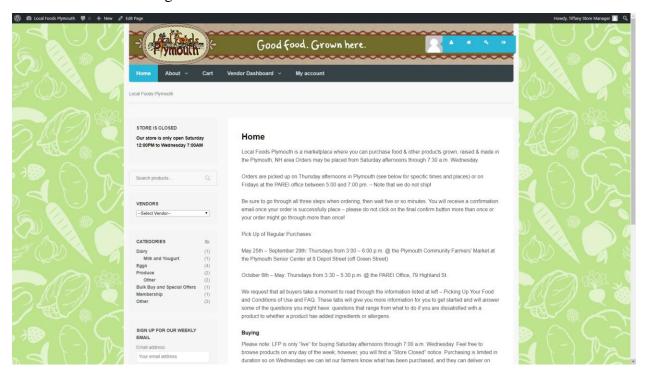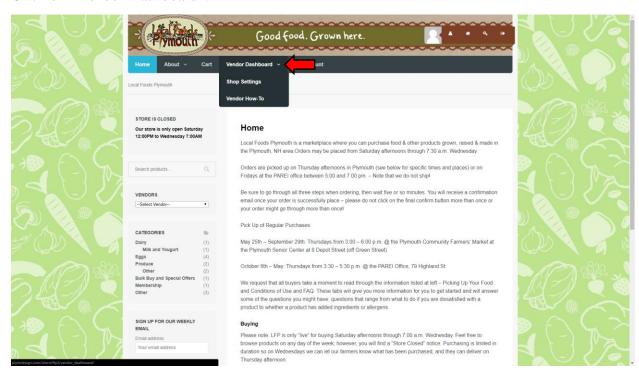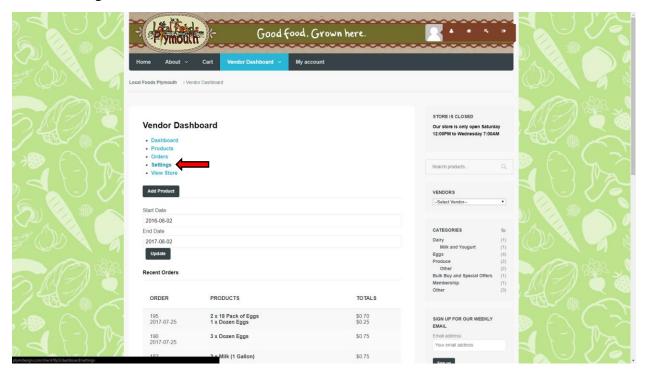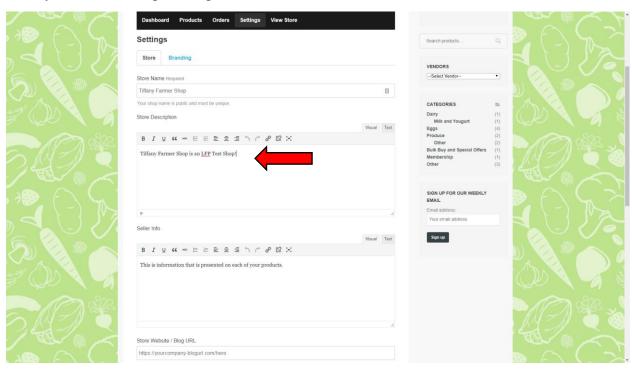From the LFP Home Page:

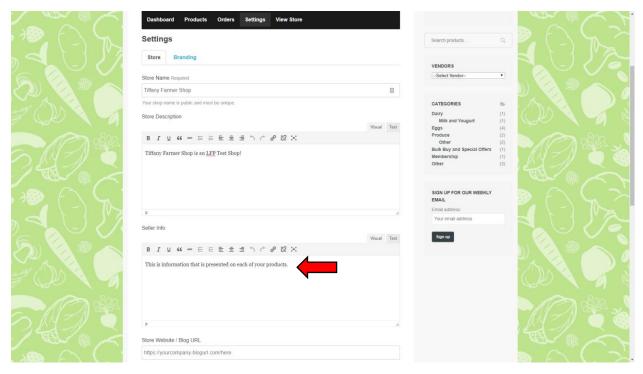Click on "Vendor Dashboard":

Click "Settings":

Enter your desired Shop Description:

Enter your desired Seller Information:

Scroll down and click the "Save Changes" button: