

Catalog and Site Overview

Your product collection, discount configurations, customer accounts, submitted orders, and all other commerce elements are organized underneath several levels of catalogs and sites.

Catalogs

Catalogs are where you associate products with a specific site and/or location. They are structured as any number of child catalogs within one master catalog that the child catalogs inherit products from. For more details about this, see the [Catalog Structure documentation](#).

You configure and manage the following elements at the catalog level:

- Associate products with catalogs
- Override product attribute values from the master catalog
- Discounts
- Product categories

For example, imagine that you have three different stores: one online store for clothing, one online store for sporting goods, and one physical store for both clothing and sporting goods. You have one master catalog that contains all the products for all three stores, and you have three separate catalogs underneath the master catalog – one for each store – that contain products specific to each store.

Sites

Sites are the actual shopper facing storefronts that shoppers use to order products. You can only associate one catalog to a site.

Your site may or may not be a Kibo eCommerce-hosted website where shoppers purchase products in a catalog online; however, your site may also represent a physical store location or online points of sale hosted by other channels, such as Amazon or eBay. If your site is an online point of sale hosted by another channel, it will still require a site record in Kibo eCommerce for order fulfillment to work.

You configure the following catalog settings and elements at the site level:

- Order fulfillment information
- Webpages and other content specific to your site
- Tax settings
- Payment gateways