

# Multi-Dealer Catalog-Website



## What it is

This is an on-line catalog service provided by Mall-Central.com, the same service that enables your Mall to upload their sales daily. The catalog is a bona fide website searchable by search engines such as Google or Yahoo. It includes a shopping cart and it's own search capabilities to help on-line visitors find your items.

The catalog is designed specifically for brick and mortar store fronts and provides an effective and efficient way of providing internet presence for it's dealer's merchandise. Depending on the Mall, this catalog may be integrated into their present website or be use as their primary web site.

## Benefits

Your Mall has decided to feature, promote, and sell your merchandise on the internet. This is a great way for even those with little internet experience to benefit from the world-wide exposure. Not only will your Mall be able to sell globally but also locally and draw repeat and tourist customers back using your merchandise. It is a win-win-win for all.

## How It Works

After logging into your Dealer Page you will find a link to your catalog section (grey area). Click on that link and you'll enter your Catalog Manager where you will be able to add your merchandise. Each item can be categorized, described, and priced plus have up to four photos. After entering the information you just click the SAVE button. For dealers that have many items an inventory manager CD (aka DMLS for Malls Software) is available from your Mall to help manage your inventory and upload it to the Catalog.



## Participation

Your Mall has established an on-line Catalog and Website. As a participating dealer in the physical Mall you may be eligible to participate in it's virtual mall. Participation and access to the catalog is controlled by your Mall. As a participant you're responsible to maintain standards of publishing consistent with the image and character of the Mall. You also need to be active in maintaining your merchandise by posting and deleting new and sold merchandise.

Inappropriate postings will be promptly deleted at, and all postings are subject to, the sole discretion of the Mall.

Contact your Mall to enroll.



*Serving Antique and Crafter Malls*