6 -Case.

Shopify is a leading global e-commerce platform that provides tools for creating and managing online stores of varying complexity. Founded in 2006 in Ottawa, Canada, Shopify began as a solution for the personal needs of its founders, who were having difficulty finding a convenient platform to sell their snowboards. Today, Shopify offers powerful tools for order processing, inventory management, social media integration and marketing, serving over 1,000,000 businesses in over 175 countries. Shopify allows users to create personalized online stores that can be integrated with selling platforms such as Amazon, eBay, and others, as well as social networks including Facebook and Instagram. The platform offers flexible pricing plans, making it accessible to both small businesses and large companies. Shopify's strengths include ease of use, scalability, and high levels of security.

Questions:

1. What are the main factors contributing to Shopify's popularity among e-commerce entrepreneurs?
2. What are the advantages and disadvantages of using integrated sales platforms like Shopify for SMBs?
3. What new technologies or tools could make platforms like Shopify work better in the future?