

ZUSA – Complete Brand, Website & Order Handling Guide

1. ZUSA Full Form & Meaning

ZUSA = Zenith of Unique Skincare Artistry

Zenith means the highest point. ZUSA represents premium, trustworthy and refined skincare.

2. ZUSA Brand Story (Homepage)

ZUSA was created with the belief that skincare should not only care for skin but also build confidence. Our products support brighter, clearer and healthier-looking skin using modern skincare science, crafted especially for Indian skin needs. ZUSA blends luxury, safety and daily effectiveness.

3. Website Structure (Opening to Footer)

- Hero section with logo, tagline, Shop Now & WhatsApp buttons
- Trust badges – dermatologically tested, safe, Indian skin friendly
- Star products (3–4 items only)
- Why ZUSA – short brand intro
- Ingredients & science benefits
- Morning & night glow routine
- Call to action – Shop / WhatsApp / Instagram
- Footer – contact details & brand info

4. QR Code Use

QR code should open the ZUSA website or glow routine page. Recommended line under QR: **Scan for your personalized glow routine.**

5. Customer Trust Rules (No Fake Feel)

- Clean professional website & real photos
- COD + prepaid payment options
- Instant WhatsApp order confirmation
- Clear delivery timelines
- Courier tracking shared
- Active WhatsApp support

6. Where Orders Will Come

All orders come to the Shoprocket dashboard with WhatsApp and email alerts.

7. Order Handling Steps

- Check dashboard twice daily
- Confirm COD or prepaid order
- Send WhatsApp confirmation
- Pack neatly with invoice & thank-you card
- Book shipment via Shoprocket
- Share tracking link
- Mark order as shipped

8. Packing Standards

- Clean box or courier bag
- ZUSA sticker or tape
- Invoice inside
- Thank-you card included

9. Payment & Brand Control

All payments are settled directly to the brand owner's bank account. Handler only processes orders. Brand control always remains with the owner.

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