

Basics of Shopify

Your all-in-one e-commerce solution to create and manage online stores easily and efficiently.



What is Shopify?



E-commerce Platform

Shopify allows you to build your online store to sell products directly to customers (DTC).



Cloud-based Service

No software installations or hosting issues to worry about—Shopify handles it all in the cloud.



Trusted by Millions

Over 1.75 million businesses worldwide use Shopify to power their online sales.



Key Features



Store Builder

Intuitive drag & drop builder to create your custom storefront.



Shopping Cart

Secured and integrated checkout for a smooth customer experience.



Payment Processing

Supports multiple payment gateways including Shopify Payments, PayPal, and credit cards.



Inventory Management

Track product stock levels and automate restocks.



Marketing Tools

Built-in SEO features and email marketing campaigns to grow your brand.

Benefits of Shopify



Ease of Use

No coding skills required; ideal for beginners and experts alike.



Scalability

Shopify grows with your business from small startups to large enterprises.



Security

Reliable and secure platform with PCI compliance and SSL encryption.



24/7 Support

Expert support available around the clock via chat, email, and phone.



App Ecosystem

Access thousands of apps to extend your store's functionality easily.

Shopify Pricing

Plan	Monthly Cost	Key Features	Transaction Fees
Basic	\$39	Online store, basic reports, standard features	Higher fees apply
Shopify	\$105	Lower transaction fees, gift cards, professional reports	Lower fees
Advanced	\$399	Advanced reporting, third-party calculated shipping rates	Lowest fees
Shopify Plus	Custom Pricing	Enterprise-grade solutions for high-volume merchants	Negotiated rates



Store Setup: Quick Steps



Sign Up

Create your Shopify account to get started.



Choose a Theme

Select and customize a design that fits your brand.



Add Products

Upload product details including images and descriptions.



Configure Payments & Shipping

Set up how your customers will pay and receive orders.



Launch Store

Go live and start selling to customers worldwide.

Product Management

Add Product Details

Enter names, descriptions, prices, and upload high-quality images to showcase your products attractively.

Organize Collections

Group products into categories to help customers browse with ease and discover relevant items.

Track Inventory

Keep stock levels updated automatically to prevent overselling and manage restocking.

Manage Variants

Offer options like size, color, and material within a single product listing.

Payments & Shipping

Accept Payments

Supports credit/debit cards, PayPal, Apple Pay, and other popular gateways for smooth checkout.

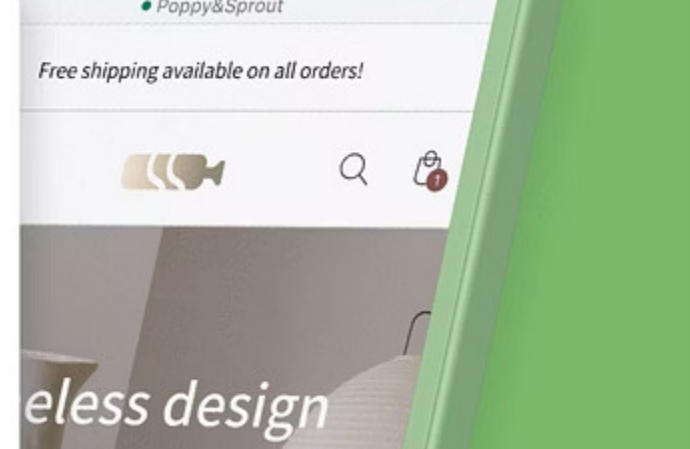
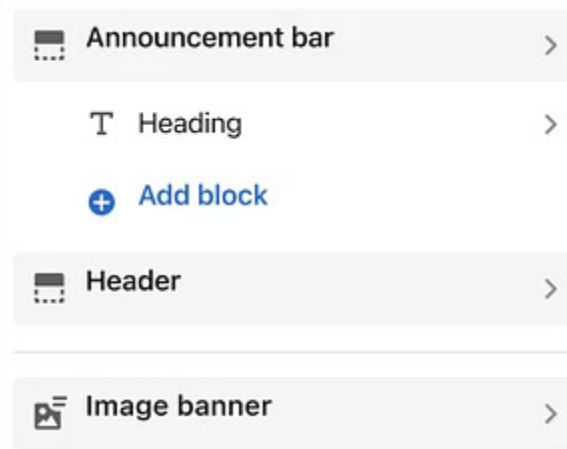
Shipping Rates

Set flat rates or calculated shipping fees based on weight, destination, and carrier rates.

Shipping Options

Integrate with carriers like USPS, UPS, and FedEx, and offer local pickup or delivery services.

Shopify mobile app improvements



Themes & Apps



Thousands of Themes

Choose from free or premium themes to customize the look and feel of your store perfectly.



Customization

Easily tweak colors, fonts, and layouts to match your brand identity without coding.



App Extensions

Install apps to add new features like customer reviews, marketing tools, and social media integration.



Get Started with Shopify Today!

Shopify offers a simple yet powerful platform for anyone eager to start selling online. Creating a store is quick, and you can scale your business as you grow.

Begin your journey with Shopify by starting a free trial. Experience the tools and support designed to help you succeed in e-commerce today.

[Visit Shopify Website](#)