



PRODUCT CATALOGUE

OMGO

CLOUD SAAS • HOSTED BY SHENGYI

E-commerce platform. Catalogue, campaigns, checkout and fulfilment for a brand's own storefront, in one admin.

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OMGO E-commerce Platform

E-commerce Platform • SaaS • B2C

Complete e-commerce service for brands — product catalog, checkout & payment, shipping, marketing campaigns, all in one platform.

Visit omgoshop.com →

WHO IT IS FOR

Brands still taking orders by hand

Sales happen in LINE messages, DMs or phone calls; orders end up in a notebook or a spreadsheet, and “where is my parcel” means digging through them one by one. What a platform saves here is rarely marketing effort — it is the hour spent reconciling orders every night.

Marketplace sellers who want their own storefront

You sell well on marketplaces, but the customer list, the remarketing and a slice of the margin belong to the platform. Your own storefront does not have to replace those channels — its job is to give repeat buyers somewhere to buy direct.

Physical stores going online as well

When the shop floor and the website each keep their own stock count, you get overselling and dead stock at the same time. OMGO' s inventory can connect to SynERP so both sides read one number.

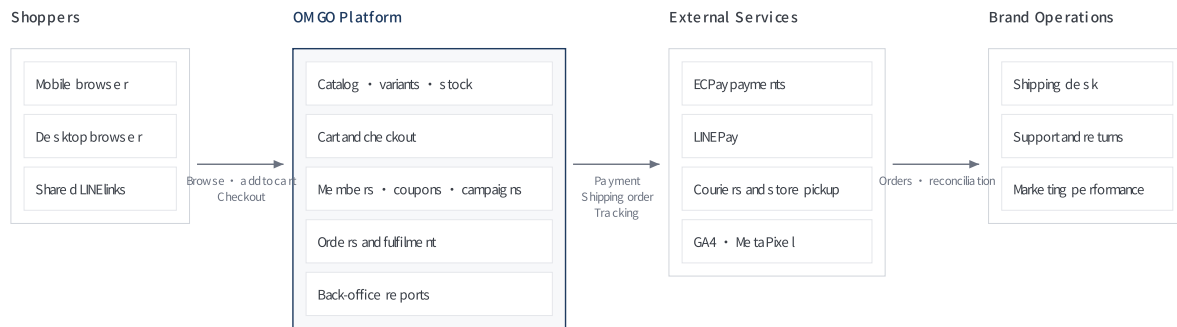
Sellers who need Taiwanese payments, logistics and invoicing

Convenience-store pickup, cash-on-delivery and e-invoicing are table stakes in Taiwan, yet overseas storefront platforms usually leave one of them missing. Here they are standard coverage, not an add-on.

If you carry only a handful of products, or you are running a one-off campaign, a monthly-fee storefront platform is usually the better deal — we will say so rather than talk you into an implementation you do not need.

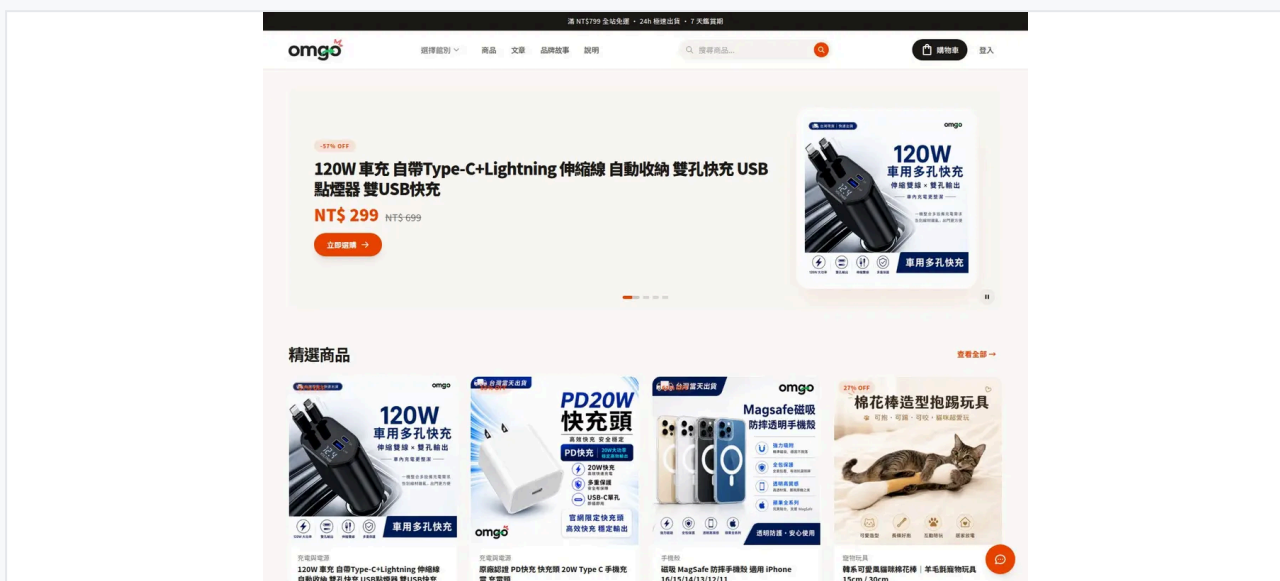
SYSTEM ARCHITECTURE

The platform owns the catalogue, cart, members and orders; payment, shipping and tracking are handled by the external services a Taiwanese shop already uses. The brand keeps the merchant accounts in its own name.

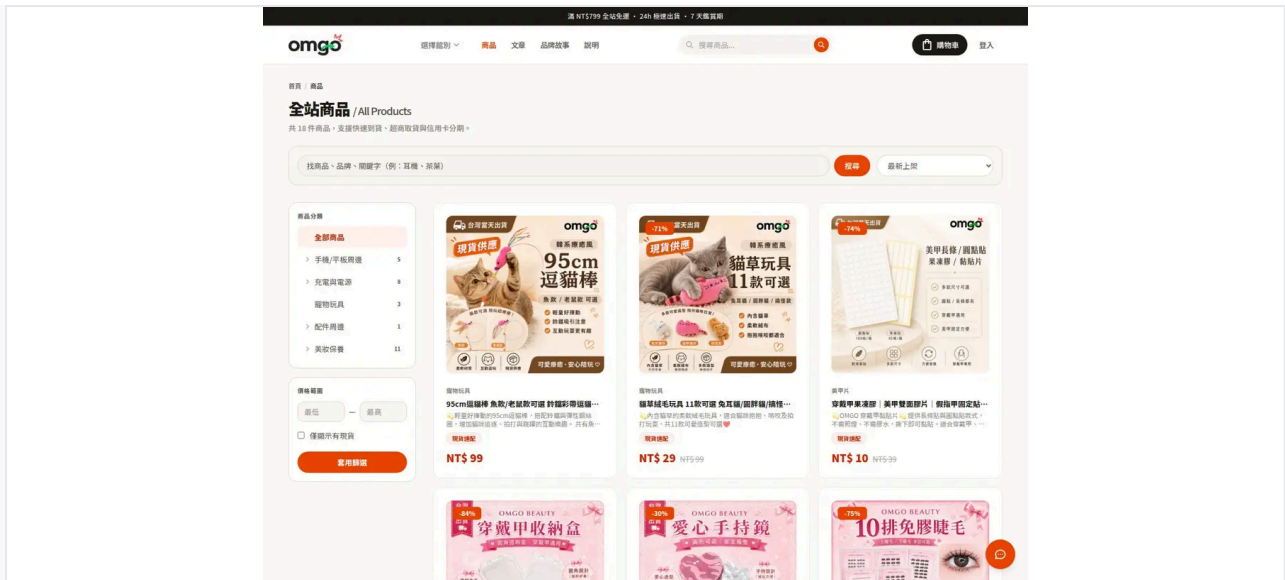


Payment and logistics accounts are opened in the brand's own name, so funds settle directly to the brand.

PRODUCT SCREENS



The omgo.shop.com storefront: category halls, campaign carousel, featured products and cart checkout — all running on OMGO.



Product listing: category filters, sorting, badges for in-stock, fast dispatch and discounts, with live stock and pricing.



Product page: variant selection, stock level, free-shipping threshold prompt, add-to-cart and express checkout, plus the gallery and specification block.

CORE FEATURES

Product Catalog

Multi-variant listing, batch import, real-time inventory sync, SEO fields.

Checkout & Payment

ECPay integration — credit card, ATM, convenience-store payment, LINE Pay, cash-on-delivery.

Shipping

Major couriers + convenience-store pickup; automatic shipping labels, real-time tracking.

Marketing

Coupons, threshold discounts, flash sales, bundles, tiered membership.

Members

Google / LINE social login, order tracking, points, customer segmentation.

Analytics

Sales reports, top-seller rankings, conversion funnel; GA4 & Meta Pixel integration.

INTEGRATIONS

The hard part of e-commerce is rarely the website itself — it is wiring up payments, logistics, invoicing and tracking. This is what is covered as standard.

Payments

WHAT IT COVERS

ECPay: credit card, ATM transfer, convenience-store code; plus LINE Pay and cash-on-delivery

NOTES

The merchant account is opened in the brand's own name; we assist with the application and testing.

Shipping

WHAT IT COVERS

Home delivery and convenience-store pickup, with automatic waybills and status callbacks

NOTES

Status updates arrive from the carrier — no manual order editing.

Member login

WHAT IT COVERS

Google / LINE social login, or plain account registration

NOTES

Members can be tiered, with coupons and points attached.

Marketing tracking

WHAT IT COVERS

GA4 and Meta Pixel events (view, add-to-cart, purchase)

NOTES

Ad performance ties back to real orders, not just traffic.

Inventory sync

WHAT IT COVERS

Can integrate with SynERP so store and online share one stock pool

NOTES

OMGO's own inventory management works standalone if there is no ERP.

01 Requirements and product data

Confirm catalogue size, variant structure, shipping rules and campaign mechanics, then get the existing product data into an importable shape.

How clean the product data is usually decides the whole timeline.

02 Theme and branding

Apply brand colours, logo, homepage blocks and category structure, then check how it reads on a phone.

03 Payment and shipping setup

Open the payment and logistics accounts in the brand's name, wire them up, and run a full order through the test environment.

04 Catalogue upload and soft launch

Import products, configure campaigns and coupons, then place internal test orders to verify totals, shipping fees and invoices.

05 Go live and operate

Switch the domain, enable tracking, and hand day-to-day operation over — with Shengyi maintaining the system and shipping updates. Typical projects run 2–4 weeks from kickoff to launch.

Can we migrate our existing product data?

Yes. Products import in bulk, including multi-variant items such as colour and size. In practice the import is not the slow part; cleaning up data that lives in scattered spreadsheets with inconsistent naming is, and we work through that with you.

Do we have to open the payment account ourselves?

The merchant account must be in your own company's name so the money lands in your account — that part cannot be delegated. We assist with the paperwork and handle the integration and testing.

Can it connect to our existing ERP or POS?

Yes, through the API. If you also run SynERP, inventory and orders are connected directly so the store and the website share one stock pool. With a third-party system it depends on what interface they expose — we assess that first.

Who maintains it after launch?

Shengyi operates the system itself — servers, updates and incident handling. Day-to-day product, campaign and order work happens in the back office and is done by your team. Managed operations can be arranged separately.

How is it priced?

Two parts: a one-off build fee and a monthly fee once you are live. The build fee follows catalogue size, how complex the variant structure is, and how many payment and logistics providers need wiring up; the monthly fee covers hosting, operations and updates. Payment processing fees, shipping costs and SMS charges are billed to you directly by those external services and do not pass through us. A real figure comes after we have been through your product data — a number quoted before that always changes later.

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