

Smile

OPEN SOURCE SOLUTIONS

Smile ElasticSuite for Retailers for Magento 2

User Guide

Versions: ElasticSuite for Retailers 1.2.0
Date: June, 19th, 2017
Author: Vincent Pradoux

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I - INTRODUCTION

I.1 WHAT IS ELASTICSUITE FOR RETAILERS?

ElasticSuite For Retailer is an extension of the module Smile ElasticSuite. It's a set of modules for Magento that provides several enhancements to Magento:

- | A powerful and customizable **store locator**
- | Manage your **product catalog** by store
- | Personalize your navigation mode : **Drive** or **Retail**
- | High performances & scalability

This set of modules has been designed to help merchants take up one of the biggest challenges in e-commerce:

- Set up an omni-channel strategy

To meet the challenges, the module is based on two concepts:

- Retailers
- Offers

This set of modules has been created by Smile Lab and is released under the Open Software Licence version 3.0.

I.2 WHO WE ARE

Set up in 1991, Smile is the first European integrator specialized in open source solutions.

On top of our engineering expertise, Smile offers a vast range of services: consulting upstream and in support of the projects, the interactive agency both in creation and web design and in editorial, strategic and e-marketing advice, application maintenance, training, support & maintenance in operational condition, hosting and exploitation.

Magento recognized Smile as a core partner through the « Magento solutions partner » partnership badge.



Since 2014, Smilelab is the innovation and experimentation entity of Smile. Our multidisciplinary team brings together experts in technology, innovation, and new applications. Together we explore, invent, and test technologies of the future, to better serve our clients.

I.3 REQUIREMENTS

First, you need to have the module Smile ElasticSuite 2.3.3 or higher. Nevertheless, it's possible to integrate only the Store Locator without ElasticSuite.

Smile ElasticSuite for Retailers has been successfully deployed and tested on the following Magento versions:

- ! Magento EE 2.1.x or higher
- ! Magento CE 2.1.x or higher

As far as possible, you should install the module at the early beginning of your Magento project, at the same time you install Magento. This way, your development team won't spend additional time to handle ElasticSuite specificities.

I.4 TERMINOLOGY

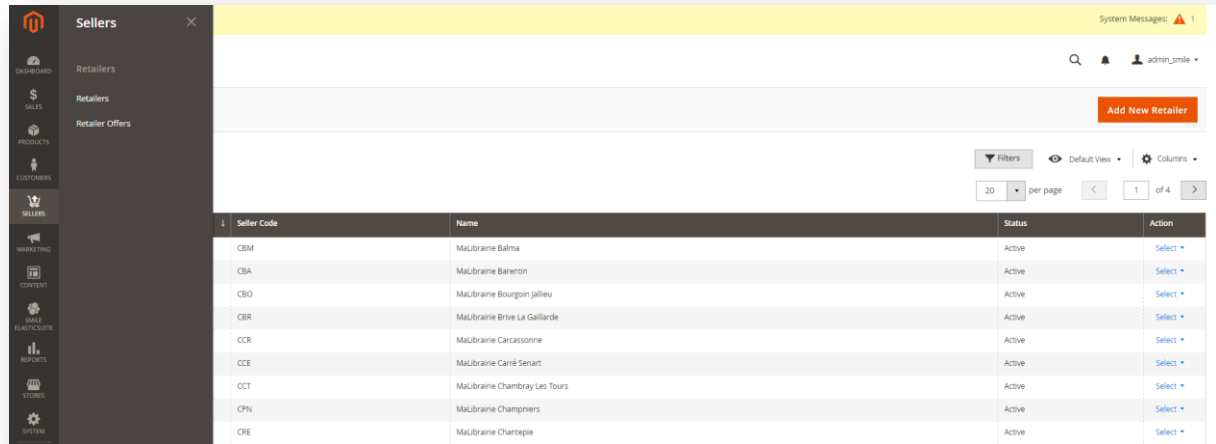
Product attribute	A product attribute is a field in the product form. Product attributes can be managed in the back-office in the menu Stores > Attributes > Product.
Filter	On most e-commerce website, when a list of products is displayed, several filters are displayed in the left columns to help the user to find a product: filter by price, brand, category...
Facet	Synonym for « Filter ».
Autocomplete	We call « Autocomplete » the suggestions displayed during typing in the search field.
POS	Points of sale

I.5 FOR MORE INFORMATION

Smile ElasticSuite official website	http://magento-elastic-suite.io
GitHub Smile ElasticSuite for Retailer for Magento 2	https://github.com/Smile-SA/elasticsuite-for-retailer
GitHub Smile ElasticSuite for Magento 2	https://github.com/Smile-SA/elasticsuite
GitHub Smile ElasticSuite for Magento 1	https://github.com/Smile-SA/smile-magento-elasticsearch
Demo store (Magento 2)	http://demo.magento-elastic-suite.io
Smile official website	http://www.smile.fr

II - SELLERS ADMINISTRATION

The sellers menu provides easy access to the retailer and offer administration.

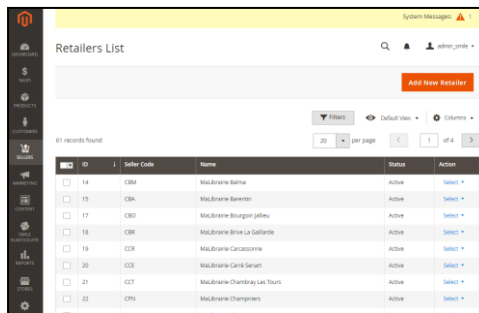


The screenshot displays the 'Sellers' administration page. On the left is a dark sidebar with a navigation menu including: Dashboard, Sales, Products, Customers, **Sellers** (highlighted), Marketing, Content, Data Analytics, Reports, and System. The main content area has a yellow header bar with 'System Messages' and a user profile 'admin_smile'. Below the header, there's a search bar, a bell icon, and an 'Add New Retailer' button. A table lists retailers with columns for Seller Code, Name, Status, and Action. The table shows 9 entries, all with 'Active' status. Pagination indicates 20 items per page, showing 1 of 4 pages.

Seller Code	Name	Status	Action
CBM	MaLibrairie Balma	Active	Select
CBA	MaLibrairie Barenton	Active	Select
CBO	MaLibrairie Bougon Jallieu	Active	Select
CBR	MaLibrairie Brive La Gaillarde	Active	Select
CCR	MaLibrairie Carcassonne	Active	Select
CCE	MaLibrairie Caré Senart	Active	Select
CCT	MaLibrairie Chambray Les Tours	Active	Select
CPN	MaLibrairie Champniers	Active	Select
CRE	MaLibrairie Charnepie	Active	Select

Seller Menu

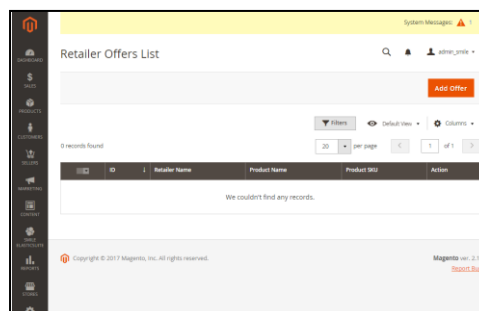
Menu Options



ID	Seller Code	Name	Status	Action
14	CBM	Madbraine Estima	Active	Select
15	CBM	Madbraine Eternis	Active	Select
17	CBM	Madbraine Bourgen Jellou	Active	Select
18	CBM	Madbraine Brine La Galleide	Active	Select
19	CDR	Madbraine Carassonne	Active	Select
20	CDR	Madbraine Carri Sanant	Active	Select
21	CDT	Madbraine Chantay Les Thous	Active	Select
22	CPN	Madbraine Champniers	Active	Select

Retailers

Create a new retailer and manage its information



ID	Retailer Name	Product Name	Product SKU	Action
We couldn't find any records.				

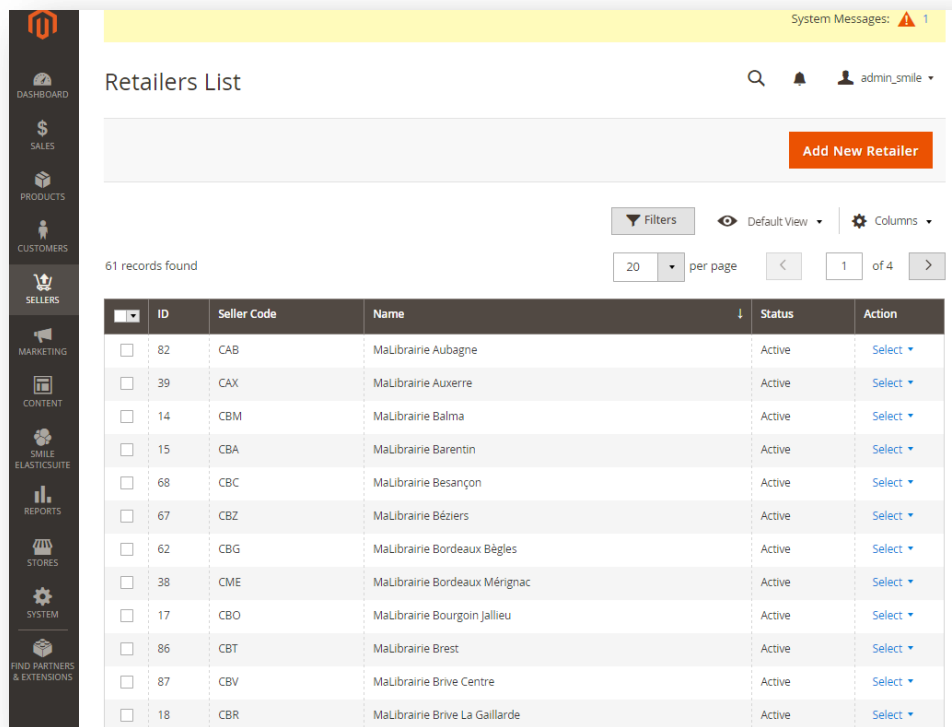
Retailer offers

Create product offers and manage their options

II.1 RETAILERS ADMINISTRATION

The Inventory grid lists all retailers in the store locator. Use the standard controls to sort and filter the list, find products, and apply actions to the selected retailers. From the grid, you can create new retailers and edit existing ones.

Access: **Seller > Retailers**



System Messages: 1

Retailers List

[Add New Retailer](#)

Filters | Default View | Columns

61 records found | 20 per page | 1 of 4

	ID	Seller Code	Name	Status	Action
<input type="checkbox"/>	82	CAB	MaLibrairie Aubagne	Active	Select
<input type="checkbox"/>	39	CAX	MaLibrairie Auxerre	Active	Select
<input type="checkbox"/>	14	CBM	MaLibrairie Balma	Active	Select
<input type="checkbox"/>	15	CBA	MaLibrairie Barentin	Active	Select
<input type="checkbox"/>	68	CBC	MaLibrairie Besançon	Active	Select
<input type="checkbox"/>	67	CBZ	MaLibrairie Béziers	Active	Select
<input type="checkbox"/>	62	CBG	MaLibrairie Bordeaux Bègles	Active	Select
<input type="checkbox"/>	38	CME	MaLibrairie Bordeaux Mérignac	Active	Select
<input type="checkbox"/>	17	CBO	MaLibrairie Bourgoin Jallieu	Active	Select
<input type="checkbox"/>	86	CBT	MaLibrairie Brest	Active	Select
<input type="checkbox"/>	87	CBV	MaLibrairie Brive Centre	Active	Select
<input type="checkbox"/>	18	CBR	MaLibrairie Brive La Gaillarde	Active	Select

Retailers grid

II.1.a Updating a retailer

You can edit a previously created retailer and add or remove some elements.

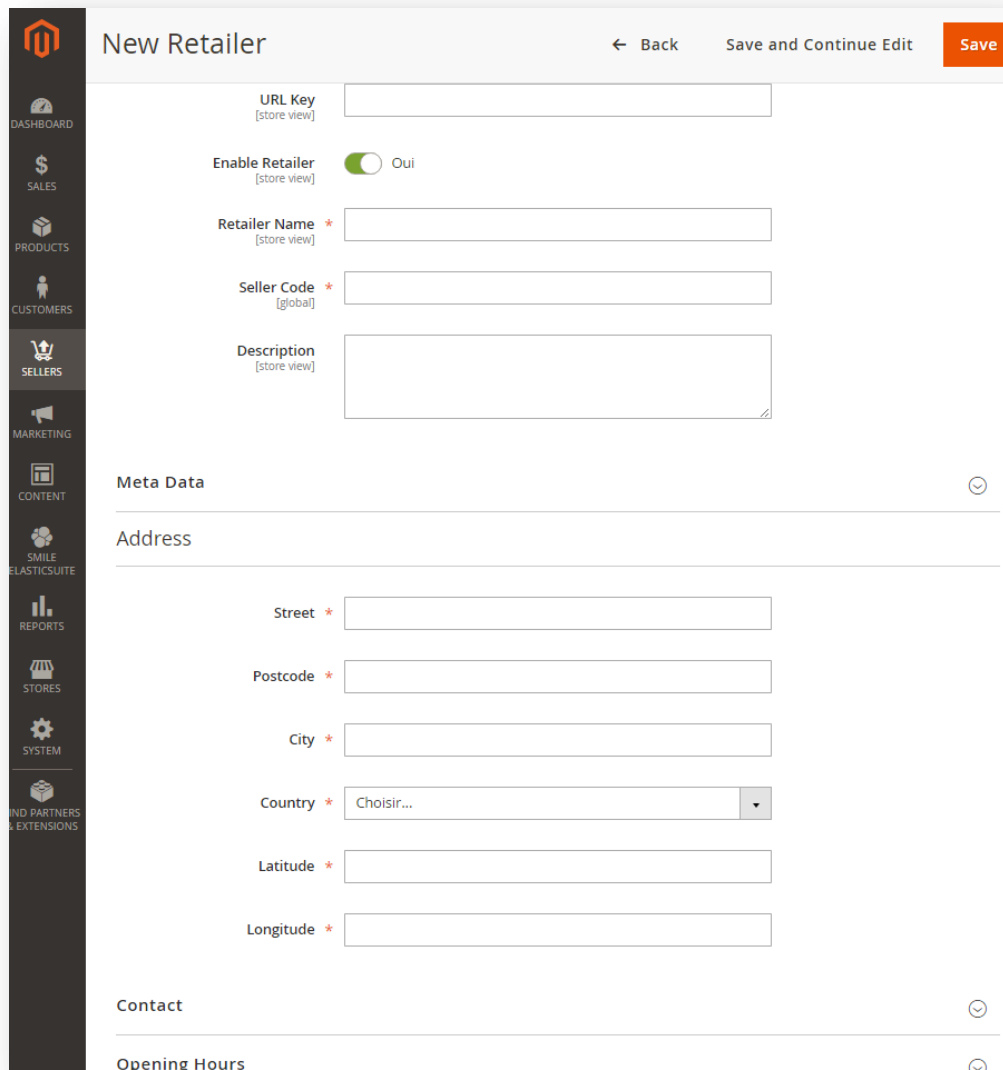
II.1.b Removing a retailer

You can remove a previously created retailer from the grid or by clicking the Delete Retailer button on the Retailer edit page.

II.1.c Create retailer

Here, you can edit and manage your stores.

Access: **Seller > Retailer > Add new retailer**



New Retailer [← Back](#) [Save and Continue Edit](#) [Save](#)

URL Key [store view]

Enable Retailer [store view] ☒ Oui

Retailer Name * [store view]

Seller Code * [global]

Description [store view]

Meta Data [⌵](#)

Address

Street *

Postcode *

City *

Country * Choisir...

Latitude *

Longitude *

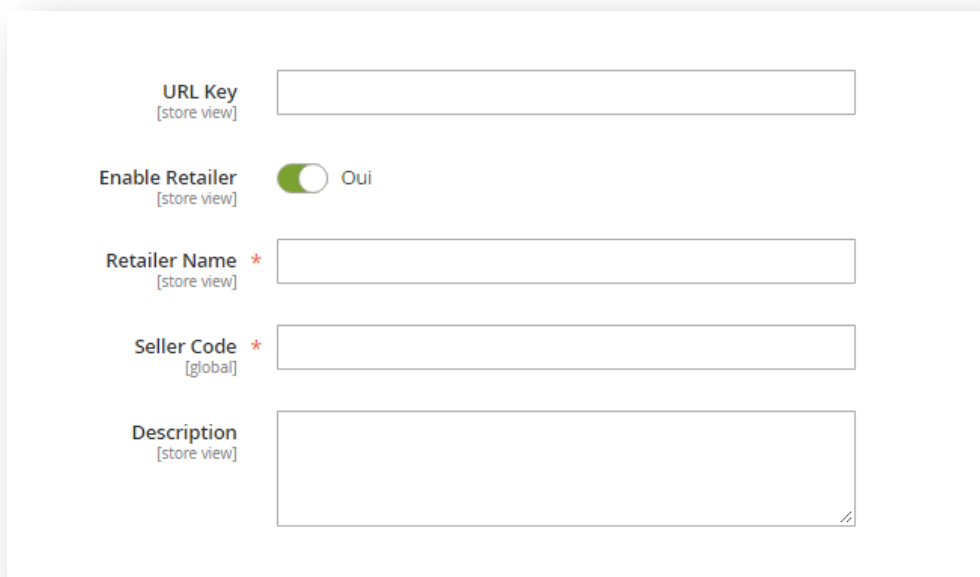
Contact [⌵](#)

Opening Hours [⌵](#)

New retailer Workspace

Step 1 – Complete the basics field

The first fieldset shown in this screen allows you to configure Retailer's basic data.



The screenshot shows a form titled 'Basic attribute set' with the following fields:

- URL Key** [store view]: A text input field.
- Enable Retailer** [store view]: A toggle switch currently set to 'Oui' (Yes).
- Retailer Name** *: A text input field, marked as required.
- Seller Code** *: A text input field, marked as required.
- Description** [store view]: A large text area for entering descriptive text.

Basic attribute set

Attribute	Required	Description
URL Key	No	You can enter an URL Key for the retailer, or let the system automatically create one that is based on the « Retailer name ». The URL Key defines the URL of the retailer details page.
Enable Retailer	Yes	To enable the retailer, set "Yes"
Retailer name	Yes	The name of this retailer
Seller code	Yes	A technical identifier for the retailer. Never displayed in Front-Office, may be used for internal purposes. This field should be unique among all retailers
Description	No	In the Description box, enter a paragraph or two of descriptive text for the retailer details page

Step 2 – Complete the meta data

The second attribute set contains SEO based attributes, to enhance your retailer's pages in Front-Office.

Meta Data

Page Title
[store view]

Meta Keywords
[store view]

Meta Description
[store view]

Meta data attribute set

Attribute	Required	Description
Page title	No	The meta title which will be displayed on the retailer page in Front-Office and on the search results of a browser. Fallbacks to the retailer Name if not defined.
Meta Keywords	No	Meta keywords to display in Retailer frontend page
Meta desription	No	The meta description which will be displayed on search results of a browser. Fallbacks to the retailer description if not defined.



Recommended values

Examples of values that provided friendly SEO contents.

Page title: The number of characters should be between 66 and 69 (google).

Meta description : The number of characters should be between 156 and 158 (google).

Step 3 – Complete the address

This attribute set allows you to set the address of the retailer

Address

Street *

Rue Joseph Jacquard

Postcode *

14120

City *

MONDEVILLE

Country *

France

▼

Latitude *

49.1614

Longitude *

-0.299866

Address attribute set

Attribute	Required	Description
Street	Yes	The street of the retailer
Postcode	Yes	The postcode of the retailer
City	Yes	The city of the retailer
Country	Yes	The country of the retailer
Latitude	Yes	The latitude of the retailer
Longitude	Yes	The longitude of the retailer

Step 4 – Complete the contact information

This attribute set allows you to set the contact information of the Retailer

Contact

Contact Phone number
[store view]

Contact Fax number
[store view]

Contact Mail
[store view]

@email:

Show contact form
[store view]

☐ Non

Contact information attribute set

Attribute	Required	Description
Contact phone number	No	The phone number of the retailer
Contact fax number	No	The fax number of the retailer
Contact mail	No	The email of the retailer
Show contact form	Yes	To enable the contact form, set "Yes"



Contact form

The contact form allows you to send an email to the retailer directly from the website. The customer must complete the following fields:

- Name (required)
- Email (required)
- Phone number
- Message (required)

Step 5 – Complete the opening hours

This attribute set allows you to set the opening hours of the retailer

Opening Hours ✎

Sunday

"00:00" "03:00" "06:00" "09:00" "12:00" "15:00" "18:00" "21:00" "00:00"

Monday 09:00 - 12:30, 14:00 - 18:00

"00:00" "03:00" "06:00" "09:00" "12:00" "15:00" "18:00" "21:00" "00:00"

Tuesday 09:00 - 12:30, 14:00 - 18:00

"00:00" "03:00" "06:00" "09:00" "12:00" "15:00" "18:00" "21:00" "00:00"

Wednesday 09:00 - 12:30, 14:00 - 18:00

"00:00" "03:00" "06:00" "09:00" "12:00" "15:00" "18:00" "21:00" "00:00"

Thursday 09:00 - 12:30, 14:00 - 18:00

"00:00" "03:00" "06:00" "09:00" "12:00" "15:00" "18:00" "21:00" "00:00"

Friday 09:00 - 12:30, 14:00 - 18:00

"00:00" "03:00" "06:00" "09:00" "12:00" "15:00" "18:00" "21:00" "00:00"

Saturday 09:00 - 12:30, 14:00 - 18:00

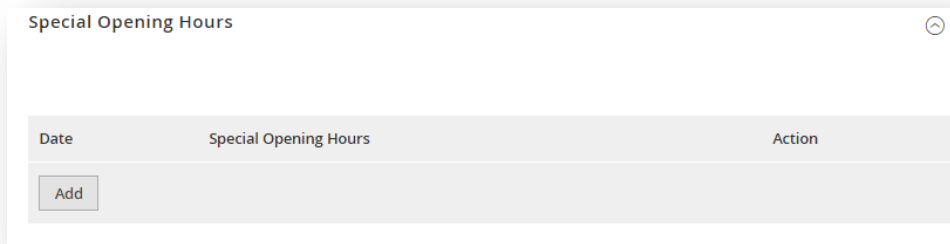
"00:00" "03:00" "06:00" "09:00" "12:00" "15:00" "18:00" "21:00" "00:00"

Opening hours attribute set

For every day of the week, you are able to set none or several opening periods. The intervals are divided by 15 minutes. If you want to indicate that the retailer is closed on Sunday, you just have to let this day empty.

Step 6 – Complete the special opening hours

This attribute set allows you to set the opening hours of the retailer



The screenshot shows a web interface for managing 'Special Opening Hours'. At the top, there is a header bar with the title 'Special Opening Hours' on the left and a circular icon with a downward arrow on the right. Below the header is a table with three columns: 'Date', 'Special Opening Hours', and 'Action'. The 'Date' column contains an 'Add' button. The 'Special Opening Hours' column is currently empty. The 'Action' column is also empty.

Date	Special Opening Hours	Action
<input type="button" value="Add"/>		

Special opening hours attribute set

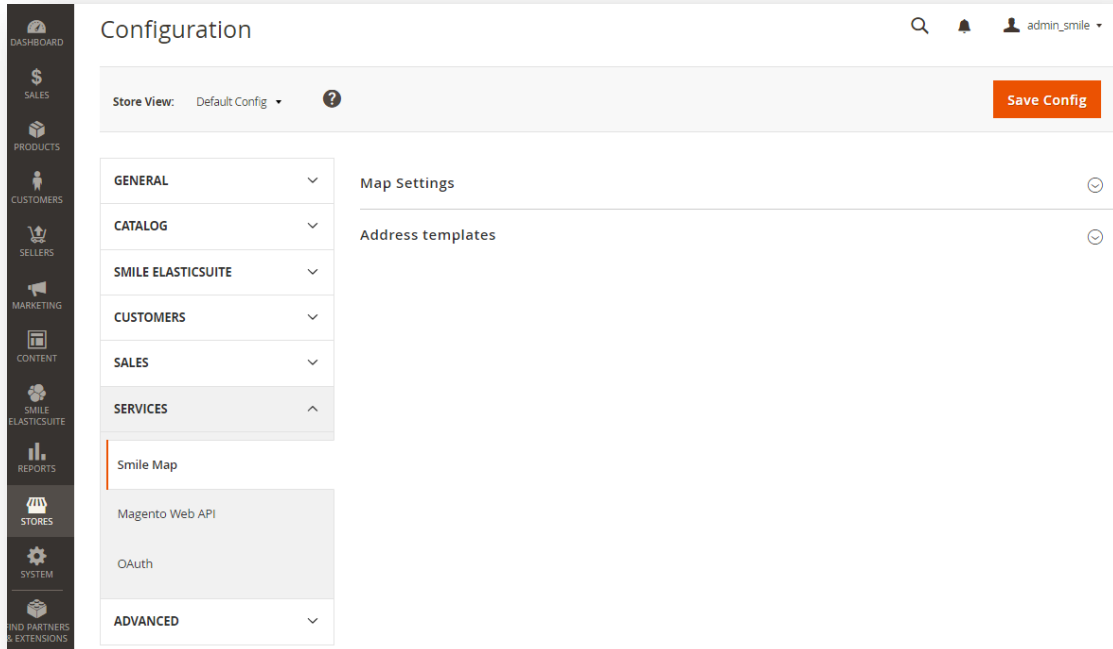
With this attribute set, you are allowed to add Special Opening hours:

- Setting a day which is usually Open as Closed for a specific date (special closure).
- Setting a day which is usually Closed as Open for a specific date (special opening).

If you want to remove a special opening hours, just click on the recycle bin in front of it.

11.2 STORE LOCATOR CONFIGURATION

Store Locator Map configuration is editable via the Magento's store configuration. It can be accessed under the **Stores > Configuration > Services > Smile Map**



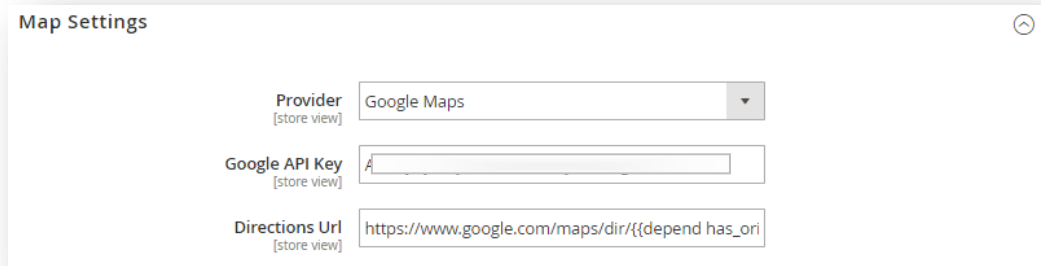
Store locator configuration

II.2.a Map configuration

Smile Map

Step 1 – Map setting configuration

This attribute set allows you to set the map settings.



The screenshot shows a 'Map Settings' dialog box with three fields:

- Provider** [store view]: A dropdown menu with 'Google Maps' selected.
- Google API Key** [store view]: A text input field containing the letter 'A'.
- Directions Url** [store view]: A text input field containing the URL 'https://www.google.com/maps/dir/{{depend has_ori'.

Map settings - attribute set

Attribute	Required	Description
Provider	No	You can choose between OpenStreetMaps and Google Maps as Map providers. Using Google Maps require to have a Google API Key with following features enabled : Geolocation, Google Maps API
Google API Key	No	If you choose Google as a provider, you can set your Google API Key here
Directions URL	No	The link to the Directions url of the provider. Will be used to render the Directions link for providers.

Step 2 – Address templates configuration

This panel allows you to customize how retailer's addresses are rendered in several different locations.

This works in the same way as on Magento. Additional information can be found in the official Magento documentation: [Magento does render Customer's address](#)

Address templates

Text [store view]	<pre>{{if street1}}{{var street1}} {{/if}} {{depend street2}}{{var street2}} {{/depend}} {{depend street3}}{{var street3}} {{/depend}}</pre>	<input checked="" type="checkbox"/> Use system value
Text One Line [store view]	<pre>{{var street}}, {{var city}}, {{var region}} {{var postcode}}, {{var country}}</pre>	<input checked="" type="checkbox"/> Use system value
HTML [store view]	<pre>{{if street1}}{{var street1}}
 {{/if}} {{depend street2}}{{var street2}}
{{/depend}} {{depend street3}}{{var street3}}
{{/depend}}</pre>	<input checked="" type="checkbox"/> Use system value
PDF [store view]	<pre>{{if street1}}{{var street1}} {{/if}} {{depend street2}}{{var street2}} {{/depend}} {{depend street3}}{{var street3}} {{/depend}}</pre>	<input checked="" type="checkbox"/> Use system value

Address templates configuration

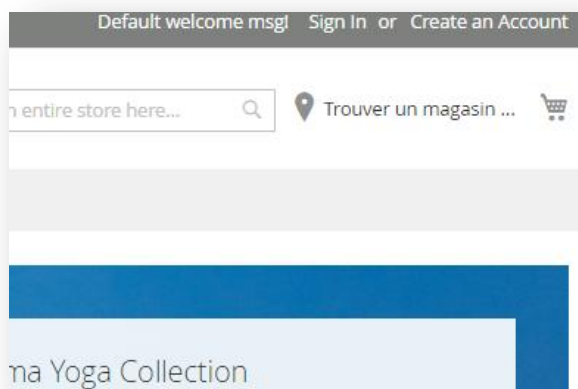
II.3 FRONT-OFFICE DISPLAY

II.3.a Header

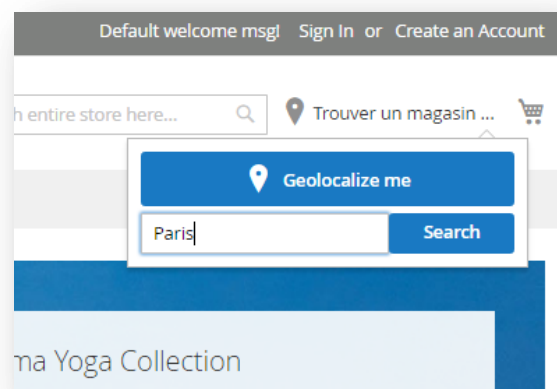
The customer has the access to the module via the header. By clicking on “find a retailer”, they can do a rleret search in two ways:

- By geolocation
- By manual entry (City, postalcode, district,...)

When the customer click on “search”, the customer is redirected towards the retailer search page.



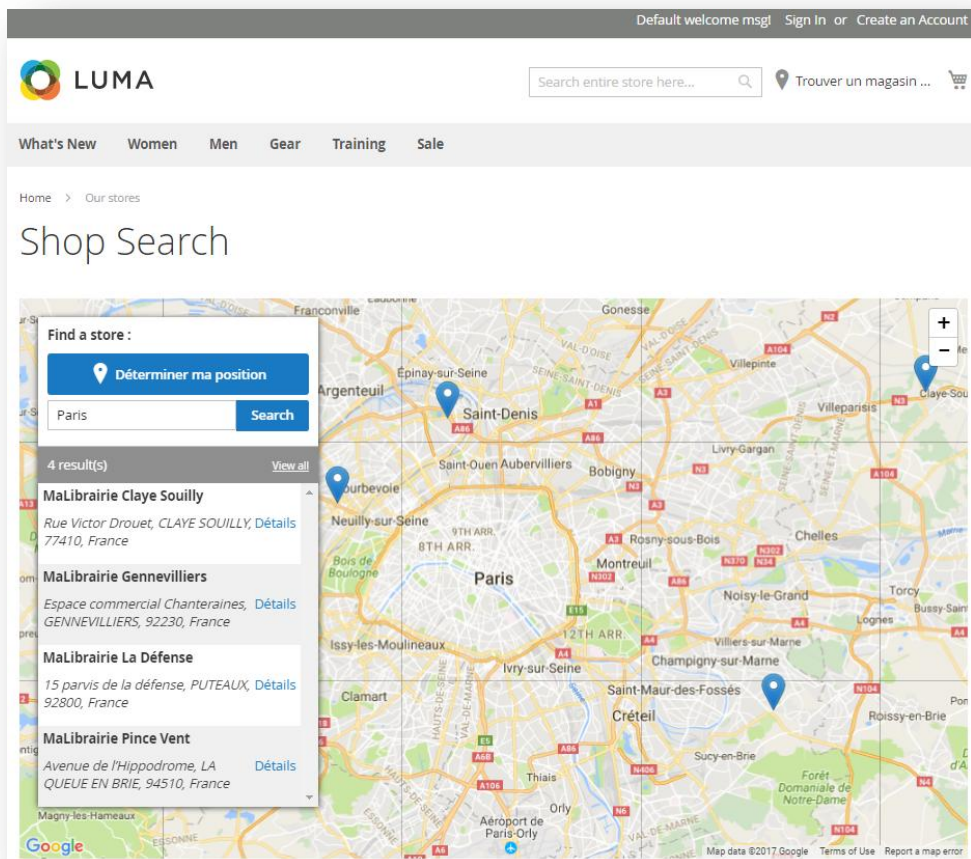
Header



Header with search retailer window

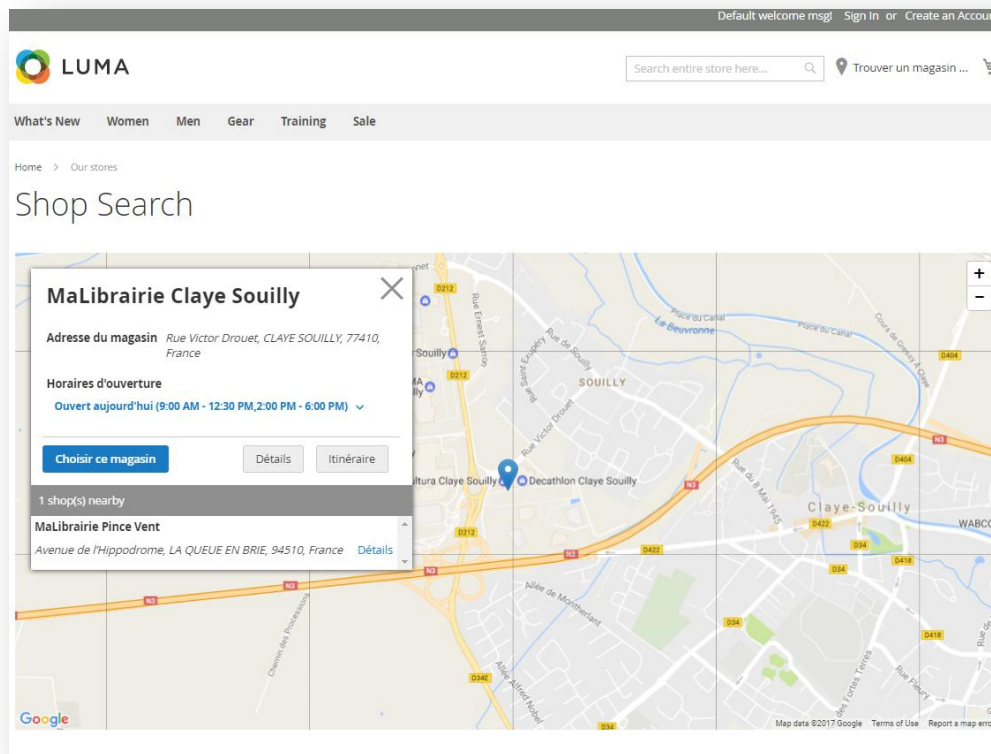
11.3.b Retailer search page

- 1- The map displays the stores closest to the customer's search. The results menu is dynamic. It reacts according to the zoom on the map, it refers the POS visible on the map. If there are 2 POS visible then there will be 2 results.
- 2- It's possible to make a **new manual search** from this page or to use geolocation.
- 3- By clicking on “**View all**” on the results block, the view widens to see all the shops.



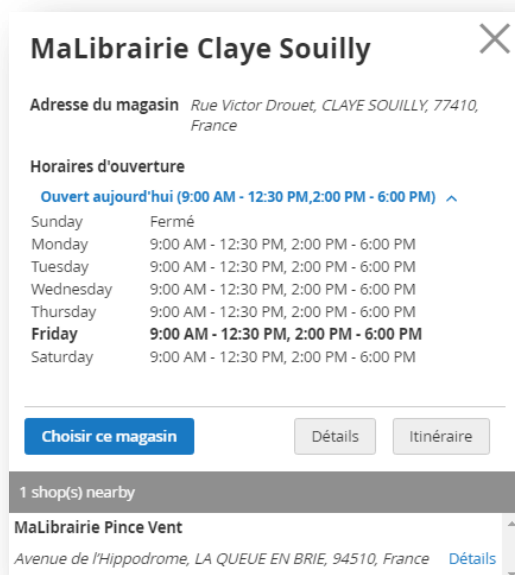
Shop search page

4- By clicking on “**Detail**” on the results bloc, the view is centered on the shop. The results block is replaced by a pop-in with information from the selected shop.



Store's information pop-in

Retailer pop-in

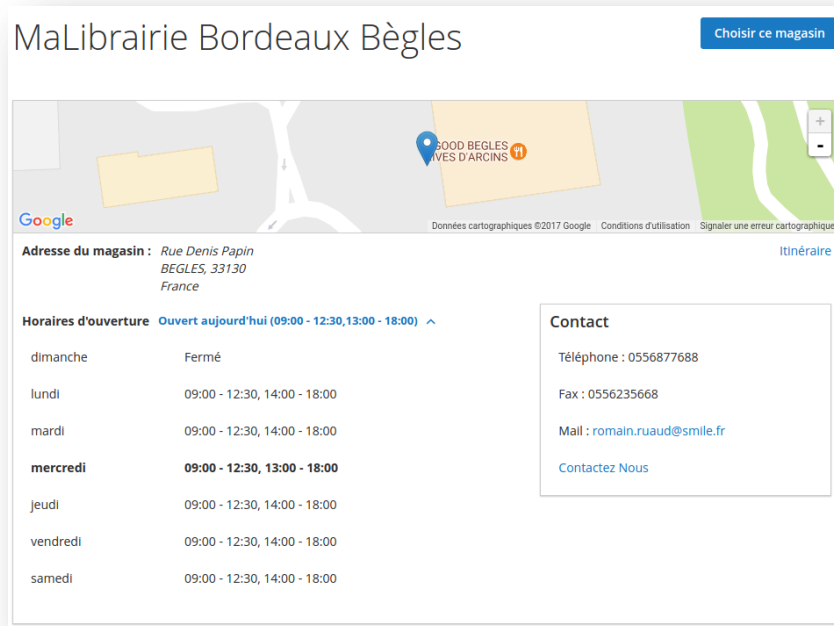


4- By clicking on “**Detail**” on the results bloc, the view is centered on the shop. The results block is replaced by a pop-in with information from the selected shop.

From this pop-in, several actions are available:

- Show opening hours by clicking on the **arrow**
- Show the opening state of the shop : (open today, imminent closure,...)
- Select the store as repository by clicking on “**choose this shop**”. This allows you to associate the store with the browsing session. (more information in this part)
- Reach the store page by clicking on “**details**”
- Create a route by clicking on “**route**”. The customer is redirected to a new google map page (if you use google API) with the pre-filled arrival point (shop)
- View shops nearby

II.3.c Retailer page



Store page

All stores have a dedicated page. The retailers page consists of the following information:

- A small map
- The retailer address
- The Opening and closing hours
- A contact block with the following information:
 - Phone number
 - Fax number
 - Mail
 - Link to “contact us” opens the contact form in a pop-in. (more information about the contact form in the Part x)

It's always possible to add the current retailer as a repository.

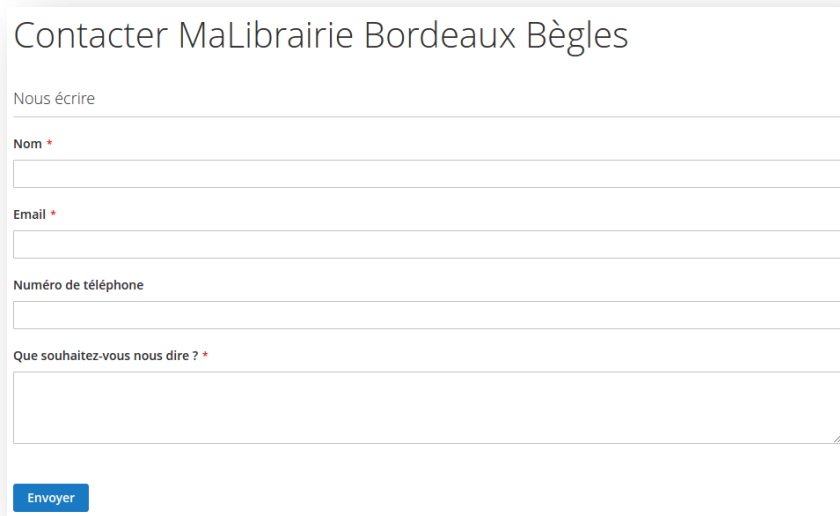


Contact form

The link “**contact us**” is displayed only if the attribute “Show contact form” is enable.

II.3.d Contact form

If the retailer is configured to display the contact form, the customer can access to this form via the “contact us” link on the retailer page.



The image shows a contact form titled "Contacter MaLibrairie Bordeaux Bègles". The form is white with a light gray border and a subtle shadow. It contains the following elements: a header with the title, a sub-header "Nous écrire", a "Nom" field with a red asterisk, an "Email" field with a red asterisk, a "Numéro de téléphone" field, and a "Que souhaitez-vous nous dire ?" field with a red asterisk. At the bottom left is a blue "Envoyer" button.

Contacter MaLibrairie Bordeaux Bègles

Nous écrire

Nom *

Email *

Numéro de téléphone

Que souhaitez-vous nous dire ? *

Envoyer

Retailer contact form

The contact form allows you to send an email to the retailer directly from the website. The customer must complete the following fields:

- Name (required)
- Email (required)
- Phone number
- Message (required)

III - RETAILER OFFERS CONFIGURATION

III.1 INTRODUCTION

Elastic Suite for Retailers allows you to create product offers by point of sale. An offer consists of the following:

- A product
- A retailer (store)
- A selling price (discount)
- A catalogue price
- Availability

The creation of the offers can be done in the back-office.



Automatic offers creation

The implementation of a catalog flow for the management of offers is possible. The module has been designed in this sense.

III.2 CONTEXTUAL NAVIGATION

The “Smile elastic suite for retailer” module allows the user to choose a retailer. The retailer selection allows you to have two different catalog navigation modes depending on the configuration chosen in the back office. You have the choice between “**Drive**” mode and “**Retail**” mode

III.2.a Drive mode

The “**drive**” mode allows access to the user only to the product catalog of the selected retailer. Nevertheless, It's possible to have access to all retailer offers by setting the attribute “Display offers on product page” to yes.



Drive mode

This operation makes it possible to implement navigation logic by “**assortment retailer**” where the user's navigation begins with the choice of his retailer.

III.2.b Retail mode

The “**retail**” mode allows to navigate in the web catalog and to have access to the retailer offers.

III.3 CONFIGURATION

In this section you will find how to manage the product offers and how to configure their options.

The Inventory grid lists all offers by retailers. Use the standard controls to sort and filter the list, find products, and apply actions to selected offer. From the grid, you can create new offer and edit existing ones.

Access : **Sellers > Retailer offers**

Retailer Offers List

1 records found

<input type="checkbox"/>	ID	Retailer Name	Product Name	Product SKU	Action
<input type="checkbox"/>	1	MaLibrairie Carré Senart	Savvy Shoulder Tote	24-WB05	Select

Retailer offers grid

III.3.a Updating a retailer

You can edit a previously created offer and add or remove some elements.

III.3.b Removing a retailer

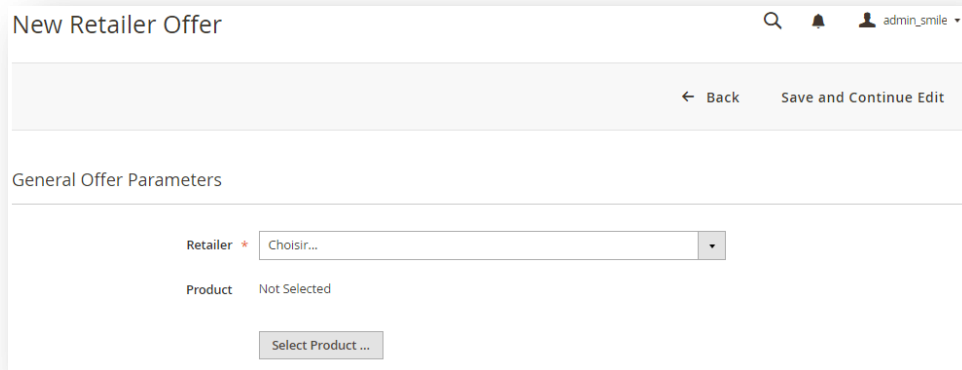
You can remove a previously created offer from the grid or by clicking the Delete button on the "action" edit grid.

III.4 CREATE AN OFFER

Access: **Seller** > **Retailers** > **add offer**

Step 1 – Complete offer parameters

First thing you will be prompted on when creating an offer is choosing a retailer and a product.



General offer parameters attribute set

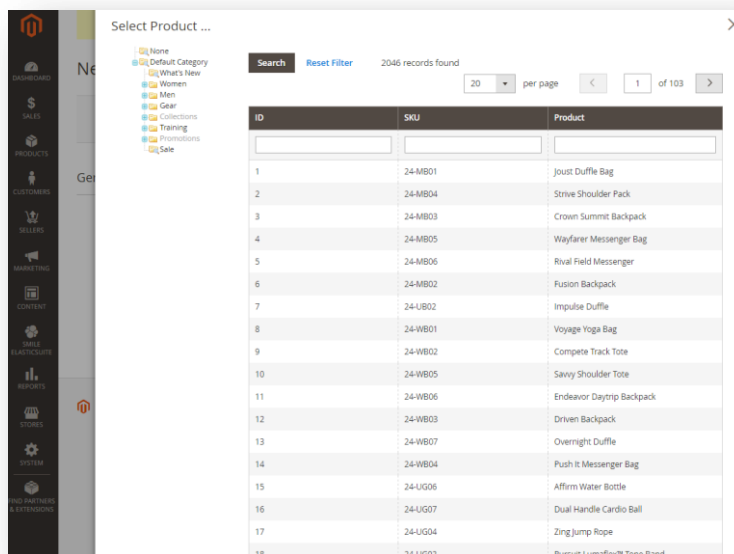
Attribute	Required	Description
Retailer	Yes	Selection of the retailer
Product	Yes	Selection of the product offer



Warning

Beware, the Retailer and the Product of the offer cannot be changed once the offer is created.

Step 2 – Product selection



Product menu

When you click on “product”, a window appears by left and you can select the product for which you want to create an offer.

Click on “save and continue” to go to the next step.

Step 3 – Complete offer condition

You have to complete the following fields for create new offer.

The screenshot shows the 'Edit Offer 2' form. At the top, there are navigation buttons: 'Back', 'Delete', 'Save and Continue Edit', and a red 'Save' button. Below this is a green success message: 'You saved the offer 2.' The main section is titled 'Offer Summary' and contains a sub-section 'Offer Conditions'. Under 'Offer Conditions', there is a toggle for 'Offer is available' set to 'Non'. Below the toggle are two input fields: 'Price' and 'Special Price'.

Offer conditions attribute set

Attribute	Required	Description
Offer is available	Yes	If the product is available for the selected Retailer.
Price	No	The product price for this Retailer (leave empty to let the product price unchanged)
Special price	No	The product special price for this Retailer (leave empty to let the product special price unchanged)


You can display an offer summary, by clicking on the tab or on the arrow.

Edit Offer 2
admin_smile

Back
Delete
Save and Continue Edit
Save

✓ You saved the offer 2.

Offer Summary

Product :

Crown Summit Backpack
SKU : 24-MB03
€38.00
Availability : In stock
Status : Enabled

Retailer :
MaLibrairie Carcassonne
Code : CCR
Status : Active

Offer Conditions

Offer is available ☐ Non

Price

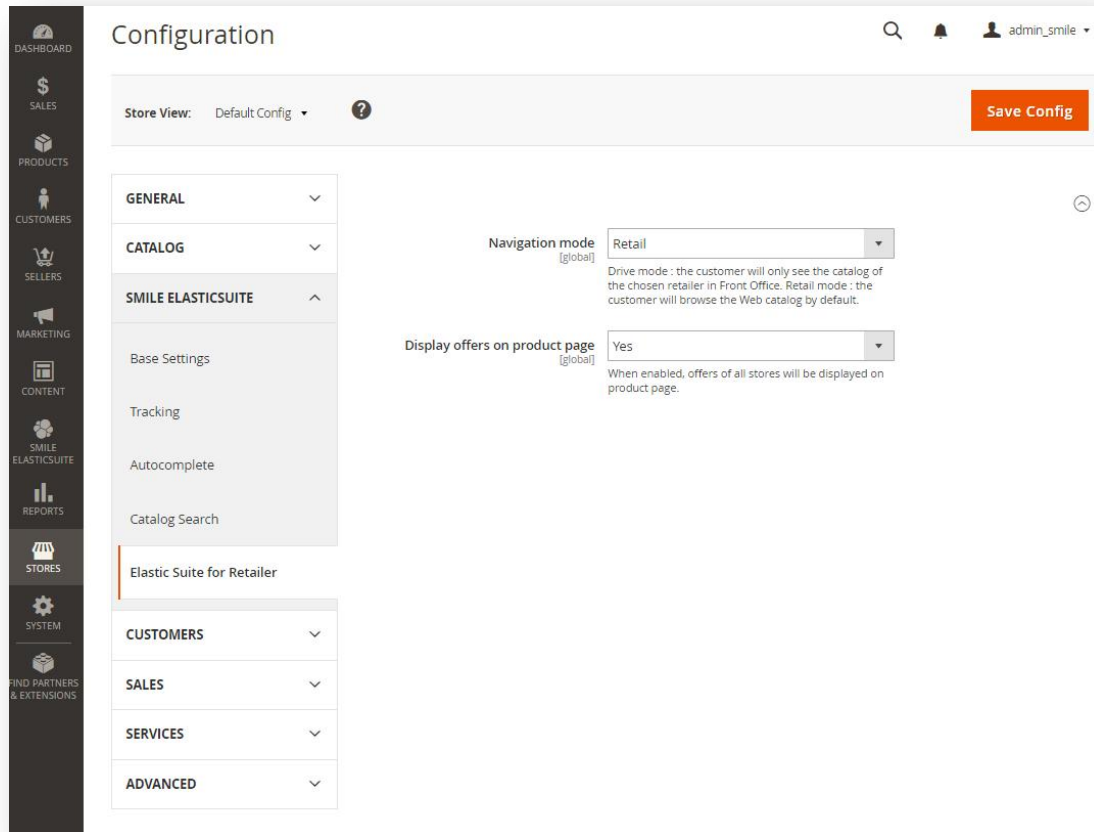
Special Price

Offer summary

III.4.a Offers configuration

Navigation through offers can be configured Magento's store configuration.

It can be accessed under the **Stores > Configuration > Smile ElasticSuite > Elastic Suite for Retailer**



ElasticSuite for Retailer configuration

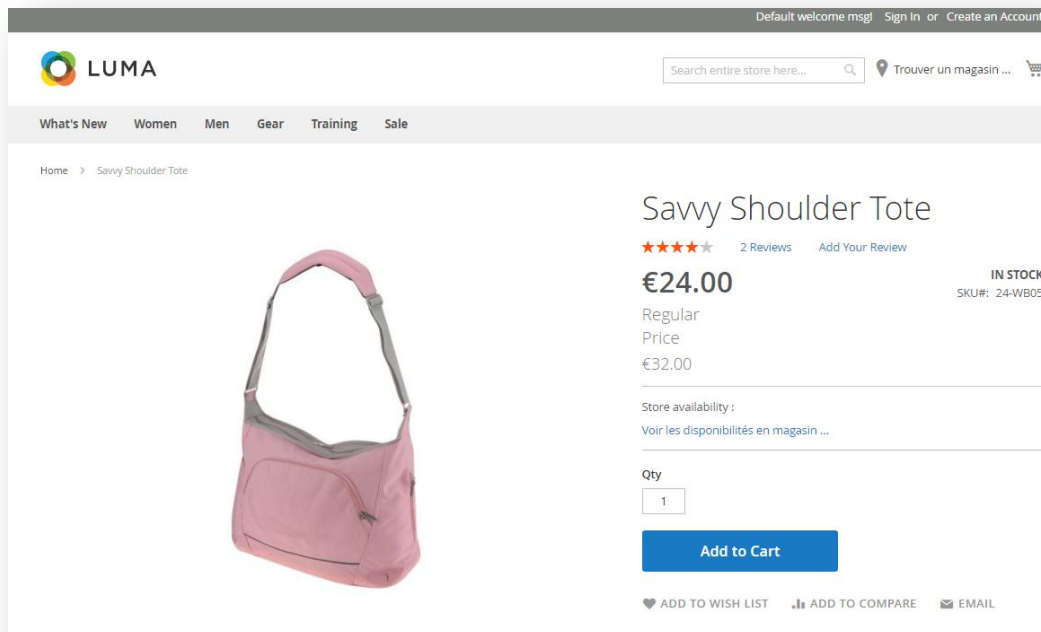
Attribute	Default value	Description
Navigation mode	Retail	Retail or Drive mode. On Retail mode, the custom will see prices and availability of the standard Catalog. On Drive mode, he will see availability and prices of his selected store.
Display offers on product page	Yes	When enabled, offers of all retailers will be displayed on product page.

Drive mode : the customer will only see the catalog of the chosen retailer in Front Office.

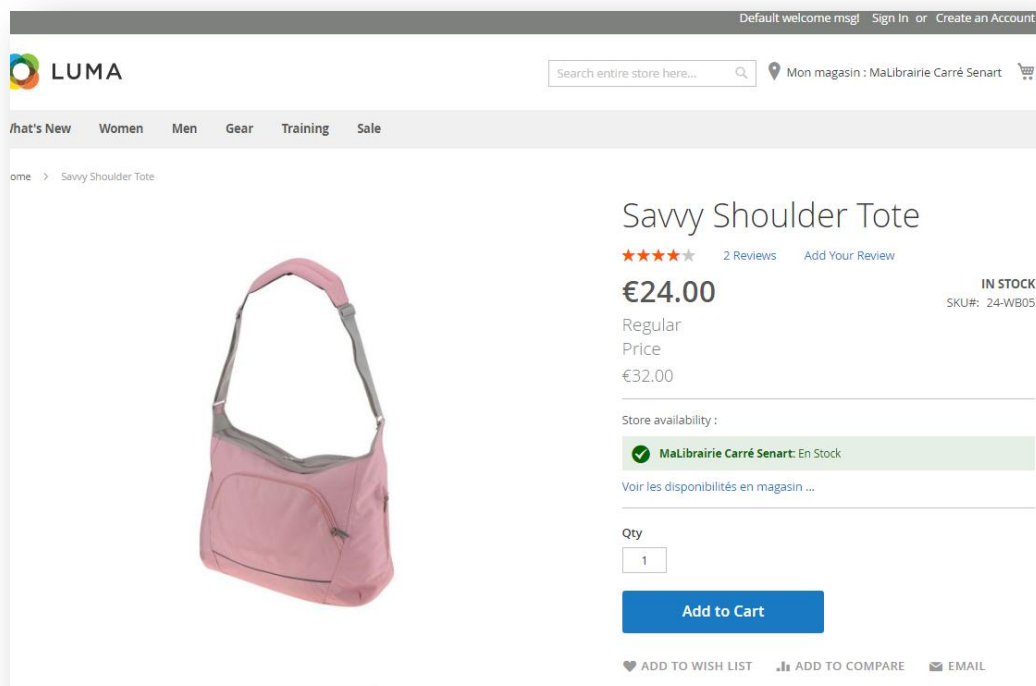
Retail mode : the customer will browse the Web catalog by default.

III.1 FRONT-OFFICE DISPLAY

Depending on the configuration of the “mode” (retail or drive), the product page will have a new functionality “Retailer availability” and the price will be relevant with the retailer offer.



Retail mode with no selected retailer



Retail mode with selected retailer

When the user clicks on “see retailer availability”, a pop-in displays with the following information:

- Shop search bar
- Shop list with their address
- Stock “in stock” or “out of stock”
- CTA “choose this retailer”

Find a store :

City, Zipcode, Department, ...

MaLibrairie Balma 5 Rue de la Tuilerie, BALMA, 31130, France	✖ Épuisé	<input type="button" value="Choisir ce magasin"/>
MaLibrairie Barentin Centre Commercial Mesnil Roux, BARENTIN, 76360, France	✖ Épuisé	<input type="button" value="Choisir ce magasin"/>
MaLibrairie Bourgoin Jallieu ZAC La MALADIERE, BOURGOIN JALLIEU, 38300, France	✖ Épuisé	<input type="button" value="Choisir ce magasin"/>
MaLibrairie Brive La Gaillarde ZAC du Mazaud, BRIVE LA GAILLARDE, 19100, France	✖ Épuisé	<input type="button" value="Choisir ce magasin"/>
MaLibrairie Carcassonne 165 A rue Juliette Costeplane, CARCASSONNE, 11000, France	✖ Épuisé	<input type="button" value="Choisir ce magasin"/>
MaLibrairie Carré Senart ZAC du carré, LIEUSAIN, 77127, France	✔ En Stock	<input type="button" value="Choisir ce magasin"/>
MaLibrairie Chambray Les Tours 3 rue Alexandra David Néel, CHAMBRAY LES TOURS, 37170, France	✖ Épuisé	<input type="button" value="Choisir ce magasin"/>
MaLibrairie Champniers ZAC Les Montagnes, CHAMPNIERS, 16429, France	✖ Épuisé	<input type="button" value="Choisir ce magasin"/>

Qty