






## KICKSTART SHOPPING CART

### WHAT'S INCLUDED?




-  **Initial Consultation**  
We'll sit down with you to chat through your requirements, develop a creative brief, and design your 'site map'.
-  **Full Graphic Design Service**  
Fresh and easy-to-navigate design will set you apart from your competition, increasing credibility. Conceptual mockups will be presented followed by refinement to final design.
-  **Website Construction**  
Search engine friendly web page programming, tested on all major internet browsers.
-  **Shopify Shopping Cart Setup**  
We'll set up your shop with *Shopify*, the easy-to-use, reliable and secure shopping cart software. See *Shopify Features* »
-  **Product Import**  
We'll import the first 100 products (SKUs) into your store.
-  **Training Session**  
We'll provide a personal training session with your relevant staff members to show you how to manage your store.

### GOOD TO KNOW

- You will need to allow in your budget for banking, merchant and per-transaction fees. There are many providers of these services, and we will help you find a provider that suits your needs and is compatible with our software.
- All text and photos must be supplied by the client, however we can provide copywriting and photography services.

### DESIGN & SETUP COST

**\$4950** Inc GST

-  40% commencement payment required.
-  Discount available to ministry and non-profit sectors.
-  To order or with any questions, please contact us.



### SHOPIFY FEATURES

Everything you need to run an online store.



#### Your Own Storefront

Shopify gives us web design folk complete freedom with the look of your store, so you can have a fresh and original design. (Full graphic design service is included)



#### Manage Your Store's Orders and Content

You can manage and edit your store's content by logging into your Shopify admin. You can easily edit your store's content, add new products, and accept payment from customers. Shopify keeps track of all your orders and customer data.



#### Accept Payments

Shopify takes all the hassle out of receiving payments online. It integrates with over 50 gateways including *PayPal*, so any store can accept major credit cards.



#### iPhone App

Run your store from your pocket with the official Shopify iPhone app.



#### Promotional Tools

Coupon codes (*Professional* plan and higher), upload new banners and put products on sale.



#### Statistics

Track and view where your customers are coming from. You can also use Google Analytics.



#### Support

Shopify provide a dedicated support team if you have any issues, but you can also call us!

### ONGOING COST

FROM

**\$29** PER MONTH




BANKING &  
TRANSACTION /  
MERCHANT FEES

-  100 Products (SKUs)
-  100 MB Storage
-  Unlimited Bandwidth
-  Website Hosting
-  Shopify Software Subscription
-  See next page for plan details »

# SHOPIFY MONTHLY PLANS

## EASY MANAGEMENT OF YOUR ONLINE STORE

When you run an online store you'll be working on it almost every day, so it has to be easy-to-use and have all the tools you need to keep the sales rolling. We've done our research to provide a software solution does just this. Our *Kickstart Shopping Cart* package starts with the *basic* plan, but if you need more than 100 products (SKUs), here's your options:

	Basic \$29/month	Professional \$59/month	Business \$99/month	Unlimited \$179/month
Max SKUs 	100	2,500	10,000	Unlimited
Transaction Fee	2%	1%	1%	0%
Storage	100 MB	500 MB	1000 MB	Unlimited
Secure (SSL) Checkout	✓	✓	✓	✓
Discount Codes		✓	✓	✓
Statistics	✓	✓	✓	✓

### What is an SKU?

A stock-keeping unit or SKU is a number or code used to identify each unique product or item for sale in a store. For example, if you had a t-shirt that was available in 3 sizes, that would count as 3 SKUs. If that t-shirt also came in 3 colours you would have a total of 9 SKUs.



#### Automatic Back ups

Your store is automatically backed up, so you never have to worry about losing your store's data.



#### Security

Your store features industry standard 128 bit SSL encryption to protect your business and customers' data.



#### Blazing Fast Servers

Shopify is the only ecommerce system that offers a global content delivery network.



#### Free Updates

Shopify is constantly adding new features to your store. Any future updates will always be free.



Plans include website hosting



Email hosting **not included** - see *Email Setup* below



Plan prices are in **US Dollars** and are exempt from GST



Shopify will debit the monthly fee from your nominated credit card



No contracts - cancel, upgrade or downgrade plans at any time



Payment gateway (eg. *PayPa*) fees **not included**

*Dubé Creative* is an authorised *Shopify* partner. Read more about *Shopify*: [www.shopify.com](http://www.shopify.com)

## OPTIONAL EXTRAS

ALL PRICES INCLUDE GST



### PHOTOGRAPHY

Photography can make or break a website, and clear product photos can really help make the sale.



2 hour on-location shoot  
- Business environment  
- Product photos



Photo Editing



Final hi-res photos on CD

**\$550**

STOCK PHOTOGRAPHY  
ALSO AVAILABLE



### EMAIL SETUP

Our monthly plans don't include email hosting because *Google* provides a fantastic free service called *Google Apps* which isn't worth competing with! If your organisation doesn't already have an email server and you want email addresses *@YourDomain.com.au* then we can set you up on *Google Apps*.

WE RECOMMEND YOU READ  
[www.google.com/apps](http://www.google.com/apps)  
FOR MORE INFO

**\$99**