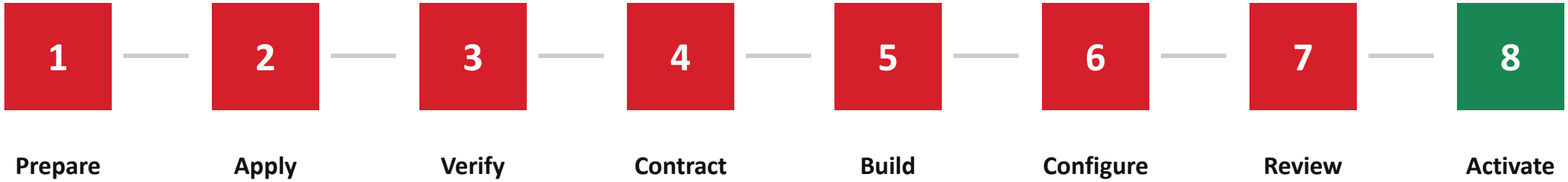
BERTHA

MERCHANT ONBOARDING WALKTHROUGH

From application to marketplace activation

Accurate setup. Customer-ready operations. Confident launch.

Your activation path has eight controlled checkpoints



A complete file moves faster than a fragmented one.

Your Ambassador facilitates the relationship; BERTHA completes verification, approval, contracting, and activation.

Step 1: assemble the business file before you apply

01 **PREPARE**

Business identity

- Legal name, trade name, address, and contacts
- Formation or registration documents
- Tax identification and business licenses

Authority and banking

- Authorized representative and government ID
- Beneficial ownership information
- Business bank account for settlement
- Proof of principal place of business

Step 2: create the merchant account with exact legal data

02 **APPLY**

APPLICATION RECORD

- Legal entity and trade name
- Primary and compliance contacts
- Business and operating addresses
- Selling countries and product categories
- Ambassador referral code, when applicable

Accuracy matters

The application should match the supporting documents exactly. Inconsistent names, ownership, addresses, or banking details can delay verification.

Save every confirmation and submission receipt.

Step 3: complete KYB and product-risk verification

03 VERIFY

01	**IDENTITY**	Business existence, owners, signatories
02	**AUTHORITY**	Licenses, permits, registrations
03	**BANKING**	Settlement account verification
04	**PRODUCTS**	Safety, authenticity, sourcing, claims
05	**RISK**	Sanctions, fraud, legal and reputation review

Respond to verification requests completely and by the stated deadline.

Step 4: review the commercial terms before acceptance

04 **CONTRACT**

COMMERCIAL

- Marketplace commission schedule
- Store subscription fees, if selected
- Payment processing and settlement
- Fulfillment, shipping, and returns

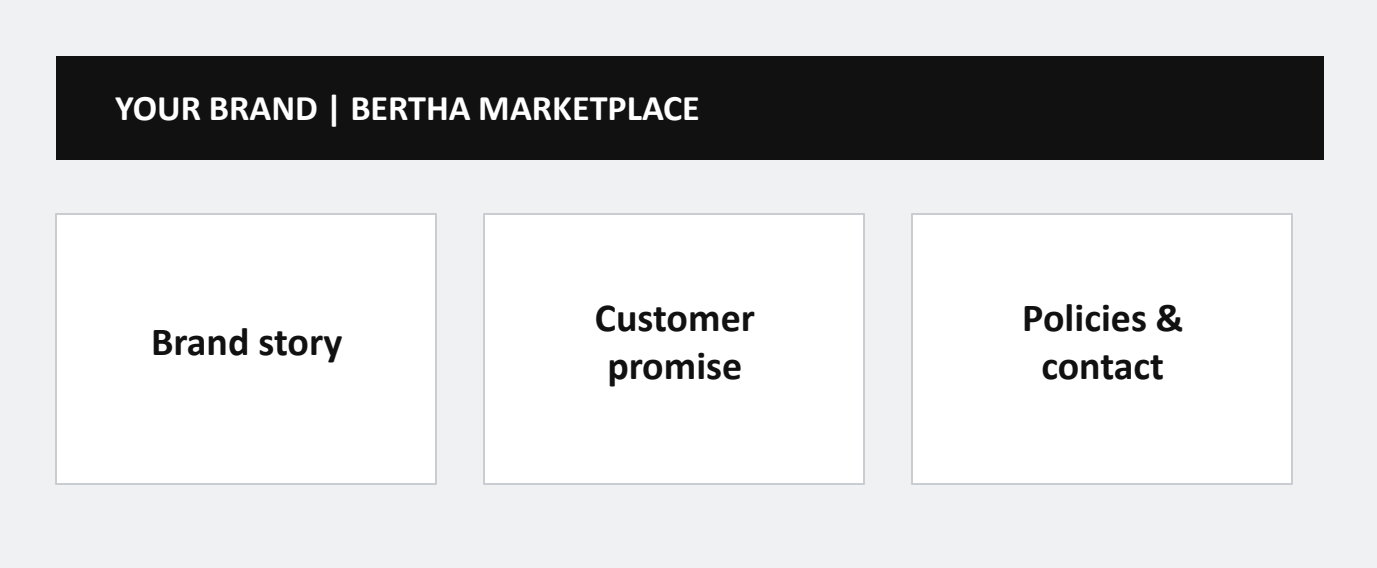
OPERATING & LEGAL

- Performance and service standards
- Restricted and regulated products
- Insurance and country addenda
- Privacy, security, and dispute terms

Accept only after your authorized representative understands the current controlled documents.

Step 5: build a storefront customers can trust

05 **BUILD**



- Approved business name and brand assets
- Store description and customer value
- Support contact and response ownership
- Returns, warranties, and required disclosures

Step 6: publish complete, supportable product listings

06 **LIST**

DISCOVERY

- Clear title and category
- High-quality product images
- Useful specifications and variations

TRUST

- Accurate price and inventory
- Origin, manufacturer, and warnings
- Substantiated claims and certifications

FULFILLMENT

- Handling time and shipping method
- Packaging and tracking expectations
- Return, warranty, and service terms

The seller remains responsible for the accuracy and legality of every listing.

Step 7: configure money movement and order operations

07 **CONFIGURE**

SETTLEMENT	Verify bank details; review authorized deductions and reporting.
FULFILLMENT	Choose Vendor Fulfillment or available BERTHA Fulfillment services.
SHIPPING	Set handling time, carriers, tracking, packaging, and delivery expectations.
RETURNS	Assign ownership for returns, refunds, warranties, and recalls.
SUPPORT	Define response coverage for customer and BERTHA inquiries.

Test the complete order path before launch.

Customer trust depends on controls that remain active after launch

PRODUCT

Authenticity, safety, labeling, records

SERVICE

Handling, tracking, communication, warranties

DATA

Authorized use, restricted access, incident reporting

INTEGRITY

No fraud, counterfeits, fee avoidance, or deception

Immediately stop sale and notify BERTHA when a safety defect, counterfeit concern, regulator contact, or recall may affect a product.

The activation review tests the entire customer experience

- ✓ KYB approved and agreement accepted
- ✓ Storefront identity and policies complete
- ✓ Listings accurate and compliance evidence available
- ✓ Inventory, price, and tax settings confirmed
- ✓ Settlement account verified
- ✓ Shipping, returns, and support workflows tested
- ✓ Required training or portal tasks completed
- ✓ **No unresolved launch blockers**

Activation follows approval—it is not automatic upon submission.

Activation begins a monitored operating period

DAY 1

Confirm storefront visibility, product status, checkout, notifications, and support contacts.

WEEK 1

Review orders, inventory, tracking, customer questions, defects, cancellations, and settlement reporting.

DAYS 8–30

Improve listings, resolve friction, monitor service metrics, and prepare for BERTHA performance reviews.

Your launch goal: accurate orders, reliable fulfillment, responsive service, and clean records.

Ask for help early—before a small operating gap becomes a customer problem.

READY FOR THE NEXT CHECKPOINT?

Bring your documents.
Build with accuracy.
Launch with confidence.

Your BERTHA representative will guide the next authorized action in the onboarding process.

NEXT ACTION

Confirm your application route and document checklist.