

DEVELOPER - ZHANG



# SHOPIFY STARTER LAUNCH

Package



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# SHOPIFY STARTER LAUNCH

**Best for:** Instagram/TikTok sellers moving to a website, small startups, or single-product brands in Thailand.

**TIMELINE:** 10 - 14 Business Days (After receiving all information)

## WHAT I WILL DO FOR YOU (SCOPE OF WORK):

### 1. STORE SETUP & DESIGN

- Full System Config: Setup of currency (THB), language, and store settings.
- Theme Implementation: Installation and setup of a Shopify 2.0 Free Theme (Dawn, Sense, or similar).
- Branding: Customizing the theme with your Brand Logo, Color Palette, and Fonts.
- Mobile-First Design: Ensuring the site looks perfect on mobile phones (where 90% of Thai customers shop).
- Navigation: Setup of Main Menu, Dropdowns, and Footer links.

### 2. PRODUCTS & CONTENT

- Product Upload: Uploading up to 15 Products (I will create the template so you can easily add more later).
- Collections: Setup of up to 5 Collections (e.g., Best Sellers, New Arrivals, Sale).
- Essential Pages: Home, Shop, About Us, Contact, FAQ.
- Legal Compliance: Setup of standard Privacy Policy, Terms of Service, and Refund Policy pages (Required for credibility).

### **3. THAI MARKET ESSENTIALS**

- Payment Setup:
  - Manual: Bank Transfer & Custom PromptPay QR Graphic design.
  - Automatic: Integration with Stripe, GB Prime, or 2C2P (if Client has an account).
- Shipping Rates: Setup of shipping logic (e.g., Flat Rate 50 THB, Free shipping over 1,000 THB).
- Chat Integration: Floating LINE OA or Facebook Messenger button for customer support.

### **4. MARKETING & TRACKING (CRUCIAL)**

- Social Linking: Connecting your Facebook Page and Instagram Account to the footer.
- Meta Pixel (Facebook Pixel): Basic installation so you can run retargeting ads in the future.
- Basic SEO: Optimization of Homepage title, meta description, and image alt-tags for Google.

### **5. HANOVER & TRAINING**

- 1-Hour Live Training: Zoom/Google Meet call teaching you how to process orders and add products.
- Domain Connection: Connecting your custom domain (e.g., .com / .co.th).

## **TRANSPARENT COST BREAKDOWN**

To ensure total transparency, here is what is covered by my fee and what is paid directly to the platforms.

### **PART A: PAID TO FREELANCER (One-time)**

- Design & Development Fee
- Includes all the work listed above.

### **PART B: CLIENT PAYS DIRECTLY TO PROVIDERS (Not included in my fee)**

1. Shopify Subscription: ~ \$25 USD/month (Paid to Shopify via Credit Card).
2. Domain Name: ~ 500 - 1,200 THB/year (Paid to GoDaddy or Shopify).
3. Premium Theme (Optional): If you do not want a Free theme, you must purchase the license (\$180 - \$380 USD). Most starters do fine with a free theme.

## **TERMS & CONDITIONS**

1. Revisions: Includes 2 Rounds of design edits prior to launch.  
Additional rounds charged at 1,000 THB/round.
2. Content: Client must provide all Logo files, Product Images, and Text info before work begins.
3. Payment: 50% Deposit to start work, 50% upon Website Handover.