

How to set the minimum purchase quantity for products



I. Feature Introduction

Can be set **Physical products** or **Paid coupons** Minimum order quantity to control the minimum number of items a user can purchase each time.

II. Use Cases

If the unit price of the physical products sold by the merchant is low, the merchant can set the minimum order quantity to 5 items, thereby increasing sales volume and average order value.

III. Operation Path

Merchant side: [Physical products] Merchant PC management console → Products → Product management → Create/Edit products

[Paid coupons] Merchant PC management console → Marketing → Paid coupons → Create/Edit paid coupons

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Student side: WeChat H5 store → Product detail page → Click to purchase

IV. Usage Tutorial

Step 1: Configure the minimum order quantity for products *(Taking physical products as an example)*

1. Log in to the store management backend, click [Transactions] - [Product management] - [Physical products], and click [New product].
2. In the [Product information] section, check [Minimum order quantity setting] and set the quantity.

****Note:** When the minimum order quantity exceeds the product inventory, users cannot purchase the product. And when the minimum order quantity is greater than 1, associated products for sale cannot be ordered temporarily.

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Step 2: Purchase on the student side

On the product detail page of physical products/paid coupons, it displays the minimum number of products that users can purchase.

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