Shopify
Store and Shipping Guideline
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Here's the essential guide to help you navigate the Shopify setup process.
You will learn the following:
- Shopify Subscription and Minimum Advance
- Steps Setting Up Your Store

Shopify Subscription and Minimum Advance

Before diving into the setup process, ensure you've subscribed to Shopify and understand any minimum advance or payment requirements associated with your chosen subscription plan.

Steps Setting Up Your Store

Setting up your Shopify store involves multiple steps. Let's break them down:

A. Managing Customer Contact and Address

This phase revolves around organising and managing customer contact information effectively. Here's the breakdown:

1. Access Settings: Navigate to your Shopify dashboard, locate the 'Settings' tab and click the 'Checkout' settings.
2. Customer Contact Method: Under 'Checkout' settings, choose 'Email' as the preferred customer contact method.

3. Customer Information: Customise the required fields for customer information:
   - Full Name: Make sure to require both first and last names.
   - Shipping Address Phone Number: Fill this as a required field for customer address details.
4. **Order Processing**: Opt to 'Don't fulfil' orders if that suits your business model.

5. **Save**: Ensure that the changes made in the settings are saved.

**B. Setting Up Store Location**

This step focuses on defining the location of your store within the Shopify system. Here's what it entails:

1. **Access Location Settings**: Navigate to 'Settings' and then 'Locations' in your Shopify dashboard.

2. **Add Location**: Add a new location and fill in the necessary details.

3. **Mandatory Fields**: Include postal code, country, and phone number.

4. **Online Order Fulfilment**: Check the box to fulfil online orders from this location.
C. Setting Up Markets

This phase is geared towards configuring your store for specific markets:

1. **Navigate to Market Settings:** Access 'Settings' and proceed to 'Market.'

2. **Add Market:** If the country isn’t set, add the market to align with your business operations.
D. Configuring Shipping and Delivery

Ensuring smooth shipping and delivery processes is pivotal. Here’s how to set it up effectively:

1. **Access General Shipment Rates**: Go to ‘General Shipment Rates’ within your Shopify settings.

2. **Create Shipping Zones**: If necessary, define shipping zones and expand coverage to additional countries and regions.

3. **Set Shipping Rates**:
   - Click ‘Add Rate.’
   - Choose ‘Use carrier or app to calculate rates.’
   - Select ‘Red Express’ or the preferred shipping method.
   - Review and set regular shipping rates for your defined zones.
E. Managing Products

Efficient product management is crucial for a successful store. Here's how to do it:

1. **Add Products:** Access your dashboard’s ‘Products’ section and add new products to your store.

2. **Manage Product Details:**
   - **Weight:** Specify a non-zero weight for accurate shipping calculations.
   - **Product Category and Dimensions:** Choose the product category. Then, use the format D length x width x height (e.g., D10x10x10) to input product dimensions as tags.

**Product categories that are allowed**
- Animals & Pet Supplies
- Apparel & Accessories
- Baby & Toddler
- Cameras & Optics
- Electronics
- Food, Beverages & Tobacco
- Furniture
- Hardware
- Health & Beauty
- Home & Garden
- Luggage & Bags
- Gift Cards
- Office Supplies
- Media
- Sporting Goods
- Toys & Games
- Vehicles & Parts
- Arts & Entertainment
- Software

**Product categories that are not allowed**
- Business & Industrial
- Mature
- Religious & Ceremonial
By following these step-by-step guidelines, you'll ensure that your Shopify store is well-equipped to handle customer interactions, manage orders, set up shipping methods, and organise your product inventory effectively. Tailor these settings to align with your unique business needs for a successful online venture.

**Inventory Location**: Edit the product's inventory location and input stock quantities based on locations if applicable.

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