Shopify Store Requirements

Everything we need from you to start your store build. Send what you have in one go, and we'll guide you through the rest.

Send it all at once
Everything below in one email or one shared folder.

Big files?
A Dropbox or WeTransfer link is easiest for images and brand files.

Not sure about something?
Ask us: info@askmario.co.za or 087 265 1136.

What we need from you

01

Company details

Your company name, address, telephone number and email address. We also need:

- ✓ The store owner's name and email address
- ✓ A generic business email address (for example info@yourbrand.co.za)

02

Product information

As much as you can give us: the more we have to work with, the better your store will look.

- ✓ A spreadsheet of all your product info: name, price, SKU, description, variants and so on
- ✓ A shared folder of product images, each clearly labelled with its product name or SKU, or a spreadsheet linking to your images in an image library

03

Branding and corporate identity

Your branding and corporate identity files, so the store looks and feels like your brand. We can use anything you have:

- ✓ Logos and brand assets
- ✓ Fonts and typography
- ✓ Banner images and photography

Tip: these files can be big, so a Dropbox or WeTransfer link is easiest.

04

Payment gateways and bank details

Your payment gateway merchant credentials, so we can connect your payment methods to Shopify. Shopify supports these South African gateways:

PayStack (preferred) · PayFast · PayGate · Peach Payments · Zapper · PayJustNow · OZOW

You can register with most of them quickly. Ask us if you have any questions.

Your company bank details too, so we can add a manual payment option for customers who pay straight into your account.

05

Shipping info

The shipping or delivery charges you want to charge your customers. We can set up almost anything you need.

Tip: keep shipping affordable. Build part of it into your product prices and aim to charge under R65.

06

Copy and content

Whatever copy you have for the store:

- ✓ Your story: who you are and how the business started
- ✓ Your refund policy and how you handle returns
- ✓ Any videos, blog posts or audio content you'd like on the site

07

Domain details

Towards the end of your build we connect your domain, which means changing a few DNS records. We'd prefer you make the changes, but if you're not sure how, we'll gladly help. Just make sure you can log in to your domain's DNS management.

08

Example websites

Seen stores you love? Send us the links and we'll bring as much of what you like into your design as we can.

Ready when you are.

Send everything to your project lead or to info@askmario.co.za, and we'll take it from there.

Web askmar.io Email info@askmario.co.za Phone 087 265 1136 Where Elarduspark, Pretoria