

VCrds Reseller Module – Complete Developer Documentation

1. Overview

This document explains the full **Reseller Module** for **VCrds**, a product of Seyfert Infotech. It is intended for developers to design, build, and deploy the reseller system without ambiguity.

The reseller system allows third-party individuals or businesses to sell VCrds using referral links, promo codes, or direct account creation and earn commissions.

2. Business Objectives

- Increase VCrds sales volume
 - Enable scalable sales without fixed salary
 - Track reseller-driven sales accurately
 - Provide transparent commission & payout system
 - Protect brand pricing and integrity
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3. User Roles & Permissions

3.1 Admin

- Create & manage resellers
- Approve / reject reseller applications
- Set product pricing
- Set commission slabs
- Create promo codes
- View all sales & commissions
- Approve payouts
- Suspend / terminate reseller accounts

3.2 Reseller

- Login to reseller dashboard
- View sales, customers & earnings
- Share referral link
- Use promo code
- Create VCrds accounts for customers
- Request payouts

3.3 End User (Customer)

- Register normally
 - Purchase VCrd
 - Optionally come via referral link or promo code
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4. Reseller Onboarding Flow

1. User opens **Become a Reseller** page
 2. Reads reseller benefits & terms
 3. Accepts terms via checkbox
 4. Submits registration form
 5. Status = Pending
 6. Admin reviews application
 7. Admin approves → Status = Active
 8. System generates:
 9. Reseller ID
 10. Referral link
 11. Promo code
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5. Sales Identification Logic (Critical)

Sales must be identified in this priority order:

1. **Created by Reseller**
2. Highest priority
3. `orders.reseller_id = created_by_reseller_id`
4. **Promo Code Used**
5. If customer enters valid promo code
6. Mapped reseller gets commission
7. **Referral Link**
8. `?ref=RESELLER_CODE`
9. Stored in session/cookie until registration
10. **No Tracking**
11. No reseller commission

6. Commission Structure

6.1 Commission Slabs (Configurable)

Monthly Sales	Commission %
1-5	20%
6-15	25%
16-30	30%
30+	40%

Admin must be able to modify slabs.

6.2 Commission Rules

- Commission credited only after **successful payment**
- Discount to customer does NOT affect commission
- Commission calculated on base price
- Renewal commission optional (default 5-10%)

7. Database Design (Suggested)

7.1 resellers

- id
- reseller_code
- name
- email
- mobile
- status (pending / active / suspended)
- commission_level
- wallet_balance
- created_at

7.2 users

- id
- name
- email
- mobile
- reseller_id (nullable)

7.3 promo_codes

- id
- code
- reseller_id
- discount_percent
- is_active

7.4 orders

- id
- user_id
- reseller_id (nullable)
- promo_code
- amount
- commission_amount
- payment_status
- created_at

7.5 payouts

- id
 - reseller_id
 - amount
 - status (requested / approved / paid)
 - created_at
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8. Reseller Dashboard – Required Screens

8.1 Dashboard Overview

- Total customers
- Total sales
- Total commission earned
- Wallet balance

8.2 Customers List

- Customer name
- Plan
- Activation date
- Expiry date

8.3 Earnings & Wallet

- Commission per sale
- Total earned

- Withdrawable amount

8.4 Payout Requests

- Request payout
- View payout history

8.5 Marketing Tools

- Referral link
 - Promo code
 - Download creatives
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9. Admin Panel – Required Screens

- Reseller applications (approve / reject)
 - Reseller list & performance
 - Commission configuration
 - Promo code management
 - Sales & commission reports
 - Payout approvals
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10. Security & Controls

- Fixed pricing (reseller cannot change price)
 - One promo code = one reseller
 - Cookie/session expiry for referral link
 - Prevent self-referral misuse
 - Audit logs for admin actions
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11. Legal & Compliance Text Usage

Use this text everywhere:

VCrds is a product of Seyfert Infotech

Reseller agreement acceptance must be mandatory.

12. Technology Notes (Suggested)

- Framework: Laravel

- Auth: Role-based (Admin / Reseller / User)
 - Payments: Razorpay / Cashfree
 - Notifications: Email + WhatsApp
 - Reports: Export PDF / Excel
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13. Future Enhancements

- Multi-level reseller (optional)
 - Leaderboard & incentives
 - Area-wise exclusivity
 - White-label reseller accounts
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14. Final Instruction to Developer

Build the reseller system as a **scalable, configurable module**. All commission %, pricing, and slabs must be **admin-controlled**. No hardcoding of business rules.

End of Document