What does it take to create your own e-commerce site?

Caption

Today with the power of technology, we have set up ecommerce sites for friends and clients in 2 days. That's right, in 2 days. Which means that if you have a product and a license, you can start selling it in a professional way almost immediately. With the pandemic, this has been a primary source of business for many small enterprises, and with easy tech solutions like shopify, razorpay and shiprocket, being in business was never easier.

We wish to share our learning here, and hope that this helps you get off the floor and into the market, with your first business e-com venture.

Here are some of the basic steps to follow.

Step 1: Plan out your offering.

- How many products do you wish to sell?
- List these products and its variants.
- What do you want to say about yourself? (try and fold in what problem do you solve)

Step 2: Register at shopify

- Look over some themes - this will also give you an idea of how to shoot your products, and how to write descriptions (how much or how little information is enough)
- Shortlist a theme and install this as your working theme. Shopify offers free trials so you can install and try out multiple themes. (we can mention some themes we like)
- We did a 3 hours shopify tutorial on skillshare, that taught us the basics of how to set it up. The rest we learnt by googling as we got stuck in places.

Step 3: Photography

- Photograph your products. This doesn't have to be complicated. Start with a simple white background and take phone photos.
- For clothes - you can put it on a hanger and place it against a white wall in a brightly lit spot.
- Remember that most people will view your products on a phone, so plain simple backgrounds work really well.
- Do some basic edits of your photographs. If you know lightroom/photoshop then great, otherwise snapseed on the phone is a cool free software.

Step 4: Write the descriptions

- Upload your products into the shopify. There will be a field that asks you to input the descriptions of the products. Write out basic descriptions here.

Step 5: Legal work

- Go into settings and input all the fields such as terms, billing and shipping information
- Install a delivery app (like shiprocket) to handle your delivery
- Install razorpay to accept payments.
- Buy a domain, and fill out your credit card details.

Step 6: Testing

- Before you announce your site, send it out to some friends and family and fulfil some orders to test out all the functions.

Here are two examples of sites we have set up for our clients using shopify:
Brik Oven
Luxmi Tea

Hope you found this helpful! Tag a friend who is looking to set up an e-commerce site.