

FlowerWax User Guide

Clear operating guidance for the new owner and technical operator

1. Product overview

FlowerWax is a wholesale marketplace for botanical beauty ingredients. It helps independent suppliers present floral waxes, essential oils, botanical butters, and carrier oils to indie beauty brands and small-batch makers.

The marketplace has four experiences:

- Visitors can browse public pages, products, and published supplier stores.
- Customers can create an account, shop, pay, view orders, and review products they purchased.
- Suppliers can create a storefront, connect Stripe, list ingredients, and manage orders.
- The platform owner can control the brand, supplier setup fee, users, products, orders, and contact messages.

FlowerWax is a starter business asset. It currently has no represented revenue, traffic, paying customers, or completed marketplace activity. The new owner receives the product foundation and is responsible for supplier recruitment, catalogue content, marketing, and ongoing operation.

2. What the buyer receives

- The FlowerWax.com domain under the agreed transfer terms.
- The website source code and deployment files.
- Public marketing, marketplace, pricing, about, contact, and legal pages.
- Customer, supplier, and private owner areas.
- Product catalogue, cart, checkout, orders, reviews, and supplier storefronts.
- Stripe payment and supplier payout flows.
- This user guide and a separate technical handover guide.
- Up to 30 days of technical transition support from Codeblix.

Third-party subscriptions, transaction charges, domain renewals, marketing costs, supplier agreements, shipping, taxes, and legal review are not included unless the sale agreement says otherwise.

3. Main user roles

Visitor

A visitor can view the home page, marketplace, pricing, about, contact, legal pages, product details, and published supplier storefronts. A visitor signs in when they want to buy or become a supplier.

Customer

A customer chooses the customer role after sign-in. Customers can shop from published suppliers, keep a cart, enter a shipping address, pay through Stripe, view purchase history, and review an item they bought.

Supplier

A supplier chooses the supplier role after sign-in. When the owner has set a supplier setup fee, the supplier pays it during onboarding. The supplier then connects Stripe, prepares a storefront, creates product listings, publishes the store, and fulfils orders.

Platform owner

The owner uses a separate private administration area. The owner can update the brand, set the supplier setup fee, review users and products, see order totals, manage contact messages, and change the private sign-in details.

4. Customer workflow

Browse and choose products

1. Open the Marketplace page.
2. Search for a product or select a category such as Essential Oils, Butters, Floral Waxes, or Carrier Oils.
3. Open a product card to read its description, supplier name, unit, price, and reviews.
4. Open the supplier storefront if you want to see more products from the same seller.

Use the cart

1. Select **Add to cart** on a product.
2. Change quantities in the cart when needed.
3. Keep products from one supplier in each checkout. FlowerWax blocks mixed-supplier carts so payment and shipping remain clear.
4. A cart can contain up to six different products, with up to 99 units of each product.

Pay and follow an order

1. Sign in with a customer account.
2. Review the cart and enter a complete shipping address.
3. Continue to Stripe and complete payment.
4. Open the customer dashboard to see the order and its current status.
5. After buying a product, open it and leave one rating from 1 to 5 with a useful comment.

5. Supplier workflow

Create a supplier account

1. Sign in and choose the supplier role.
2. Pay the one-time setup fee if the platform owner has enabled it.
3. Open the dashboard and select **Connect Stripe**.
4. Complete the Stripe account steps using the supplier's own legal and bank details.

Prepare the storefront

1. Open **Dashboard > Settings**.
2. Add a store name and a short public store address.
3. Write a clear store description.
4. Upload a banner that represents the supplier's brand.
5. Review the public storefront before publishing it.
6. Publish the store only after Stripe confirms that charges and payouts are enabled.

Add and manage products

1. Open **My Products**.
2. Select **Add Ingredient**.
3. Add the product name, price, selling unit, category, description, and image.
4. Save the listing.
5. Use the edit action to change a listing later.
6. Remove an item only when it should no longer be offered and its order history allows removal.

Good listings use clear photos, exact units such as 500 ml or 1 kg, practical descriptions, and prices that include any normal handling cost.

Fulfil orders

1. Open **Incoming Orders**.
2. Review the product, amount, and shipping information.
3. Prepare and send the order according to the supplier's own shipping policy.
4. Mark a pending order as **Shipped** after dispatch.
5. Mark a shipped order as **Completed** when the fulfilment process is finished.
6. Use **Analytics** to see total orders, total sales, and average order value.

6. Owner workflow

Set the brand and supplier fee

1. Sign in to the private administration area.

2. Open the settings section.
3. Confirm the FlowerWax name and logo, or update them if the business is being rebranded.
4. Set the one-time supplier setup fee. Use zero if suppliers should join without a fee.
5. Save the settings and test the supplier onboarding page.

The setup fee is the current built-in owner revenue feature. Product sale money is sent to the connected supplier through Stripe. A recurring subscription, product commission, or promoted listing charge would require added setup or development.

Manage the marketplace

- Review users and their assigned roles.
- Disable an account when access must be stopped without deleting its history.
- Review products and remove an item when it has no related order history.
- Monitor order count and recorded sales totals.
- Read contact messages and mark them as new, read, or resolved.
- Change the private administrator username and password after handover.

7. Real-world examples

Indie skincare brand buys ingredients

A small skincare brand searches for carrier oil, opens a supplier store, adds two products from that supplier, pays online, and follows the order from its dashboard. After delivery, the customer reviews one product.

Independent supplier opens a store

A botanical ingredient supplier pays the setup fee, connects Stripe, adds a branded banner, lists floral wax and essential oil products, then publishes the store. New orders appear in the supplier dashboard for fulfilment.

Owner grows a focused category

The owner starts with floral wax and botanical butter suppliers in one region. The owner sets a reasonable setup fee, contacts suitable suppliers directly, helps them prepare good listings, and uses customer questions to decide which ingredient categories to add next.

8. Revenue model

FlowerWax supports a one-time supplier setup fee. The owner chooses the amount in the private settings area. When enabled, suppliers pay it before completing their supplier setup.

Possible future revenue options include monthly supplier plans, promoted products, featured storefronts, and referral partnerships. These are ideas for expansion, not current features or current income. Validate demand before investing in them.

9. First-week launch checklist

1. Confirm the domain, buyer-owned service accounts, and public website address.
2. Change the private administrator sign-in details.
3. Set the public name, logo, and supplier setup fee.
4. Complete one test customer account and one test supplier account.
5. Connect a Stripe test supplier and complete one test payment.
6. Add a small, accurate starter catalogue with permission from the suppliers involved.
7. Test product browsing, cart limits, checkout, order updates, reviews, contact, and legal pages.
8. Write supplier approval, ingredient quality, shipping, return, privacy, and marketplace rules.
9. Choose one clear launch market and begin supplier outreach.
10. Move payment services to live mode only after all checks pass.

10. Current status and boundaries

- Current represented monthly revenue is \$0.
- No traffic, customers, transactions, or search performance are promised.
- The buyer must use buyer-owned hosting, authentication, application data, and Stripe accounts.
- The buyer must add real suppliers and product content before public promotion.
- The owner and suppliers are responsible for ingredient accuracy, product safety, shipping, taxes, refunds, and local legal requirements.
- Domain age does not guarantee traffic or search ranking.

11. Common questions

Can a nontechnical owner run FlowerWax?

Yes. Daily work uses the customer, supplier, and owner screens. A technical operator may still be needed for the first deployment, account connection, maintenance, and future changes.

Can the owner choose the supplier setup price?

Yes. The private administration settings allow the owner to set the one-time supplier setup fee between \$0 and \$10,000.

Does the owner receive product sale money?

The current checkout sends product payments to the connected supplier account. The owner earns the configured supplier setup fee. A marketplace commission is not included in the current payment flow.

Can suppliers publish before connecting Stripe?

The intended launch flow is to publish only after supplier details are complete and Stripe confirms charges and payouts. This keeps customer checkout clear.

Is income guaranteed?

No. FlowerWax has no represented revenue or customer history. Results depend on supplier recruitment, product quality, pricing, marketing, service, and ongoing operation.

12. Handover and support

Codeblix will provide up to 30 days of hands-on technical support for the transition. This covers account setup guidance, domain and deployment questions, and explanation of the existing product. New features, ongoing management, marketing, supplier checks, legal work, and third-party costs are outside this support unless separately agreed.

After transfer, sign in as the owner, change the private credentials, set the supplier fee, complete the launch checklist, and begin onboarding selected suppliers.