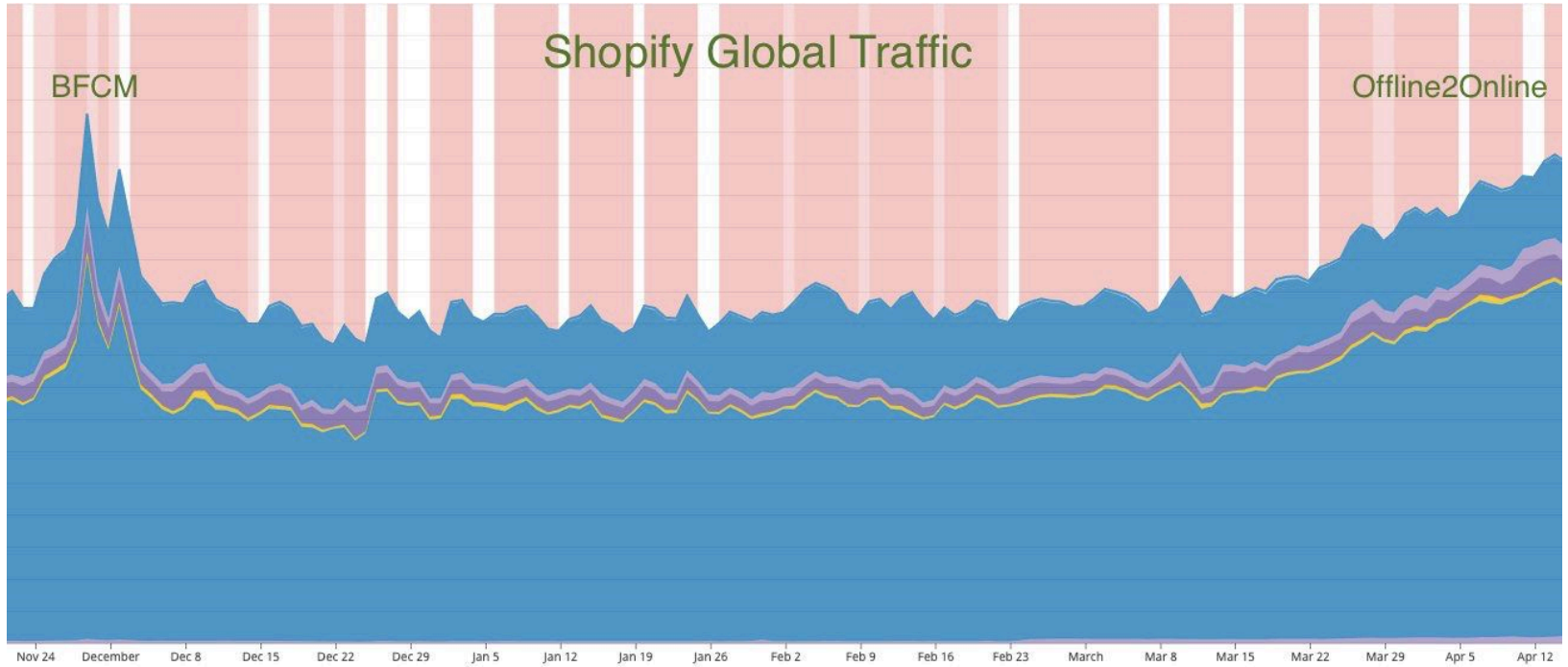


Launch a profitable online store with Shopify

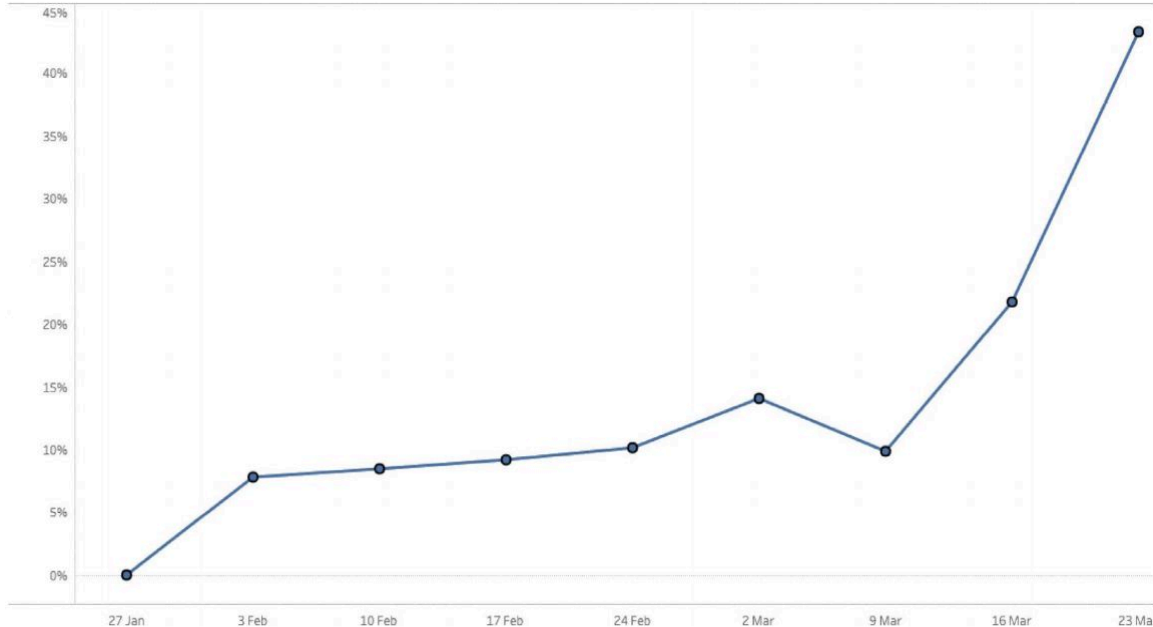
Chand Ajmera, Strategic Partner Manager



Merchants aren't stopping! CTO's tweet which mentioned we are now seeing Black Friday level traffic



During the lockdown, there was a huge surge in the number of active users on online shopping and grocery apps. We predict this trend to continue until travel restrictions and self isolation protocols are lifted in India



Increase in active users in March 2020 in India

Source: <https://www.moengage.com/coronavirus-business-impact-worldwide>

As per survey by NRF,

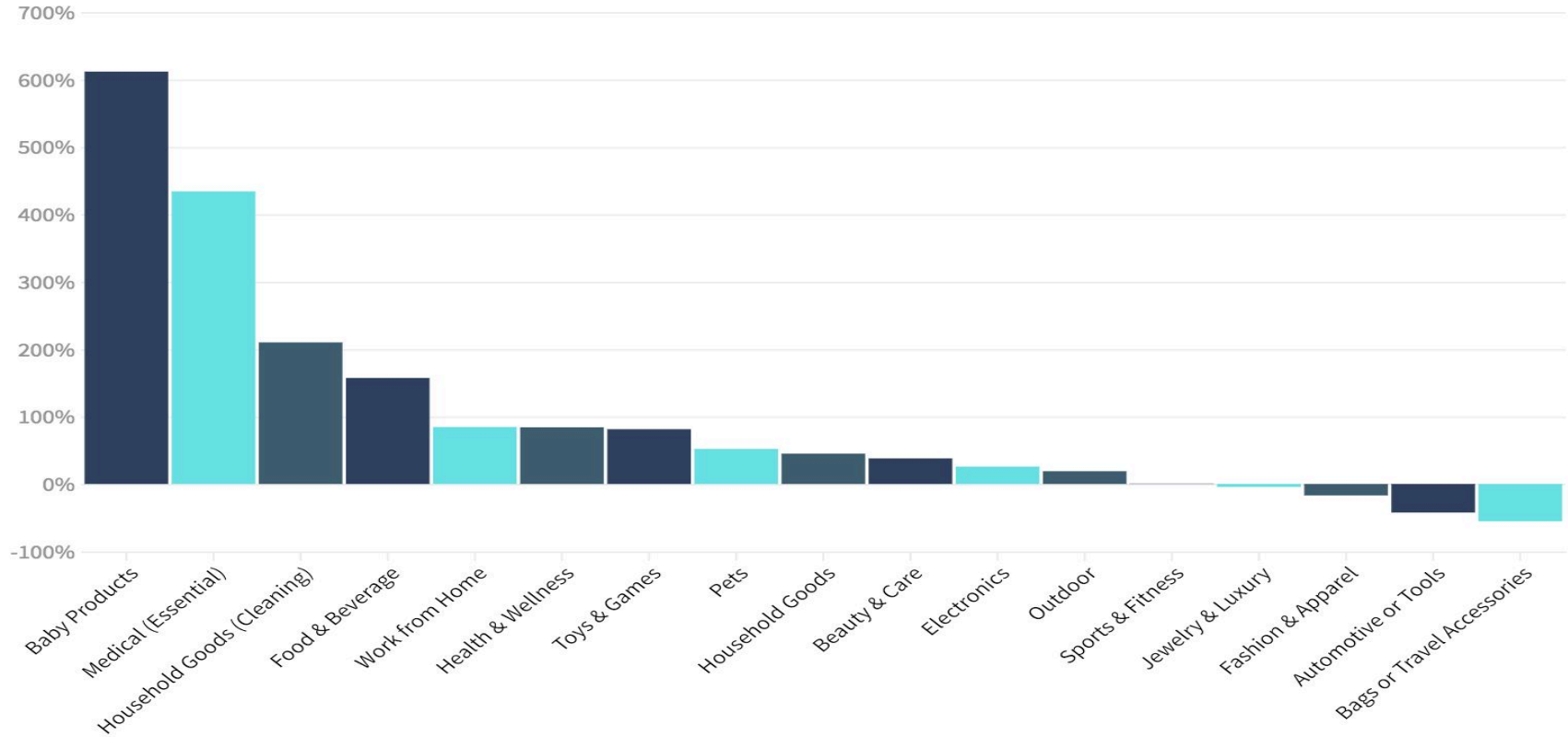
- 9 in 10 consumers have changed their traditional shopping habits.
- More than 50% of consumers have ordered products online that they would normally purchase at the store
- Nearly 6 in 10 consumers say they are worried about going to the store due to fear of being infected

Businesses have two options

- Sell on Marketplaces to fulfil orders via online aggregators but pay higher margins
- Set up their own online store in order to restrict the revenue bleed (also reaping other long-lasting benefits viz. fostering brand loyalty etc.)

Ecommerce Consumer Sales (COVID-19) +25.06%

Aggregated via ShipBob, ShipHero, Attentive, Stackline, CTC, Klaviyo



Starting your own e-commerce business

Don't let fear prevent you from doing your job



What I actually do



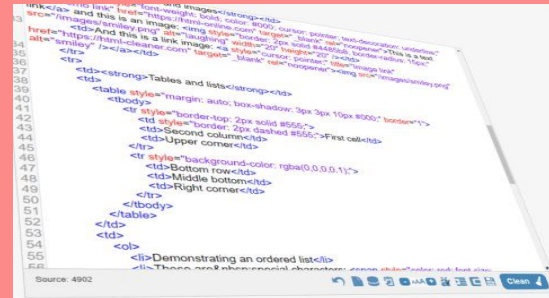
What society thinks I will do



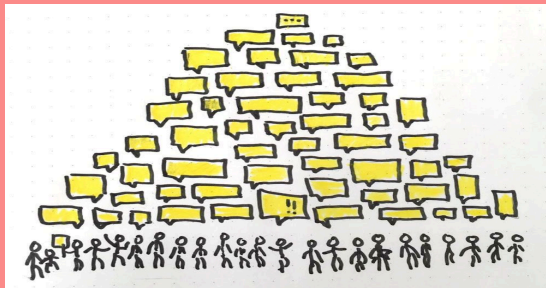
What my mom thinks I will do



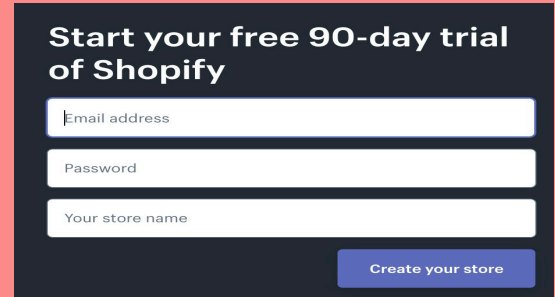
What marketing thinks I will do



What my friends think I will do



What I think I will do



What I actually do



The One-Page Business Plan

Answer each question with one or two short sentences.

OVERVIEW

What will you sell?

Who will buy it?

How will your business idea help people?

KA-CHING

What will you charge?

How will you get paid?

How else will you make money from this project?

HUSTLING

How will customers learn about your business?

How can you encourage referrals?

SUCCESS

The project will be successful when it achieves these metrics:

Number of customers

or

Annual net income

(or other metric)

OBSTACLES / CHALLENGES / OPEN QUESTIONS

Specific concern or question #1

Proposed solution to concern #1

Business Plan

Finding products to sell



Own Products

Rustorange Cares: Read more on small contribution against COVID-19

rustorange

Just In

Sets

Dresses

Kurtis

Lehengas

Others

Bestsellers

COVID-19



Season's Special

Spring Fling

SHOP NOW



<https://www.rustorange.com/>



Customising an existing product

GO CASHLESS "HELP STOP THE SPREAD OF CORONA VIRUS" USE COUPON CODE ✨ ENDCORONA 🛒 AND GET 20% OFF ON ONLINE PAYMENTS !



080-46801051

info@bonorganik.com

Login



LIKE DAD

LIKE MOM

FAMILY

SIBLINGS

COUPLES

FRIENDS

GIFTS

KIDS & INFANTS

OCCASIONS

Mom & Daughter Tees

SORT BY ▾



Me And Mini Me, Matching Tees For Mom And ...
Combo Collection **Rs. 999**



Exhausted, Matching Tees For Mom And D...
Combo Collection **Rs. 1099**



MasterPiece, Matching Tees For Mom And ...
Combo Collection **Rs. 1099**



<https://bonorganik.in/>



Print-on-Demand service

The world needs independent businesses. [Learn more about the actions we're taking to address the impact of COVID-19](#) ↗ ×

 **shopify** app store

Categories ▾

Collections ▾

🔍 Search

Shopify.com ▾

Log in

FINDING AND ADDING PRODUCTS



Printrove - Print & Dropship by [Printrove](#)

White-labelled print-on-demand dropshipping of custom products

★ 4.8 ([9 reviews](#))

Add app

Free to install. Additional charges may apply.



Curating a selection of products

NEW MOTHER'S DAY TOP 50 GIFTS OFFICIAL MERCHANDISE SHOP BY CATEGORY BIRTHDAY GIFTS HOME & LIFESTYLE JEWELLERY CORPORATE ALL OF IT


CATEGORIES

- Shop by Person +
- Unique Gifts +
- Out of the Box +
- Home and Lifestyle +
- Most Popular +
- What's Trending +
- All of it


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Email Address


SUBSCRIBE



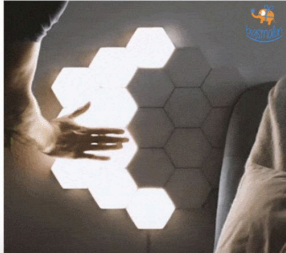
Happy Hour Flask And ...
Rs. 899





Cartoon Superhero Soc...
Rs. 1,299
★★★★☆ 88 reviews
Hot Seller



Iron Man Helmet Power...
Rs. 1,699







<https://www.bigsmall.in/>

Dropshipping Model

The world needs independent businesses. [Learn more about the actions we're taking to address the impact of COVID-19](#) ↗ ✕



Categories ▾ Collections ▾

Search Shopify.com ▾

Log in

FINDING AND ADDING PRODUCTS



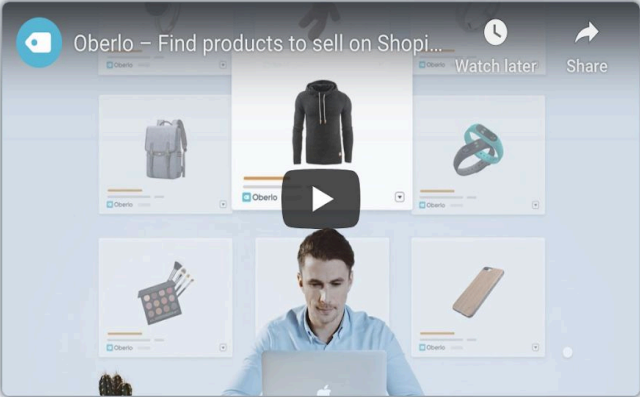
Oberlo - Dropshipping App by [Shopify](#)

Find products to sell on Shopify

★ 4.2 (2417 reviews)

Add app

Free plan available



Sourcing from the B2B suppliers

IndiaMart, TradeIndia, Alibaba

BUY 12 OR MORE AND GET 10% OFF, SHOP NOW



WISHLIST SHIPPING CHARGED ON WEIGHT,
SHOP MORE, SAVE MORE ON SHIPPING

LOGIN WITH: SHOPPING CART (0) [CHECK OUT](#)



080 48800154

JUST ARRIVED [ELECTRONICS](#) [HOME & KITCHEN](#) [HARDWARE](#) [KIDS](#) [BEAUTY & HEALTH](#) [SNACKS & CHOCOLATES](#) [FASHION](#) [MORE](#)



We are **B2B Website** and
all the Prices are Wholesale,
We don't p
orders from this store.

Harshad Devda
Hello, we at DeoDap.com are there to help you, please continue.



Other Useful Resources

- [Find products to sell with Oberlo](#)
- [12 Strategies for Finding Your First Product](#)
- [17 Places to Look for Profitable Product Ideas](#)
- [10 In-Demand Products That Are Trending Right Now](#)
- [7 Online Business Ideas You Can Start from Home](#)

Choosing an e-commerce platform

Questions to ask

- SaaS vs your own website
- Security & Reliability
- How scalable is the platform
- How flexible is the platform
- How easy and quick it is to make changes to the website by anyone in my team?
- Is the platform intuitive?
- Does it require an ongoing maintenance?
- What kind of marketing tool and other integrations are offered by the platform?
- Can I introduce new feature or functionality in few clicks?
- Cost in short-term vs long-term

Setting up your business

First sale to large scale

Creating business logo

<https://hatchful.shopify.com/>



OUR LOGOS

BENEFITS

FEATURES

TESTIMONIALS

LOGIN

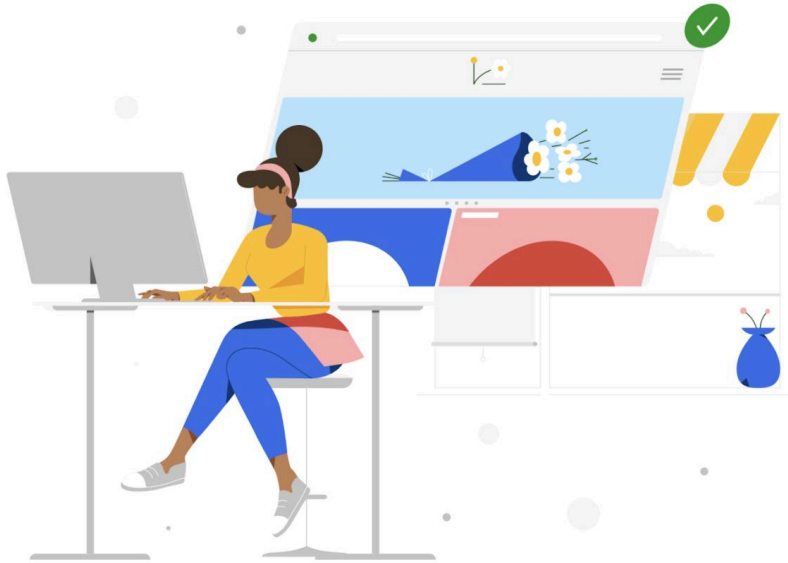
SIGNUP

Create stunning logos in seconds

Introducing Hatchful — our simple logo maker.

GET STARTED

Business and Domain name



Find your place online

Get started with Google

Get it

[Transfer a domain you already own](#)

**Let's create your online
store**

What do you need

- ❖ Product images, photos and description
 - ❖ Logo
 - ❖ Domain (not compulsory)
- ❖ Payment Gateway Account
 - ❖ Credit/Debit card

Other Useful Resources

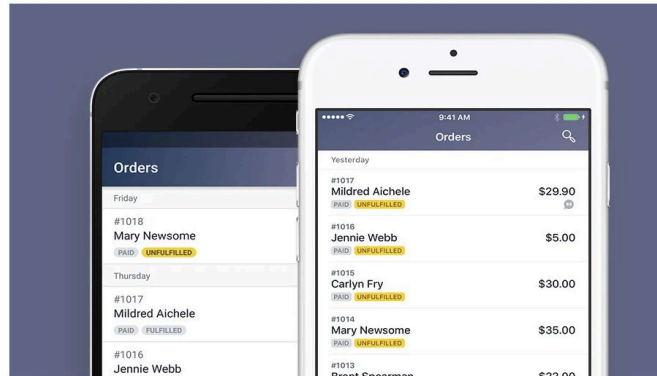
- [11 Experts Share How to Optimize Your Product Pages](#)
- [How to Write Product Descriptions that Sell](#)
- [The Ultimate DIY Guide to Product Photography](#)
- [Customizing Your Shopify Theme: Using Images, Colors, and Fonts](#)
- [Must-Know Tips for Optimizing Your Images](#)
- [The Beginner's Guide to Ecommerce SEO](#)
- [What Can I Do to Help My Shopify Store Rank in Search Engines?](#)
- [Keyword Research for Ecommerce from the Ground Up](#)

Shopify Mobile App

<https://www.shopify.com/install>

Shopify

Manage your Shopify store on-the-go with real-time notifications, access to your dashboard, and order management, all from your smartphone.



at the [Shopify app](#)

I want to outsource dev work and digital marketing of my store

Visit : experts.shopify.com



[shopify.com](#)

[Log in](#)

[Create a job](#)

[Marketing and sales](#)

[Store setup](#)

[Development and troubleshooting](#)

[Visual content and branding](#)

[Content writing](#)

[Expert guidance](#)

Hire trusted experts to help build your business

From marketing to store setup, find agencies and freelancers to get the job done.



Mani M. | Aaline has worked with experts to customize their store



ERP/OMS



CRM



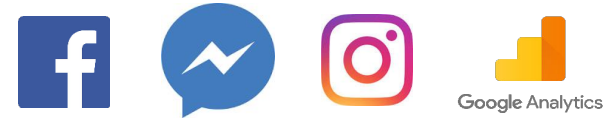
ESP



Logistics



Channels




List of essential plugins for growth & enhancing user- experience

Visit: apps.shopify.com



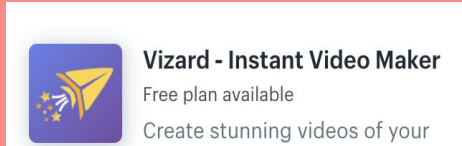
WhatsApp Chat + Cart Recovery

by *Softpulse Infotech*
WhatsApp Chat Support, Share & AUTOMATED Abandoned Recovery



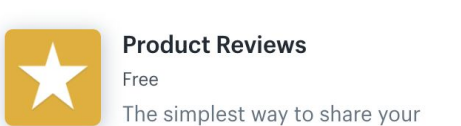
Privy - Pop Ups, Email, & SMS

Free plan available
Exit Pop Ups, Email Marketing, Text Marketing, & Cart Recovery
★ 4.6 (24436)



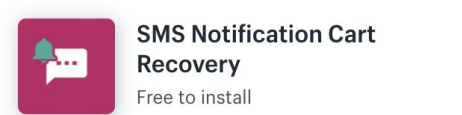
Vizard - Instant Video Maker

Free plan available
Create stunning videos of your store products in seconds!
★ 4.1 (20)



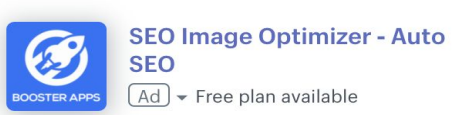
Product Reviews

Free
The simplest way to share your customers' experiences.
★ 4.1 (1280)



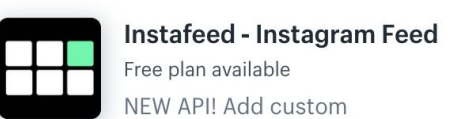
SMS Notification Cart Recovery

Free to install
SMS Notifications with Abandon Cart Recovery
★ 4.8 (240)



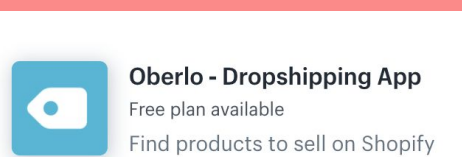
SEO Image Optimizer - Auto SEO

Ad Free plan available
Google SEO on Autopilot. The premier SEO app
★ 4.9 (5809)



Instafeed - Instagram Feed

Free plan available
NEW API! Add custom shoppable Instagram feeds to your Store
★ 4.8 (585)



Oberlo - Dropshipping App

Free plan available
Find products to sell on Shopify
★ 4.2 (2417)

Our mission is to make
commerce better for
everyone

**We are a Product
company**

We  **entrepreneurs**
1M+ brands across
175 countries

“ Unlike our previous experience on other platforms, we have never had a problem of our site being slow or going down on our best-selling days. You also don't have to worry about security issues and compliance. It is the simplest way of doing business online”

Raghav Somani
CEO, Headphonezone



“ Shopify was my knight in shining armor when I exhausted every other possibility of getting my online store up and running. It was stunningly easy to use, with more features and plug-ins that I didn't even know I wanted. I can't recommend it enough!”

Alicia Souza
Founder, Alicia Souza

Local Success Stories



Thanks!



Resources & Tools

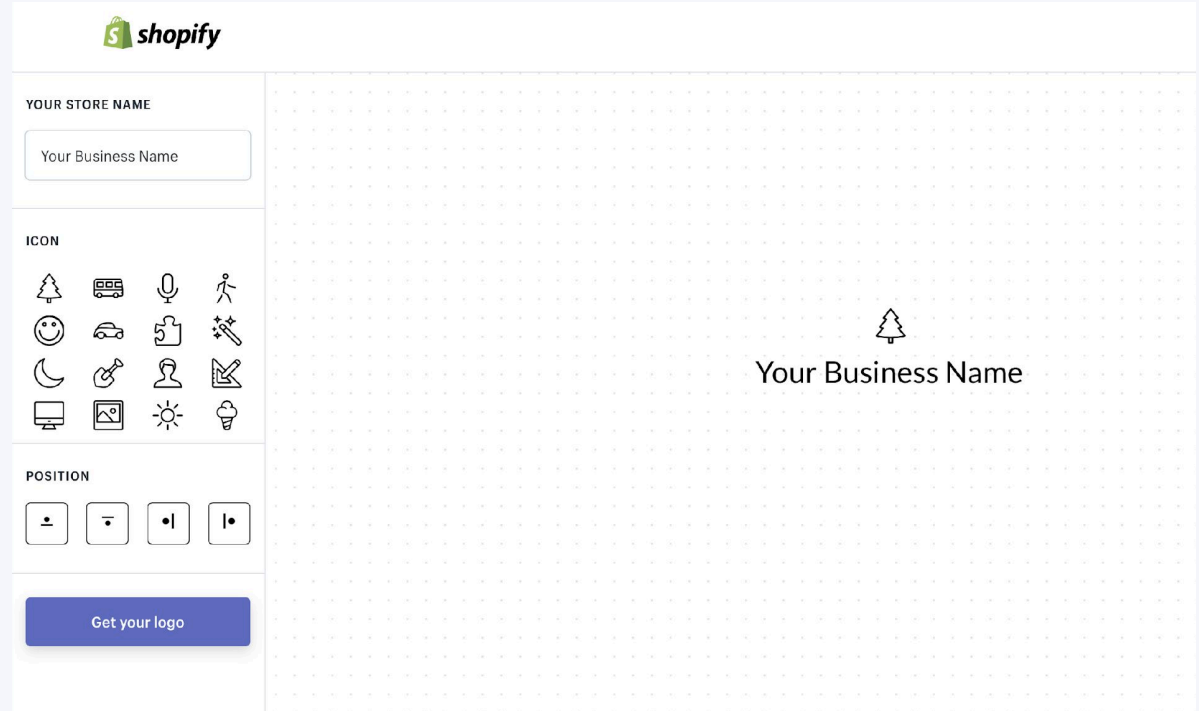


Hatch

Logo Generator

Business Name
Generator

Slogan
Generator



The screenshot shows the Hatch logo generator interface. At the top left is the Shopify logo. The interface is divided into several sections:

- YOUR STORE NAME:** A text input field containing "Your Business Name".
- ICON:** A grid of 16 icons including a tree, bus, microphone, person, smiley face, car, puzzle piece, wand, moon, target, person silhouette, chart, computer monitor, photo, sun, and ice cream cone.
- POSITION:** Four icons representing different logo alignments: top-left, top-right, bottom-left, and bottom-right.
- Get your logo:** A blue button.

The main area on the right is a large grid with a small tree icon and the text "Your Business Name" centered on it.



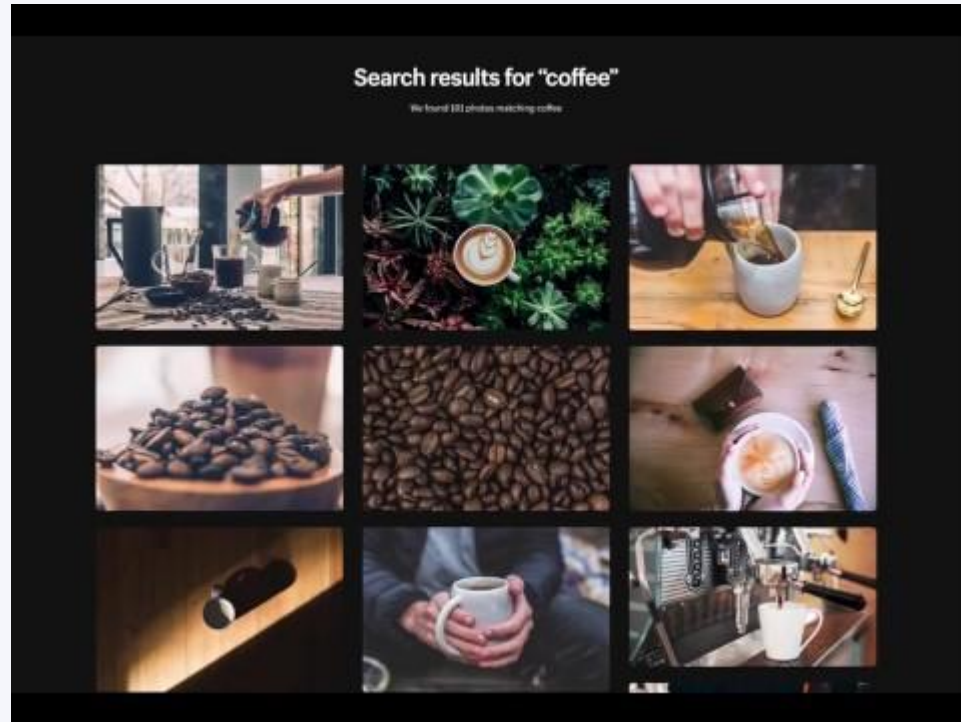
Burst

No cost

Royalty free

High quality

Thousands of
photos



Shopify Help Center

<https://help.shopify.com/en>



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[English](#) ▾ [Shopify.com](#) ▾ [Log in](#)

[Sign up](#)

Shopify Help Center

What are you looking for?



Welcome to Shopify



Introduction to Shopify

Follow the initial setup guide to start selling, get an overview of Shopify's platform and features, and learn ways that you can sell your products.



Your account

Learn about your Shopify account and how to manage your staff's access, bills, and financing.



Migrating to Shopify from another platform

Find tips for moving your online store to Shopify from another platform.



Shopify community

Access learning resources and discuss all things Shopify with other merchants.

Shopify Support

<https://help.shopify.com/en/questions#/login>



A dedicated support team - available 24/7

support@shopify.com • 1-888-shopify • live chat
support@shopify.com | live chat

Shopify Compass

<https://www.shopifycompass.com/>

 **shopify** academy

[Courses](#) [Live Workshops](#) [Business Templates](#) [Log Out](#)

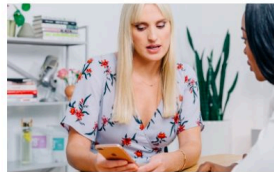
Welcome!

Premium training, expert knowledge, and free resources to support you on your journey. Let's get down to business.



Getting Started with Shopify

Entrepreneur and Shopify expert, Samantha Renée, guides you through getting setup on Shopify and launching your business. [Learn More](#)



Grow Your Business with Instagram

Gretta van Riel shows you how she used Instagram to help create five multi-million dollar ecommerce businesses. [Learn More](#)



How to Design Your Online Store (with Zero Design Experience)

Stephan Peralta shares his methods for building a brand and an online store that converts visitors into customers. [Learn More](#)

Shopify Blog

<https://www.shopify.in/blog>

Free tools and resources to accelerate your skills and success

“The Essential Shopify Store Launch Checklist”

“Handy Shopify features you might not know about”

The screenshot shows the Shopify Blog homepage. At the top, there is a navigation bar with the Shopify logo, links for 'Sell online', 'Sell in person', 'Blog', and 'More', along with 'Log in' and a 'Get started' button. Below the navigation bar, there are links for 'Articles', 'Guides', 'Forums', 'Success stories', and 'Growth tools'. The main content area features a section titled 'Ecommerce Trends' with several article cards. The first card is 'Free Shipping & Returns: 8 Resources To Get You Started' by Tommy Walker, dated Apr 8, 2015, with 28 comments and 1425 shares. The second card is 'Google Boosting Mobile-Friendly Websites to the Top of Search Results' by Tucker Schreiber, dated Mar 6, 2015, with 6 comments and 605 shares. Below these are two more article cards: one showing a person using a smartphone and another showing a child looking through a telescope. On the right side, there is a search bar for articles and a newsletter sign-up form with the text 'Join 46,839 entrepreneurs who already have a head start.' and a 'Get updates' button. At the bottom right, there is a 'RESOURCES' section with links for 'How to Start a Business' and 'How to Sell Online'.

Shopify India Facebook Group

<https://www.facebook.com/groups/ShopifyIndia/>

Shopify Community: India

Joined ▾ Notifications Share ... More

About This Group

Description

Welcome to the official Shopify merchants community in India. Join the group to connect, collaborate, share information, ask questions and encourage the success of all members in their entrepreneurial journey.

Anyone from I... See More

Private
Only members can see who's in the group and what they post

Visible
Anyone can find this group

HISTORY

Group created on May 21, 2018

Name last changed on June 20, 2018

See More

POPULAR TOPICS IN POSTS

Inspiration (3) Instagram Market...

BFCM (2) Case Studies (1)

Products to Sell (1) Business Ideas (1)