

DEVELOPER - ZHANG

# PRO GROWTH (SHOPIFY)

Package

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# PACKAGE: PRO GROWTH (SHOPIFY)

**Best for:** Established brands, Fashion labels, or Businesses requiring Credit Card payments and Multi-Language support (TH/EN).

**YOUR INVESTMENT:** XX, XXX THB

**TIMELINE:** 15 - 20 Business Days

## WHAT IS INCLUDED (SCOPE OF WORK):

### 1. PREMIUM DESIGN & EXPERIENCE

- Premium Theme Setup: Installation and configuration of a High-End Shopify Theme (Prestige, Impulse, or similar).
  - Note: Ideal for fashion/lifestyle brands that rely on high-quality visuals.
- Brand Customization: Advanced color matching, font typography, and layout adjustments to match your brand guidelines.
- Mobile-First UX: Optimized user experience specifically for Thai mobile shoppers.
- Navigation: Advanced Mega-Menu setup (if supported by theme) for easier browsing.

### 2. MULTI-LANGUAGE (LOCALIZATION)

- Dual Language Setup: Full configuration of Thai & English store versions.
- App Integration: Setup of Shopify's native "Translate & Adapt" app.
- Scope: Translation setup for Navigation, Checkout, System messages, and Policy pages.
  - Note: Client to provide specific marketing copy translations, or we will use standard AI translation.

### **3. COMMERCE & PAYMENTS (THE "PRO" STUFF)**

- Credit Card Gateway: Integration of payment gateways like Stripe, GB Prime, 2C2P, or Omise (Client must have a merchant account).
- Manual Payments: Bank Transfer setup with a custom PromptPay QR Graphic design at checkout.
- Shipping Logic: Setup of complex shipping rules (e.g., Free shipping over 2,000 THB, weight-based rates for EMS).

### **4. PRODUCTS & CONTENT**

- Large Inventory Setup: Uploading up to 50 Products.
  - Includes: Variant setup (Size/Color), Prices, and Inventory tracking.
- Collections: Setup of up to 8 Collections (e.g., New In, Sale, Accessories, Men, Women).
- Pages: Home, Shop, About Us, Contact, FAQ, plus Legal Pages.

### **5. MARKETING & CONVERSION TOOLS**

- Chat Integration: Floating LINE Official Account or Facebook Messenger button for live support.
- Conversion Apps: Installation of Wishlist, Product Reviews (Judge.me), or "Notify me when available" apps.
- Email Marketing Start: Setup of a "Sign up for 10% Off" popup form (linked to Shopify Email).
- Social Integration: Instagram Feed on the homepage (if theme supports it).

### **6. SEO & HANDOVER**

- Standard SEO: Google optimization for Homepage and Top 10 Products.
- Tracking: Installation of Facebook Pixel and Google Analytics 4 (GA4).
- Training: 1-Hour Zoom Call (Screen share) + Recording provided.

## **COST TRANSPARENCY (CLIENT PAYS SEPARATELY)**

Please note the following costs are paid directly to the providers:

1. Shopify Subscription: \$25 - \$65 USD/month.
2. Premium Theme License: \$180 - \$380 USD (One-time purchase).
  - You must buy the license to use a Premium Theme legally.
3. Domain Name: ~ 500 - 1,000 THB/year.
4. Transaction Fees: Charged by payment gateways (e.g., Stripe charges ~3.6%).

## **IMPORTANT TERMS FOR THIS PACKAGE**

1. Revisions: Includes 3 Rounds of design revisions.
2. Translations: We set up the system for two languages. We provide standard system translations. Custom marketing text translation must be provided by the client to ensure accuracy.
3. Product Data: Client must provide product data (Excel/CSV preferred) and images organized in folders.
4. Payment: 50% Deposit to start, 50% upon Handover.