An online store management system typically requires the following features and functionalities:

1. Product Management: The system should allow you to add, update, and remove products from your store. This should include product images, descriptions, prices, and stock levels.
2. Inventory Management: The system should allow you to track your inventory levels and receive alerts when stock is running low.
3. Order Management: The system should allow you to manage customer orders, including order processing, payment processing, and shipping.
4. Customer Management: The system should allow you to manage customer accounts, including account creation, customer profiles, and order history.
5. Payment Gateway Integration: The system should support integration with popular payment gateways such as PayPal, Stripe, or Square.
6. Security: The system should provide secure transactions and data protection for both customers and the store.
7. Reporting and Analytics: The system should allow you to generate reports and analytics on sales, customer behavior, and product performance.
8. Responsive Design: The system should have a responsive design that allows customers to access your store from any device, including mobile phones and tablets.
9. Search Engine Optimization (SEO): The system should have built-in SEO tools to help optimize your online store for search engines and improve visibility.
10. Customer Support: The system should provide customer support features such as live chat, email support, or a knowledge base to help customers with their questions or concerns.