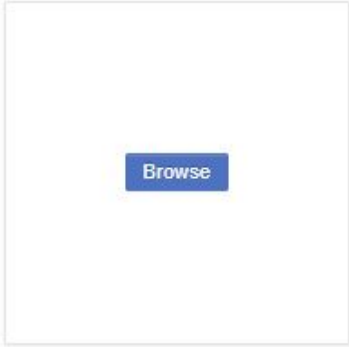

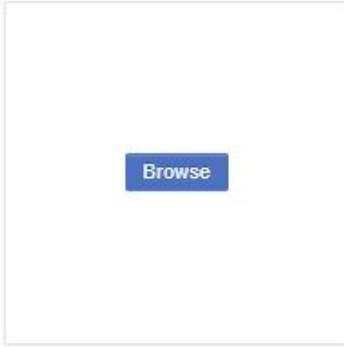
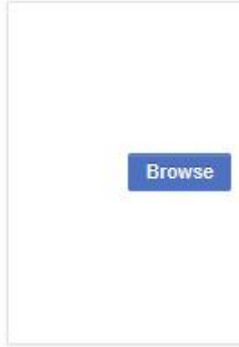
Click on “**Submit and Finish**” to create your product.

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 GM Products, Click [here](#)
For a guide to Weight, Product Name & Highlights Templates - Click [here](#)
For a guide to photoshoot your items - Click [here](#)



Thank You!