

GETTING STARTED?!

ONBOARDING.

SIMPLE. FAST. COMPREHENSIVE.





ONBOARDING GUIDE

First things first. A mutually beneficial working relationship is something that is really important to us. Setting up shop on our marketplace is a pretty straightforward process. These guidelines give you a brief overview of what you need to do, and of the information you need to provide, to start selling on our marketplace.

1. SIGN UP TO OUR MARKETPLACE

The Conrad Sourcing Platform serves as your sales channel for **all technical business supplies**. To become a successful Conrad Marketplace seller, you first need to align your product range with the range of technical products available on our marketplace.

Technical business supplies include

- Education & Development Kits
- Active Components
- Testing Equipment & Power Supply
- Automotive, Leisure & Household
- Connectors & Cables
- Multimedia
- Computing & Office
- Passive Components
- Building Services & Smart Living
- Electromechanics
- Automation & Pneumatics
- Other

Show your willingness to become a member of the Conrad seller community by completing the registration form. When you do this, you will be asked to provide the basic details of your business, and the contact information of someone at your company who we can get in touch with. To become one of your sellers, you must be VAT-registered in Germany. You also need to operate a Germany-based warehouse.

2. CREATE A PROFILE

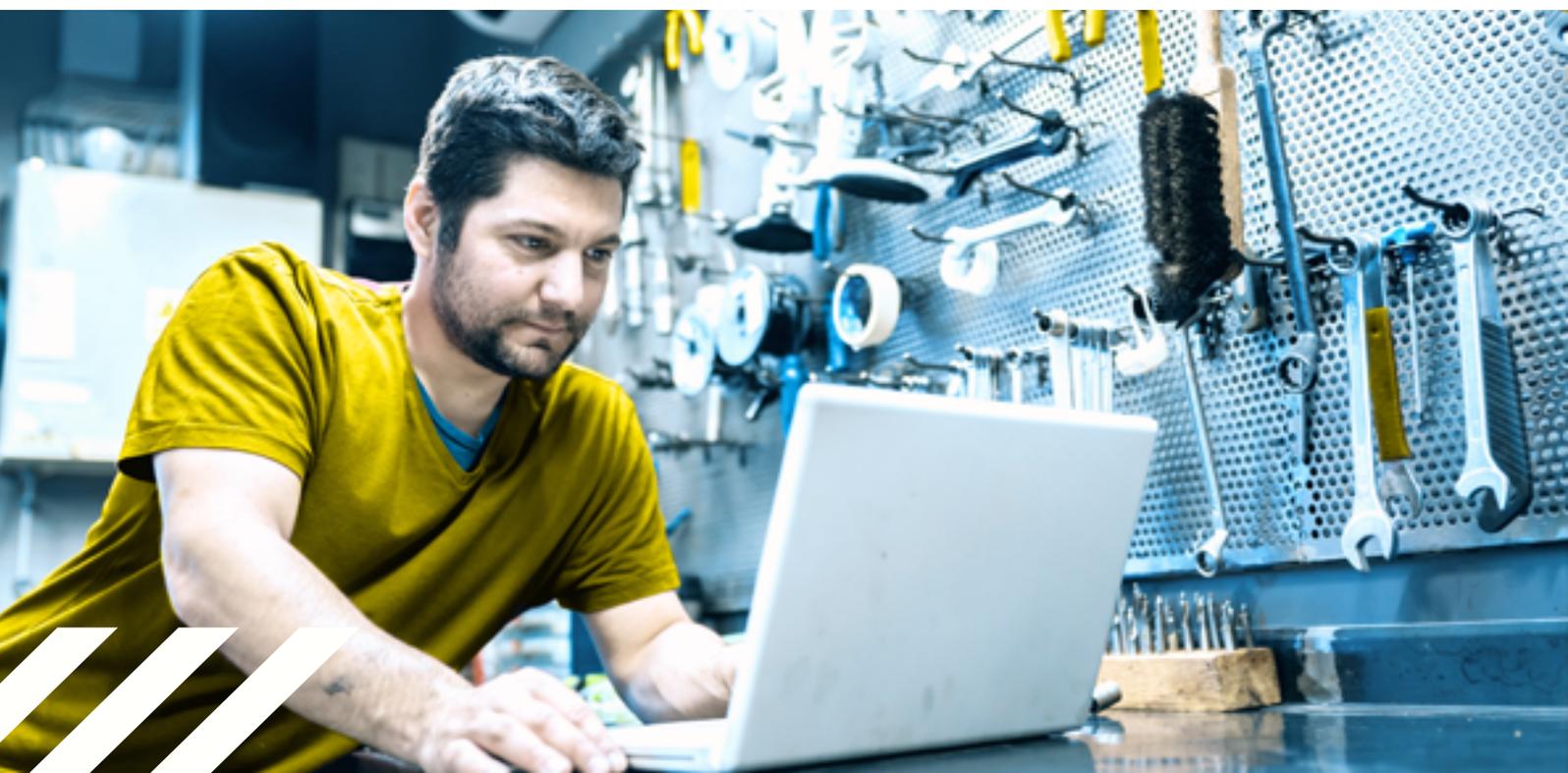
We send you an email with a link that allows you to create a Conrad Marketplace seller account (shop account). Complete all fields marked by an asterisk (*). You will also need to provide the location of your warehouses (see “Warehouses” tab). If you only operate one warehouse, leave the other fields (warehouse 2, 3 etc) blank. After filling in the form, check whether the information is accurate, then click “Confirm”.

Choose a password

After you submitted the form, we email you a link that lets you set a password. Clicking the link gets you to the password page. Choose and confirm your password, and you'll be able to log in to your Mirakl shop account.

3. PROVIDE BANK DETAILS

You need to provide your bank details. Log in to your account, go to [My Account > Settings > Bank Details](#), and enter the required information.



4. UPLOAD DOCUMENTATION

Go to My Account > Settings (scroll to the bottom), to upload documents.

A checklist with all the documents we need is shown below.

This information is part of our KYC (Know Your Customer) procedures carried out by Webhelp on our behalf.

The following forms need to be signed before you submit them:

- **General Terms & Conditions**

(To be signed on the last page just below the Direct Debit authorisation)

- **Shareholder Declaration form**

If no natural person in your company holds more than **25%** of the company's shares, tick the appropriate box on the Declaration of Shareholder form.

This means that you don't need to complete the relevant shareholder fields on the form.

Important

When uploading documents, make sure you include all pages, annexes, appendices etc.

5. UPLOAD PRODUCT DATA

Use the "Import" function to upload products to our marketplace.

The file format needs to be Excel or CSV files. There are two ways to upload product data:

Option 1

Use our file template and enter the product data. Go to "My Inventory", select the completed template and upload the file to our marketplace.

Option 2

Create a file that contains your product data. Go to "My Inventory" and upload your file. Afterwards, you need to assign categories, attributes and values to your products.

Our Mapping Assistant helps you get it right.



Sales details files

If you use a separate file for your sales details data, just repeat what you did when uploading the product data file.



Automation

Connecting to your FTP server allows you to automatically update both your product data and sales details. Log in to your Mirakl shop account to set up the link. Alternatively, use an API (guidelines available upon request).



Check for errors

The last step involves checking the import logs for errors, to make sure all of your products have been uploaded.





CHECKLIST

1. SIGNING UP TO OUR MARKETPLACE

- Align your product range
- Provide a link to your home page
- Registration form completed and submitted

2. CREATING A PROFIL

- General information
- Shop account name
- Company Registration Number (CRN)
- VAT Registration Number
- (Assigned to the provided contact details)

Contact details

- Contact details for invoicing purposes

Warehouse

- Street address, city/town and postcode of the warehouse
- (Applies to both own and leased facilities)

Further information

- First and last name of company owner/shareholder
- Email address of owner/shareholder
- First and last name of the managing director
- Date and place of birth of the managing director
- Applicable jurisdiction (if the business is incorporated)
- Liable shareholders (if the business is incorporated)

3. BANK DETAILS

- Account holder
- IBAN
- Name of bank
- BIC

4. DOCUMENTS

Personal information

- Shareholder Declaration form (available for download)
(Signed)
- Passport/ID card of managing director
- Passport/ID card of owner (if holding more than 25% of the shares)
- Passport/ID card of authorised signatory (if applicable)

Company Accounting

- Copy of company registration certificate
(Must not be older than 3 months)
- Bank statement or bank confirmation letter
(IBAN, BIC, account holder and bank name are legible)

Contracts

- General T&Cs (available for [download](#))
(Signed, incl. completed Direct Debit authorisation)

Product uploading

- Complete product data file (CSV or Excel extension)
(Template available for download [here](#))
- Complete sales details file (CSV or Excel extension)
(Template available for download [here](#))
- Automation via FTP