Scandiweb

Magento hierarchy
websites, stores, store views

Conventionally we refer to a project as a "store", however Magento has certain hierarchy for the concept of "store" because some projects require multiple stores e.g. when one merchant needs to separate certain types of products into different stores or merchant wants to have stores for different countries on different domains with different prices, descriptions, etc.

Understanding complex demands of merchants, Magento has created set of tools that allow to solve them.

This set of tools is possibility to create hierarchy of stores within one installation. Hierarchy reads as follows: Global (one installation) ->

Website(s) -> Store(s) -> Store view(s). Where Store View

is what site visitor actually sees when opens certain URL, Store is collection of Store views, and Website is collection of Stores and under one installation you can have several Websites. Please, open one page illustration from magento here.

Easiest case is when merchant has one installation, there one website, one store and one store view. However, in the below table prepared by Scandiweb. com we will overview what merchant can gain using several Store views, Stores and Websites. Specifically, what "bonuses" they will give to merchant, what extra freedoms, and below will overview most usual cases for having several Store views, Stores and Websites.

① First tip

Before we proceed to discuss how merchant might have different prices, different designs for different store views, different products, etc. we want to draw attention to the topic of additional time/effort merchant would need to insert products into new objects in the hierarchy. That is, what does it take to have two web sites instead of one? Specifically, the focus is on product catalog as most intensive data array. Should customer double insert all products with descriptions, images, etc. or Magento has more easy way to do it?

Exaggerating, it can be said that it does not require any effort because e.g. one store view is labelled as default and other store views will simply inherit the information from default product. So, if different store views are different only with the link to technical brochure download e.g. one is for US and another for UK then merchant will need to update just one text field Download URL and do not touch any other information. Practically, merchant opens product edit dialogue, there appears drop down (see here http://screencast.com/t/Om221R7KXW) and once merchant chooses

www.scandiweb.com

another Store view, it reloads the page and displays the same product edit dialog, but for another Store view. Merchant can insert new information e.g. Title or URL key or Price. All other information will be automatically inherited if the field "Use default value" near every attribute is marked with checkboxes.

Note

This field is absent if attribute is marked as Global. It means that its value will be the same for all Stores, Websites, Store views without possibility to change it. For all attributes, except SKU, scope can be changed to lower than Global.

② Second tip

In Magento exist only one attribute that is fixed to Global scope without possibility to change it? What it is? Apart from Quantity that does not appear in attribute manager, but is set to Global.

Other interesting attribute is fixed to Website scope without possibility to change it. What it is?

③ Third tip

Duplicate product feature In some cases, when e.g. customer needs the same product, but with different SKU for some reason e.g. when having different prices, but all other information is the same, there is duplicate tool. When you duplicate a product, it duplicates all information on it including information for each store view (if product was available in several store views). Note: when duplicating all information is saved e.g. categories to which product is assigned, descriptions, prices, but a) it is disabled, b) it is out of stock, c) you have to change URL key because it is the same as previous product, d) you have to insert new SKU value, it is empty.

The below table prepared by Scandiweb.com overviews some of Magento store objects in regard to whether these can be set different in regards to a given hierarchy level.
For example, it will help you to understand can your customer have different prices and currencies for the same product for two different stores if these are store views

Object	Different store views	Different storesD	ifferent websitesN	eeds manual duplicate / how to assign	Comments
Prices	same prices	same prices	different prices for each website	Just select new website in the drop down and set new price.	Good for requests like i want to have EUR 3.99 in one store and DKK 8.99 in another, so auto exchnage will not work.
Products	same productsd	ifferent products, but only due to different categories in different stortes	different product	In product edit there appears new tab "Websites" and you can set checkboxes to display the product in new website. Otherwise, you can duplicate it.	

| Attributes | attribute can have different values for each store view (see note) | attribute can have different values for each store view | attribute can have different values for each store view | Attributes (attribute sets) are available throughout all installation You select attribute set, when you add new product. | Attribute behavior depends on Scope set to it. If an attribute has Website scope than it will have the same value for all Store views belonging to that Website. Example, when you need different values for different Store views - demo URL or download brochure URL, so you can link to different languages demos/brochures.

Attributes are not Store view / Store / Website dependent - when you create new product you select attribute set to be used. If you selected default attribute set (that is appearing by default) then if you later add new attribute to default set it will be shown in all Store views.

Note on attribute scope: if you did not have information on several Store views creating a Store, you might have set scope of attributes to Global and then products will not have an option to change attribute value for different store views (it has to be updated via DB). |
|---|---|---|---|---|---|
| Design (theme) | different themes | different themes | different themes | the same theme folder can be used for different websites | |

Categories	same categories	different categories	different categories	can be used the same category tree (in System -> Manage stores you can select which category tree will be assigned to specific store).	
CMS pages	can be different	can be different	can be different	yes	
Static blocks	can be different	can be different	can be different	yes	
Currencies	same currency	same currency	different currencies in BE and FE		
Languages	different languages	different languages	different languages		
Shipping methods	same methods	same methods	different methods		
Shipping origin	same origin	same origin	can be different		
Payment methods	same methods	same methods	different methods		
Tax classes to apply for the store	the same	the same	can be different		
Tax display (prices excluding, totals excluding or including, etc)	can be different	can be different	can be different		
Customer groups	same for all	same for all	same for all		You can create all necessary groups for all - and these will be just displayed all. So it can be B2B_group_store_1, B2B_group_store_2, etc..
Customers	same customers	same customers	different customers (filtering is only on website level)		This part concerns back end view.
Domain, Sub-main, Directory	can be on different domains	can be on different domains	can be on different domains		

User accountsr	egistered in one store view can access all store views	registered in one store view can access all store views	Admin can segregate users, so they can not access other websites, but can also let them access.	S	ame customers mean that they can access different store views, different stores with the same account. But on the level of Website merchant can decide that customers will access only one website and not another. If we have one sie B2B other B2C than sharing will be done only on Website level, not Global. Global here would mean that customers can access all stores within installation.
SKU	the samet	he samet	he same		
Stock balance	the samet	he samet	he same		Magento does not support multi-warehouse. There should be extension installed that allows different quantities for different web sites.
Images	can be different	can be different	can be different		
Shipping methods	can be different if extension allows such configuration	can be different if extension allows such configuration	can be different	S	hipping extensions are a bit special case because, if your stores are for different countries that you can configure them in a way that they appear only when customer selects shipment from / to certain country.
Payment methods	can be different if extension allows such configuration	can be different if extension allows such configuration	can be different	P	ayment extensions are a bit special case because, if your stores are for different countries that you can configure them in a way that they appear only when customer is in certain country. E.g. for Latvia you can use BankLink and for US Paypal if you wish.
Extensions	can be different if extension allows such configuration	can be different if extension allows such configuration	can be different, we can install them in either Global folder or in website package	N	ote that websites should have packaged themes instead of different themes in the default folder.
Table ratest	he samet	he same	can be different		
Country of origin	the samet	he same	can be different		

Some cases of Websites / Stores / Store views set ups from Scandiweb.com

① Case for 2 websites - nice prices

Client needed nice prices for different currencies EUR and DKK, so auto exchnage that Magento offers does not work for him, he wanted to end prices with 0.99.

Development time for this: add store switcher because default language switcher does not switch stores, but store views within one web site.

Process: PM creates new web site and ssigns to it existing theme, no need to finish one website and do it for another, you can make it in the beginning or in the end.

Client extra effort to manage two stores:

A) Within product creation / edit tab there appears drop down that allows client to switch from product editing for one web site to another.

B) Appears new tab in product edit "Websites" and you set checkboes to which website it will be available.

C) Make reindex after each new assignment. Added new product to new website, finished adding - > make reindex

So, if client just wants to have different price, then it is just one click to choose different website in drop down and then input new price.

And if translations are also necessary then customer also adds translations.

Price indication: for end client 2 days (because then you will need to explain how to use it) / for professional 2 hours (PM time used for configuration).

② Case for 2 websites different stock management.

Case
Different stores have different warehouses and thus have different stock remainders for the same product.

Solution
Quantity is global attribute, so you need to duplicate your product and assign it to another Website / Store.

However, if you for ERP purposes should have the same SKU for these products you will need to create attribute real_sku, where will store SKU that coincides with merchants internal ERP system.

Development time for this: no development for basic case, when you are fine with different SKUs for products in different warehouses. And if real_sku is necessary then there will be much more time (estimate required) to pass it to all orders and export from magento to ERP.

Client extra effort: duplicating is easy, but if you will need to update your products then you have to do it two times.
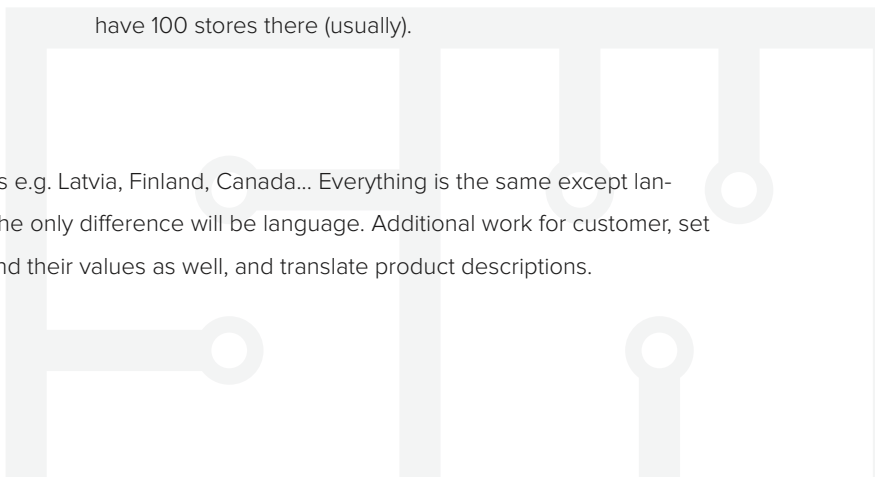
Alternative
there is extension that allows adding several quantities for the same product.

③ Case for 2 websites different products, categories, design.

Merchant had personal shop for each of their B2B client with client logo, client name after base URL slash.

Development and process: similar as 1st case on the left with time to change themes.

Advantage for the customer: all shops in one back end, products can be marked for use for many web sites and customer can change only necessary parameters there. Also, there is saving on extensions - you pay per installation even if you have 100 stores there (usually).

④ Case for store views

Country with population that speaks 2 languages e.g. Latvia, Finland, Canada... Everything is the same except language, then you create two Store views where the only difference will be language. Additional work for customer, set attributes correctly so these can be translated and their values as well, and translate product descriptions.

www.scandiweb.com