SHOPIFY MASTERY COURSE · SECTION 1 RESOURCE

Shopify Cost Awareness & Planning Sheet

Understand Your Store Costs Before You Start

Section 1: Start Here – Platform Fit, Costs and Direction

Purpose of This Sheet

Before starting a Shopify store, it is important to understand that the Shopify plan is only one part of the overall cost.

Your store may also involve expenses for a domain, business email, theme, apps, payment processing, shipping and other tools.

Some costs are regular.

Some are optional.

Some depend on sales, usage or business activity.

This worksheet will help you identify the costs you are likely to face before you use the detailed Shopify vs WooCommerce Expense Calculator in the next lesson.

Important

This is not a final cost calculator.

You do not need to know every exact amount yet.

The goal is to identify:

- Which costs are likely to apply to your store
- Which costs are essential
- Which costs can wait
- Which costs you still need to research
- Which costs may change depending on usage

1 Understand the Three Types of Costs

Fixed Costs

These are costs you expect regularly every month or year.

- [ ] Shopify plan
- [ ] Domain renewal
- [ ] Business email
- [ ] Recurring app subscriptions
- [ ] Other regular tools

Optional Costs

These are costs you may add only if your store actually needs them.

- [ ] Paid theme
- [ ] Premium apps
- [ ] Advanced design tools
- [ ] Extra marketing tools
- [ ] Specialist services

Variable Costs

These can change depending on sales, usage or business activity.

- [ ] Payment gateway charges
- [ ] Shipping charges
- [ ] COD-related costs
- [ ] Returns and RTO
- [ ] Usage-based tools or apps

My Notes:

2 Shopify Plan

Do I expect to need a paid Shopify plan?

- [ ] Yes
- [ ] Not yet
- [ ] I still need to check

Cost type:

- [ ] Fixed
- [ ] Variable
- [ ] Optional
- [ ] Not sure

Expected billing:

- [ ] Monthly
- [ ] Not sure
- [ ] Annual

Can I start without this?

- [ ] No
- [ ] Maybe temporarily
- [ ] I am not sure

My rough estimate:

₹ _____

Notes:

_____

_____

3 Domain Name

Will I use a custom domain for my store?

- [ ] Yes
- [ ] I already have one
- [ ] Not immediately
- [ ] I still need to research this

Cost type:

- [ ] Fixed
- [ ] Optional
- [ ] Variable

Expected billing:

- [ ] Annual
- [ ] Other
- [ ] Not sure

My rough estimate:

₹ _____

Notes:

_____

_____

4 Professional Business Email

Will I use a professional email address such as:

info@mybusiness.com

support@mybusiness.com

- ☐ Yes
- ☐ Later
- ☐ I already have one
- ☐ I am not sure yet

Cost type:

- ☐ Fixed
- ☐ Optional
- ☐ Variable

Expected billing:

- ☐ Monthly
- ☐ Annual
- ☐ Not sure

Can I start without this?

- ☐ Yes, temporarily
- ☐ No
- ☐ Not sure

My rough estimate:

₹ _____

Notes:

_____

_____

5 Theme or Design Cost

What is my current plan?

- ☐ Start with a free Shopify theme
- ☐ Consider a paid theme later
- ☐ I already know I need a paid theme
- ☐ I am not sure yet

Cost type:

- ☐ Fixed
- ☐ One-time
- ☐ Optional
- ☐ Not sure

Do I actually need a paid theme at launch?

- ☐ Yes
- ☐ No
- ☐ Not sure

My rough estimate:

₹ _____

Why?

_____

_____

> **A paid theme is not automatically required.**
> Start with a free theme if your needs are simple. Upgrade only when there is a clear business reason.

6 Shopify Apps and Paid Tools

Do I expect to need additional apps?

- [ ] No, I will start with built-in features
- [ ] Yes
- [ ] Maybe
- [ ] I am not sure yet

Apps or features I think I may need:

1. _____
2. _____
3. _____
4. _____

Before installing an app, I should check:

- [ ] Pricing
- [ ] Permissions
- [ ] Actual business need
- [ ] Free trial
- [ ] Reviews

Estimated monthly app cost:

₹ _____

Can I postpone some of these apps?

- [ ] Yes
- [ ] No
- [ ] Not sure

Apps I can postpone:

_____

_____

7 Payment Gateway Costs

What payment methods do I expect to offer?

- [ ] UPI
- [ ] Net Banking
- [ ] Cash on Delivery
- [ ] Credit / Debit Cards
- [ ] Wallets
- [ ] Other

Payment gateway selected or being considered:

_____

Do I know the transaction charges?

- [ ] Yes
- [ ] No
- [ ] I still need to research this

Cost type:

- [ ] Variable
- [ ] Fixed + Variable
- [ ] Not sure

Estimated charge or percentage:

_____

Notes:

_____

_____

8 Shipping and Courier Costs

How will I fulfil orders?

- ☐ Courier partner
- ☐ Local delivery
- ☐ Store pickup
- ☐ Shipping aggregator
- ☐ Self-delivery
- ☐ I am not sure yet

Shipping cost may depend on:

- ☐ Weight
- ☐ Shipping zone
- ☐ Other
- ☐ Delivery location
- ☐ Order value
- ☐ Courier
- ☐ Delivery speed

My estimated average shipping cost per order:

₹ _____

Do I plan to offer free shipping?

- ☐ No
- ☐ Yes
- ☐ Above a certain order value
- ☐ I am not sure yet

If yes, minimum order value:

₹ _____

Notes:

_____

_____

9 COD, Returns and RTO

Will I offer Cash on Delivery?

- ☐ Yes
- ☐ No
- ☐ Not sure

Do I expect extra COD charges?

- ☐ Yes
- ☐ No
- ☐ Need to check

Have I considered return-related costs?

- ☐ Yes
- ☐ No
- ☐ Not yet

Have I considered RTO / failed delivery costs?

- ☐ Yes
- ☐ No
- ☐ Not yet

Notes:

_____

_____

A store can appear profitable based only on product price but still lose money if payment fees, shipping, returns and RTO are ignored.

10 Other Tools or Business Costs

List any other tool or service you think your store may need.

Examples:

- Design tools
- Email marketing
- Analytics tools
- Automation
- Customer support
- WhatsApp tools
- Accounting tools
- Developer help
- Photography or creative services

TOOL / SERVICE 1

Name: _____ **Expected cost:** ₹ _____

☐ Fixed ☐ Optional ☐ Variable ☐ One-time

TOOL / SERVICE 2

Name: _____ **Expected cost:** ₹ _____

☐ Fixed ☐ Optional ☐ Variable ☐ One-time

TOOL / SERVICE 3

Name: _____ **Expected cost:** ₹ _____

☐ Fixed ☐ Optional ☐ Variable ☐ One-time

11 My Lean Launch Plan

Now separate what you actually need at launch from what can wait.

Costs I Definitely Need at Launch

1. _____
2. _____
3. _____
4. _____

Costs I Can Postpone

1. _____
2. _____
3. _____
4. _____

Costs I Still Need to Research

1. _____
2. _____
3. _____
4. _____

12 My Rough Monthly Cost Awareness

You do not need to calculate a perfect total yet.

Use this section only to get a rough idea.

Expected regular monthly costs:

Shopify plan:

₹ _____

Business email:

₹ _____

Apps:

₹ _____

Other recurring tools:

₹ _____

ROUGH MONTHLY TOTAL:

₹ _____

Expected annual costs:

Domain:

₹ _____

Other annual tools:

₹ _____

Expected variable costs:

Payment fees:

_____

Shipping:

_____

Returns / RTO:

_____

Other usage-based costs:

_____

13 Before I Install or Buy Anything

Before paying for a theme, app or tool, I should ask:

- [ ] Does my business actually need this?
- [ ] Is there already a Shopify built-in feature for this?
- [ ] Is there a free option I can start with?
- [ ] Is the tool charging monthly or annually?
- [ ] Does the price increase based on usage?
- [ ] Does it have a free trial?
- [ ] Have I checked reviews?
- [ ] Have I checked permissions?
- [ ] Can I add this later instead of at launch?
- [ ] Will this create unnecessary complexity?

14 Common Cost Mistakes to Avoid

Before continuing, confirm that you understand these mistakes:

- [ ] Looking only at the Shopify plan price
- [ ] Buying a paid theme too early
- [ ] Installing too many apps
- [ ] Ignoring payment gateway charges
- [ ] Ignoring shipping charges
- [ ] Ignoring COD, returns and RTO
- [ ] Forgetting renewal costs
- [ ] Not tracking monthly recurring expenses
- [ ] Adding tools before the business requirement is clear

15 Final Cost Readiness Check

Before moving to the next lesson:

- [ ] I understand that Shopify is not only one monthly fee
- [ ] I understand the difference between fixed, optional and variable costs
- [ ] I know which costs are likely to apply to my store
- [ ] I have listed any apps I think I may need
- [ ] I have considered payment gateway charges
- [ ] I have considered shipping costs
- [ ] I have considered COD, returns and RTO where relevant
- [ ] I know which expenses can be postponed
- [ ] I have a rough idea of my recurring costs
- [ ] I am ready to use the Shopify vs WooCommerce Expense Calculator

Final Reminder

Start lean.

Use essential features first.

Use free or built-in options wherever they are suitable.

Add paid tools only when the requirement is clear.

Review recurring costs regularly.

A simple store with clear products and operations is better than an expensive store filled with unnecessary tools.

Next Step

Continue to:

SHOPIFY VS WOOCOMMERCE EXPENSE CALCULATOR WALKTHROUGH

In the next lesson, you will use the cost assumptions you identified here to estimate and compare your likely Shopify and WooCommerce expenses.

The calculator will help you move from general cost awareness into actual monthly and yearly estimates.