

# Group Buy Enterprise Beginners Guide

## Overview

Congratulations on purchasing a copy of AlstraSoft's Group Buy Enterprise. Before we start turning your site into a cash cow, do take this opportunity to go through our 10 min user guide for your software so that you have a better understanding of how our software works and also how you as the site owner will be able to clinch contracts with dealers and retailers to offer deals on your site. Lastly we also provide some additional tips on how you can attract more users to your sites.

## Contents

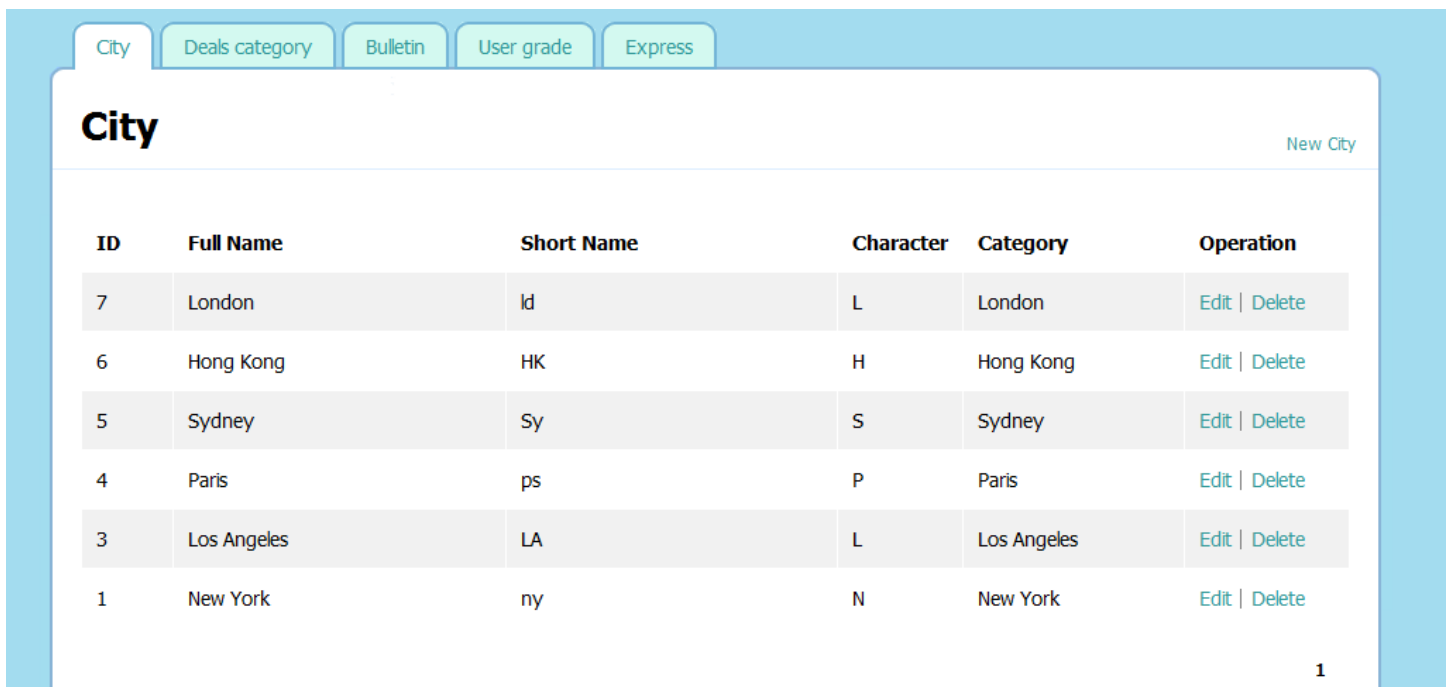
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## Group Buy Enterprise Insights

Now that you have successfully installed your copy of Group Buy Enterprise, you must be wondering how do you get started? Here are some useful insights as to how Group Buy Enterprise works:

### 1.1 How do I add new cities?

- 1) In Admin >> Category >> City >> New City.



ID	Full Name	Short Name	Character	Category	Operation
7	London	ld	L	London	<a href="#">Edit</a>   <a href="#">Delete</a>
6	Hong Kong	HK	H	Hong Kong	<a href="#">Edit</a>   <a href="#">Delete</a>
5	Sydney	Sy	S	Sydney	<a href="#">Edit</a>   <a href="#">Delete</a>
4	Paris	ps	P	Paris	<a href="#">Edit</a>   <a href="#">Delete</a>
3	Los Angeles	LA	L	Los Angeles	<a href="#">Edit</a>   <a href="#">Delete</a>
1	New York	ny	N	New York	<a href="#">Edit</a>   <a href="#">Delete</a>

- 2) In Admin >> System >> City. Just type in the city you want to add.

Basic Announce Payment Email SMS City Page Cache Skin Template Upgrade

## City

### 1. Basic

City Los Angeles, New York, Hong Kong, London, Paris, Sydney

Use comma to separate different cities, for more cities please visit [Cities List](#) to acquire

Save

After these two steps, you can create new deal for the specific city. User can also choose their preferred city deals.

## 1.2 What exactly is the “Coupon Verify & Claim function”?

If you notice, there is a link called "Coupon Verify & Claim" on the top-right of your website

This link is for verification and claim use only. Both users and partner can use the link for (1) verify if a coupon code is valid and (2) to claim this coupon is used if provide correct password. Each coupon code can be only claimed once after which the coupon code will be invalid.

The purpose of this link is twofold, to provide a service for all the users/partners to check the coupon code. Website can also trace the coupon using this method.

## 1.3 How to your user use the “Rebate” function?

There are 2 ways:

1) Obtain rebate by inviting friends. Share your invitation link with friends -> your friends registers account using your link shared with him/her -> your friend buy his/her first deal -> you get the rebate.

2) Admin can set a rebate when creating new deal, it is at the bottom of "new deal" page. Default value is set to 0. If you set it to 2, that means the user purchased the deal and get coupon code if the deal is tipped finally. When the coupon code is claimed as "used" by user or merchant, this user will get a cash credit in his/her account.

## 1.4 How does the “Balance” feature works?

There are 2 ways:

1) User can get credit from inviting friends to your website.

2) For a specific deal, if Admin set to "coupon rebate", the user will also get credit in his account balance after he or the merchant has claimed the deal.

### 3) Credit Topup (via Paypal or Offline payment)

The screenshot shows a user dashboard with a light blue header containing tabs: 'My Order', 'My Coupon', 'Balance', and 'Account Setting'. The 'Balance' tab is active. Below the tabs, the main content area has a white background with the heading 'Balance'. A yellow banner contains the text: 'Topup your balance to GB, rapid to grab the deal! » [Topup now](#)'. Below this, it states 'Your current account balance is: \$0'. To the right, there is a sidebar with a 'Balance' section showing 'Your balance: \$0' and a 'What is account credit?' section stating 'Account credit is the balance'.

## 1.5 What is a partner?

A partner can be a merchant, business supplier or a retailer. In short, the companies you are working with to provide awesome deals to your consumers are partners. You can create partner account for your partner in admin panel. Partners and modify their information by logging their account and they also can monitor the sales data in real-time.

The screenshot shows an admin dashboard with a dark teal header containing tabs: 'Home', 'Deal', 'Order', 'Coupon', 'User', 'Partner', 'Business', 'Category', and 'System'. The 'Partner' tab is active. Below the tabs, there is a sub-header with 'Partner List' and 'New Partner' buttons. The main content area has a white background with the heading 'Partner'. Below this is a table with the following data:

ID	Name	Email	Tel.	Date	Operation
1	partner	56457	5676575 5676576567	2010-06-14	<a href="#">Edit</a>   <a href="#">Delete</a>

At the bottom right of the table, there is a page number '1'.

## 1.6 Process flow of how a deal works

1. User goes to your website and sees the deal.
2. If he likes it, he clicks on "Buy now".
3. User logs in or signs up for a new account.
4. User pays via Paypal with his credit card.
5. If the minimum required is achieved, the deal is ON and everybody that purchases this deal will be charged.
6. All the payments will be made to the website owner, and owner needs to pay the business that is offering the deal
7. If the minimum required is not achieved, the deal will be expired and all the money would be refund into the user's account.

# Great, now I have my site setup. How do I get business deals?

Now that you have the backend in place, your next question which many will be pondering (especially if you are new to this business) is how exactly do you get new deals or work with retailers to provide cool deals for your customers?

To start, here are some sources which you can consider looking for partners to work with:

- **Review sites:** These are one of the best places where you can seek businesses ranging from F&B to Beauty and Spa to work with your collective buying website and promote their services/products to your consumers.  
Example sites: Yelp.com, Qype.co.uk, Insiderpages.com, Yellowbot.com
- **Coupon sites:** Another great source for you to seek active merchants or partners who are listed in these coupon and deal sites as they are more than willing to partner with your website to bring even greater deals to massive buyers  
List of coupon sites: <http://buy.blorge.com/2010/04/21/top-40-best-coupon-and-discount-sites/>
- **Affiliate Networks:** Affiliate Network provides you a ready list of advertisers (many are retailers, online merchants) who offer affiliates a commission when they refer a sale to their website. Thus affiliate networks forms a great source of instant access to a database of merchants and business owners where you can work with to provide more great deals to customers on your website  
Sources: We recommend CJ.com, LinkShare.com. For a database of Affiliate Network sites, you can refer to: <http://ceoworld.biz/ceo/2010/01/12/top-best-affiliate-networks-and-cpa-networks-list>

**TIP: It is important to have a systematic way of obtaining a constant stream of deals for your website and hence we would recommend the following steps to get started:**

1. **Identify the cities** you like to offer the deals to your consumers. It is not a must to include as many cities as possible. It makes not sense if you have 50 over cities but you have 0 deals for most of them. Rather than adopting the “Add-As-Many-Cities-As-Possible” method, consider working on cities is located near you or focus on cities or countries that do not have “Groupon clone sites” offering deals. In short, target those cities with little or no competition
2. **Set the list of Categories** you intend to offer to your consumers. Do not limit to just a few common categories (like food, beauty, spas, electronics etc.), let your imagination run wild and consider extending to more exotic or rare deals which consumers do not using find on the net. This might generate an even greater interest since netizens are always on the lookout for cool and new stuff to do and buy. In this way, you can set your site apart from your competition
3. **Target the list of sources** based on the above 3 methods to generate constant deals to your site every deal. It is advisable not to offer the same category of deals consecutively per city so as to bring something new to your consumers every day. For example, providing 50% restaurants vouchers from Mon-Fri might not bring good sales since an average user might not be keen in trying out new food every day. Instead you can consider offering a 50% restaurant voucher on Mon, promote a Yoga class for 1month at only \$50 on Tue, followed by a 50% discount off a golf learning course and a 30% discount for an exotic holiday in Bali on Thur. If you are spoilt for choices, simply identify a few sources that you wish to harvest for partners to work with.

Once you have got the list of sources (be it affiliate network or coupon sites), you may begin collecting the contact info (email,name,phone and address) for these merchants/retailers to you wish to partner with. To enhance your organization, you might wish to create an excel spreadsheet with different sheets (each sheet representing a city) and within each sheet you can further sub-divide based on the categories (types of business such as food, beauty, spa, technology and so on). Next go through the website source(s), scan the business profiles listed in the different categories and enter the contact information for these business contacts into your database.

4. **Prepare your sales-kit in advance.** Whether you are contacting your potential partners via phone or email, always prepare your sales-kit in the form of a script so that you know how to present and talk to your prospect during a phone call or an email sales-kit to present to your partners on what you have to offer. We personally suggest direct email contact since it is the fastest method but might not be as efficient as closing a deal via a phone call. Phone conversations can be tedious and slow especially if you need to work with many dealers unless you engage telemarketers who are able to reach out to your potential partners that you wish to work with.
5. **Create new deals on your admin panel.** Once you have close a deal with a partner and have work out the details for the revenue sharing you can create the new deal via Admin >> Deal >> New Deal

## Sample Contract Agreement

To make things easier for you, we have included in this Guide a sample contract agreement which you can use for site when contacting merchants to partner with your site. Feel free to edit the terms and content in the agreement to suit your requirements

**Note:** Sample agreement will be sent via email

## Tips on getting more users to your site

### Top 10 Tips:

- 1) Social Media: Facebook and Twitter
- 2) Blog Comments: Inform visitors to your site via blog postings. With The Blog Commentor - <http://www.thefreeblogcommenter.com>, you can now submit automated blog comments on relevant blog sites to promote your collective buying website
- 3) Forum postings on upcoming deals and discount offers
- 4) Target Your Niche On StumbleUpon.com
- 5) Get listed in Search Engines
- 6) Incentivize your visitors with freebies or prizes when they subscribe for new deals on your site
- 7) Listing your site's daily coupon deals on Coupon Sites
- 8) Link partnership with other websites
- 9) Increase rebate value for your members -> to give them a real compelling reason to invite friends to join
- 10) Off-line marketing campaign is a great way to bring more awareness to your site but not necessary the most cost efficient

More will be discussed in details on the subsequent guides

## Upcoming

Coming up in the pipeline is the ongoing development for our next version of Group Buy Enterprise as well as more tutorials and guides on running your own successful collective buying site like Groupon.com. We will also be offering a forum access for fellow Group Buy Enterprise customers to interact with each other and providing assistance. Let us know what new features you like to see in future versions of Group Buy Enterprise or what tools or facilities you like us to offer! Kindly send your comments and feedbacks to [support@alstrasoft.com](mailto:support@alstrasoft.com).