

## New Dropshipping Shopify Store Setup Estimation Sample

Task	Estimates (in Hours)	Comment
<b>Shopify packages – Shopify Basics, Shopify</b>		
Setting up of a new Shopify Store	1	N/A
Creating a design from PSD or Wireframe provided by client	N/A	Depends on the complexity
Research on a suitable theme	2	
Applying a theme based UI*	1	Suggestion of few good themes will be provided based on your domain and requirement. You can suggest any other themes as per your requirement and choice.
<b>Important pages setup and .liquid file customization</b>		
Home page – Setup and change in .liquid file	8	Medium complex page
Product page – Setup and change in .liquid file	2	Simple product page
Collection – Setup and change in .liquid file	2	Simple collection page
Cart – Setup and change in .liquid file	2	Simple cart page
Checkout – Setup and change in .liquid file	N/A	Checkout cannot be customized on other than Shopify Plus plans
Blog – Setup and change in .liquid file	2	Simple blog page
Page – Setup and change in .liquid file	2	Simple page template
Header/Footer – Setup and change in .liquid file	2	Simple header/footer
Theme Content adjustment for new themes	2	Simple content
Other Changes in .liquid, .js, .css files	2	Simple changes
Menu, Submenu adjustments	1	Simple changes
<b>Settings</b>		
Update name, billing address, setting currency, weight unit, setup domain	2	
Setting up shipping, taxes, discounts, payment methods	2	
Testing the order and checkout process	1	
<b>Important components</b>		
Setting up Oberlo or other app for Dropshipping	3	Any dropshipping app like Oberlo or Dropified etc
Import settings for products from Aliexpress/other suppliers	2	
Setting up all other Apps	4	2-4 apps
Social Media Setup	2	2-4 Social media accounts
Adding Sales Channels	2	Facebook channel
<b>Content</b>		
Product details	N/A	Depends on the number of products. 1 hour per product.
Collection details	N/A	Depends on the number of collections. 1/2 hour per collection
Pages	N/A	Depends on the number of pages.1 hour per page

<b>Other important functionalities</b>		
Setup of Custom Web Domain	2	
Setup of Google Analytics	2	
Setup of Facebook Pixel	2	
Content Audit and optimization	2	
Image optimization	2	
Optimizing website for Mobile	2	
SEO Compliance & fixes	4	
<b>Launch</b>		
Testing and Launch	3	
Training & documentation	4	
Post launch support and maintenance	4	
<b>Total Hours (for 10 products, 2 collections, 4 page store)</b>		<b>89 Hours</b>