**Shopify Clothing Store: Pricing, Features, and Timeline**

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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>

$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>

$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>

$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>

$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>

**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 |
| **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**