E-commerce Tutorials
E-commerce Option: Shopify

Tutorial 2-3a

Agenda

Schedule

1. Introduction

2. Setting Up Your Shopify

3. Starting Out

4. Launching Shopify POS

5. Launching an Online Store

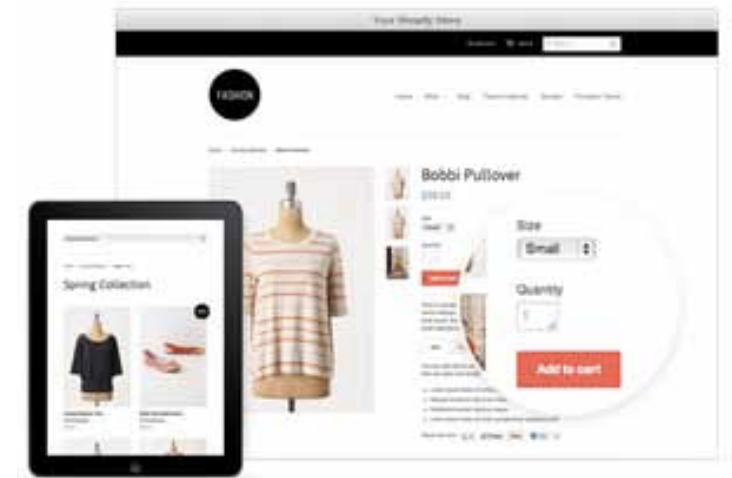6. Other Options

7. Conclusion

Introduction

What is Shopify?

An all-in-one E-commerce platform

Content management system with functions such as managing inventory, creating discount codes, etc.

Fantastic support system, with great customer service options

No technical or design experience needed to create a beautiful online website

Setting Up Your Shopify

Steps Away from Launching Your Shopify

Starting Out

🏠 Creating an Account

Launching Shopify POS

Step 1: Add Your Products

Step 2: Download Shopify POS for iPad

Step 3: Get Your Hardware From Shopify (e.g. credit card reader, iPad stand)

Launching an Online Store

Step 1: Customize Your Design

Step 2: Add Your Products

Step 3: Set Up Your Domain Name (Optional)

Step 4: Set Up Shipping and Taxes

Step 5: Set Up Payments

Step 1: Accessing the Shopify Website

Step 2: Creating the Store

- You will be lead to a page like this while Shopify configures your store.
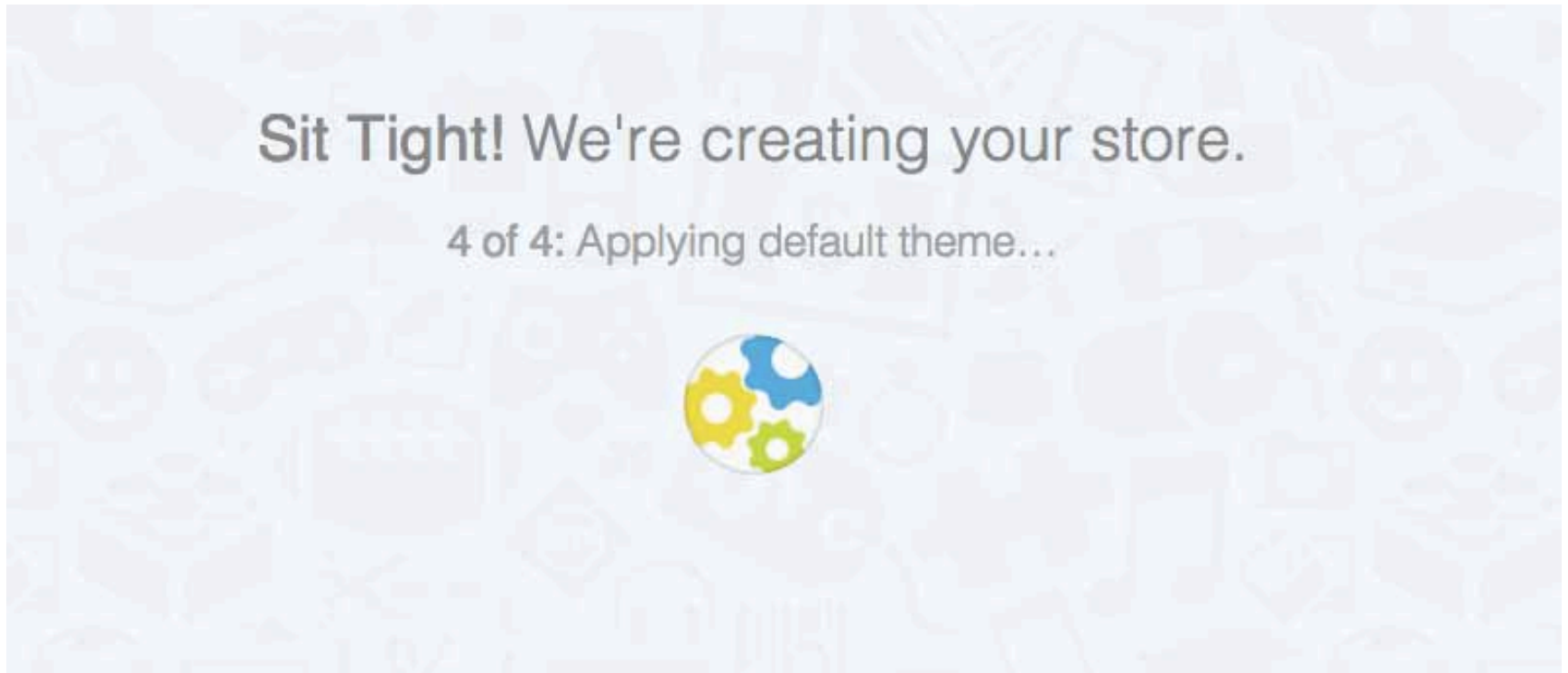
Step 3: Filling in Details

- You will be prompted to answer additional questions to set up your store.

Starting Out: Creating an Account

Step 4: Gaining Dashboard Access

Step 5: Selecting the Plan

- Shopify will provide you with three different plans to choose from after the trial period.

Launching Shopify POS
Step 1 – Add Your Products (1/2)

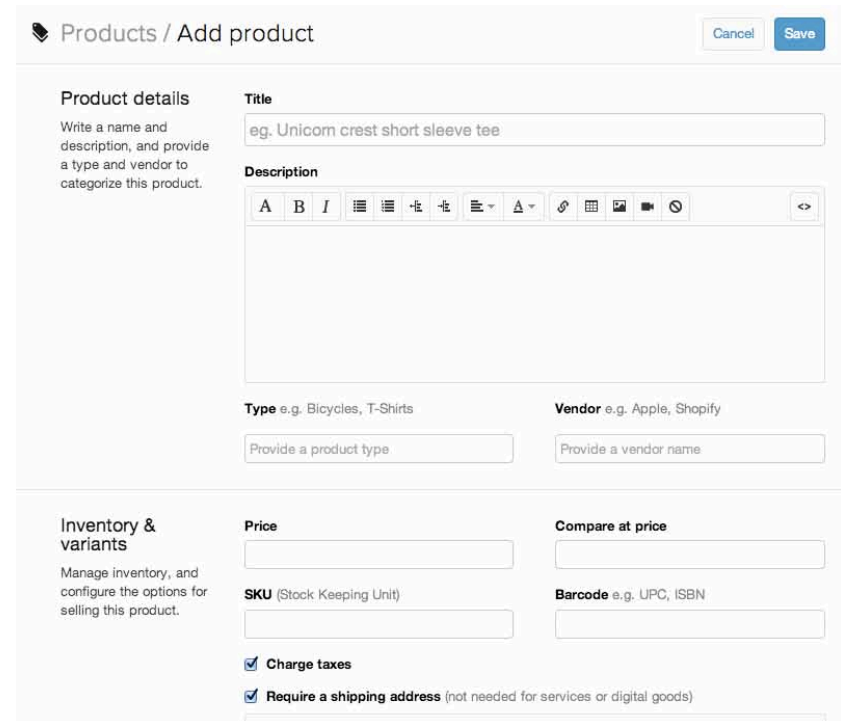- To add products, there are two methods: importing products from your pre-existing method, or adding a new product via the Shopify interface.
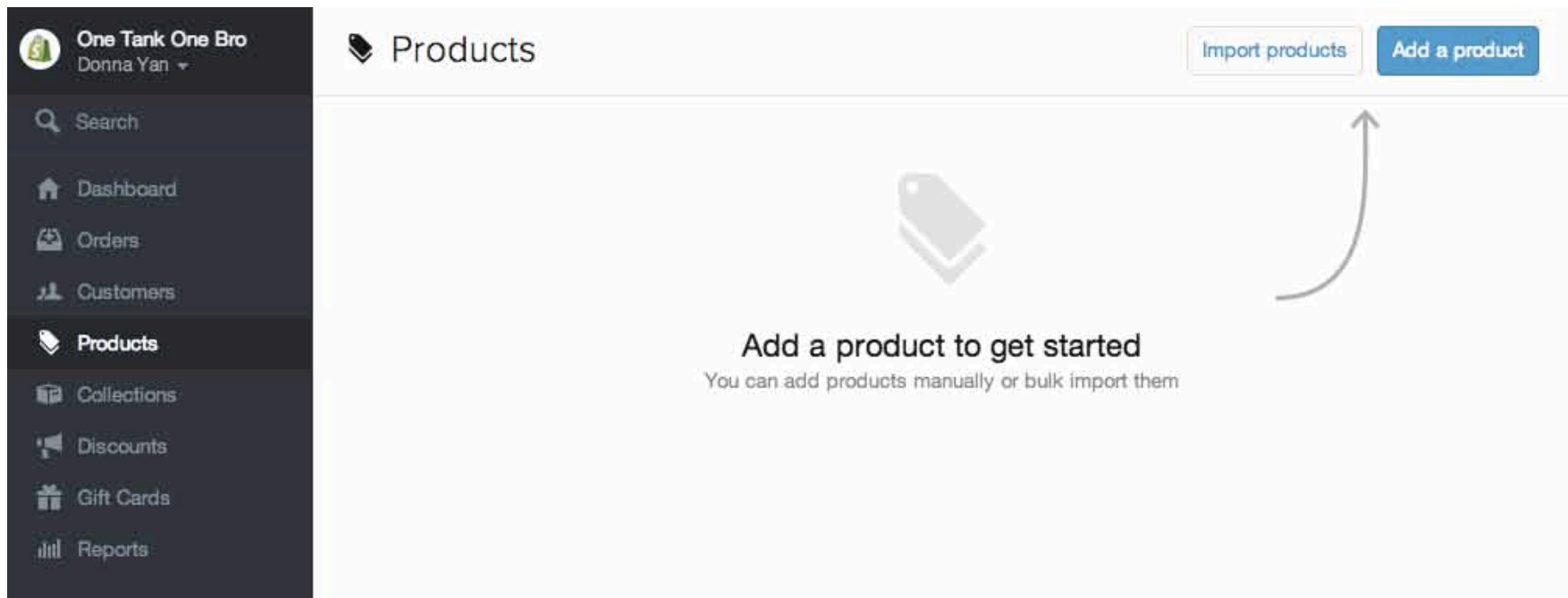
Step 1 – Add Your Products (2/2)

- Opportunity to add details by CSV (using a premade template) or adding products manually.

Step 2 – Download Shopify POS for iPad

- Your iPad will automatically sync with your store's inventory.
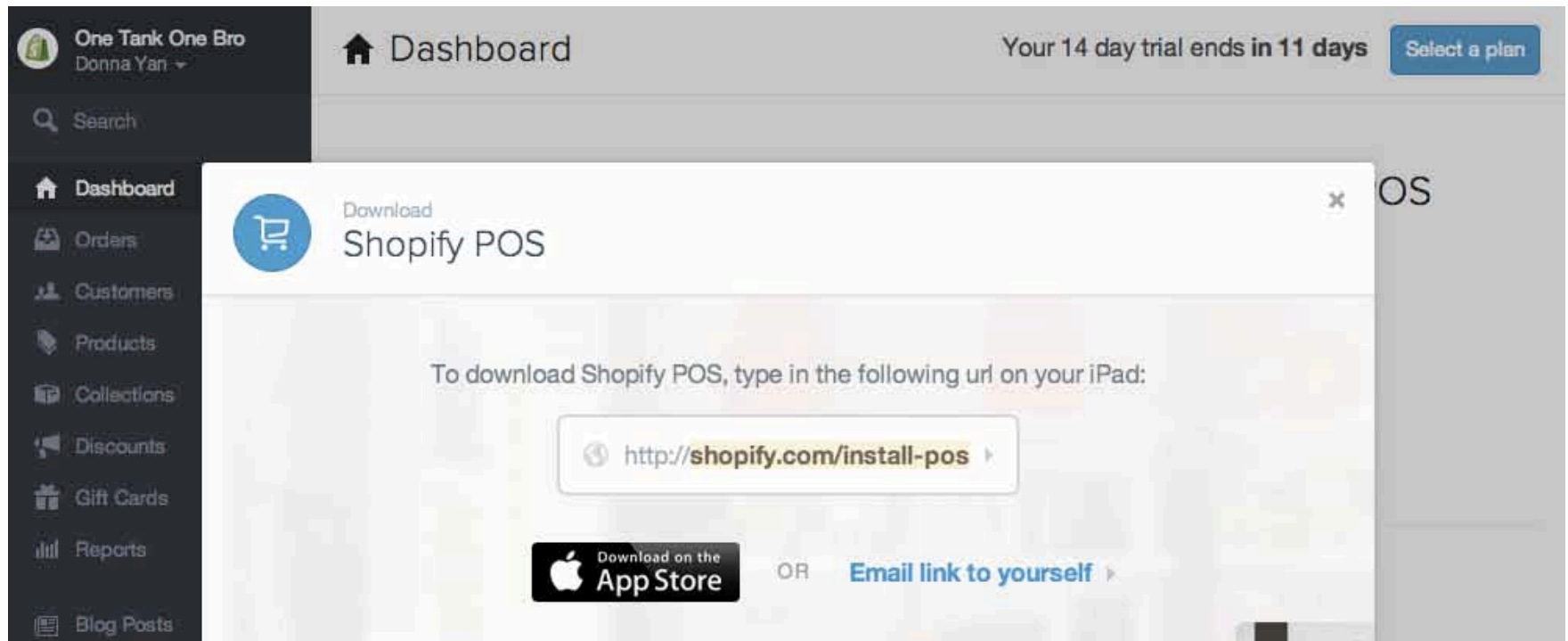
Step 3 – Get Your Hardware from Shopify

- Hardware kits include a credit card reader, cash drawer, iPad stand and receipt printer.
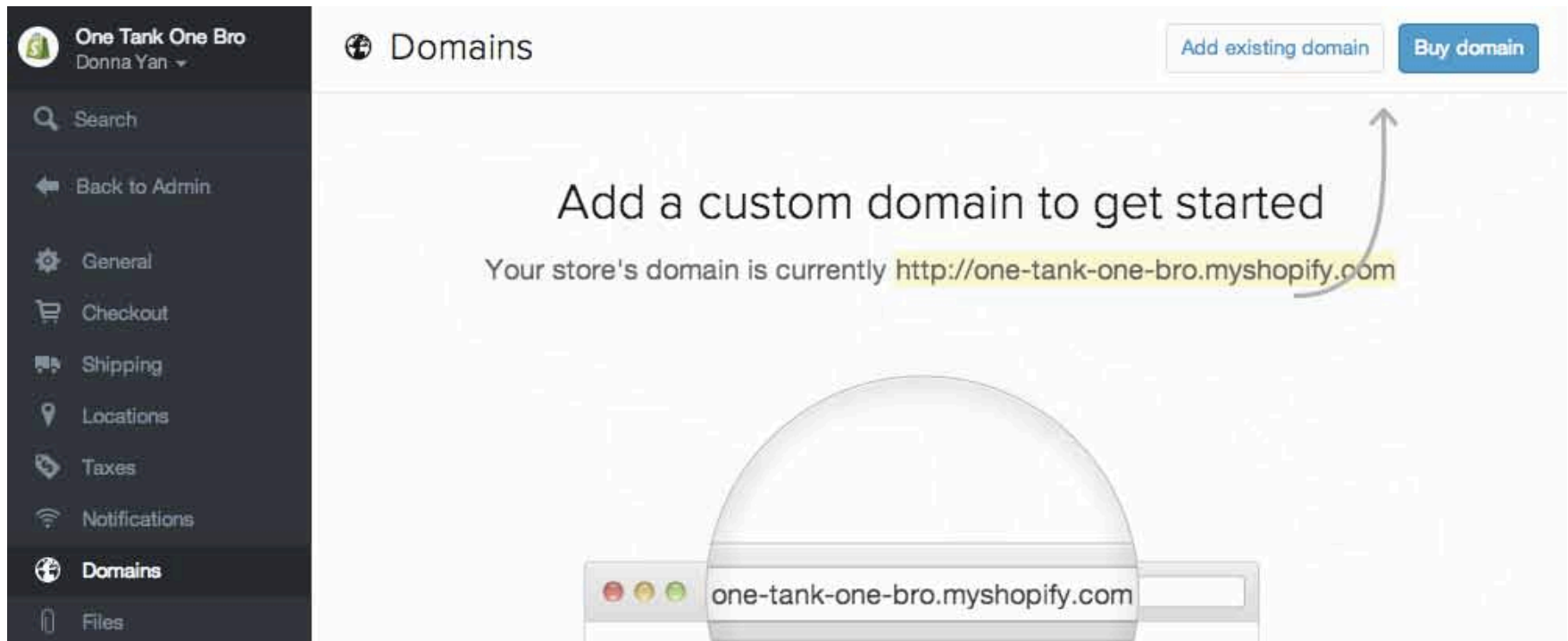

Shopify POS compatible hardware

Cash drawers, printers, stands, scanners and other hardware.

Launching an Online Store
Step 1: Customize Your Design

Step 2: Add Your Products

- Refer to Launching Shopify POS, Step 1: Add Your Products
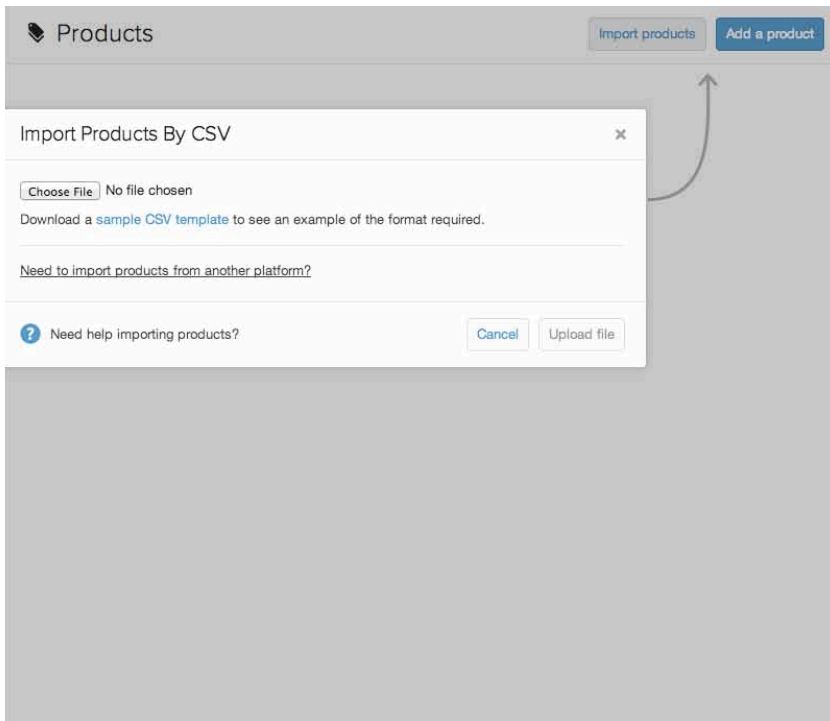
Step 3: Set Up Your Domain Name (Optional) (1/2)

- To add a domain, you can either add an existing domain or buy a new domain through Shopify.
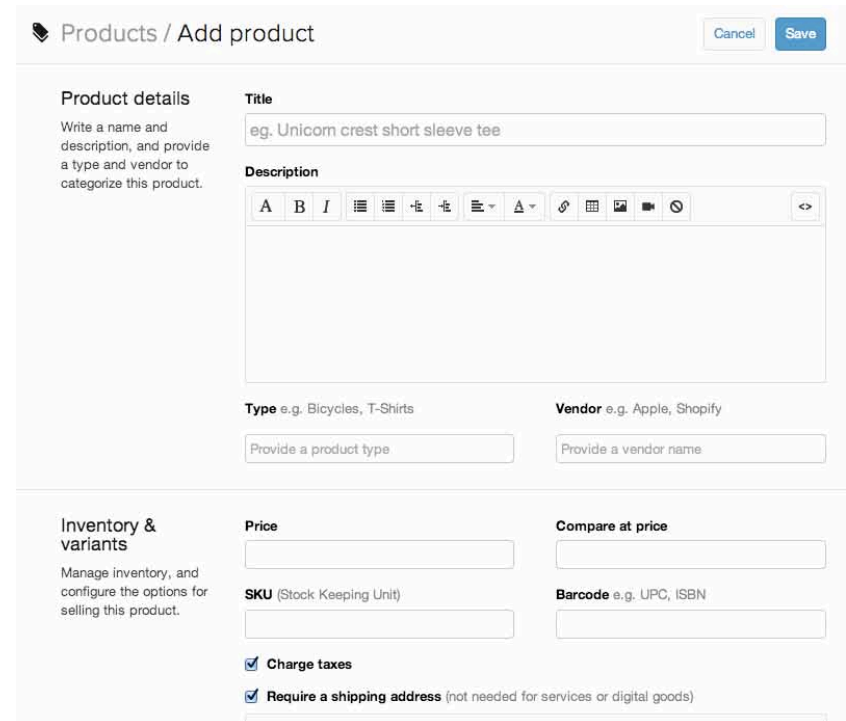
Step 3: Set Up Your Domain Name (Optional) (2/2)

- Shopify will walk you through the steps necessary to set up your domain name.

Launching an Online Store

Step 4: Setting Up Shipping and Taxes

- Shopify will walk you through the steps necessary to set up your shipping and taxes.

Launching an Online Store
Step 5: Set Up Payments

Other Options
Miscellaneous Effects

- There are many other options available on the Shopify website.

In Summary

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