

# PRODUCT CREATION GUIDELINES on SELLER CENTER

## Writing Content: Everything you should know

Unlike in physical stores, customers shopping online cannot touch or feel your product or ask you questions about what your product can do or is about. This is where good content comes in. Your Content and Images should answer every possible question that the customer may have about your product.

As much as possible, Content (Product Title, Description, Highlights & Images) should be:

- **Clear:** Written in clear, readable and comprehensible English. Check your spellings, tenses and sentences.
- **Correct:** Make sure the information you put in your title, highlights and description is correct. **Wrong Information** is a valid reason for customers to return products, and it can get you penalized. **Images** should always represent the exact product being sold.
- **Concise:** Stick to providing information about the product and brand you're selling as much as possible.
- **Complete:** All the necessary fields such as: **Weight, Size, Delivery, Tax, Warranty, Main Material** and **Additional Information fields** are filled correctly.

\*\*\*\*Additional Information fields appear on the site as **Filters** for customers to easily find a range of products they need with just a click.

# BASIC CONTENT ELEMENTS



Search for products, brands and categories

SEARCH

Need Help? ▾

Your Account ▾



Cart

Home > Beauty & Perfumes > Skin Care > Body Lotions, Creams & Oils > Unilever Vaseline Intensive Care Dry Skin Repa...

## CATEGORY

Category must be in relation to the product. Commissions are based on category



## PRODUCT IMAGE

Product Images must be clear representing the product being sold in colour, model, features as seen in the content

## Unilever Vaseline Intensive Care Dry Skin Repair Lotion - 400ml

By Unilever

Have one to sell? Sell yours Here >

Be the first to rate this product >



See Details

### Key Features

- > Volume: 400ml
- > With micro droplets of Vaseline jelly
- > Leaves your skin deeply moisturized
- > Fast-absorbing for a non-greasy feel.

## HIGHLIGHTS

Brief list of the product's main/key features in bullet points

## PRODUCT NAME

A short title for the product including model number, name, colour, size etc  
**Note:** Brand name is not to be included in the title, add only to the Brand Field on SellerCenter



Pay cash on delivery



7 days free return under certain conditions



Genuine product

Sold by **Unilever Ghana**

Seller Rating : **3.7 / 5** ⓘ

<100 Successful Sales

JUMIA **first** ⓘ

Delivery ⓘ

Delivery Within: 1 - 5 days

GH¢ 12

BUY NOW



Save for later

Description

Specifications

Reviews

Vaseline Intensive Care Dry Skin Repair Lotion is clinically proven to moisturize deeply to soothe dry skin with the first application. It keeps skin healed for 3 weeks and its proven after 4 weeks daily use in a clinical study.

# PRODUCT INFORMATION

1. **Category:** Select the **Category and Sub Categories** that fits the product being created
2. **Product Title:** Includes the model number, generic name and basic feature of the product depending on the item e.g  
GM - Mobile Example 1: Samsung SM-J700 Galaxy J7 16GB HDD - Gold  
GM - Fan Example 3: Century CF1006 Standing Fan - 16" Orange  
Fashion Example 2: Tommy Hilfiger Striped Polo Shirt - Blue  
Perfume Example 4: Avon Enchanting Eau de Parfum Spray - 100ml

For Bundles with Freebies, Brand Name - Product Name - Colour + Specific Freebie

3. **Brand** name should be filled in the brand section on SellerCenter. It must match the product being sold and the brand on the image (for both GM and Fashion)

**Note:** Brand Name should **NOT** be included in the product title. Brands filled in the Brand Section automatically reflects on the site.

**\*\*\*\*Please send in Brands that are not already on SellerCenter to the Content Team for Brand Creation\*\*\*\***

4. **Colour** stated must match that on the image.

**Note:** For products with more than one colour, create separate SKU for each colour using the “**Save and Create Copy**” feature on SellerCenter. **See Screen Shot below.**



You are creating a copied product. Please update the seller SKU and attributes (e.g. color) as needed

Add a Product to category TV, Audio & Video » Audio & Video » Speaker Systems

Product Information

More Product Details

Product Pricing

Images

\* Indicates required field. Draft saved at 15 May 2017 15:22

Product Name \*

S3 Home Theatre Portable Bluetooth Speaker - Black

Product Name

Example: iPhone 5

Brand \*

Music Apollo

Brand

Example: Nike, Adidas, Sony

Colour

Black

Main color of product

Example: Red, Blue, Green

Keywords

Music Apollo S3 Home Theatre Portable Bluetooth Speaker - Black/Silver

Add popular search queries as alternative keywords to suitable products

Enter Product Details

# PRODUCT DESCRIPTION

Give a brief introduction of product that covers all its major features. (Ensure to Add 2 line spacing for descriptions with more than one paragraph or lengthy descriptions. This makes content readable)

## Example For Fashion:

**In a lace up style with black shade, these Gladiator Sandals are essential to complete your look from season to season. Features a soft leather lining that absorbs moisture and a cushioned footbed that delivers comfort in every step. They are perfect for festivals and parties, simply pair with your favorite Dress for the ultimate chic look.**

**Shop this Gladiator Sandals online from Jumia Ghana at the best price**

\*1 Paragraph is enough for Fashion Items.

## Example For GM:

**The Samsung Galaxy A5 2017 is the perfect blend of stylish design and functionality. Thanks to its 16MP rear and 16MP front cameras, A5 2017 delivers amazing picture quality any day. Enjoy premium features, super fast processing and amazing battery life at an affordable price. Get the (Brand Product name) online from Jumia at the best price in Ghana.**

Next, pick the key features or unique selling points of the product (such as Memory, Processor Specifications or Design and elaborate. \*3-4 Paragraphs is good for Mobiles, Laptops and other GMs.

Then Follows the **SPECIFICATIONS** (technical and general features) of the product in bullet points.

# PRODUCT DESCRIPTION EXAMPLE on SELLERCENTER

Secure | [https://sellercenter.jumia.com.gh/product/create/copy-from-product/product\\_set\\_id/60329#tab\\_other\\_details](https://sellercenter.jumia.com.gh/product/create/copy-from-product/product_set_id/60329#tab_other_details)

## Product Description \*



Buy this Music Apollo S3 Home Theatre Portable Bluetooth Speaker with Microphone on Jumia Ghana at an affordable price and have it delivered right at your doorstep.

**Music Apollo S3 Home Theatre Portable Bluetooth Speaker** is a powerful speaker that offers you great music all the time. Being lightweight and portable, you can use along with your phone and tablets for picnics, outdoor party, office or indoors. It also features built-in microphone which allows for handsfree phone calls.

At Jumia, you will find a variety of audio and computing items from desktop computer mouse, mobile speakers, mobile card readers, mobile chargers, mobile headphones and headsets to mobile car kits, smart bands, desktop computer keyboards, mobile cases and covers, cameras and smart watches.

## SPECIFICATIONS

### Features

- Stereo audio by bluetooth transfer
- Handsfree / Push -to-talk function
- Support MP3 WAV WMA, audio Format.
- Play music directly by inserting USB disk or TF Card.
- AUX in Support for kinds of audio devices
- Infrared Remote Control feature
- 3D Audio

# HIGHLIGHTS

- Highlights are short, simple and clear key features of a product in bullet points
- The Highlights for each product should follow the guidelines. These guidelines are prepared to showcase the KEY and most important features of different items.

**See Templates below for some products. Further Explanations on Basic Features are given as you read through.**

## **NOTE:**

1. **ALL Baby Toys and Games MUST have Recommended Age Range in the Highlights**
2. **Tables, Towels, Frames, Bed Spreads, Beds, Mattresses MUST have Dimensions. This gives the customer an idea of what the item looks like so they can make the right choice as they can't see it physically**

FASHION

DRESSES/TOPS/SHIRTS/T-SHIRTS

- Colour:
- Material:
- Sleeve Type:
- Neck Type:
- Closure:

SKIRTS/SHORTS

- Colour:
- Material:
- Length:
- Pockets: (If Available)
- Closure:

FLAT SHOES/HEELS

- Colour:
- Upper Material:
- Inner Material:
- Sole Material:
- Closure:
- Heel Height: (in inches) Only for High Heel Shoes

TROUSERS

- Colour:
- Material:
- Style:
- Pockets:
- Closure

WRIST WATCH

- Colour:
- Strap Material:
- Case Diameter: (If Available)
- Case Shape: (Round, Square, Rectangle)
- Case Material:
- Display Type: (Analog, Digital, Analog-Digi)
- Movement Type: (Quartz, Mechanical e.tc)
- Water Resistant (If Watch is)
- Closure:

BRACELETS, EARRINGS, NECKLACE, BANGLES, SETS

- Colour:
- Material
- Closure:

MAKEUP

- Variation:
- Extra Features (About 3-4)

Handbags/Clutch Bags/Wallets/Backpacks/

- Colour
- Material
- Strap: (i.e Handle - Single, Double e.t.c)
- Compartments (ie No. of main and inner Pockets)
- Closure:

NOTE:

Closure refers to the type of fastening used to secure the item on the body.

Types: Zipper, Button, Draw String, Magnetic Snap, Hook & Eye, Frog Knot, Lace Up, Push Back, Lobster Claw Clasp, Velcro, etc  
Slip On – When there is no fastening/closure

# GM

## MOBILES

- Display: (e.g 4.6" HD Screen)
- Memory: (e.g 16GB HDD, 2GB RAM, microSD up to 64GB)
- Camera: (e.g 5MP Back Camera, 2MP Front Camera)
- Processor: (e.g Mediatek 2GHz Octa Core Processor)
- Operating System: (e.g Android Lollipop 5.0)
- Battery: (e.g 4000mAh Battery)
- For Tablets - Add Connectivity (3G, 4G, WiFi)

## BOOKS

- Author:
- Publisher:
- Format:
- Genre:
- Language:
- ISBN:

## Perfumes/Creams/Liquids etc

- Volume:
- Other Features/Benefits (Abt 4-7 Key Features if found)

## TELEVISIONS

- Screen Size: 20"
- Screen Resolution: (e.g 1366x768p, 1920x1080p – Full HD)
- Screen Technology: (e.g LED, LCD, OLED TV)
- Connectivity: (e.g 2 HDMI/2 USB, Wi-Fi)
- Voltage: (e.g AC100 - 240V 50Hz)

## WASHERS & DRYERS

- Capacity: (Kg)
- Type: (e.g Front Loading, Top Load, Twin Tub e.t.c)
- Spin Speed:
- Other Features that might be helpful to the customer

## AIR CONDITIONERS

- Capacity: (in Horse Power e.g 1HP, 1.5HP, 2.5HP)
- Design Type: (e.g Window/ Split Unit/Standing\_
- Other Features

## REFRIGERATORS & FREEZERS

- Capacity: (Litres)
- Type: (e.g. 2 Door Refrigerator, Table Top, Chest Freezer)
- Other Features

# HIGHLIGHT TEMPLATES for PRODUCTS

For Smartphones	For Laptops/Desktops	For Printers	For TVs	Wine/Alcohol/Drinks		
Display:	Display:	Functions: (If it is a Multifunction Printer)	Screen Size:	Volume: ... (ml)		
Memory:	Memory:	Display: (If Printer has Display)	Screen Technology:	Alcohol Content: ....% Vol		
Camera:	Processor:	Print Method:	Screen Resolution:	Alcohol Type: (White Wine, Red Wine, Rose Wine, Whisky, Rum, Liqueur etc)		
Processor:	Operating System:	Print Speed:	Connectivity:	Flavour: (i.e Notes and Aromas of the wine)		
Operating System:	Connectivity:	Print Resolution: Can come as Print Quality		Country of Origin: South Africa or any		
Battery:	Battery:	Duty Cycle:				
		Connectivity/Interface:				
For Camera	For Home Theatres	Perfumes/Body Sprays	Toys & Games for Kids	Baby Diapers	Towels, Stands, Frames,Wardrobe	
Display:	No of Channels:	Volume: ... (ml)	Recommended Age Range:	Diaper Size:	Colour:	
Effective Pixels:	Power:	Fragrance Notes:	Features	Baby Weight:	Material:	
Optical Zoom:	Playable Disk:	Other Features:		Pack Count:	Dimensions:	
Connectivity/Interface:	Connectivity:			Other Features:	Any other Feature:	
Dresses, Tops and T-Shirts	Trousers	Shorts/Skirts	Bra, Pant and Lingeries	Shoes	Bags and Clutches	Jewelries (e
Colour:	Colour:	Colour:	Colour:	Colour:	Colour:	Colour:
Material:	Material:	Material:	Material:	Upper Material:	Material:	Material:
Sleeve Type:	Style: (Straight Cut Slim Fit, Skinny/Tight, Loose)	Length: (Above Knee, Below Knee, Knee Length)	Other Feature:	Inner Material	Straps:	Closure:
Neck Type:	No of Pockets:	Closure:	Closure:	Sole Material:	Compartments:	
Closure: (Zip, Button, Slip On, Draw String)	Closure:			Heel Height: (Only If it is a heel Shoe)	Closure:	
				Closure:		

## BASIC DETAILS EXPLAINED FOR CONTENT CREATION - FASHION

For all Fashion Items, Exact SIZE of the items is required. This is filled in the provided **Size field with Drop downs** under the **PRODUCT PRICING SECTION** on SellerCenter. For Watches/Jewelries/Necklaces, **One Size** is to be chosen.

### TROUSERS

- Colour, Material, Style, No. of Pockets, Closure

\*Style here refers to the exact way it fits on the body. It includes: Skinny Fit, Slim Fit, Straight Cut, Flare Cut, Loose Fit e.t.c

\*Pockets refers to the number of side, front or back pockets the trouser has.

### SKIRTS/SHORTS

- Colour, Material, Length, Pockets, Closure

\*Length of a short or skirt refers to the level it is cut from the knee. It includes: Above Knee(upper), Knee Length, Below Knee (lower).

### BRAS/LINGERIES/BODY SHAPERS/PANTIES/BOXERS & BRIEFS

- Colour, Material, Closure, Extra Features that might be helpful to the customer. **For Bras, Specify if it is Padded or NOT**

### MAKEUP

- Variation refers to the special name of the makeup amongst its range. **Please, always add the exact variation for every makeup product that have ranges. This is to ensure clarity to customers.**
- **E.g 1. Classic Compact Powder – Variations include: Light, Medium, Dark e.t.c**
- **E.g 2. L.A Colors Matte Lipstick – Variations include: Starlet, Torrid, Mad Love e.t.c**

**IMAGES**

**Images should have high resolution and in clear backgrounds. (Recommended Resolution – 850 x 850pixels)**

Minimum image display of 500 x 500 pixel and maximum 2000 x 2000 pixel.

**Image Views - Fashion | CLOTHING**

**Apparel – Male**



**Apparel – Female**



**Bundles**



**Bundles - Boxers**



## IMAGE VIEWS – Fashion | SHOES

### HEELS



### FLATS



## IMAGE VIEWS – Fashion | SHOES

**HEELS** – If the shoe has a zip, buckle or lace.



# IMAGE VIEWS – Fashion/ACCESSORIES

## Hand Bags



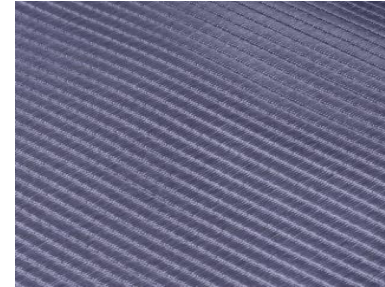
## Sunglasses



## Rings



## Ties



## Necklace



## Wrist Watches



## Fabrics



## Earrings



## Bracelets



## IMAGE VIEWS – GM

### MOBILES



### LAPTOPS



### Kids Toys



### KETTLES



### BLENDERS



### COOKERS



# SOME CONTENT ERRORS & CORRECTIONS – FASHION & GM

FASHION –

WRONG  
PRODUCT  
INFORMATION

Product Images



Offer / Variations

Variation	SKU	Price	Special Price	Special From	Special To
Not defined	ma304	300.00	255.00	09 May 2017	01 Dec

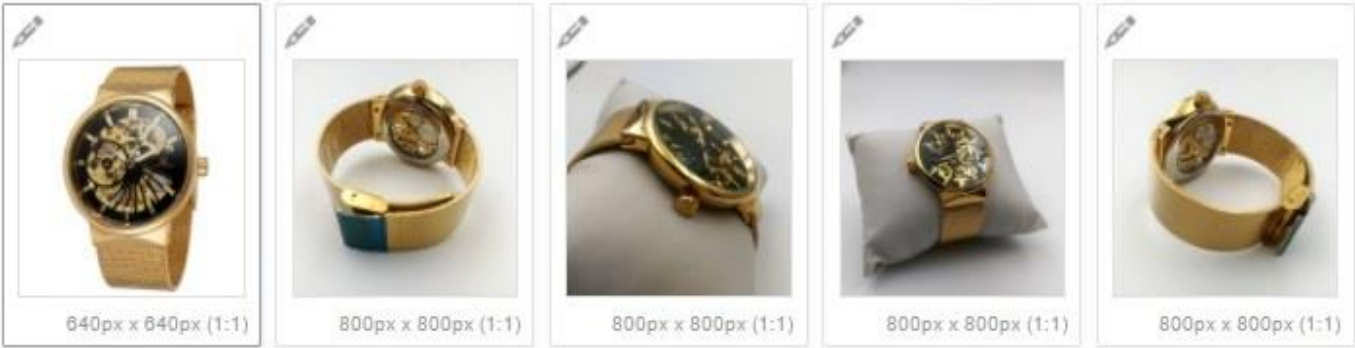
Watches have "One Size"

Main Product Information

Product Name	Accurist Mesh	Wrong Title - Accurist is another brand of watch. Title is also incomplete.
Brand	Swiss	Wrong Brand. Brand is clearly shown on the Image
Primary Category	Men's Fashion » Men's Accessories » Men's Watches	

FASHION -  
CORRECT  
PRODUCT  
INTFORMATION

Product Images



Offer / Variations

Variation	SKU	EAN / UPC / ISBN	Price	Special Price	Special From	Special To	Stock
One Size	ma304		300.00	255.00	09 May 2017	01 Dec 2017	30

Main Product Information

Product Name	Automatic Stainless Steel Analog Wrist Watch - Gold
Brand	Forsining
Primary Category	Men's Fashion » Men's Accessories » Men's Watches
Browse Node	Men's Fashion
Product Description	A perfect timepiece for all occasions, this Forsining 24 jewel watch is designed not just for watch lovers but for the fashion savvy. The automatic watch offers all the convenience and durability of a fashion watch, with an adaptable style well suited for a work day.



### Main Product Information

Product Name	Ladies Office Dress
Brand	H Collections
Primary Category	Women's Fashion » Women's Clothing » Dresses
Product Description	Ladies office dress with an built in jacket and belt to add style.

### Other Product Information

Colour	Blue and Black
Collection	Papabi Collections
Color family	Blue
Main material	Cotton but spandex
Weight (kg)	0.3
What's in the box	Dress
Highlights (Bullet Points)	120.00 cedis
Package Type	Carrier

1. Title: Colour and any special item on the dress should be mentioned. i.e Formal Dress with Jacket & Belt - Black/Blue

2. Description: Accurate product details and description should be given. If the Jacket and Belt as written in the description are exactly what comes with the dress, it should be confirmed in Title and Highlights as well.

3. Main Material: It is either Cotton, Spandex or Cotton/Spandex **NOT** Cotton but Spandex

4. Highlights: Basic Highlights for dresses should Include -

Colour:

Material:

Sleeve Type(Dress/Jacket):

Neck Type(Dress/Jacket):

Closure: - What secures the dress? - could be zipper, button, hook e.t.c - see template for products highlights

5. Package Type: Dresses and individual Fashion Items are Parcel Packages not Carrier

FASHION CONTENT

WRONG CONTENT



Offer / Variations

Variation	SKU	EAN / UPC / ISBN	Price
M	105		80.00

Main Product Information

Product Name	Romano Flowery Star beads
Brand	Pearl Diva(Beads)
Primary Category	Women's Fashion » Women's Accessories » Necklaces
Product Description	Handwoven Romano Flowery Star beads
Tax Class	default

Other Product Information

Colour	Red and Blue
Keywords	necklace, fashion, accessories, women, ladies
Collection	Romano Flowery Star beads
Production country	Ghana
Weight (kg)	5
Highlights (Bullet Points)	Colour: Red and Blue

\*\*\***Variation**: Necklaces don't have M, S or L Sizes. They come in **One Size** which is provided in the variation drop down.

**1. Title**: Requires Actual Generic Name and Colour i.e  
Floral Star Beaded **Necklace** - **Red/Blue**

**2. Weight**: **5Kg stated is extremely large for Fashion Accessories/items. Please always check product weight template for weight approximates of items.**

**3. Highlights**: Require Material, Closure (What secures the necklace), and other Features of the product that might interest the customer.

FASHION CONTENT

Product: Floral Star Beaded Necklace - Red/Blue

Product Images



CORRECT

Offer / Variations

Variation	SKU	EAN / UPC / ISBN	Price
One size	FloralBeads		80.00

Product Description

This lovely hand-woven Necklace is made from the best kind of beads that ensures a durable and long lasting u sage. The floral design is made to bring you absolute delight as well as add glamour to your outfit.

**Order now for your choice of Beaded Necklaces on Jumia at an extremely affordable price.**

Other Product Information

Colour	Red/Blue
Collection	Beaded Necklace
Color family	Red, Blue
Main material	Beads
Production country	Ghana
Weight (kg)	0.12
Highlights (Bullet Points)	<ul style="list-style-type: none"><li>• Colour: Red/Blue</li><li>• Material: Beads</li><li>• Design: Multi-Layered Floral Design</li><li>• Closure: Clasp</li></ul>

GM CONTENT –  
WRONG PRODUCT INFORMATION & DESCRIPTION

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Main Product Information

Product Name	The Original Magic Bullet Express Blender and Mixer System
Brand	White Label
Primary Category	TV, Audio & Video » Audio & Video » Audio & Video Accessories
Product Description	<p>Magic Bullet is the fastest, most convenient blender you can buy. Most blenders are too bulky and awkward for small daily tasks, but Magic Bullet takes up as much counter space as a coffee mug and can complete almost any processing job in 10 seconds or less. Chop onions, grate cheese, crush ice, mix smoothies and grind coffee beans – with just the press of a button!</p> <p>Easy to use - just fill the cup, screw on a cutting lid, then push down on the power pod. The cyclonic cutting zone technology makes easy work of processing just about anything. When you're done, serve straight away, or screw on a storage lid and save for later. From simple tasks, like chopping and grating, to more intense mixing and blending, Magic Bullet is a versatile food prep essential that you'll use again and again.</p> <p>Kit Includes:</p> <ul style="list-style-type: none"><li>1 Magic Blender with lid</li><li>1 Magic Bullet high-torque power base</li><li>2 blades - 1 cross, 1 flat</li></ul>

**Wrong Product Information and Description -**

- 1. Wrong Category
- 2. Brand not filled in the Brand Section
- 3. Colour and Set Pieces not included in title
- 4. Product Description too Bold
- 5. No Specifications or Key Features added

GM CONTENT –  
CORRECT PRODUCT  
INFO/DESCRIPTION

[https://sellercenter.jumia.com.gh/admin/quality/detail/filter/all/set\\_id/40986/pos/9/main\\_tab/index/return\\_to/detail?search%5](https://sellercenter.jumia.com.gh/admin/quality/detail/filter/all/set_id/40986/pos/9/main_tab/index/return_to/detail?search%5)

Product Name	MBR-1701 Express Blender & Mixer System - 17 Pieces Silver
Brand	Magic Bullet
Primary Category	Home & Living » Living » Small Appliances » Mixing & Blending » Blenders
Product Description	<p>Buy now online this Magic Bullet Blender &amp; Mixer System from Jumia Ghana at the best price.</p> <p>Meet Your New Kitchen Helper!</p> <p><b>Magic Bullet High Speed Blender &amp; Mixer System</b> is the fastest, most convenient blender you can buy. Most blenders are too bulky and awkward for small daily tasks, but Magic Bullet takes up as much counter space as a coffee mug and can complete almost any processing job in 10 seconds or less. Chop onions, grate cheese, crush ice, mix smoothies and grind coffee beans – with just the press of a button!</p> <p>Easy to use - just fill the cup, screw on a cutting lid, then push down on the power pod. The cyclonic cutting technology makes easy work of processing just about anything. When you're done, serve straight away, or screw on a storage lid and save for later. From simple tasks, like chopping and grating, to more intense mixing and blending, use <b>Magic Bullet Blender &amp; Mixer System</b>.</p>

**Correct Product Information and Description**

**WRONG PRODUCT INFORMATION AND DESCRIPTION**

### SPECIFICATIONS

- Power: 250 Watts
- Jug Capacity: 650ml
- Stainless steel blades
- Easy to use and set up
- Dishwasher safe components
- Hi-speed blender and mixer system
- BPA-free Bullet-Shaped Vessels
- Functions: Chops onions, grate cheese, crush ice, mix smoothies and grind coffee beans
- Set Includes: 17 Piece Blending Accessories

### Package Content:

- 2 Blades
- 2 Cups
- 4 Mugs

## WRONG HIGHLIGHTS & WEIGHT

Collection	Four G
Weight (kg)	0.401
Highlights (Bullet Points)	<p>Magic Bullet is the fastest, most convenient blender you can buy. Most blenders are too bulky and awkward for small daily tasks, but Magic Bullet takes up as much counter space as a coffee mug and can complete almost any processing job in 10 seconds or less. Chop onions, grate cheese, crush ice, mix smoothies and grind coffee beans – with just the press of a button!</p> <p>Easy to use - just fill the cup, screw on a cutting lid, then push down on the power pod. The cyclonic cutting zone technology makes easy work of processing just about anything. When you're done, serve straight away, or screw on a storage lid and save for later. From simple tasks, like chopping and grating, to more intense mixing and blending, Magic Bullet is a versatile food prep essential that you'll use again and again.</p> <p>Kit Includes:</p> <ul style="list-style-type: none"> <li>1 Magic Blender with lid</li> <li>1 Magic Bullet high-torque power base</li> <li>2 blades - 1 cross, 1 flat</li> <li>2 bullet cups - 1 tall, 1 short</li> <li>2 tops - 1 shaker, 1 steamer</li> <li>2 stay fresh re-sealable lids</li> <li>4 party mugs with 4 comfort rings for making cocktails</li> <li>1 Magic Bullet juice extractor</li> </ul>

GM CONTENT –  
CORRECT HIGHLIGHTS & WEIGHT

Secure   <a href="https://sellercenter.jumia.com.gh/admin/quality/detail/filter/all/set_id/40986/pos/9/main_tab/index/return_to/detail?search%20">https://sellercenter.jumia.com.gh/admin/quality/detail/filter/all/set_id/40986/pos/9/main_tab/index/return_to/detail?search%</a>		
Weight (kg)	5.5	<b>Correct Highlights - Highlights are the basic features of the product. They are short, clear and in bullet points</b>
Highlights (Bullet Points)	<ul style="list-style-type: none"><li>• Set Includes: 17 Piece Blending Accessories</li><li>• Power: 250 Watts</li><li>• Jug Capacity: 650ml</li><li>• Dishwasher safe components</li><li>• Hi-speed blender and mixer system</li><li>• BPA-free Bullet-Shaped Vessels</li></ul>	

## GM CONTENT – WRONG IMAGES

[https://sellercenter.jumia.com.gh/admin/quality/detail/set\\_id/40986/main\\_tab/in](https://sellercenter.jumia.com.gh/admin/quality/detail/set_id/40986/main_tab/in)



## GM CONTENT – CORRECT IMAGES

[https://sellercenter.jumia.com.gh/admin/quality/detail/set\\_id/40986/main\\_tab/index/filter/all/pos/1/\[seller\]](https://sellercenter.jumia.com.gh/admin/quality/detail/set_id/40986/main_tab/index/filter/all/pos/1/[seller])



<div> <div>Secure</div> <div> <a href="https://sellercenter.jumia.com.gh/admin/quality/detail/filter/all/set_id/40975/pos/2/main_tab/index/return_to/detail?search%5Bseller%5B">https://sellercenter.jumia.com.gh/admin/quality/detail/filter/all/set_id/40975/pos/2/main_tab/index/return_to/detail?search%5Bseller%5B</a> </div> </div>	
Product Name	<div>SINBO- Juice Extractor</div> <div>Incomplete Title: Model Number, Capacity and Colour is missing. Brand NOT needed in the title.</div>
Brand	<div>White Label</div> <div>Wrong Brand: Correct Brand is SINBO not White Label</div>
Primary Category	<div>TV, Audio &amp; Video » Audio &amp; Video » Audio &amp; Video Accessories</div> <div>Wrong Category: Correct Category is Home &amp; Living &gt;Small Appliances &gt;Beverage Preparation &gt;Juicers</div>
Product Description	<div> <p>Smart choices can help you lead to a healthier, new you. Someone energetic and with lots of vigor, that's what the SinboPower Juicer aims to help you achieve with its ability to provide you with fast, healthy, fresh juice on a daily basis. Order this Sinbo Juicer online in Kenya and Jumia Kenya will deliver it to your home.</p> <p>Juicing, a beneficial method of getting fit and healthy</p> <p>A healthy diet consists of many things and among the most important of them is the daily intake of fruits and vegetables. And if you think there's not enough time in the day to eat what's recommended of about five to nine servings daily, then juicing is the perfect solution to this problem</p> <p>Kitchen Improvement Made Easy</p> <p>Your home kitchen is the area that provides you and your family with sustenance that's why it's important to transform it into a beautiful, fully-functioning area of nourishment. Let Lazada become your partner in kitchen and dining improvement by checking out the extensive line of pots, pans, and other cookware in the Home and Living section, You and your family deserve only the best items that give you endless tastes and gastronomic creations that fill the soul as well as the tummy.</p> </div> <div>This is Jumia Ghana NOT Jumia Kenya</div> <div>Lazada is another Commerce Company</div>
Highlights (Bullet Points)	<div> <p>Smart choices can help you lead to a healthier, new you. Someone energetic and with lots of vigor, that's what the SinboPower Juicer aims to help you achieve with its ability to provide you with fast, healthy, fresh juice on a daily basis. Order this Sinbo Juicer online in Kenya and Jumia Kenya will deliver it to your home.</p> <p>Juicing, a beneficial method of getting fit and healthy</p> <p>A healthy diet consists of many things and among the most important of them is the daily intake of fruits and vegetables. And if you think there's not enough time in the day to eat what's recommended of about five to nine servings daily, then juicing is the perfect solution to this problem</p> </div> <div>Wrong Highlights</div>

Thanks for following the Guidelines

# CONTENT GLOSSARY

## NECKS & COLLARS

**Definition:** Neck Type or Collar Type simply means the neckline or collar of the clothing

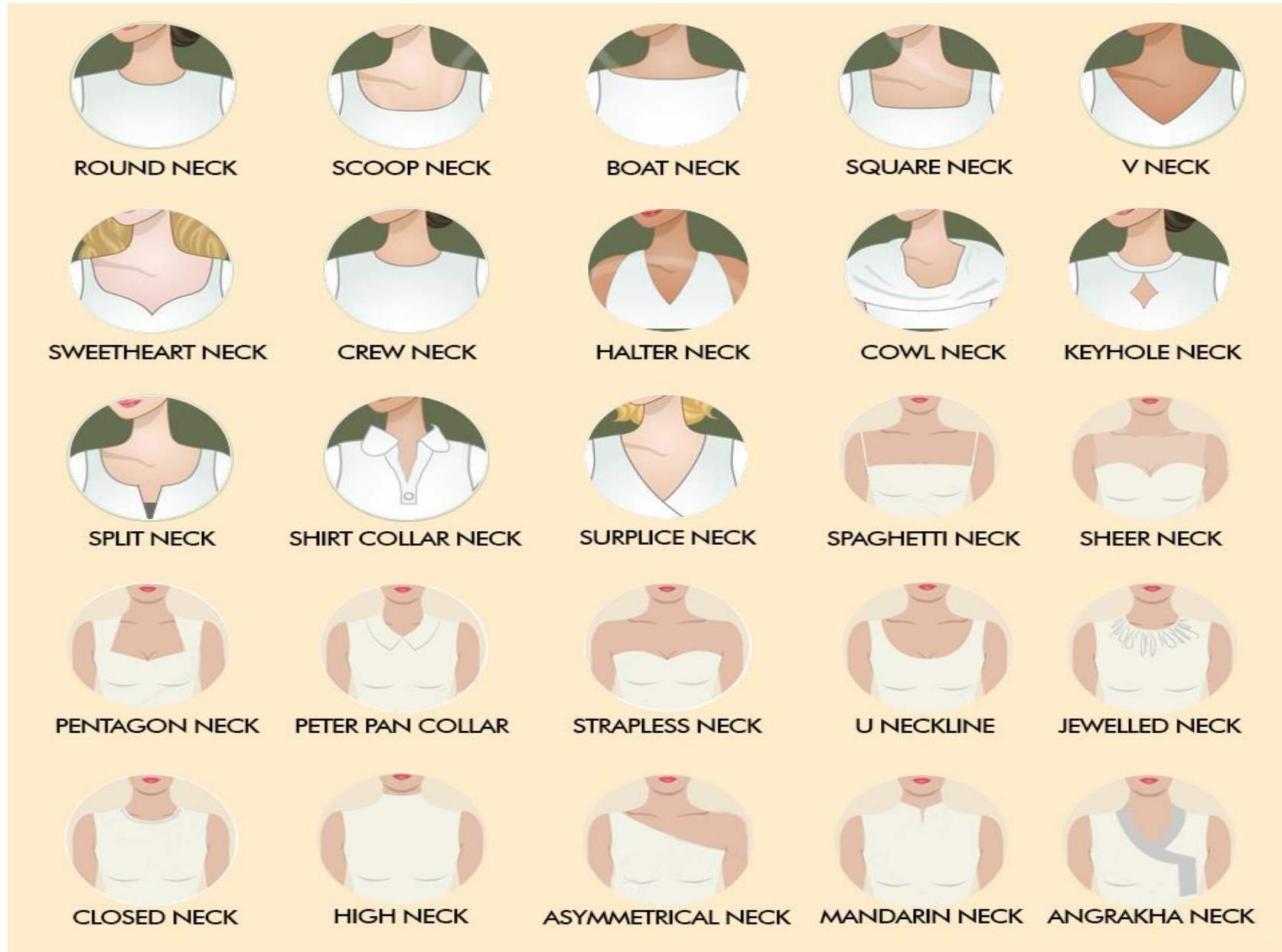
**Type Includes:** Round Neck, V-Neck, Crew Neck, Boat Neck, Cowl Neck, Classic Collar, Spread Collar e.t.c

### Example 1: Shirt Collar Types



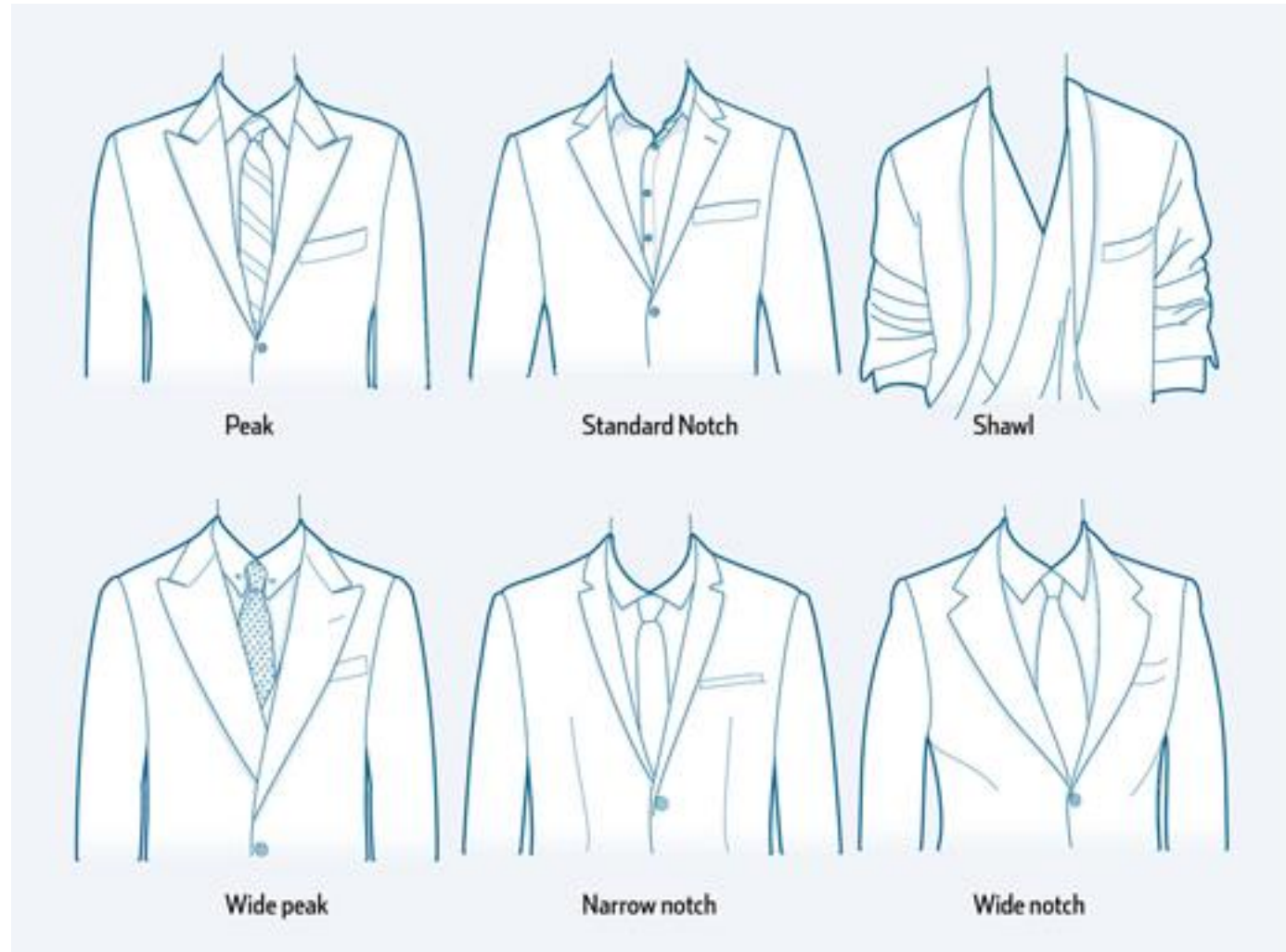
# NECKS & COLLARS

## Example 2 – Dress, Top and T-Shirt Neck Types



## NECKS & COLLARS

### Example 3 – Blazer/Suit Neck Types



# SLEEVES

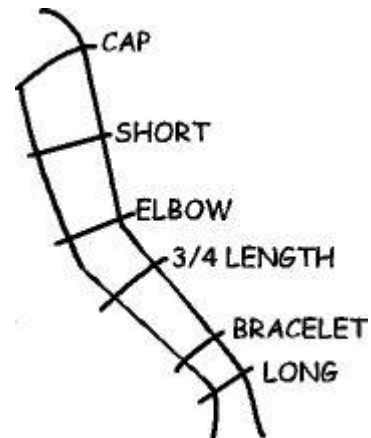
**Definition:** Sleeves are the Hand Portions of a Dress, Top, T-shirt or Shirt.

**Types:** Sleeveless, Spaghetti Strap, Thin Sleeve, Cap Sleeve, Short Sleeve, Elbow Sleeve, Three Quarter(3/4) Sleeve, Long Sleeve.

**Examples:**



**Strapless   Spaghetti Straps   Thin Sleeves   Sleeveless   Cap Sleeve   Short Sleeve   3/4 Sleeve   Long Sleeve**



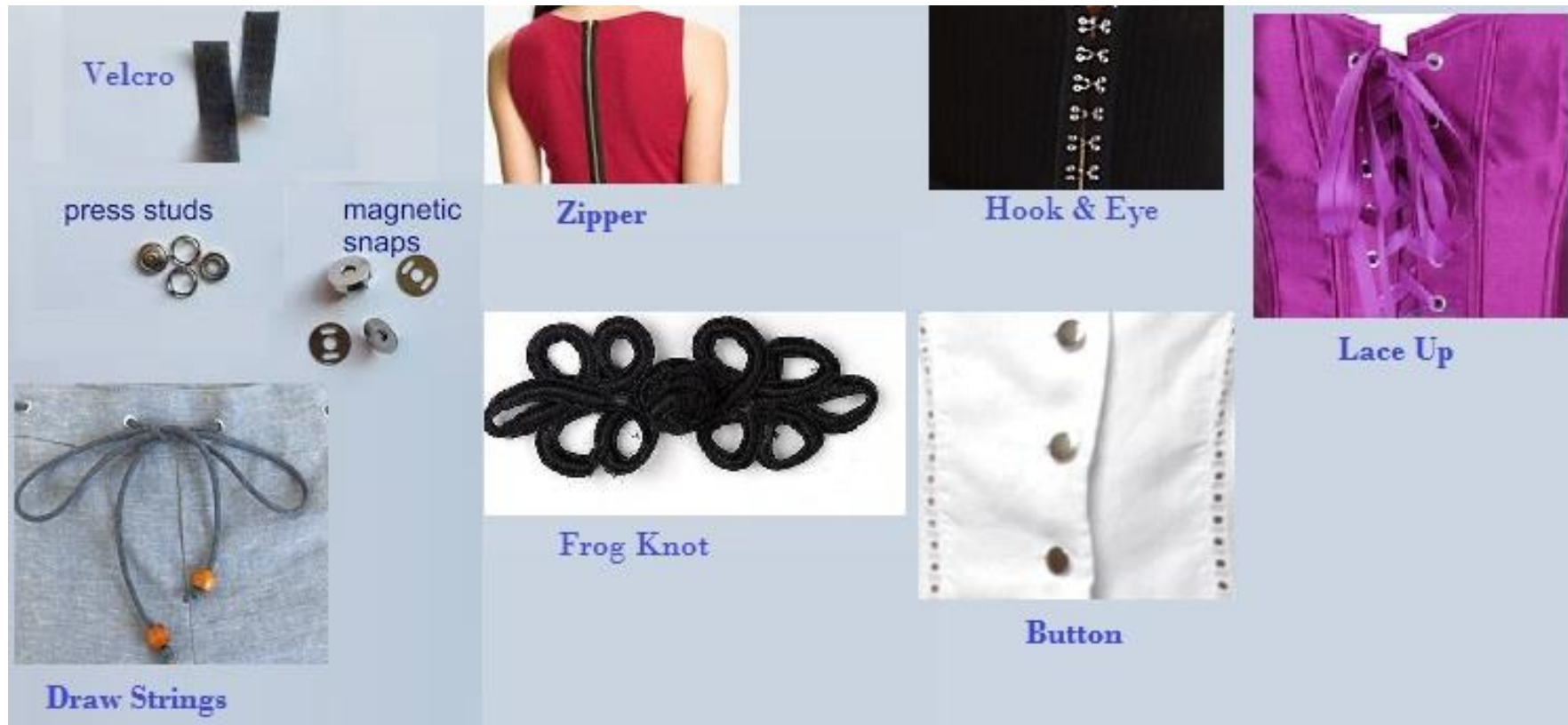
# CLOSURES

**Definition:** Closure means the type of fastening used to secure the item on the body.

**Types:** Zipper, Button, Draw String, Magnetic Snap, Hook & Eye, Frog Knot, Lace Up, Push Back, Lobster Claw Clasp, Velcro etc

**NOTE:** When there is no visible type of closure on an item, then the item is labelled as having a Slip On Closure. This means it is slipped on and worn without fastening. Hence, Closure: Slip On.

**Example 1.** Clothing Closures – For Dresses, Tops, Shirts, Bras, Skirts, Trousers, Shorts, Jumpsuits, Body Shapers e.t.c



# CLOSURES

**Example 2.** Jewelleries Closure – For Bracelets, Earrings, Necklace e.t.c



Fish Hooks



Screw Back



Lever Back



French Back



Latch Back



Push Back



# WRIST WATCH

Watch Types/Strap Material Includes: Leather, Stainless Steel, Silicon, Canvas

Leather Chronograph



Stainless Steel Watch



Silicone Watch



Canvas Watch



Leather Watch



# WRIST WATCH

**Display Types:** Analog, Digital, Digital-Analog



**Digital**



**Digital-Analog**



**Analog**

# WRIST WATCH

**Movement Types:** Quartz, Mechanical and Automatic

## MOVEMENT TYPES

### Quartz



*Info –*

- Battery Powered
- Super Reliable
- Average 1.5year battery life
- Affordable
- Common

### Mechanical



*Info –*

- Hand-wound spring drives mechanism
- Intricate gearing system
- Highly crafted
- Last for generations
- Expensive

### Automatic



*Info –*

- Powered by wearer's movement
- No need to replace battery
- Require monthly adjusting
- Manual winding also recommended
- Starting around £500

## WRIST WATCH

**Closure Types:** Buckle, Folding Clasp, Band Clasp

Band Clasp



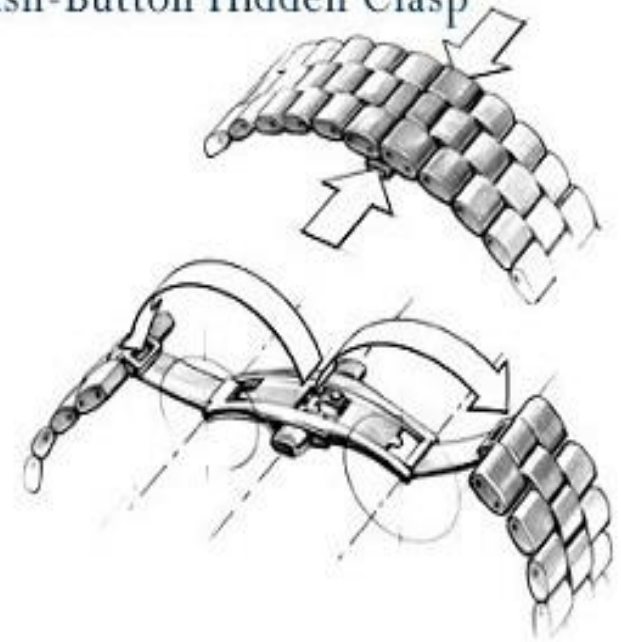
Buckle



Folding Clasp with Safety



Push-Button Hidden Clasp



# SUNGLASSES

**Sunglasses Styles:** Aviator, Cat Eyes, Over-Sized, Wayfarer, Round

**Face Shape:** Refers to the type of face the glasses style fits. Face Shapes includes Oval, Heart, Square, Round Face Shapes

## Details Needed:

- Colour
- Frame Material
- Lenses Material
- Protection
- Style
- Lens Width
- Lens Height
- Extra Features.

**Protection is basically for Sunglasses with UV400 or UV100 etc protections from the effects of sun rays.**



STYLE: WAYFARER - FACE SHAPE: HEART + OVAL



STYLE: AVIATOR - FACE SHAPE: OVAL



STYLE: OVERSIZED - FACE SHAPE: ROUND + OVAL



STYLE: CATEYE - FACE SHAPE: HEART + OVAL + SQUARE



STYLE: ROUND - FACE SHAPE: HEART + OVAL + SQUARE



SHOES – Men and Women’s Fashion

SHORTS	JEANS	CASUAL CHINOS	DRESS TROUSERS	SUITS
				
 BOAT SHOES	 TAN BUCKS	 CLASSIC SNEAKERS	 LONGWINGS	 WHOLECUTS
 WHITE PLIMSOLLS	 CHUNKY SNEAKERS	 CAMP MOCS	 WINGTIPS	 MEDALLION TOE WHOLECUTS
 BRIGHT SNEAKERS	 BLUCHER MOCS	 PENNY LOAFERS	 MONKSTRAPS	 CAP TOE BALS
 ESPADRILLES	 CLASSIC HI-TOPS	 CHUKKAS	 BROGUED CAPTOES	 PERF TOE BALS
			 PLAIN TOE BLUCHERS	



Thigh High Boots



Knee High Boots



Gumboots/  
Wellingtons



Timberland Boots



Cowboy Boots



Ugg Boots



Gladiator Boots



Wedge Boots



Wedge Sneakers



Dr. Martens



Chelsea Boots



Crocs



Lita's



Gladiator Sandals



Clogs



Mules



Slingbacks



Monks



Loafers



Converse



Oxford



Ballet Flats



Slip-Ons



Mocassins



Docksidess



Cone Heel



D'Orsay



Ankle Strap



T-Strap



Open Toe



Wedge Heels



Chunky Heel



Jellies



Stiletto



Kitten Heel



Platform



Peep toe



Pump



Mary-Janes



Sandals



Flip-Flops/ Thongs