

Using Mal's E-Commerce Shopping Cart

Introduction

Mal's E-Commerce Shopping Cart is a remotely hosted secure shopping cart service that can be quickly integrated into most websites with the simple addition of html form code for "Buy Now" buttons. There are two levels of Shopping Carts available with Mal's E-Commerce. The most popular one is the free service that provides basic features to add items to a cart, collect the shoppers shipping information, securely collect credit card information through SSL technology, notify both the purchaser and store owner at the completion of the transaction by email, and an administrative interface for the store owner to retrieve the credit card information securely for offline card processing. The premium service adds enhanced convenience features for high transaction volume stores such as online credit card authorization through most popular processing gateways and batch download of transactions instead of the one at a time interface of the free service.

Storeowner Usage

Mal's E-Commerce is designed for ease of use in day-to-day activities. When a customer places an order, an email will be sent to the storeowner notifying them of the order. The owner will then logon to the administrative page to view the order and the billing information. After processing the order, they can then delete the order from the server and logoff. *The steps to do this are:*

- 1) Logon to the admin server by going to <https://www.mals-e.com/admin> or clicking the link included in the notification email.
- 2) The User Name is the seven-digit number that you were assigned when the account was created the password is the main account password, not the secure area password used to access the billing information.
- 3) After you login, you will be on the "ADMINISTRATION AREA HOME" page. This page has a summary of all the orders that are stored in the system.
- 4) If you have not done so already there will be a message requesting you to set the password for the secured billing information. This is the area that stores customer credit card information so you should have a different password for it than your main cart administration system. This way you can have a webmaster make changes to the cart without giving them access to your customers credit card information.
- 5) The first step in retrieving an order is to click on the "List Orders" link on the left hand side of the page. This will take you to a list of all the orders stored in the system.
- 6) Click the "Details" link on the far right of the order line. This will take you to the details page that contains the customer information, what was ordered, and the payment type. It does not contain the credit card number though.
- 7) Print this page for your records using the browsers print feature.
- 8) If the payment method was Credit Card, then you will need to perform an extra step to get the card information.
- 9) Click on the "Payments" link on the left hand side of the page. This will bring up a page with a dropdown list of all order numbers that contain card data.
- 10) Select the order that you want, enter the password you set for the secure area, and press the Download button to display the billing information.
- 11) Print the page for your records and so that you can enter the transaction into your credit card terminal as a mail/phone order.
- 12) After you are done printing the order information pages, it is best to delete them from the server both for organization and security
- 13) Click on the "List Orders" link on the left side again to display the list of orders.
- 14) Click on the box under the "Delete?" column of the list to check (select) the order.
- 15) Click the "Delete Records" button to permanently delete the order from the server. There is no confirmation or undo function, so make sure you select the right orders. I usually do them all at once at the end to make sure I do not delete one accidentally.

Configuring the Shopping Cart

Complete documentation with examples is available on the Mal's E-Commerce website at http://www.malse.com/support/free_cart_support.htm along with links to third party documentation. I will highlight a few of the common things that may need to be set or changed from the default settings below. All modifications are done in the administrative section of the website. Start by Logging into the admin home page as described above and click on the "Cart set-up" link to access the configuration pages.

Payments

The link to set the types of payments you select is at the bottom right of the page. The standard payments link is where you set up credit cards, money orders, and checks. For credit cards you enter the names of the cards you accept in the box at the top for example: MasterCard, Visa, Discover. If you leave the box blank, then credit card will not show up as a payment option. There is a checkbox for Money Order, but not one for a standard paper check. You can configure a paper check acceptance by entering Check in the first field under "Other Non-secure payments". The checks section above this is only used if you are processing electronic checks.

Tax Calculations

This section is reached via the "Sales Tax" link halfway down the left hand column. In it you can set the sales tax rate, whether shipping charges are taxed as well as the total, and what state to apply taxes to.

Shipping

This is a complex topic and it is best to read the full documentation if you plan to use anything besides a basic fixed value. Option 4 allows you to set up a dropdown box for customers to choose a type of shipping for example Ground, 2-Day, or Overnight with different cost for each.

Shipping/Payments Messages

These are set in the "Currency and Cart Messages" page. This page allows you to set the currency type to use, set up a customer comments box on the order, set messages for shipping information, payments accepted, and a thank you message.

Order Notifications

The "Email Notifications" page allows you to set which email addresses are sent notices of orders and what information is sent in the message. Credit card information is NOT sent via email. It is best to specify at least two email addresses if possible to assure that you receive the notification incase of a problem with one of the email addresses.

Customer Receipts

These can be configured on the "Email Customer Receipts" page. Here you can determine whether you want to have receipts automatically sent out and what to include in them.

Shopping Cart Look and Feel

The first four options on the setup page allow you to change the color, font, and graphics used by the cart to more closely integrate into your website.

MALs Cart - some TECH Specs

... for what they might be ! WORTH !

maybe just those that's easier for Mal to implement ?

Field names

Required fields:

userid = Your shopping cart username

product = Description of your product

price = Price (without Currency enumerator: \$, £ or whatever)

or

discountpr = Using a quantity discount

productpr = Set both the product and price field in single field separated by a colon (My product description:9.99)

Optional fields:

qty = a quantity (default = 1)

return = www.your_co.com/your_page.htm (default = none) for a Continue Shopping button

units = a weight or other value for calculating shipping (default = 0)

lg = a language other than your default

currency = currency number for multi-currency payments

tax = % rate of sales tax for that item would like the cart to store for you, it should be unique for each

product **coupon** = a discount coupon

sd = your own session data

thumb = filename of a thumbnail image to appear beside the product in the cart

producturl = URL to make a link back from the cart to a particular product

noship = 1. Override the option to automaticaly set shipping units to the same as the price for that product

noqty = 1 , 2 or 3. Turns off the carts' quantity box

The values can be set to:

- 1 - no qty box
- 2 - a checkbox (so people can remove the item)
- 3 - a checkbox and the qty



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At least THIS gives you some insight into MALs Cart
➤ 30 year Old Technology
➤ something very few S'ware Companies ever
tend to OR even Bother to do ?



Getting Started with Mal's

*... just an insight into the “mechanics “ of MALS Cart design
from the website “perspective” !*

*some of the Features > **Very GOOD** In it's time & probably better than
Many of The current On-line Shops*

*The “beauty” of [BUY BUTTON]“ JavaScripts R probably the better **“Way to Go “**
Limited only by the “initiative & motivation” and the obviously “missing bit” of
practical business experience of ALL **IT Experts** it seems !*

maybe be just easier for Mal to implement ?

October 2008

***albeit the Original Code designer(s) (Javascript)
or by attrition > “sold out” and /or are literally dying out !
lost to the NEW generation of WYSIWIG Template designers
and the sabotage by THE W3C consortium***

***CHROMTECH WLL Perservere > IT IS GOOD !
butter over-ridden by THE Many Othermore practical
“compromises” involved THAT aresimply Far More important
to US ! AND NEED ADDRESSING !***

In this guide we will show you how easy it is to add **"Buy Now" buttons** to your web page.

Open your web page in any html editor (eg. Macromedia's Dreamweaver or Frontpage). Like all normal product pages in a shopping cart it should contain a product name, description, image, price and a "Buy Now" button to purchase the product.

The beauty of Mal's is that you can design and layout your product page however you wish, we are only interested in the code behind the "Buy Now" button and how it sends product information to the



SERVER NAME – VERY IMPORTANT!

Not all Mal's e-commerce shopping carts are set-up on the same server. Your account has been setup on: All the links you create to the cart MUST USE THIS DOMAIN. The documentation refers to www.itsafe.com but your links will not work if you use that host name, this server address does not exist.

**CT > implemented ! > a reasonable
but > a **limited COMPROMISE !****

Method 1 : Hyperlinks

The simplest method for adding items to your cart is by using a conventional hyperlink with the details of the item appended onto the end of the URL.

When one of your customers clicks on the hyperlink they are presented with a page hosted on our servers, showing their current cart with that item added. Here they can choose to edit their order, delete items or move on to the payments section.

Like any other hyperlink, what you click on can be text or an image (here we are using an image). A hyperlink always takes the following form:

```
<a href="http://ww#.aitsafe.com/cf/add.cfm?....">
```

This is the line of code which does all the work, it's just a simple hyperlink which passes information to your shopping cart when clicked.

A hyperlink always takes the same form. The initial http:// reference locates the cart page on our secure servers. What goes after the "add.cfm?" is your Username, plus a description of the product and its price

The syntax for data in a hyperlink is always the same, fieldname=value, and the pairs are linked together with the & character.

If you have a product "Book of Maps" priced at 59,99 and your username is ab12345. The final link to add the product to the cart is:

```
<a href="http://ww#.aitsafe.com/cf/add.cfm?  
product=Orange+V+Neck+Cardigan&price=79.99&userid=ab12345  
>
```


Important

- ✓ The link should be on one line of html code.
- ✓ It doesn't matter what order you put the fields, there should be no spaces in the link.
- ✓ DO NOT use the "&" character in your product descriptions – it is used to join up the fields. Use the "+" sign or the characters "%20" to create a space instead
- ✓ Field names are case sensitive and all are lower case letters.

Optional hyperlink fields

You can also set a variety of optional hyperlink fields in order to pass more detail to your cart pages. The most useful fields refer to the quantity purchased, a weight or value for calculating shipping and a return URL for the Continue shopping button:

*qty = a number (default = 1)

*units = a weight or other value for calculating shipping (default = 0)

*return = www.yoursite.com/yourpage.htm (default = none)

Here we have entered the return link, which is usually either your home page or the page the customer has just come from.

```
<a href="http://ww#.aitsafe.com/cf/add.cfm?  
product=Orange+V+Neck+Cardigan&price=79.99&userid=ab12345  
&return=www.myfashionstore.com">
```

Quantity discounts **CT > Not implemented !**

You can also pass quantity discounts to the cart via the hyperlink, so that the price is reduced as the customer buys more.

To do this, instead of a single price, you pass in an array of price points in a field called discountpr. The syntax for the field is a little complicated at first glance.

You can have an unlimited number of prices points, each one is separated by a comma. Each price point has a range and a price for the product, separated by a colon.

```
<a  
href="http://ww#.aitsafe.com/cf/add.cfm?product=Orange+V+  
Neck+Cardigan&discountpr=3,79.99:4,69.99:0,59.99&userid=a  
b12345&return=www.myfashionstore.com">
```

This example means:

- ✓ if they order 3 or less the price is \$79.99,
- ✓ if they order up to 4 more (i.e. 7), the price is \$69.99,
- ✓ if they order more than 3 + 4, the price is \$59.99.

The last range always means "more than". It is set to 0 in the example above but in fact what you enter is simply ignored

Method 2: HTML Forms *CT > Not implemented !*

You can also add items to your cart using an HTML form post instead of an ordinary hyperlink.

Using a form you set the same values that you set in a hyperlink; your username, the product description and a price. You can also post a quantity and a url for the continue shopping button in the cart.

You can use the full range of GUI form elements; radio buttons, check boxes and drop down lists. You can have as many forms as you like on a web page. The only rule is, you must post AT LEAST the required variables – userid, product, price

Returning to the previous example, you will see that we can achieve the same result using an html form instead of a hyperlink. In this case, the code goes like this...

```
<FORM METHOD="POST"
ACTION="http://ww#.aitsafe.com/cf/add.cfm">
<INPUT TYPE="HIDDEN" NAME="userid" VALUE="ab12345">
  <INPUT TYPE="HIDDEN" NAME="product" VALUE="Orange V Neck
Cardigan">
<INPUT TYPE="HIDDEN" NAME="price"
VALUE="79.99"> <b>79.99</b>
<INPUT TYPE="SUBMIT" VALUE="BUY NOW!">
</FORM>
```

Again, you can use an image in place of the submit button by inserting the following html code...

```
<INPUT type="image" src="images/button_buynow.gif">
```

where “images/button_buynow.gif” is the reference to the image file you have uploaded to your web server.

The shopping cart you'll love

Here's a host of great features which make setting up a shopping cart simple and managing orders a breeze

Start selling

A bundle of features!

Here's a host of great features which make setting up a shopping cart simple and managing orders a breeze.



No product restrictions

You can have as many Buy Now buttons on your website as you like so you can sell as many (or as few) products as you wish. Your products can have as many product options as you need, options can be on any form type: drop down list, radio buttons or even a text box. The only limitation is your imagination!



Accept credit cards online

The free cart supports payments via PayPal, Braintree, Nochex, Skrill and Paymate. We do not process cards ourselves.

Upgrade to Premium and you can hook up the cart directly to your merchant account via one of the [payment gateways we support](#).



Recruit affiliates

One of the best ways to increase sales is to recruit other websites to send you customers. mTracker is a free affiliate program built into the cart which provides the basic functionality required to log click-through from those websites and calculate their commission.



Third Party addons

Several of our members of our community have written scripts or provide services that extend the built-in features of the shopping cart. Some of them are free and others cost a little money.

[See our third party add ons](#)



Gift and discount coupons

Gift certificates and discount vouchers ^[SEP]are great way to improve customer loyalty. Rewarding loyal customers and encouraging repeat business by issuing discount vouchers has been shown to be one of the most effective ways to ^[SEP]increase sales.



Charity/Donate buttons

Charities are an important part of the Mal's e-commerce community, they can setup a Donate button where someone can enter the amount they want to donate.

Comparison chart

Here is a glance of the most important features of the cart service. It's not a complete list of course, ten years of continual development has led to a very comprehensive system but these are the features most people ask about.

Calculating orders	Free	Premium
Shipping calculator - 8 different methods	●	●
Tax calculator - 4 different methods	●	●
Sell your own gift vouchers, accept them for payment	●	●
Discounts tables	●	●
Integrated UPS, Fedex, USPS and Australia Post rate services		●
Advanced shipping: 20 zones, 6 options per zones, rate tables with up to 26 bands		●
Unlimited product options that don't change the price	●	●
Quantity discounts for individual products	●	●
Payment processing		
PayPal, Nochex, Braintree and Paymate	●	●
Define your own payment methods	●	●
Postal payment; MO and check	●	●
Third-party card processors (Linkpoint, Trustcommerce, Authorizenet, PayPal Pro, etc)		●
Promote		
Issue your own discount coupons	●	●
Bulk upload of up to 5,000 discount coupons (for Groupon.com type promos)		●
Built-in tracking code for Google, Shopping.com, Bizrate, Miva, Overture and more	●	●
Built-in FREE mTracker affiliate program	●	●
Third-party affiliate programs	●	●
Google analytics	●	●
International		
29 different languages	●	●
Setup up to 5 currencies	●	●
Three different numeric formats	●	●
Customise		
Responsive design which automatically adapts to mobile devices	●	●

Calculating orders	Free	Premium
Upload your own logo	●	●
Upload your own style sheet	●	●
Upload your own template for cart pages		●
Your own template for HTML email customer receipts	●	●
Order processing		
Batch download of new orders		●
Quickbooks integration with Traxian		●
Quickbooks integration with Webgility.com	●	●
Remote HTTP callback to your site when an order is received	●	●
Customized email customer receipts	●	●
Merchant order notifications to up to two addresses	●	●
Restricted Admin just for picking up orders		●
Order processing		
Mobile webstores	●	●
No adverts	●	●
Unlimited products (excluding the downloadable goods)	●	●
Products sold for download on the internet	50	3500
Number orders per day up to:	30	150
Mal's e-commerce link in page signature	●	●
More than 99.9% up-time over more than 15 years	●	●

Cost	Excellent Value for THE MONEY !	Free	\$8p/m <i>readily PAY THATa ! to implement MY ideas</i> > THEN Near Perfect !
	<div>Upgrade to premium</div>		> otherwise NO !

c'mon MAL . . . > wake up ! . . . > get with IT !
It can't be ALL That hard ?



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Premium costs \$8.00 US per month, payable quarterly in advance.

You can pay Premium fees by credit card or PayPal. We offer a 10% discount for those who wish to pay on an annual basis, \$86.40. There is a 25% discount for members who have four or more Premium accounts and pay for them via the same billing account! This means you pay just \$6 per month and you can still have a 10% discount on top for annual payment

Upgrade to premium

145,000 accounts online across 120 countries

Trusted by customers across the globe, Mal’s ecommerce powers 1000’s of successful ecommerce stores

Open a store



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Product options

Forms are useful to build up a list of options by posting more than one descriptor for each product. This is a useful way of dealing with colour and size options for products or posting multiple items to the cart.

Select a product



Product: Orange V Neck Cardigan

Price: 79.99 USD

Size: Medium

BUY NOW!

The methodology for adding options to a product is by appending a pair of square brackets [] onto each field name....

```
<INPUT TYPE="HIDDEN" NAME="product" VALUE="Orange V Neck Cardigan">
<SELECT name="product[]">
<OPTION value="S" > Small </OPTION>
<OPTION value="M" SELECTED > Medium </OPTION>
<OPTION value="L"> Large </OPTION>
</SELECT>
```

The two descriptions will appear in the cart separated by a comma:
Orange V Neck Cardigan, Medium

There is no limit to the number of options that you can post in this way.

Using Mal's E-Commerce Shopping Cart

Chromtech > Mals Cart - & Most Other SHOP On-line . . . similarly compromised ONLY BY MALS "Standard" Cart features > Limitations within ! & apparant lack of ongoing "initiative" ! ?

Whist dated Mal's E-Commerce Shopping Cart is a remotely hosted secure shopping cart service that can be quickly integrated into most websites with the simple addition of html form code for "Buy Now" buttons.

CHROMTECH finds this Method to be the most useful

The "Forms" (???)

concept seems much more cumbersome and suffers the same limitation as the fundmental design limitations of **ALL SHOP Carts** we've had experience with !

NO capability built-in to handle **Price Variation** from Internatuonal OEM Suppliers
In practice Wild fluctuation (from 0.47 to 1.1 admittedly over Our 25+ years improvising)
see **Charts > Fig p17**

not unusual by up to +/- 5-10% & per month

Out or THEIR Control ! (& Banks & Govts manipulation !)

. . . BUT LARGELY AN OVERSIGHT (OUR Opinion ONLY !) of MALS Capability (?)

(a simple Javascript) issue in principle !

WE continue to seek other **"CART"** designers with a bit more foresight and "interest in **Int'l** Sales >

- Due to - Exchange Rate Variation
- Easy upgrade of Large Product Databases
- Impossible for Us to manage a Product List of 30k potential items accurately |
- Compounded by OEM Price adjustents (due to Inflation varting fro 0% up tp 15% pa but randomly adjusted by Banks and Government to cope with International Financial disaster including Their ineptitude > mistakes often pre-planned & compensatory for increasing population growth and expectations re **"standards of living"** even consequences of on going "contrived" Wars and exploited often over-exaggerated **"Natural" Events** - COVID19 > Global Warming > Energy Crisis the CO2 "hypothesis"
- ALL contributing to inflationary "scare campaigns by the media and "other vested interests"
- negative effects of listing "Live Prices" > "online"

OK maybe selling "hamburgers" or similar "commodoties" perhaps but obviously being exploited "pirated" perhaps by nefarios "competitors" in a relatively **"restricted"** more competitive "**HighTech**" market

CARTS are still useful for end-users to simply compile a "Shopping List" of potentials

CHROMtech has adopted the **"Policy"** and of restricting such prices items (for them !) More-so for relative QUOTATION Purposes ONLY

Prices were originally initiated in Mals based on OUR Imports having a relatively "fixed"

AUD/ USD Exchange Rate

Large(r) Cos simply absorb these variations by "blanketing" these variable cost with OVER-Inflated Pricing

OUR CHROMTECH Cart Prices are **"INDICATIVE"** ONLY

Our Official Prices are adjusted within OUR Business **RECKON** Accounting System AND Applied normally via YOUR RFQ (Quotes) and Invoicing etc

But . . . **WE ADVISE U TO CHECK FIRST B4 Ordering !** Savings Can be in effect 20-40%
Discount on some of OUR Normal Prices ONLY IF Purchased **ON-line** from
those **ITEM Listed Prices**
Obvious Anomalies NOT To be Included and will but adjusted regularly IF / As needed (?)

SO U Will have to [SEARCH] for IT > Online ! & ON OUR SHOP SITES

www.chromtech.net.au/shoppe malscart-m5.htm

www.chromtech.net.au/SHOPPE.htm a "proto" shop (*more mobile scaled*)

www.chromtech-AUS.com - WIX Based mobile responsive

some More MALS CART - Standard SPECS

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Shopping Cart Look and Feel

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Even U might be able to create the **Michael Mann** -type "**Hockey Stick**" (*a la Al Gore and THE UN / ICCP*) out of such "arbitrary" time selected "short term data" > THE inspiration for Global Warming and "scare mongering" the CO₂ hypothesis of media and Govts
 And **THE "pseudo CONSENSUS" !**