

# Shopify Clothing Store: Pricing, Features, and Timeline

**Prepared by:** Viralon Digital Services  
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## Project Overview

This document outlines the cost structure, key features, required pages, suggested marketing features, and estimated timeline.

## Shopify Charges & Estimated Costs

### 1. Shopify Plans (Monthly)

Plan	Monthly Price (INR)	Key Features
Basic	₹1,994	No staff, SSL, reports, blog, discount codes, transaction fees 2%
Shopify (Grow)	₹7,447	5 staff, professional reports, transaction fees 1%
Advanced	₹30,164	15 staff, custom reports, and transaction 0.6%

### 3. Shopify Theme

Theme Type	Price (INR)	Notes
Paid Theme	₹10,000 – ₹30,000	One-time fee, advanced layout

#### Theme Urls or Prices

\$120 USD  
Estimated ₹10,299.56\*  
[https://themes.shopify.com/themes/xclusive/styles/couture/preview?surface\\_inter\\_position=1&surface\\_intra\\_position=23&surface\\_type=all](https://themes.shopify.com/themes/xclusive/styles/couture/preview?surface_inter_position=1&surface_intra_position=23&surface_type=all)

\$360 USD  
Estimated ₹30898.69\*  
[https://themes.shopify.com/themes/reformation/styles/default/preview?surface\\_inter\\_position=2&surface\\_intra\\_position=3&surface\\_type=all](https://themes.shopify.com/themes/reformation/styles/default/preview?surface_inter_position=2&surface_intra_position=3&surface_type=all)

\$190 USD

Estimated ₹ 16263.94\*

[https://themes.shopify.com/themes/effortless/styles/trend/preview?surface\\_inter\\_position=11&surface\\_intra\\_position=2&surface\\_type=all](https://themes.shopify.com/themes/effortless/styles/trend/preview?surface_inter_position=11&surface_intra_position=2&surface_type=all)

\$380 USD

Estimated ₹32611.49\*

[https://themes.shopify.com/themes/testament/styles/genesis/preview?surface\\_inter\\_position=5&surface\\_intra\\_position=10&surface\\_type=all](https://themes.shopify.com/themes/testament/styles/genesis/preview?surface_inter_position=5&surface_intra_position=10&surface_type=all)

\$280 USD

Estimated ₹24029.52\*

[https://themes.shopify.com/themes/split/styles/cuber/preview?surface\\_inter\\_position=5&surface\\_intra\\_position=5&surface\\_type=all](https://themes.shopify.com/themes/split/styles/cuber/preview?surface_inter_position=5&surface_intra_position=5&surface_type=all)

#### 4. Essential Shopify Apps / Plugins (Monthly)

App Type	Monthly Cost (INR)	Purpose
Size Chart	₹0 – ₹800	Size assistance for users
Product Reviews	₹0 – ₹1,500	Build customer trust via reviews
Wishlist	₹500 – ₹1,000	Save favourite products for later
Email Marketing	₹0 – ₹4,000	Promotions, automation, campaigns
GST Invoicing	₹500 – ₹2,000	Auto-generate GST-compliant invoices
WhatsApp Chat	₹500 – ₹1,000	Real-time support and customer engagement
Abandoned Cart Recovery	₹0 – ₹1,500	Recover lost sales with automated reminders
Currency Converter	₹0 – ₹1,000	Useful if targeting global customers
Sticky Add to Cart Bar	₹0 – ₹600	Boosts conversions, especially on mobile
Sales Pop / Urgency App	₹0 – ₹1,000	Increases FOMO and improves conversion rate
Product Filter & Search	₹1,000 – ₹3,000	Advanced filtering by price, color, size, etc.
SEO Optimizer	₹500 – ₹2,000	Improve rankings and metadata optimisation
Live Inventory Sync	₹500 – ₹2,000	Sync across multiple locations or channels

App Type	Monthly Cost (INR)	Purpose
Loyalty & Referral Program	₹0 – ₹2,500	Encourage repeat customers
Returns Management App	₹0 – ₹1,500	Easy return request handling
Image Optimizer	₹0 – ₹1,000	Faster page load times by compressing images
Advanced Analytics / Dashboard	₹0 – ₹2,500	Better reporting & growth tracking

## Required Website Pages

These are the **mandatory pages** for a complete Shopify clothing store:

1. **Home Page** – Highlight collections, banners, offers
2. **Shop / Products Page** – All products listed by category. Every single product will have its own Product Details Page.
3. **Product Details Page** – Photos, size, price, variant selector, description for all products {these no of pages depends upon no of products}
4. **About Us** – Brand story
5. **Contact Us** – Form, map, contact info
6. **Size Guide** – For user clarity
7. **FAQs** – Common queries answered
8. **Returns & Exchanges** – Clear policies
9. **Privacy Policy** – Legal requirement
10. **Terms & Conditions** – Legal requirement
11. **Cart Page** – Items added by user
12. **Checkout Page** – Integrated with UPI, Razorpay, etc.
13. **Order Confirmation / Thank You Page** – After purchase
14. **Query Form** – Shown across all pages for customer support & queries

## Recommended Features (for Better Marketing & Sales)

To compete effectively and retain customers, the following features are strongly recommended:

- **Mobile-first design:** The Majority of Indian shoppers use mobile
- **Fast-loading pages:** Improves SEO & user experience
- **High-quality images/videos:** Especially for clothing
- **Size chart:** Avoids returns due to size issues
- **Product reviews:** Boosts trust

- **Abandoned cart recovery:** Converts missed sales
- **Email capture & marketing:** Grow customer base
- **Live chat / WhatsApp support:** Real-time engagement
- **Integrated GST invoice generator**
- **Social media sharing buttons**
- **SEO optimisation tools**

## Frontend Features

- Filters: Price Range, Color, Size, Category
- Dynamic Product Pages with images, zoom, video
- Product Zoom & Gallery View
- Wishlist Feature
- Real-time Chat (WhatsApp Integration)
- Email Subscription Popup
- Query Form on every page
- Customer Login / Register
- Order Tracking (for logged-in users)
- Responsive UI (Mobile/Desktop)
- Cart Preview & Sticky Cart
- Blog Section for brand storytelling & SEO

## Backend Features

### Admin & Staff Access

- Admin/staff login system
- Permission control: restrict who can access what
- Dashboard overview: orders, revenue, alerts

### Product Management

- Add/Edit/Delete products
- Upload product images & videos
- Add variants (size, color, etc.)
- Price, discount, sale timer
- Create collection/category pages

## **Inventory Management**

- Real-time stock tracking
- Low-stock alerts
- Auto hide out-of-stock products
- Restock status and visibility toggle

## **Order Management**

- All order list view with filters
- Status updates (Pending, Paid, Processing, Shipped, Delivered, Cancelled)
- Fulfilment flow (manual/auto)
- Track payment method & history
- Shipping labels (via app integration)
- Notify customers via SMS/email

## **Payment Integration**

- UPI, Cards, Net Banking, COD, Wallets
- Gateways: Razorpay, PayU, Cashfree, Paytm
- Logs of transactions
- Failed payment alerts
- Refund initiation from admin

## **User Management**

- User registration/login system
- Profile update, password reset
- Address book (billing/shipping)
- Order history view
- Return/Exchange request system

## **Reporting & Analytics**

- Sales reports: daily/weekly/monthly
- Best-selling products
- Inventory reports
- Customer data insights
- Google Analytics & Facebook Pixel integration
- Cart abandonment reports

## SEO & Marketing Backend

- Custom meta titles & descriptions
- Schema markup
- Google Indexing tools
- Newsletter integrations (Mailchimp, Klaviyo)
- Social share settings
- Discounts / Promo management

## Project Timeline (50+ Days Estimate)

Week	Tasks	Duration
Week 1	Shopify setup, domain connection	3–4 days
Week 2	Theme selection, purchase, and full customisation	5–6 days
Week 3	Product listing (incl. variants, images, SEO tags)	6–7 days
Week 4	Category/Collection setup, filters, inventory setup	5–6 days
Week 5	App integration: Wishlist, GST, WhatsApp, Reviews, etc.	5–6 days
Week 6	Policy pages: Returns, FAQ, T&C, Privacy, Shipping, etc.	4–5 days
Week 7	Payment & shipping setup, testing of Razorpay, PayU, COD, etc.	3–4 days
Week 8	User accounts, login, register, order history, return flow	3–4 days
Week 9	Blog & SEO: Meta titles, schema, optimisation	4–5 days
Week 10	Final testing: Mobile view, cross-browser, performance checks	4–5 days
Week 11	Marketing setup: Email tools, cart recovery, analytics	4–5 days
Week 12	Buffer week: Edits, debugging, feedback, launch prep	5–6 days

**Estimated Total Duration: 52–59 days**