

# **E-commerce Strategy Recommendation for Coffee Retailer**

# eCommerce Strategy Proposal for CoffeeGust

## Table of Contents

1.	Organization Insights .....	4
1.1.	Organization Architecture .....	4
2.	Market Research .....	5
2.1.	Buyer Persona .....	6
3.	Key Factors for an Effective eCommerce Platform Selection .....	7
4.	Evaluation of different eCommerce platforms .....	8
5.	Key Functionalities for Enhanced Customer Experience .....	9
5.1.	Website Personalization and Performance .....	9
5.2.	Wholesale Channel for B2B Customers .....	11
5.3.	AI-based Chatbot for Enhanced Customer Support .....	11
5.4.	Subscriptions for Loyal Customers .....	12
5.5.	Payment Methods .....	13
5.6.	Flexible Shipping Options .....	14
6.	Integration of the Proposed System into Existing Architecture .....	16
7.	Action Plan for CoffeeGust .....	17
7.1.	Implementation Plan .....	17
7.2.	Resources Required .....	18
7.3.	Estimated Costs and Timeframe .....	18
8.	Limitations and Risks .....	19
9.	Discussion .....	19
10.	Conclusion .....	19
11.	References .....	20

## Table of Figures

Figure 1. Sample Buyer Persona B2C – Home Consumer (Caddy, 2022; Clifford, 2022; Dinev, 2022; HubSpot, no date; Martin, 2021).....	5
Figure 2. Sample Buyer Persona B2B – Business Customers (Caddy, 2022; Clifford, 2022; Dinev, 2022; HubSpot, no date; Martin, 2021).....	6
Figure 3. Key factors influencing eCommerce selection (Benjamins, 2022; Saltis, 2022; Wang et.al., 2021) .....	8
Figure 4. eCommerce Platform Types (Saltis, 2022).....	9
Figure 5. Comparison between Wix, Shopify and WooCommerce.....	10
Figure 6. Shopify Chatbot Analysis (Szaniawska-Schiavo, 2022) .....	12
Figure 7. Shopify Subscription Apps Analysis (Dominic, 2022).....	13
Figure 8. Analysis of Payment Gateways for UK customers.....	14
Figure 9. Analysis of different shipping strategies (Shipping, no date).....	15
Figure 10. Customer satisfaction levels in different delivery companies (Deitz and Witherden, 2022) .....	16
Figure 11. Implementation Plan of Proposed System (Behier,2022;).....	17
Figure 12. Estimate costs for the proposed system (Glassdoor, 2023; Pricing, no date b; Smith, 2022) .....	18

## **1. Organization Insights**

CoffeeGust is a medium-scale UK enterprise dealing with coffee beans and accessories. They offer products offline and online for home consumers(B2C) and businesses(B2B). Their existing website is managed by Wix. However, due to a significant increase in customer demand, CoffeeGust's owner has sensed an urge to find a more sophisticated eCommerce strategy and solution. He has allocated a budget of approximately £100,000 for the new eCommerce website and appointed an external consultant for recommending the most appropriate solution for the company.

Through this assessment, CoffeeGust's owner attempts to find the answers to the following questions:

- Which is the most suitable eCommerce platform for the company and its advantages over the existing system?
- How can the proposed platform enhance the customer experience to increase conversion rates?
- What are the suitable payment and shipping options available for the target customers?
- How is the new website integrated into the existing organization architecture?
- Provide a high-level plan for the implementation of the new website.

The answers to the above questions will be covered in the upcoming sections.

### **1.1. Organization Architecture**

CoffeeGust facilities include a warehouse, coffee roasting and product manufacturing facilities. The company sells its products offline through retail stores located in major cities in the UK. In order to manage offline sales, the retail store has a Point of Sale (POS) system installed on desktops with card readers that can accept the latest payment methods. The company has a shipping network for delivering products to online customers. However, it is not capable of express deliveries. CoffeeGust uses NetSuite as Enterprise Resource Planning (ERP) system to manage business operations and resources (Keenan,2021). Furthermore, it has a dedicated IT team with a designer, two developers, a tester and a project manager, and a marketing team.

It is essential to understand the customer attitude towards the coffee products as well as the strategies implemented by the competitors to come up with an effective eCommerce strategy. The next section will cover the trends and competitor strategies in the market.

## 2. Market Research

According to the latest trends, UK coffee culture will continue to grow in the upcoming years, making it a great time for coffee sellers to leverage marketing strategies, strong branding and technology to gain more profit in this industry (Dinev,2022; Ferguson,2020). Furthermore, the studies show that enhancing the customer experience and building customer relationships using innovative technology can boost the demand in the coffee industry (Dinev,2022). Major players in the UK market are Costa, Starbucks, Pret-A-Manager and Café Nero (Caddy,2022; Dinev,2022). Sustainability is becoming more important to customers, so major companies are investing in it (Clifford,2022). The next section explains different target audiences for CoffeeGust.



	<b>Location</b> Coventry, UK	<b>Tools They Need to Do Their Job</b> <ul style="list-style-type: none"> <li>Content Management Systems</li> <li>Cloud-based Storage &amp; File Sharing Applications</li> <li>Email</li> <li>Word Processing Programs</li> </ul>
	<b>Preferred Method of Communication</b> <ul style="list-style-type: none"> <li>Email</li> <li>Phone</li> <li>Text Messaging</li> </ul>	
<b>Name</b> Anna	<b>Job Responsibilities</b> Content Creation, Database Designing, Web Development	<b>Goals or Objectives</b> Web Development, Database Designing, Content Creation
<b>Job Title</b> IT Project Support Engineer		
<b>Age</b> 30 years	<b>Reports To</b> Project Supervisor	<b>Touch Points</b> Apps, Websites
<b>Highest Level of Education</b> Master's degree	<b>They Gain Information By</b> Online Courses, Office Documentation, Senior Teammates	
<b>Social Networks</b> 	<b>Their Job Is Measured By</b> Team Productivity	<b>Favourite Beverage</b> Instant Coffee
<b>Industry</b> Technology	<b>Biggest Challenges</b> Resources	<b>Drinking Preference</b> In-person from Cafes
<b>Organization Size</b> 11-50 employees		<b>Buying Objections</b> Hates poor tasting coffee than poor customer service

Figure 1. Sample Buyer Persona:Home Consumer(B2C) (Caddy,2022; Clifford,2022; Dinev,2022; HubSpot, no date; Martin,2021)

## 2.1. Buyer Persona

The success of any eCommerce strategy depends on understanding the customers through interviews, surveys, and social media (Carneiro,2018). After collecting relevant data, businesses must create buyer personas which are semi-fictional customer profiles to better understand their target audience and tailor their strategies accordingly(ibid).



	<b>Location</b> Leamington Spa, UK	<b>Tools They Need to Do Their Job</b> <ul style="list-style-type: none"> <li>Email</li> <li>Accounting &amp; Bookkeeping systems</li> <li>Invoicing Software</li> <li>Excel Sheets</li> </ul>
	<b>Goals or Objectives</b> Revenue Generation, Smooth functioning of Business	
<b>Name</b> Joe	<b>Job Responsibilities</b> People Management, Resource Management, Decision Making	<b>Preferred Method of Communication</b> <ul style="list-style-type: none"> <li>Email</li> <li>Phone</li> <li>Text Messaging</li> <li>Face-to-Face</li> </ul>
<b>Job Title</b> Café Manager		
<b>Age</b> 40 years	<b>Reports To</b> Business Owner	<b>Touch Points</b> Apps, Websites
<b>Highest Level of Education</b> Bachelor's degree	<b>They Gain Information By</b> Online Sources, Peer Connections, Experts, Business Owner	
<b>Social Networks</b> 	<b>Their Job Is Measured By</b> Revenue Generated	<b>Favourite Beverage</b> Barista Coffee
<b>Industry</b> Food & Beverage	<b>Biggest Challenges</b> Collaboration & Creativity	<b>Drinking Preference</b> Drinking at Home
<b>Organization Size</b> 1-10 employees		<b>Buying Objections</b> Not interested in expensive products

Figure 2. Sample Buyer Persona:Business Customers(B2B) (Caddy,2022; Clifford,2022; Dinev,2022; HubSpot, no date; Martin,2021)

CoffeeGust targets two types of audiences in the UK, home consumers and businesses. The targeted home consumers are 16 to 44 years old, earning less than £75,000 and mostly prefer to order coffee products online (via apps or websites) with subscription plans (Caddy,2022; Clifford,2022; Dinev,2022). They are health-conscious and prefer decaffeinated products (Caddy,2022). The preferred payment methods are digital wallets like PayPal, Apple Pay, Google Pay and Amazon Pay, and 'buy now and pay later' (BNPL) methods such as Klarna (Best,2022). They prefer express shipping and curbside pickup for products purchased online (Damen,2021; Kunst,2022). Additionally, they prefer to buy products and spend more money on

brands supporting sustainability (Bretous,2022). Fig.1 illustrates a sample home consumer persona.

The targeted business customers are aged between 35 to 44 years old, working in the food and beverage industry prefer to order high-quality coffee products online and offline (Caddy,2022; Clifford,2022; Dinev,2022; Martin,2021). The preferred payment methods are PayPal, Klarna, GooglePay and ApplePay (Coppola,2022 b). They prefer standard delivery at their store location and buying coffee products at wholesale prices from a reliable supplier. Fig.2 illustrates a sample business customer persona.

In addition to identifying the target customers, it is crucial to understand the different factors that influence the choice of an eCommerce platform.

### **3. Key Factors for an Effective eCommerce Platform Selection**

A successful eCommerce platform meets the business objectives and outcomes that have been defined by the business owner (Saltis,2022). Before selecting a suitable platform for CoffeeGust, it is important to identify the key factors that influence eCommerce platform selection to avoid losing money on the wrong platform (ibid). Fig.3 depicts key factors defined by different industry experts for finding an effective eCommerce platform.

Firstly, the costs include the pricing, upgradation and maintenance costs, adding or enhancing features expenses and website personalization costs (Saltis,2022). Secondly, the platform should be capable of scaling up and down based on the business requirements (ibid). Thirdly, security is important in eCommerce since it deals with financial data (ibid). Fourthly, the platform must offer a personalized interface across different devices such as mobiles and desktops using responsive themes to transform bounce rates into conversions (ibid). Fifthly, multiple payment methods should be supported, especially local payment methods are required to gain customer trust (ibid).

Sixthly, flexible shipping options are key to enhancing customer experience and studies show that free shipping leads to higher conversion rates (Benjamins,2022; Saltis,2022). Seventhly, having a vendor offering support is vital, especially in emergencies and can be reached via different communication channels including phone, mail and chat (Saltis,2022). Eighthly, community building provides a platform

that facilitates customer interaction by sharing their experiences and reviews, resulting in easy product sales and building brand loyalty (Wang et.al.,2021). Ninthly, it is crucial to determine whether the existing team has the required technical knowledge of the proposed platform (Saltis,2022). Tenthly, headless commerce separates UI from the backend enabling increased sales via a wide range of touchpoints (ibid).



*Figure 3. Key factors influencing eCommerce selection (Benjamins,2022; Saltis,2022; Wang et.al., 2021)*

Having identified several factors influencing the eCommerce platform selection, the following section will evaluate different platforms across these factors to determine the best solution for CoffeeGust.

#### **4. Evaluation of different eCommerce platforms**

There are five different types of eCommerce platforms available as shown in Fig.4. SaaS platforms are recommended because they are more scalable, cost-effective, secure and easier maintenance than other platforms (Davydov,2021).

The top 2 popular SaaS eCommerce platforms used are WooCommerce and Shopify (BuiltWith,2022). Based on the factors for the platform selection mentioned in the previous section, Fig.5 compares these two platforms with the existing platform, Wix.

Despite WooCommerce being open-source and providing users full control over the code and data, it doesn't offer the same level of security as proprietary SaaS solutions and is more susceptible to security breaches (Leydon,2022). Furthermore, tracking the changes, troubleshooting the issues and maintaining the site with the latest upgrades is very challenging in WooCommerce (ibid).



eCommerce Platform Types	
Create own platform	Invest and manage infrastructure and resources by the company itself or outsource it to an external party.
Traditional platforms	Purchase a license from the vendor and the company's IT team builds and customizes the platform.
Open-source platforms	No license fees. However, the company has to manage upgrades and maintenance.
Cloud platforms	Traditional platforms are being hosted in cloud platforms. The company has to manage upgrades and maintenance.
Software as a Service (SaaS) platforms	The company doesn't have to manage a cloud server or physical server. The platform is accessible through a web browser and these platforms offer subscription plans to users.

*Figure 4. eCommerce Platform Types (Saltis,2022)*

Although Shopify is more expensive than the other two platforms, it has a higher potential to meet the business requirements of CoffeeGust. In addition to being scalable, secure and supporting more payment options than the other two platforms, Shopify Plus offers automated tax calculations, fulfilment deliveries, free web hosting and dedicated customer support (Shopify, no date j; Shopify, no date m; Singleton,2022). Shopify Plus offers wholesale channels for B2B transactions, headless commerce and easy checkouts (Shopify, no date b). Moreover, the website can be built on Shopify without much technical expertise and offer support for re-platforming to Shopify in 90 days (Jain,2022; Pricing, no date a). Hence, Shopify Plus Plan is highly recommended for CoffeeGust.

Having identified the eCommerce platform, the next section will focus on the key functionalities of the proposed system that will enhance customer experience.

## **5. Key Functionalities for Enhanced Customer Experience**

While Shopify offers several functionalities, this report will focus only on the key functionalities that will enhance the customer experience in order to increase conversions in the upcoming sections.

### **5.1. Website Personalization and Performance**

The recent Statista studies in the UK depict that personalized images and easy checkouts on websites can lead to higher conversions (Coppola,2022 a; Pasquali,2022). Therefore, designing web pages carefully with wireframes and simplifying them based on the buyer persona, especially the home and checkout

pages can transform bounce rates into conversions (Anchahua, Garnique and Tarazona, 2018; Carneiro,2018; Nguyen,2022).

Factors	Wix	Shopify	WooCommerce
Plan & Pricing	Business VIP - £27/month	Shopify Plus - £2000/month	Business - £20/month
Scalability	50GB storage; Unlimited bandwidth & video hours	Unlimited bandwidth, storage, user accounts & more permissions to staff accounts; support a high volume of B2B sales; inventory (upto 250) & stores (upto 10) expansion across regions.	200 GB storage
Security	Secure online payments & data using SSL certificate	Ultra-secure payments & data using SSL certificate, Level 1 PCI DSS compliant & automatic upgrades; Bot protection; Supports SAML (Security Assertion Markup Language) SCIM (System for Cross-domain Identity Management)	Pre-installed SSL certificate; automated backups & easy restore; spam filtration & security scans; reliable hosting across multiple data centres; full control over data
Website Personalization	800 free fully customizable templates; Wix Multilingual for language translation	114 customizable templates (11 free and 103 paid) in different industry categories; customer segmentation; language translation; automatic currency conversion to increase conversion rates; fully customizable checkout	62 customizable templates (including 3 free themes) in different industry categories with extended colour schemes, designs and control over web CSS; VideoPress support; full control over data; one-page checkout & refund; extensive plug-ins
Multiple Payment Methods	17 payment gateways supported in the UK including Wix Payments. <b>Doesn't support Amazon Pay or Apple Pay</b>	99 payment gateways supported in the UK (including Shopify Payments) with fraud analysis; supports dynamic product pricing	22 payment gateways supported in the UK including WooCommerce Payments
Flexible Shipping Options	Free shipping and in-store pick-up services available; support shipping tool integration; fulfilment orders	Third-party calculated shipping rates; Shopify shipping discount of up to 74%; delivery partnerships including Evri and DPD; Fulfilment delivery; Click & Collect; support exchanges; free shipping thresholds; customized shipping labels	Flat rate shipping, free shipping, & local pickup options; shipping extensions available
Vendor Support	Priority 24/7 customer care	Dedicated 24/7 customer care; access to Shopify Merchant Success Program, Shopify Plus Academy and Shopify Partner Program; support in migration from the existing platform	24/7 live chat and unlimited email support
Headless Commerce	✗	✓	✗
Technical Knowledge	Not required	Not required	Required
Site Management	Easy and intuitive interface; Built-in Drag-and-drop store builder; Custom domain; Free domain for 1 year; Wix ADI for automated site building	Custom domain; International market management; offer market domains & sub-domains	Free domain for 1 year; strong content management system (CMS);
Citations	(Analytics, no date; eCommerce, no date; Greaves, 2022; Jain, 2022; Mendpara and Benjamins, 2022; Pricing, no date b; Sampalo, 2022; Support, no date a; Support, no date b; Support, no date c; Tuca, 2022)	(Apps, no date; Center, no date; Commerce, 2022; Fang, 2021; Gateways, no date b; Greaves, 2022; Jain, 2022; Mendpara and Benjamins, 2022; Pricing, no date a; Shopify, no date j; Shopify, no date l; Singleton, 2022; Themes, no date; Tuca, 2022)	(Analytics, 2022; Benjamins, 2022; Jain, 2022; Greaves, 2022; Report, 2022; Marr, 2022; Store, no date; Store, 2022; Tuca, 2022; WordPress, 2022; WooCommerce, 2022)

Figure 5. Comparison between Wix, Shopify and WooCommerce.

Shopify Plus allows the customization of the checkout page by providing full access to the 'checkout.liquid' file (Singleton,2022). This plan also offers access to Shopify Scripts for automating discounts and promotions, pre-calculating shipping expenses and setting free shipping thresholds on the checkout page effortlessly (ibid). Additionally, a single-page checkout page with customer-preferred fast secure payment options and dynamic checkout buttons promotes customers in spontaneous shopping (Nguyen,2022; Shopify, no date d).

The website performance is critical as the visitors will leave if it takes longer loading time (Nguyen,2022). Shopify Plus provides unlimited bandwidth for faster processing

(Shopify, no date j). Before launching the website, it is advisable to test loading speed and visual design on multiple devices including mobiles and tablets to ensure its functioning and performance (Nguyen,2022).

### **5.2. Wholesale Channel for B2B Customers**

Unlike other Shopify plans, Shopify Plus offers an extended platform exclusively for wholesale sales (Shopify, no date o). Shopify Wholesale Channel features a different storefront and can sell products at wholesale prices (ibid). It allows customized product pricing such as volume-based discounts, different rates for different customers, percentage-based discounted prices and flat rates for all products (ibid). The order can be processed in different methods such as sharing the invoice with payment methods configured in Shopify or accepting payment through wired transfer or credit cards and marking it as paid when payment is received (ibid). The business owner can send invitations to customers who are interested in wholesale transactions (ibid).

The existing platform doesn't offer this functionality. According to the buyer persona, B2B customers prefer to buy products at wholesale prices. So, this functionality boosts B2B transactions in the proposed system.

### **5.3. AI-based Chatbot for Enhanced Customer Support**

Chatbots are computer programs that simulate human-like conversations with customers in online stores (Szaniawska-Schiavo,2022). Most customers prefer chatbot support since they answer queries faster than humans and can handle multiple queries simultaneously (Moran,2022; Szaniawska-Schiavo,2022). Hence, implementing chatbots for automated customer support offers more customer engagement and promotes conversions (ibid).

It is important to understand the features and pricing of chatbots before integrating them into the website. Fig.6 demonstrates the analysis of four popular Shopify chatbots (Szaniawska-Schiavo,2022). The ticketing system, techniques to avoid cart abandonment, right product recommendation, FAQ handling, email marketing and an interface to monitor chatbot conversations makes Tidio stand out from the other three (ibid). Based on the functionalities and customer ratings, Tidio is the best suited for CoffeeGust. The Tidio+ plan is recommended for the proposed system to fully utilize its features.

ChatBot	Features	Pricing	Customer Rating	App Store Link
<b>Tidio</b>	<ul style="list-style-type: none"> <li>AI-based live chatbot and 30+ templates available.</li> <li>FAQ chatbots handle customer queries including order status and refund processing.</li> <li>NLP chatbot offers product recommendations based on customer browsing and analytics.</li> <li>Ticketing system, Email marketing, Notifications</li> <li>Interface to monitor the impact of chatbot conversations on sales.</li> <li>Reduce cart abandonment and offer discounts</li> <li>Facebook, Instagram, Messenger and Zapier integrations available.</li> </ul>	4 Monthly Plans Available: Free, Communicator-\$19, Chatbot- \$39, Tidio+ - \$289	4.8/5 (1,300+ reviews)	<a href="https://apps.shopify.com/tidio-chat">https://apps.shopify.com/tidio-chat</a>
<b>Chatra</b>	<ul style="list-style-type: none"> <li>Online and Offline bots available.</li> <li>Provide notifications and handle customer queries.</li> <li>Collect customer feedback and share insights on customer pain points</li> <li>Reduce cart abandonment by contacting customers stuck at checkout.</li> <li>Help Scout, Slack, Zapier, Webhooks, Facebook, and Instagram integrations available.</li> </ul>	3 Monthly Plans available: Free, Essential - \$ 21, Pro - \$29	4.8/5 (600+ reviews)	<a href="https://apps.shopify.com/chatra">https://apps.shopify.com/chatra</a>
<b>Reamaze</b>	<ul style="list-style-type: none"> <li>Capable to create, update and manage Shopify orders and chat with customers in parallel.</li> <li>Custom chatbot builder available and templates available for built-in FAQ, live chat, notifications, surveys</li> <li>Multi-branding option available</li> <li>30+ app integrations available including Smile.io, Klaviyo, Shipstation, Octane ai, Smsbump</li> </ul>	14-day free trial, 4 Monthly Plans are available: Basic-\$29, Pro-\$49, Plus-\$69, Enterprise Custom-\$899	4.8/5 (200+ reviews)	<a href="https://apps.shopify.com/reamaze">https://apps.shopify.com/reamaze</a>
<b>Gobot</b>	<ul style="list-style-type: none"> <li>Quiz-based chat to assist customers to find the right products based on AI analytics.</li> <li>Collect customer feedback and share data into Klaviyo</li> <li>Fully customizable design with the drag-and-drop builder.</li> <li>Klaviyo, Drip, Attentive, Postscript, Gorgias, and Zendesk integrations available.</li> </ul>	Free to install and the first 5000 customer interactions are free of cost, Premium plan available on request	4.4/5 (100+ reviews)	<a href="https://apps.shopify.com/gobot-1">https://apps.shopify.com/gobot-1</a>

*Figure 6. Shopify Chatbot Analysis (Szaniawska-Schiavo,2022)*

#### 5.4. Subscription Plans

Increasing living costs have influenced customer purchasing decisions in the UK, so subscriptions are more appealing to home consumers(ibid). To promote customer experience, it is vital to choose an app with a good customer interface and support from Shopify App Store. Fig.7 illustrates the comparison of features offered by three popular Shopify subscription apps (Dominic,2022).

Based on the functionalities and customer ratings, Appstle Subscriptions is the recommended option for CoffeeGust. Appstle Subscriptions supports a range of features including pay-as-you-go, prepaid subscriptions, custom shipping, bundled discounts and gifts for loyal members (Dominic,2022). Furthermore, it offers customers an intuitive dashboard with one-click login, dynamic action links and unified checkout (Store,2021). Additionally, it provides real-time business reports on subscribers, revenue generated and business performance (ibid). It also provides 24x7 customer support (ibid). The Appstle Business Premium plan is recommended for the proposed system to fully utilize its features.

Shopify Subscription App	Features	Pricing	Customer Rating	App Store Link
<b>Appstle Subscriptions</b>	<ul style="list-style-type: none"> <li>• Supports pay-as-you-go, pre-paid subscriptions, free subscription trials, build-a-box, unified checkout, tiered discounts, custom shipping, and gifts.</li> <li>• Customer dashboard with one-click login and dynamic links.</li> <li>• Supports upsells, bundling, bulk automation and retention tools.</li> <li>• Real-time reports on subscriptions, revenue and sales.</li> <li>• Integrations available with LoyaltyLion - Zapier, Klaviyo - Growwave, Gorgias - UpPromote, EcomSolid - Transcy, Yotpo - Disc Pricing, Bundler - PageFly</li> </ul>	10-day free trial 4 monthly plans: <ul style="list-style-type: none"> <li>• Free (until subscription revenue attains \$500/month)</li> <li>• Starter - \$10</li> <li>• Business - \$30</li> <li>• Business Premium - \$100</li> </ul>	4.9/5 (1800+ reviews)	<a href="https://apps.shopify.com/subscriptions-by-appstle">https://apps.shopify.com/subscriptions-by-appstle</a>
<b>Recharge Subscriptions</b>	<ul style="list-style-type: none"> <li>• Supports upselling, cross-selling, build-a-box and unified checkout</li> <li>• Enables customers to manage subscriptions through RechargeSMS</li> <li>• Provides customer portal</li> <li>• Customizable interface with flexible API.</li> <li>• Real-time reports on sales.</li> <li>• Integrations available with Klaviyo, Gorgias, Stripe, Avalara, Churn Buster, and LoyaltyLion</li> </ul>	2 monthly plans: <ul style="list-style-type: none"> <li>• Standard-free (1% + 10¢ per transaction),</li> <li>• Pro - \$499 (1% + 19¢ per transaction)</li> </ul>	4.7/5 (1300+ reviews)	<a href="https://apps.shopify.com/subscriptions-payments">https://apps.shopify.com/subscriptions-payments</a>
<b>Seal Subscriptions</b>	<ul style="list-style-type: none"> <li>• Supports classic and prepaid subscriptions, discounts, free trials, tiered discounts, custom shipping, and gifts.</li> <li>• Real-time business reports.</li> <li>• Integrations available with Klaviyo, Google Analytics, Bundler, Multilanguage, and Pagefly.</li> </ul>	30-day free trial 4 monthly plans: <ul style="list-style-type: none"> <li>• Free (150 subscriptions)</li> <li>• Superscale - \$4.95</li> <li>• Rising Star - \$7.95</li> <li>• Legend - \$20</li> </ul>	4.9/5 (500+ reviews)	<a href="https://apps.shopify.com/seal-subscriptions">https://apps.shopify.com/seal-subscriptions</a>

*Figure 7. Shopify Subscription Apps Analysis (Dominic,2022)*

## 5.5. Payment Methods

According to buyer persona, the preferred payment methods include digital wallets such as PayPal, Apple Pay, Google Pay and Amazon Pay, and BNPL methods such as Klarna (Best,2022). Therefore, it is crucial to have different customer-preferred payment options as they are conversion catalysts (Payments, no date).

Shopify Plus supports a range of payment gateways including digital wallets (ShopPay, PayPal, GooglePay, ApplePay), pay later options (Cash on delivery, Shop Pay Installments, Klarna) and bank cards (Plus, no date b; Shopify, no date k). Furthermore, it offers more security over the existing platform including fraud and risk analysis, 3D secure checkout, payment data encryption, bot protection, Level 1 PCI DSS compliant, and SOC2 Type II compliance (ibid). Shopify doesn't charge additional fees for payment gateway integration (Gateways, no date a). However, it is essential to analyze the benefits and limitations of the payment gateway before integrating it into the proposed system since it influences customer experience (Payments, no date), business profit margin and product cost (Okugbe,2022). Fig.8 depicts the analysis of popular payment gateways in the UK.

Although Shopify supports around 99 payment gateways, only 11 payment gateways which are popular in the UK have been considered in the analysis. Out of the 11 payment gateways, 10 gateways excluding Sage Pay are recommended for the proposed system. The Sage Pay account verification process takes around 5 weeks

and transactions cannot be carried out till verification is completed (Okugbe,2022). Hence, Sage Pay is not recommended.

Payment Gateway	Description	Transaction Charges	Citations
Shop Pay	<ul style="list-style-type: none"> <li>Allows speedy checkout by securely storing user payment method information and supports cards including Visa, Mastercard, American Express, Debit, and Credit cards.</li> <li>Easy to activate and deactivate.</li> <li>Supports payments in instalments and 22 languages</li> </ul>	No	(Shopify, no date a; Shopify, no date c; Shopify, no date k; Shopify, no date l)
Shopify Payments	<ul style="list-style-type: none"> <li>Easy to set up and no third party involved.</li> <li>Need to activate two-step authentication in the account to avoid security breaches.</li> <li>Supports cash, cash on delivery, bank transfer, Shop Pay, Shop Pay Installments, and PayPal without transaction fees.</li> <li>Supports multi-currency</li> </ul>	No	(Shopify, no date l)
PayPal	<ul style="list-style-type: none"> <li>Default payment provider and offer PayPal Express checkout.</li> <li>Supports credit cards, buyer credit, bank accounts and PayPal balances.</li> <li>PayPal Seller protection for unauthorized payments and items not received.</li> </ul>	Transaction fee applicable if Shopify Payments is not activated for each transaction.	(Shopify, no date h; Shopify, no date i)
Apple Pay, Google Pay, Meta Pay	<ul style="list-style-type: none"> <li>Supports speedy checkout and dynamic checkout buttons.</li> <li>Offer sales reports for speedy checkouts using payment method filters</li> </ul>	No extra transaction fees, normal processing fees apply	(Shopify, no date e; Shopify, no date f; Shopify, no date g)
Amazon Pay	<ul style="list-style-type: none"> <li>Supports speedy checkout and dynamic checkout buttons.</li> <li>Shopping item details are not shared with Amazon during the checkout process.</li> </ul>	Third-party transaction fees are applicable for each transaction	(Shopify, no date d)
Klarna	<ul style="list-style-type: none"> <li>Third-party payment provider to support customers who wish to pay later.</li> </ul>	Transaction fee applicable if Shopify Payments is not activated for each transaction	(Shopify, no date n)
World Pay	<ul style="list-style-type: none"> <li>Third-party payment provider with 2 monthly plans – Standard &amp; Advanced and doesn't charge for refunds.</li> </ul>	Standard – 19 GBP Advanced – 45 GBP	(Okugbe,2022)
Sage Pay	<ul style="list-style-type: none"> <li>Secure transactions but account verification is time-consuming.</li> <li>Monthly fees instead of transaction fees</li> </ul>	19 GBP for 350 transactions per month	(Okugbe,2022)
Authorize.net	<ul style="list-style-type: none"> <li>Third-party payment provider and supports different payment options like Visa, JCB, Discover, MasterCard, Diner's Club, and American Express. Require set-up fee.</li> </ul>	Transaction fee applicable	(Okugbe,2022)

*Figure 8. Analysis of Payment Gateways for UK customers*

WorldPay has two monthly plans, Standard (19GBP) and Advanced (45GBP), and an option to pay as you go which costs 2.75%+0.20 GBP per transaction. (Bradshaw,2022; Okugbe,2022). WorldPay Advanced plan is recommended because it offers a business dashboard to manage transactions online, accepts payment via the link, and supports recurring payments (ibid).

## 5.6. Flexible Shipping Options

Most customers prefer convenience and speed in digital shopping, hence most of them prefer curbside pickup (Beteck,2022; Damen,2021). Curbside delivery offers a more convenient shopping experience to customers as they can collect the item without waiting in a queue and social distancing (Damen,2021). With changing customer preferences for shipping, businesses must have reliable delivery mechanisms to remain competitive in the market (Saltis,2022).



Different shipping strategies include flat-rate shipping, free shipping and carrier-calculated shipping (Shipping, no date). Fig.9 focuses on the analysis of different shipping strategies (ibid). Flat rates and free shipping are the best shipping strategies to avoid cart abandonment and enhance conversion rates (ibid). Shopify Shipping simplifies the shipping process by auto-calculating the shipping charges for each transaction and fulfilment delivery (ibid). The existing platform doesn't support flexible shipping options when compared to Shopify (Benjamins,2022).

Shipping Strategy	Benefits	Limitations
Flat rate shipping	<ul style="list-style-type: none"> <li>Specify transit, processing and delivery timings during checkout to avoid cart abandonment.</li> <li>Allows to set discounted shipping rates based on the cart value to increase sales.</li> </ul>	<ul style="list-style-type: none"> <li>Shipping rates often keep changing, so business has to update their shipping rates based on it.</li> <li>Need to calculate the shipping costs, if not planning to use Shopify Shipping Labels which offers shipping calculation using Shopify Shipping Calculator.</li> </ul>
Free shipping	<ul style="list-style-type: none"> <li>Free shipping can increase conversion rates significantly.</li> <li>Allows to set free shipping based on the cart value</li> </ul>	<ul style="list-style-type: none"> <li>Free shipping decreases the profit margin, this is managed by including shipping charges to the product price.</li> </ul>
Carrier calculated shipping	<ul style="list-style-type: none"> <li>Shows exact shipping rates during checkout using Shopify Shipping, shipping apps or third-party services.</li> <li>Customers are given the flexibility to choose the carrier service based on the shipping charges.</li> </ul>	<ul style="list-style-type: none"> <li>Different shipping charges may lead to cart abandonment, and this is handled by hiding shipping charges before checkout.</li> <li>Product dimensions are required for cost estimation.</li> </ul>

*Figure 9. Analysis of different shipping strategies (Shipping, no date)*

Shopify Plus offers advanced robotics-driven fulfilment centres to assist businesses to fulfil their shipping requirements efficiently and cost-effectively (Plus,no date a). In addition to customer support, they manage inventory with accuracy and take ownership of the orders (ibid). Shopify Plus enables local pickup & delivery, curbside, and click & collect in a fast mode without any extra charges (Plus, no date a; Damen,2021).

Furthermore, Shopify has partnerships with leading delivery companies such as Evri and DPD in the UK (Fraser,2022; Shopify, no date m). By default, UPS and FedEx are activated in Shopify with a negotiable shipping price (Carriers, no date). Fig.10 illustrates the customer satisfaction levels in different delivery services and all four delivery partners (DPD, Evri, FedEx, UPS) have scored beyond 70%. So, Shopify Shipping with all these carrier services including different shipping modes such as express, standard delivery, online returns and exchanges is recommended for the proposed system to meet target customer preferences.

Delivery company	Overall percentage of satisfied companies
Amazon	89%
Royal Mail	86%
DPD	79%
Evri (formerly known as Hermes)	76%
FedEx	74%
Yodel	72%
UPS	70%
Parcelforce	70%
DHL	64%

Sample size: 3,144 adults

*Figure 10. Customer satisfaction levels in different delivery companies (Deitz and Witherden, 2022)*

## 6. Integration of the Proposed System into Existing Architecture

Shopify Plus plan includes the Shopify POS Pro that bridges the gap between offline and online sales (Korniyenko,2022). In addition to accepting online orders through POS, it allows customers to exchange and return products purchased online to a local retail store (ibid). Business owners can track online and offline business performance through a single interface which is even available as a mobile app (ibid). Since Shopify POS Pro has the potential to enhance customer experience further, it is recommended to migrate the existing POS system to Shopify POS Pro.

The existing ERP system can be integrated with the proposed system by leveraging the integration platform as a service (iPaaS) for NetSuite available in the Shopify App Store (Keenan,2021). The integration can be performed by a developer with guidance from an integration partner (ibid). The ERP integration allows CoffeeGust to keep the data centralized across all departments, and facilitate real-time inventory management and dynamic pricing to the customers (ibid).



## 7. Action Plan for CoffeeGust

This section outlines the action plan of the proposed system for CoffeeGust which includes an implementation plan, estimating the cost and duration of implementation, and the resources required for it.

### 7.1. Implementation Plan

The proposed system can be implemented in ten steps as illustrated in Fig.11. Firstly, before migrating to Shopify POS Pro, the existing POS hardware should be checked for compatibility issues (Behier,2022). Secondly, the data from POS and Wix should be backed up so that in case of a rollback, the data can be retrieved from it (LitExtension,2022). Thirdly, the new website should be designed using wireframes and built using Shopify (ibid). Fourthly, the data should be migrated from the existing platforms including POS and Wix to Shopify using a third-party tool such as LitExtension (ibid). LitExtension offers many benefits, including a free migration demo, easy migration and allows to accept customer orders through the old website until the new one is ready to launch (ibid). The data should be verified after migration to ensure accuracy in both systems (ibid). Fifthly, the Shopify admin should be configured with the required settings including location, tax, payment methods and apps for the website as well as POS (Behier,2022).



*Figure 11. Implementation Plan of Proposed System (Behier,2022; Keenan,2021; LitExtension,2022)*

Sixthly, the proposed system should be integrated with the ERP system using the NetSuite connector (Keenan,2021). Seventhly, website personalization should be performed for both the online store and wholesale channel (LitExtension,2022). Eighthly, the website is tested for its usability and performance (ibid). Ninthly, the DNS

from the existing system should be changed and the domain name should be transferred to Shopify services (ibid). Finally, the proposed system is tested by placing orders through the website and POS system, to ensure it is functioning as expected and is accessible to the targeted audience (ibid).

## 7.2. Resources Required

By leveraging the capabilities of the existing IT team, the implementation plan can be executed efficiently. However, all staff should be trained on the proposed platform for a smooth transition. Shopify POS and website can be implemented using the existing hardware including desktops and card readers, more can be procured if necessary.

## 7.3. Estimated Costs and Timeframe

Shopify Plus Plan assures the complete migration from the existing system to Shopify in 90 days (Pricing, no date a). Shopify offer dedicated customer support for re-platforming and they have partnered with NetSuite for seamless migration (Keenan,2021; Pricing, no date a).

Fig.12 outlines the estimated costs in different categories of implementation. It includes a monthly plan, Shopify App charges, website personalization and migration costs, sustainability initiatives and human resource costs. Since the expected timeframe for migration is 3 months, the cost is calculated based on it. The total costs will be approximately 99,500GBP.

Human Resource	Costs for 3 months (in GBP)
Project Manager (x1)	16,000
Web Developers (x2)	27,000
Web Designer (x1)	12,500
Tester(x1)	12,000
<b>Sub Total</b>	<b>67,500</b>
Category	Costs (in GBP)
Monthly Plan (3 months)	6,000
App Charges (3 months)	3,000
Website Personalization & Migration Costs	20,000
Sustainability Initiatives	3000
Human Resource Costs (3 months)	67,500
<b>Grand Total</b>	<b>99,500</b>

Figure 12. Estimate costs for the proposed system (Glassdoor,2023; Pricing,no date b; Smith,2022)

## **8. Limitations and Risks**

There are a few limitations identified in the proposed system. Although Shopify has detailed and up-to-date documentation regarding different legal regulations, it is the responsibility of the business owners to ensure they comply with the local regulations to avoid huge penalties and reputational damage (Korniyenko,2022). European businesses have to wait for the latest features introduced in Shopify POS since it doesn't release those to all regions at the same time(ibid). The wholesale channel doesn't support third-party system integration and tax exclusion from the displayed price (Shopify,no date o).

## **9. Discussion**

The limitations of the wholesale channel can be handled by store expansion and Shopify Plus Plan supports up to 10 stores (Shopify, no date o). Currently, headless commerce is not used, however, it can be implemented in the next phase to enhance customer experience further.

## **10. Conclusion**

The requirement of CoffeeGust's owner was to propose an eCommerce strategy that promotes conversion rates by enhancing the online customer experience. As the initial step, this study analyzed the current market trends, competitor strategies and targeted customer preferences. Then, the key factors influencing the eCommerce platform selection, and based on these factors evaluated two different platforms with the existing platform. Shopify Plus has been identified as a suitable platform for CoffeeGust. The study highlighted the key functionalities of Shopify Plus that promote conversions in digital commerce. The report outlines an action plan for CoffeeGust and covers the limitations as well as the areas of improvement involved in the proposed system.

## 11. References

- Analytics, W. (no date) *Website analytics: Track your site's performance*, Wix Analytics GOT. Available at: <https://www.wix.com/manage/analytics> (Accessed: December 29, 2022).
- Analytics, W. (2022) *Woocommerce analytics*, WooCommerce. Available at: <https://woocommerce.com/document/woocommerce-analytics/> (Accessed: December 30, 2022).
- Anchahua, M.C., Garnique, L.V. and Tarazona, J.A. (2018) "User Experience Maturity Model for Ecommerce Websites." Available at: <https://0-ieeeexplore-ieee-org.pugwash.lib.warwick.ac.uk/document/8587080> (Accessed: January 5, 2023).
- Apps, S. (no date) *Loyalty, rewards & referrals - loyaltylion: Customer loyalty and retention platform: Shopify app store*, LoyaltyLion | Customer loyalty and retention platform | Shopify App Store. Available at: <https://apps.shopify.com/loyaltylion> (Accessed: December 18, 2022).
- Behier, C. (2022) *Migrating your store to Shopify Pos*, TheGenieLab. TheGenieLab. Available at: <https://www.thegenielab.com/blogs/articles/migrating-your-store-to-shopify-pos> (Accessed: January 7, 2023).
- Benjamins, S. (2022) *The best ecommerce website builders in 2022... and the worst*, Best Ecommerce Website Builders. Site Builder Report. Available at: <https://www.sitebuilderreport.com/best-ecommerce-builders> (Accessed: December 20, 2022).
- Best, R.de (2022) "Share of selected payment methods as percentage of total e-commerce transaction volume worldwide in 2021, with a forecast for 2025." Available at: <https://0-www-statista-com.pugwash.lib.warwick.ac.uk/statistics/1111233/payment-method-usage-transaction-volume-share-worldwide/> (Accessed: January 4, 2023).
- Beteck, N. (2022) *How speed and convenience are driving retail innovation*, NRF. Available at: <https://nrf.com/blog/how-speed-and-convenience-are-driving-retail-innovation> (Accessed: January 5, 2023).

- Bradshaw, A. (2022) *Worldpay UK Review – True Cost & Fees Breakdown*, *Startups.co.uk*. Available at: <https://startups.co.uk/payment-processing/worldpay/> (Accessed: January 5, 2023).
- Bretous, M. (2022) *Consumer behavior statistics you should know in 2022 [new data]*, *HubSpot Blog*. HubSpot. Available at: <https://blog.hubspot.com/marketing/buyer-behavior-statistics> (Accessed: January 3, 2023).
- BuiltWith (2022) *ECommerce usage distribution in the top 1 million sites, eCommerce technologies Web Usage Distribution*. Available at: <https://trends.builtwith.com/shop> (Accessed: December 19, 2022).
- Caddy, T. (2022) “Coffee Shops-UK-2022.” Available at: <https://reports.mintel.com/display/1166761/?fromSearch=%3Ffreetext%3DCoffee%2520%26resultPosition%3D1> (Accessed: January 1, 2023).
- Carriers, S. (no date) *Shipping carriers*, *Shopify Help Center*. Available at: <https://help.shopify.com/en/manual/shipping/understanding-shipping/shipping-carriers> (Accessed: January 5, 2023).
- Carmichael, C. (2022) *Woocommerce vs shopify: Who comes out on top? (2022)*, *Website Builder Expert*. Available at: <https://www.websitebuilderexpert.com/e-commerce-website-builders/comparisons/woocommerce-vs-shopify/> (Accessed: December 31, 2022).
- Carneiro, N.C. (2018) *Driving innovation through social data: a methodology for building buyer personas*. thesis. University of Porto. Available at: <https://repositorio-aberto.up.pt/bitstream/10216/114233/2/278147.pdf> (Accessed: January 2, 2023).
- Center, S.H. (no date) *Shopify analytics*, *Shopify Help Center*. Available at: <https://help.shopify.com/en/manual/reports-and-analytics/shopify-reports> (Accessed: December 29, 2022).
- Clifford, E. (2022) “Coffee - UK - 2022.” Available at: <https://reports.mintel.com/display/1164457/> (Accessed: January 1, 2023).
- Commerce, I. (2022) *Headless commerce shopify vs shopify plus?*, *Instant Commerce*. Available at: <https://instantcommerce.io/headless-shopify/shopify-vs-shopify-plus> (Accessed: January 1, 2023).

- Coppola, D. (2022 a) "Main checkout options available on B2B e-commerce stores in the United Kingdom (UK) as of January 2022." Available at: <https://0-www-statista-com.pugwash.lib.warwick.ac.uk/statistics/1331769/b2b-e-commerce-checkout-options-united-kingdom/> (Accessed: January 4, 2023).
- Coppola, D. (2022 b) "Main digital payment options on B2B e-commerce stores in the United Kingdom (UK) as of January 2022." Available at: <https://0-www-statista-com.pugwash.lib.warwick.ac.uk/statistics/1331789/b2b-e-commerce-payment-options-united-kingdom/> (Accessed: January 4, 2023).
- Damen, A. (2021) *The ultimate guide to curbside pickup (+ real retail examples)*, *Shopify*. Available at: <https://www.shopify.com/retail/curbside-pickup> (Accessed: January 5, 2023).
- Davydov, R. (2021) *Ecommerce SAAS: A comprehensive guide and best platforms*, *Ecommerce SaaS: a Comprehensive Guide and Best Platforms*. Available at: <https://www.itransition.com/ecommerce/saas> (Accessed: January 3, 2023).
- Deitz, L. and Witherden, G. (2022) *Best and worst delivery companies*. Available at: <https://www.which.co.uk/reviews/best-and-worst-shops/article/best-and-worst-delivery-companies-adzRt3m47ABD> (Accessed: January 5, 2023).
- Dinev, K. (2022) "Cafes & Coffee Shops in the UK." Available at: <https://0-my-ibisworld-com.pugwash.lib.warwick.ac.uk/uk/en/industry-specialized/sp0.164/industry-outlook> (Accessed: December 19, 2022).
- Dobroth, C. (2022) *What I've learned about ecommerce platforms*, *Practical Ecommerce*. Available at: <https://www.practicalecommerce.com/what-ive-learned-about-ecommerce-platforms> (Accessed: December 17, 2022).
- Dominic (2022) *12+ best shopify subscription apps in 2022 (Pros & Cons)*, *Tapita*. Available at: <https://tapita.io/shopify-subscription-app/> (Accessed: January 6, 2023).
- eCommerce, W. (no date) *All payment gateways*, *Payment Gateways GOT*. Available at: <https://www.wix.com/payments/payment-gateways> (Accessed: December 29, 2022).
- Fang, J. (2021) *Simplify ecommerce data management with MPARTICLE's Shopify integration*, *Customer Data Platform - Home*. mparticle. Available at:

<https://www.mparticle.com/blog/mparticle-shopify-integration/> (Accessed: December 31, 2022).

- Ferguson, E. (2020) *Sell coffee online: How to launch a Café*, Shopify. Available at: <https://www.shopify.com/uk/blog/sell-coffee> (Accessed: December 20, 2022).
- Fraser, M. (2022) "Postal & Courier Activities in the UK." Available at: <https://0-my-ibisworld-com.pugwash.lib.warwick.ac.uk/uk/en/industry/h53.000/major-companies#major-players> (Accessed: January 5, 2023).
- HubSpot (no date) *Make my persona - free buyer persona template generator (2022)*, HubSpot. Available at: <https://www.hubspot.com/make-my-persona> (Accessed: January 1, 2023).
- Gateways, S.P. (no date a) *Online payment gateways and payment providers*, Shopify. Available at: <https://www.shopify.com/uk/payment-gateways> (Accessed: January 4, 2023).
- Gateways, S.P. (no date b) *UK payment gateways to accept customer payment*, Shopify. Available at: <https://www.shopify.com/uk/payment-gateways/united-kingdom> (Accessed: December 29, 2022).
- Glassdoor (2023) *Salary: Senior interior designer in London | glassdoor*, Glassdoor. Available at: [https://www.glassdoor.co.uk/Salaries/london-senior-interior-designer-salary-SRCH\\_IL.0,6\\_IC2671300\\_KO7,31.htm](https://www.glassdoor.co.uk/Salaries/london-senior-interior-designer-salary-SRCH_IL.0,6_IC2671300_KO7,31.htm) (Accessed: January 7, 2023).
- Greaves, R. (2022) *Shopify vs Wix vs Wordpress: The battle of the Ecommerce website builders*, Ecommerce Platforms. Available at: <https://ecommerce-platforms.com/compare/shopify-vs-wix-vs-wordpress> (Accessed: December 17, 2022).
- Jain, A. (2022) *Wix vs shopify vs woocommerce vs BigCommerce vs Magento vs OpenCart*, Tyche Softwares. Available at: <https://www.tychesoftwares.com/wix-vs-shopify-vs-woocommerce-vs-bigcommerce-vs-magento-vs-opencart/> (Accessed: December 17, 2022).
- Keenan, M. (2021) *ERP integration definition: What enterprise resource planning (ERP) integration and how does it work?*, Shopify Plus. Available at:



- <https://www.shopify.com/uk/enterprise/erp-integration> (Accessed: January 7, 2023).
- Korniyenko, A. (2022) *Shopify POS system: A complete guide*, GenovaWebArt. GenovaWebArt. Available at: <https://genovawebart.com/blog/shopify-pos-system-a-complete-guide> (Accessed: January 6, 2023).
  - Kunst, A. (2022) "Attitudes towards online shopping in the UK in 2022." Available at: <https://0-www-statista-com.pugwash.lib.warwick.ac.uk/forecasts/997828/attitudes-towards-online-shopping-in-the-uk> (Accessed: January 5, 2023).
  - LitExtension (2022) *Transfer wix to shopify – preparation - litextension blog*, LitExtension Blog. LitExtension. Available at: <https://litextension.com/blog/transfer-from-wix-to-shopify/> (Accessed: January 7, 2023).
  - Leydon, D. (2022) *Is Woocommerce a SAAS?*, WebsiteBuilderInsider.com. Available at: <https://www.websitebuilderinsider.com/is-woocommerce-a-saas/#:~:text=In%20short%2C%20WooCommerce%20is%20a,interface%20and%20range%20of%20features.> (Accessed: January 3, 2023).
  - Marr, K. (2022) *WooCommerce pricing: How much does it cost to run a store?*, WooCommerce. Available at: <https://woocommerce.com/posts/woocommerce-pricing/> (Accessed: December 29, 2022).
  - Martin, J. (2021) "How to Create a Buyer Persona for B2B Marketing," ProQuest. Newstex, 8 April. Available at: <https://0-www-proquest-com.pugwash.lib.warwick.ac.uk/docview/2509541989/fulltext/74C4919C16DE4909PQ/1?accountid=14888> (Accessed: January 2, 2023).
  - Mendpara, J. and Benjamins, S. (2022) *Wix vs Shopify: Is there even a competition? (2022)*, Site Builder Report. Site Builder Report. Available at: <https://www.sitebuilderreport.com/wix-vs-shopify> (Accessed: December 18, 2022).
  - Moran, M. (2022) *25+ top chatbot statistics for 2023: Usage, demographics, trends*, Startup Bonsai. Startup Bonsai. Available at: <https://startupbonsai.com/chatbot-statistics/> (Accessed: January 6, 2023).



- Nguyen, P. (2022) *Shopify one-page checkout: Things people don't tell you (+tutorials)*, *PageFly*. Available at: <https://pagefly.io/blogs/shopify/one-page-checkout> (Accessed: January 4, 2023).
- Okugbe, O. (2022) *10 best shopify payment methods to use in 2022*, *Adoric Blog*. Available at: <https://adoric.com/blog/10-shopify-payment-methods/> (Accessed: January 4, 2023).
- Pasquali, M. (2022) *Global digital shopping cart abandonment rate 2021*, *Statista*. Available at: <https://www.statista.com/statistics/477804/online-shopping-cart-abandonment-rate-worldwide/> (Accessed: January 4, 2023).
- Payments, S. (no date) *Shopify payments - accept credit card payments with shopify*, *Shopify*. Available at: <https://www.shopify.com/uk/payments> (Accessed: January 4, 2023).
- Plus, S. (no date a) *Shipping solution for local and international customers*, *Shopify Plus*. Available at: <https://www.shopify.com/uk/plus/solutions/shipping> (Accessed: January 5, 2023).
- Plus, S. (no date a) *Shopify payments for Shopify Plus*, *Shopify Plus*. Available at: <https://www.shopify.com/uk/plus/solutions/payments> (Accessed: January 4, 2023).
- Pricing, S.P. (no date b) *Shopify plus pricing*, *Shopify Plus*. Available at: [https://www.shopify.com/uk/plus/pricing?\\_bt=579160167767&\\_bk=shopify+plus+pricing&\\_bm=b&\\_bn=g&\\_bg=104649518531&ds\\_rl=1287001&gclid=CjwKCAiAwc-dBhA7EiwAxPRyIEbXx-70oIK-CWOS0s6gTBZj1t4OM8cPRhgb1\\_P8utkw22ViAh8IRoCWB8QAvD\\_BwE&gclidsrc=aw.ds](https://www.shopify.com/uk/plus/pricing?_bt=579160167767&_bk=shopify+plus+pricing&_bm=b&_bn=g&_bg=104649518531&ds_rl=1287001&gclid=CjwKCAiAwc-dBhA7EiwAxPRyIEbXx-70oIK-CWOS0s6gTBZj1t4OM8cPRhgb1_P8utkw22ViAh8IRoCWB8QAvD_BwE&gclidsrc=aw.ds) (Accessed: January 3, 2023).
- Pricing, W. (no date b) *Wix Pricing Information: Upgrade to a premium plan*, *Wix Pricing Information | Upgrade to a Premium Plan | Wix.com*. Available at: <https://www.wix.com/upgrade/website> (Accessed: December 17, 2022).
- Report, W.C.C. (2022) *WooCommerce Customers Report*, *WooCommerce*. Available at: <https://woocommerce.com/document/woocommerce-analytics/customers-report/> (Accessed: December 31, 2022).
- Rogers, A. (2022) *SAAS ecommerce: 5 platforms to Power Your Ecommerce Site*, *Shopify*. Available at: <https://www.shopify.com/uk/blog/saas-ecommerce> (Accessed: January 3, 2023).

- Saltis, S. (2022) *How to choose the Best Ecommerce Platform: The ultimate guide - core DNA, core dna*. Available at: <https://www.coredna.com/blogs/best-ecommerce-platform> (Accessed: December 15, 2022).
- Sampalo, M. (2022) *3 advantages & 4 disadvantages of Wix in 2023*, Outvio. Available at: <https://outvio.com/blog/wix-advantages-and-disadvantages/> (Accessed: December 17, 2022).
- Shipping, S. (no date) *Shipping and delivery*, Shopify Help Center. Available at: <https://help.shopify.com/en/manual/shipping> (Accessed: January 5, 2023).
- Shopify (no date a) *Activate shop pay*, Shopify Help Center. Available at: <https://help.shopify.com/en/manual/payments/shop-pay> (Accessed: January 4, 2023).
- Shopify (no date b) *B2B*, Shopify Help Center. Available at: <https://help.shopify.com/en/manual/b2b> (Accessed: January 3, 2023).
- Shopify (no date c) *Checkout experience for customers using Shop pay*, Shopify Help Center. Available at: <https://help.shopify.com/en/manual/payments/shop-pay/shop-pay#customer-support-for-shop-pay> (Accessed: January 4, 2023).
- Shopify (no date d) *Enabling amazon pay*, Shopify Help Center. Available at: <https://help.shopify.com/en/manual/payments/accelerated-checkouts/amazon-pay> (Accessed: January 4, 2023).
- Shopify (no date e) *Enabling apple pay*, Shopify Help Center. Available at: <https://help.shopify.com/en/manual/payments/accelerated-checkouts/apple-pay> (Accessed: January 4, 2023).
- Shopify (no date f) *Enabling google pay*, Shopify Help Center. Available at: <https://help.shopify.com/en/manual/payments/accelerated-checkouts/google-pay> (Accessed: January 4, 2023).
- Shopify (no date g) *Enabling meta pay*, Shopify Help Center. Available at: <https://help.shopify.com/en/manual/payments/accelerated-checkouts/facebook-pay> (Accessed: January 4, 2023).
- Shopify (no date h) *PayPal*, Shopify Help Center. Available at: <https://help.shopify.com/en/manual/payments/paypal> (Accessed: January 4, 2023).

- Shopify (no date i) *PayPal seller protection, Shopify Help Center*. Available at: <https://help.shopify.com/en/manual/payments/paypal/paypal-seller-protection> (Accessed: January 4, 2023).
- Shopify (no date j) *Shopify pricing - setup and open your online store today – free trial, Shopify*. Available at: [https://www.shopify.com/uk/pricing?term=shopify+plans+uk&adid=565806899968&campaignid=15439902872&branded\\_enterprise=1&BOID=brand&gclid=CjwKCAiA7vWcBhBUEiwAXielto4tAS\\_Ag57s43325ZKEi89e0LnpYlcol7s2TzBVGttZWIN0nsY95RoCst8QAvD\\_BwE&cmadid=516586848%3Bcmadvertiserid](https://www.shopify.com/uk/pricing?term=shopify+plans+uk&adid=565806899968&campaignid=15439902872&branded_enterprise=1&BOID=brand&gclid=CjwKCAiA7vWcBhBUEiwAXielto4tAS_Ag57s43325ZKEi89e0LnpYlcol7s2TzBVGttZWIN0nsY95RoCst8QAvD_BwE&cmadid=516586848%3Bcmadvertiserid) (Accessed: December 18, 2022).
- Shopify (no date k) *Shop pay installments, Shopify Help Center*. Available at: <https://help.shopify.com/en/manual/payments/shop-pay-installments> (Accessed: January 4, 2023).
- Shopify (no date l) *Shopify payments, Shopify Help Center*. Available at: <https://help.shopify.com/en/manual/payments/shopify-payments> (Accessed: January 4, 2023).
- Shopify (no date m) *Shopify shipping, Shopify Help Center*. Available at: <https://help.shopify.com/en/manual/shipping/shopify-shipping> (Accessed: January 1, 2023).
- Shopify (no date n) *Third-party payment providers, Shopify Help Center*. Available at: <https://help.shopify.com/en/manual/payments/third-party-providers> (Accessed: January 4, 2023).
- Shopify (no date o) *Wholesale channel, Shopify Help Center*. Available at: <https://help.shopify.com/en/manual/online-sales-channels/wholesale/channel> (Accessed: January 5, 2023).
- Singleton, C. (2022) *Shopify vs Shopify Plus (2022) - key differences in features and pricing, Style Factory*. Available at: <https://www.stylefactoryproductions.com/shopify-vs-shopify-plus> (Accessed: January 3, 2023).
- Smith, J. (2022) *Shopify website design pricing guide, OuterBox SEO & Website Design*. Available at: <https://www.outerboxdesign.com/web-design-articles/shopify-website-design-pricing> (Accessed: January 6, 2023).

- Store, S.A. (2021) *Appstle<sup>SM</sup> subscriptions*. Shopify App Store. Available at: <https://apps.shopify.com/subscriptions-by-appstle> (Accessed: January 6, 2023).
- Store, W.C.E. (no date) *Payments archives, WooCommerce*. Available at: <https://woocommerce.com/product-category/woocommerce-extensions/payment-gateways/?categoryIds=1023&collections=product&page=1&country=United%2BKingdom> (Accessed: December 29, 2022).
- Store, W.C.T. (2022) *Themes archives, WooCommerce*. Available at: <https://woocommerce.com/product-category/themes?categoryIds=1033&collections=theme&page=1> (Accessed: December 29, 2022).
- Support, W. (no date a) *Understanding Your Monthly Invoice for Processing Fees, Wix Support*. Available at: <https://support.wix.com/en/article/understanding-your-monthly-invoice-for-processing-fees> (Accessed: December 18, 2022).
- Support, W. (no date b) *Wix Multilingual: Translating Your Site, Wix Support*. Available at: <https://support.wix.com/en/article/wix-multilingual-translating-your-site> (Accessed: December 18, 2022).
- Support, W. (no date c) *Wix Stores: Adding and Setting Up a Currency Converter, Wix Support*. Available at: <https://support.wix.com/en/article/wix-stores-adding-and-setting-up-a-currency-converter> (Accessed: December 18, 2022).
- Szaniawska-Schiavo, G. (2022) *10 best shopify chatbot apps for 2023 [ranking], Tidio*. Available at: [https://www.tidio.com/blog/shopify-chatbot/?utm\\_source=google.com&utm\\_medium=cpc&utm\\_campaign=16720996268&utm\\_content=590279512790&utm\\_term=&a\\_bucket=sem&a\\_type=new&a\\_source=google.com&a\\_v=2&a\\_g\\_campaignid=16720996268&a\\_g\\_keyword=&a\\_g\\_adgroupid=136243234938&a\\_g\\_creative=590279512790&gclid=CjwKCAiAwc-dBhA7EiwAxPRyIKDee6nyTj-Otryzd9JZbNunk49M0R5zPMiikV-quvfAyvtlpkK3axoCk9sQAvD\\_BwE](https://www.tidio.com/blog/shopify-chatbot/?utm_source=google.com&utm_medium=cpc&utm_campaign=16720996268&utm_content=590279512790&utm_term=&a_bucket=sem&a_type=new&a_source=google.com&a_v=2&a_g_campaignid=16720996268&a_g_keyword=&a_g_adgroupid=136243234938&a_g_creative=590279512790&gclid=CjwKCAiAwc-dBhA7EiwAxPRyIKDee6nyTj-Otryzd9JZbNunk49M0R5zPMiikV-quvfAyvtlpkK3axoCk9sQAvD_BwE) (Accessed: January 6, 2023).

- Themes, S. (no date) *Collections, Ecommerce Website Templates - Free and Premium Themes for Your Online Store*. Available at: <https://themes.shopify.com/themes> (Accessed: December 29, 2022).
- Tuca, A. (2022) *Shopify vs WooCommerce vs other major online store platforms*, CodeinWP. VertiStudio. Available at: <https://www.codeinwp.com/blog/shopify-vs-magento-vs-woocommerce-vs-bigcommerce-vs-wix/> (Accessed: December 31, 2022).
- Wang, J. *et al.* (2021) "The influence of community engagement on seller opportunistic behaviors in e-commerce platform," *Electronic Commerce Research*, 22(4), pp. 1377–1405. Available at: <https://doi.org/10.1007/s10660-021-09469-w>.
- WordPress (2022) *Business website builder*, *WordPress.com*. Available at: <https://wordpress.com/business/> (Accessed: December 29, 2022).
- WooCommerce (2022) *Product reviews*, *WooCommerce*. Available at: <https://woocommerce.com/document/product-reviews/> (Accessed: December 31, 2022).