Store Planning Workbook – Part 3

Catalogue Structure & Readiness Review

Section 3: Quick Store Planning

Video: Plan Your Products and Collections

Plan the Structure Before You Build

You do not need your entire future catalogue ready before launching.

The goal is to organize a manageable starting range, decide where variants are needed, create a few clear collections, and note what still needs preparation.

Use your approved One-Page Store Brief as your reference.

1 My Initial Launch Catalogue

Approximate number of products I plan to launch with:

_____

Is this range manageable for my first launch?

- ☐ Yes
- ☐ Probably
- ☐ Not sure
- ☐ No — I may need to reduce it

PRODUCT NAME	LAUNCH NOW?	LATER?	DETAILS MISSING?
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐

Products I should probably postpone until later:

_____

_____

Start manageable. You do not need your entire future catalogue on launch day.

Check Your Product & Variant Structure

A variant is an option of the same product. Different products should not be combined unnecessarily.

1 Quick Variant Review

Common variant examples:

- Size
- Colour
- Capacity
- Material, where it is genuinely an option of the same product

Not every product needs variants.

PRODUCT	VARIANT NEEDED?	VARIANT TYPE	SEPARATE PRODUCT INSTEAD?	NOT SURE?
	☐		☐	☐
	☐		☐	☐
	☐		☐	☐
	☐		☐	☐
	☐		☐	☐
	☐		☐	☐
	☐		☐	☐
	☐		☐	☐

2 Variant Decision Check

- ☐ I am not creating separate products for simple size or colour options without a reason
- ☐ I am not combining unrelated products as variants
- ☐ Variant names are easy for customers to understand
- ☐ I know which products do not need variants
- ☐ I have marked uncertain cases for later clarification

Products where I am still unsure whether to use variants:

1. _____
2. _____
3. _____

Keep the structure simple. The goal is clarity, not complexity.

Group Related Products Clearly

Collections help customers discover related products. Start with a few clear collections that reflect how someone would naturally look for what you sell.

COLLECTION NAME	WHAT PRODUCTS BELONG HERE?	WHY DOES THIS COLLECTION EXIST?	OVERLAPS WITH ANOTHER COLLECTION?
			☐ Yes ☐ No
			☐ Yes ☐ No
			☐ Yes ☐ No
			☐ Yes ☐ No
			☐ Yes ☐ No
			☐ Yes ☐ No

1 Collection Review Checklist

- ☐ Each collection has a clear purpose
- ☐ Collection names are easy to understand
- ☐ I am not creating collections just because another store has them
- ☐ Collections do not overlap unnecessarily
- ☐ I have only created the collections needed for my starting range
- ☐ Products inside each collection are genuinely related

2 Simplify If Needed

Collections I may remove, combine or rename:

1. _____
2. _____
3. _____

> **Think like a customer: How would someone naturally look for these products?**

Is My Catalogue Ready for Practical Setup?

1 Missing Product Information

For each launch product, do I already know or have:

- ☐ Product name
- ☐ Product category
- ☐ Collection
- ☐ Variant requirement
- ☐ Main product details
- ☐ Product images
- ☐ Price
- ☐ Any special product requirement

Most important missing information:

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

This workbook does not require you to finalize every product detail now. Mark anything that still needs preparation.

Common Mistake Check

- ☐ I have not created too many collections
- ☐ I am not treating every product option as a separate product
- ☐ I am not combining unrelated products as variants
- ☐ Product names are clear
- ☐ My initial catalogue is manageable
- ☐ I did not copy another store structure blindly

My Catalogue Readiness

Choose one:

- ☐ Ready for practical product setup
- ☐ Mostly ready — a few details are still missing
- ☐ Needs more planning
- ☐ I need clarification before continuing

2 My Final Catalogue Direction

Initial launch product count:

_____

Number of planned collections:

_____

Products needing variants:

_____

Products needing more information:

_____

Biggest remaining catalogue decision:

_____

_____

Keep This Plan Ready

Save this workbook together with your approved One-Page Store Brief.

You will use this catalogue plan when you begin the practical Shopify product and collection setup lessons.