SHOPIFY MASTERY COURSE · SECTION 2 RESOURCE

One-Page Store Brief

Summarise Your Ecommerce Business Before You Build

Section 2: Ecommerce Business Fundamentals

Your Store in One Page

Use this brief to summarise the key decisions about your ecommerce business.

You do not need every detail finalised yet.

The goal is to capture what is already clear, identify what still needs planning, and keep one simple reference beside you as you move into the next Shopify lessons.

1 My Business Model

Which model best describes my business?

- ☐ Own Product / D2C Brand
- ☐ Reselling / Curated Product Store
- ☐ Local Retail Moving Online
- ☐ Made-to-Order / Custom Products
- ☐ Special / Complex Ecommerce Model
- ☐ Combination of more than one model
- ☐ Still unsure

2 What I Sell

Main product category:

_____

My products are mainly:

- ☐ Physical products
- ☐ Digital products
- ☐ Services
- ☐ Combination
- ☐ Other

3 Product Source

- ☐ Products under my own brand
- ☐ Products sourced from suppliers
- ☐ Both own and sourced products
- ☐ Products created after order
- ☐ Not decided yet

4 Product Availability

- ☐ Ready-stock
- ☐ Made-to-order
- ☐ Customised after purchase
- ☐ Mix of ready-stock and made-to-order
- ☐ Not decided yet

5 Current Business Stage

- ☐ Idea / planning stage
- ☐ Not selling yet
- ☐ Already selling offline
- ☐ Already selling online
- ☐ Selling both offline and online
- ☐ Moving from another website/store
- ☐ Other

6 Expected Fulfilment

- ☐ Courier / shipping partner
- ☐ Local delivery
- ☐ Store pickup
- ☐ Self-delivery
- ☐ Supplier fulfilment
- ☐ Not decided yet

7 Expected Payment Methods

- ☐ Online payment
- ☐ Cash on Delivery
- ☐ Manual payment
- ☐ Store pickup payment
- ☐ Other
- ☐ Not decided yet

8 Important Store Requirements

Tick anything that may be important for my business:

- ☐ Product variants
- ☐ Inventory tracking
- ☐ Custom product options
- ☐ Local delivery
- ☐ Store pickup
- ☐ COD
- ☐ Special shipping rules
- ☐ Customer instructions
- ☐ Booking / appointments
- ☐ Subscription
- ☐ Wholesale / B2B
- ☐ Digital delivery
- ☐ Other

9 My Main Customer

Who am I mainly selling to?

_____

_____

Examples: local customers, nationwide customers, businesses, consumers, niche audience

10 My Main Business Goal

What do I want this ecommerce store to help me achieve?

_____

_____

_____

11 What Is Already Clear?

1. _____
2. _____

12 What Still Needs Planning?

1. _____
2. _____
3. _____

My Store Brief

Business Model: _____

Product Category: _____

Current Stage: _____

Main Fulfilment Method: _____

Main Payment Method: _____

One Important Requirement: _____

Final Reminder

You do not need every decision finalised before continuing.

Keep this brief as a working reference.

Update it as your products, fulfilment, payments and store requirements become clearer through the course.