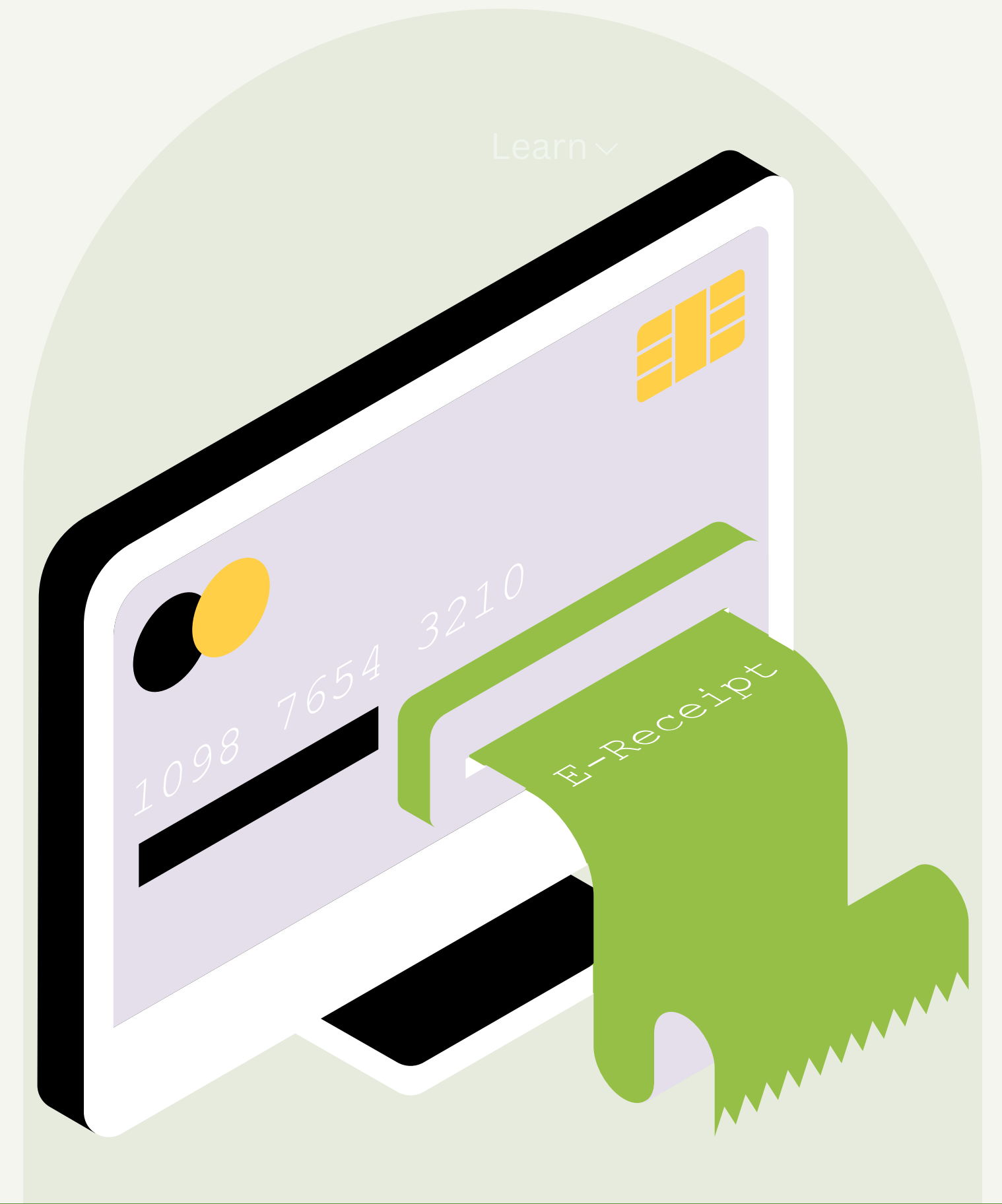


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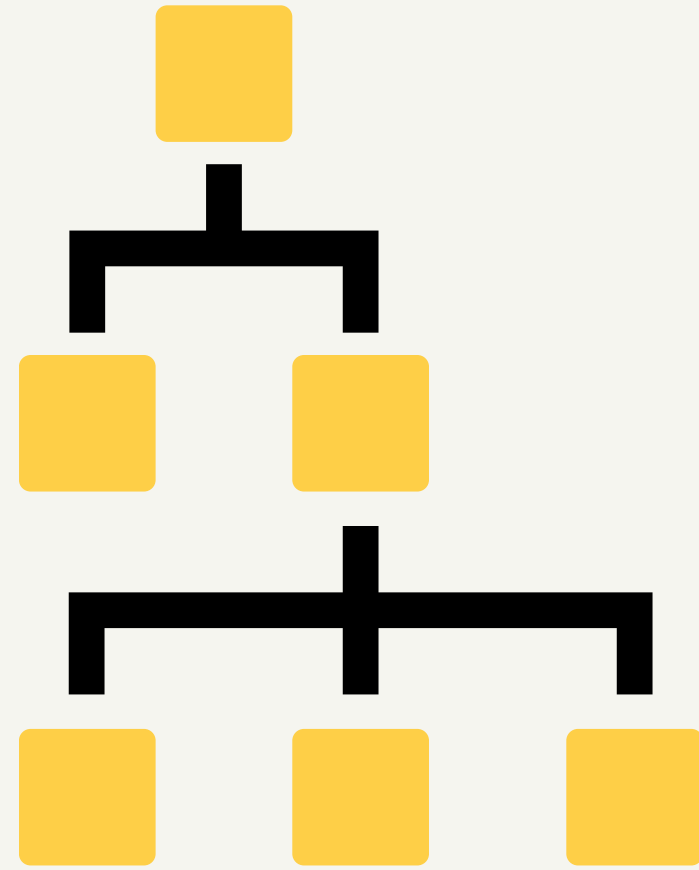
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Recommendation



Clearly defined
product/service
offerings



Providing an
understanding of
integration and
optimization

1

Clearly defined product/service offerings

Online Storefront

Marketing

Branding

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How Shopify can help your business

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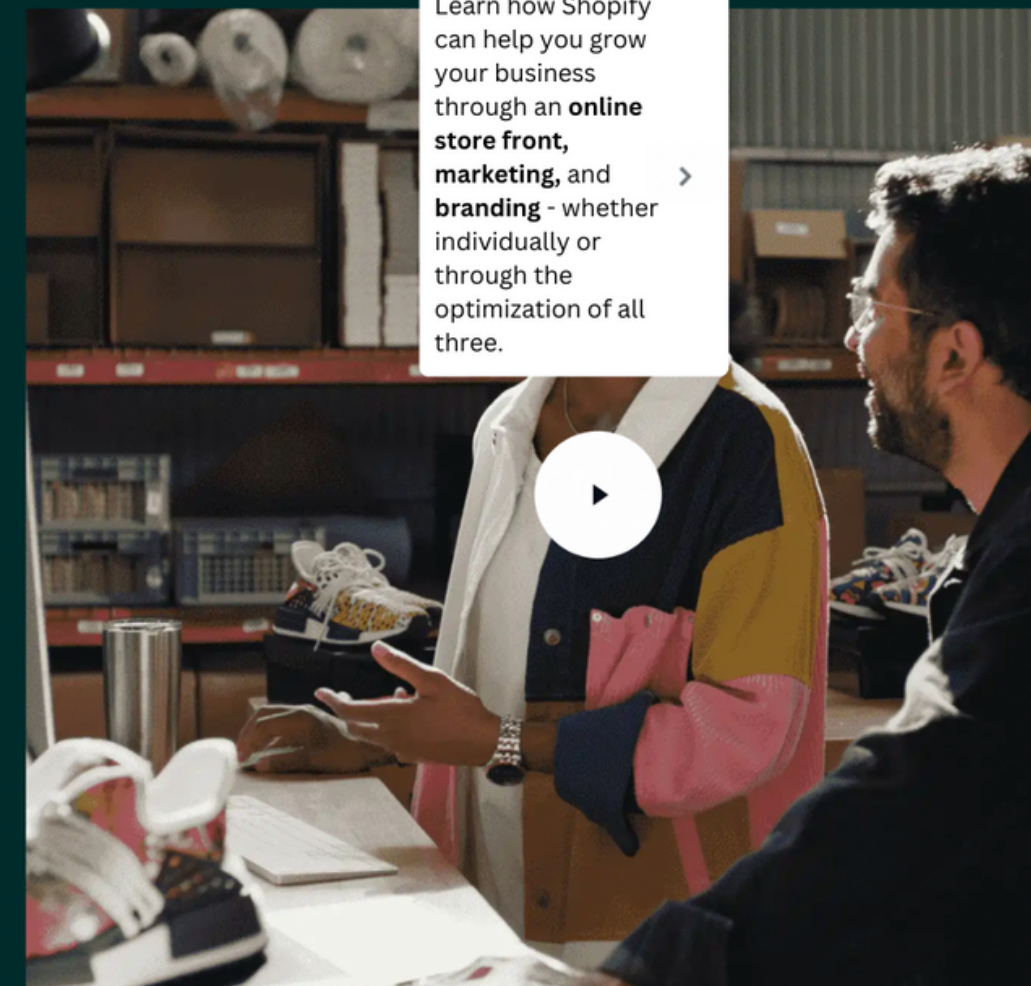
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Learn how Shopify can help you grow your business through an **online store front, marketing, and branding** - whether individually or through the optimization of all three. >



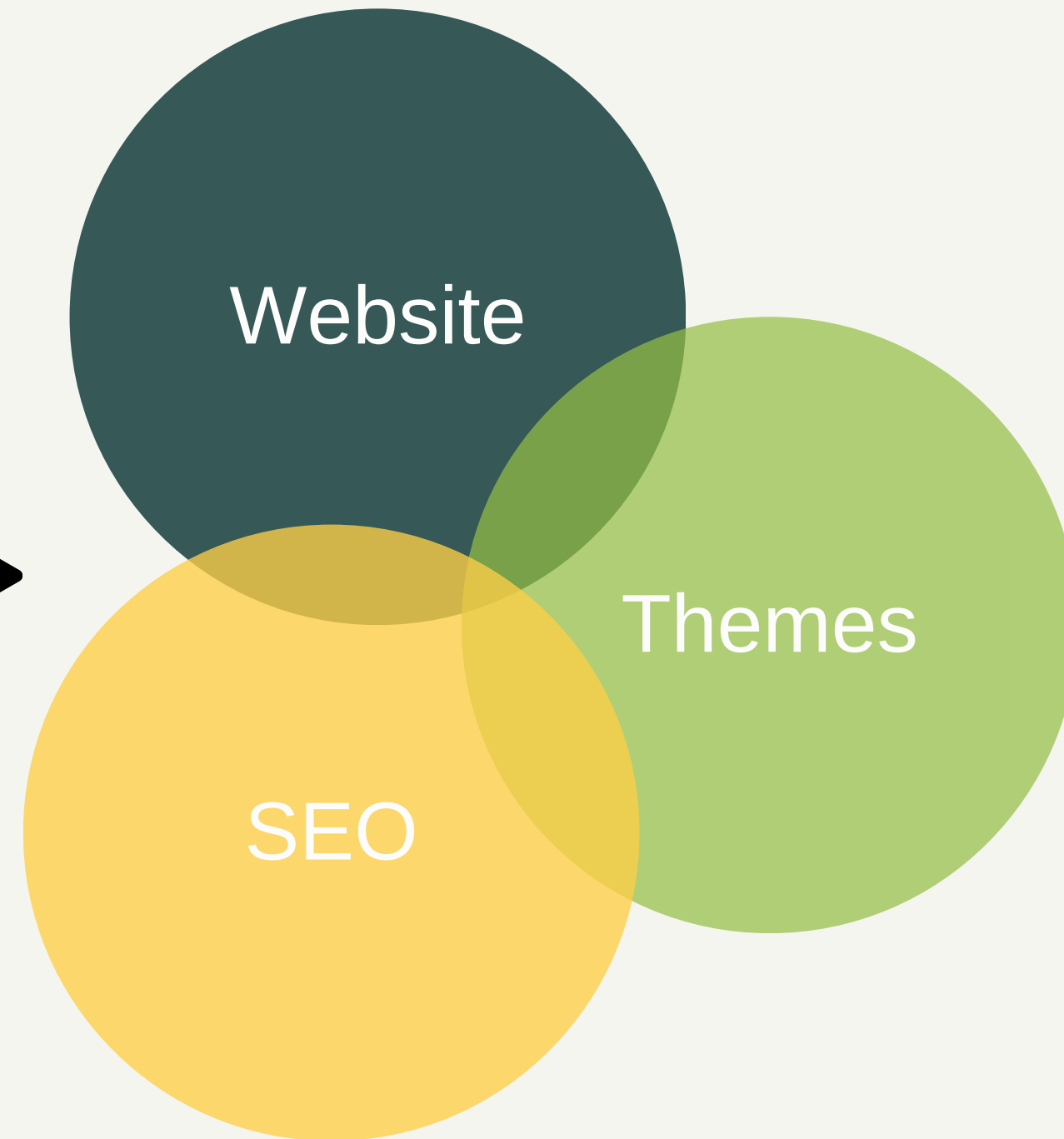
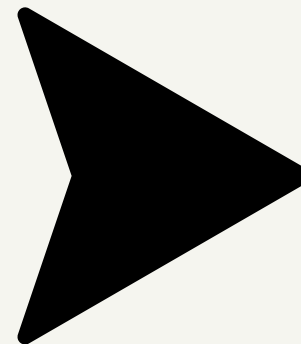


Providing an understanding of integration and optimization

Storefront

Marketing

Branding

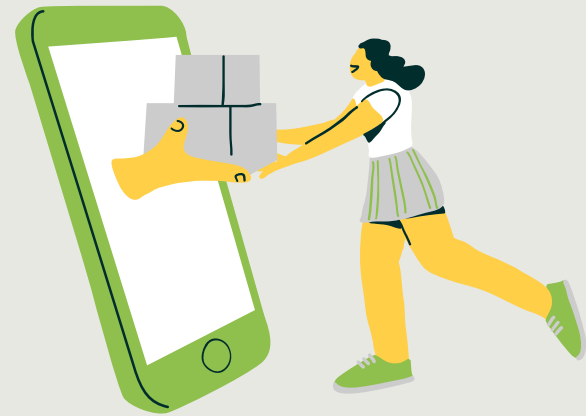


Mission Fit

"Making commerce better for everyone"



Product Elements



Product

WHAT?

Reorganization of current offerings

SO WHAT?

Greater Understanding and Higher Adoption



Brand

WHAT?

Shopify is struggling to fulfill brand promise of ease and simplicity

SO WHAT?

Adjustment and organization can reaffirm brand's mission, vision, and promise



Packaging/Label

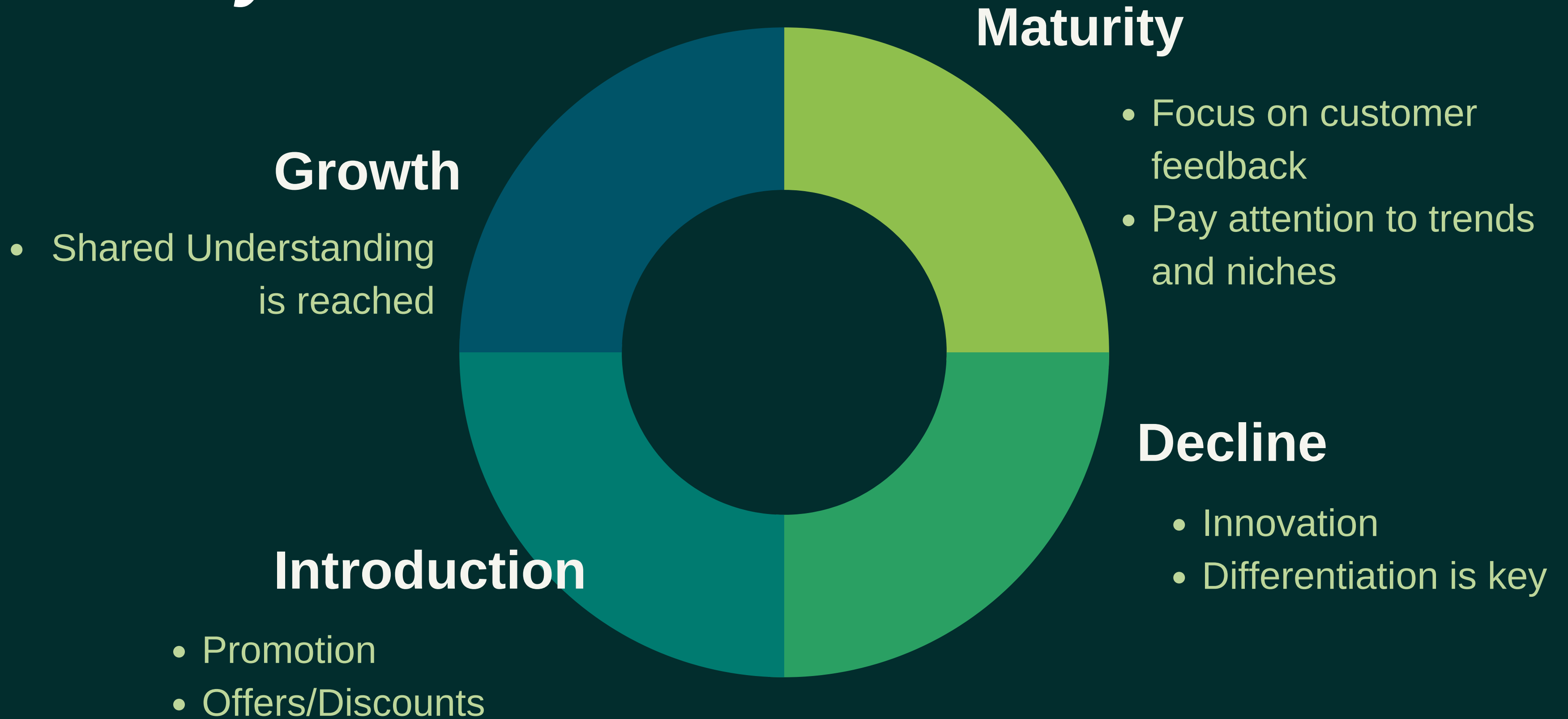
WHAT?

Clearly defined product lines/categories with all product offerings sorted

SO WHAT?

Easier to consume packaging through organization and structure

Life Cycle



Diffusion

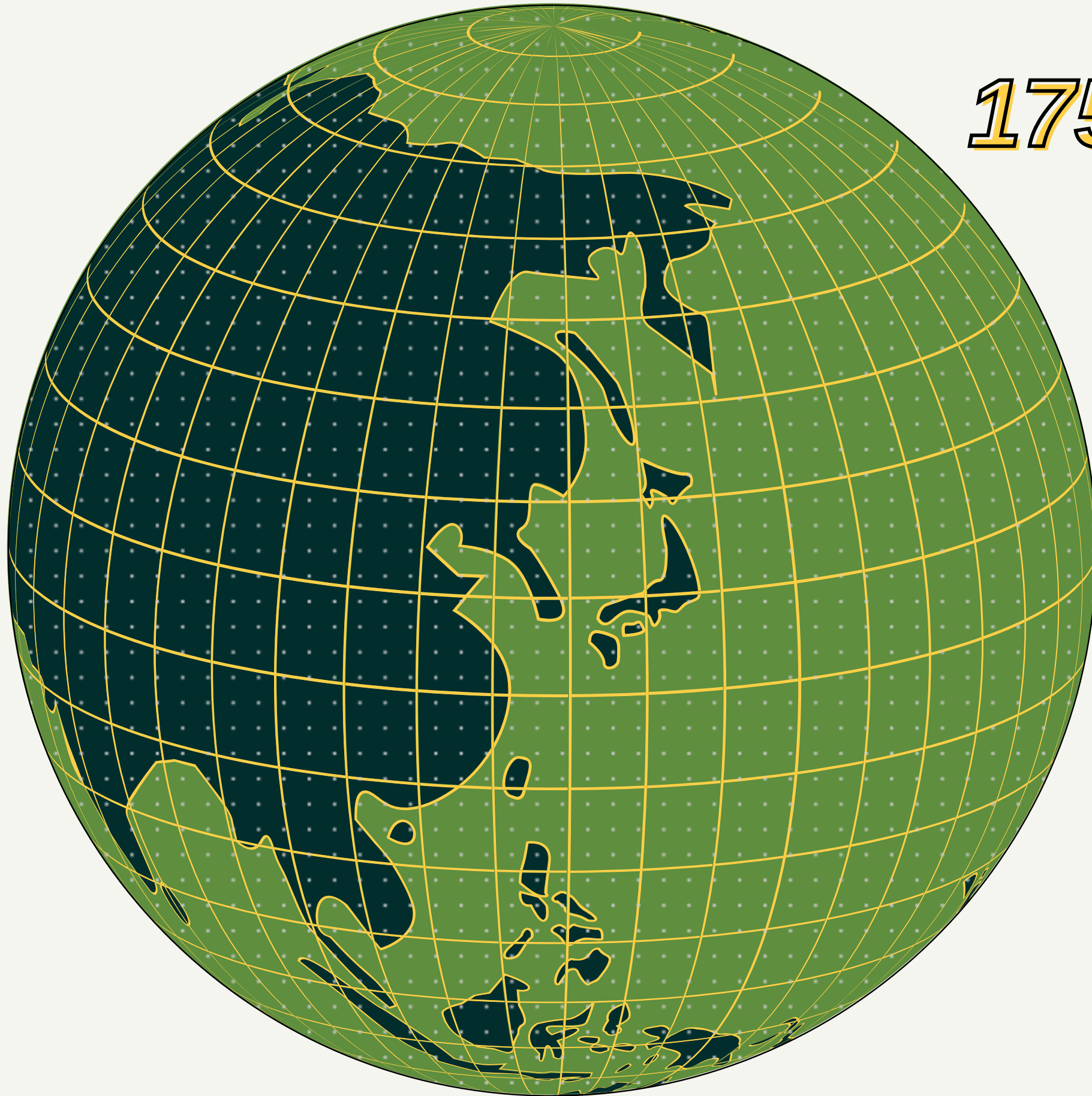
- New Users will have a fairly **seamless adoption**
- Existing customers will be **harder to convince**
- Promotion is key
 - **Reaffirm brand promise** by loudly addressing product changes



Global

175 countries

1.7M businesses



Limited Translation on storefronts

Information and customer support
language barriers

Success Factors

Shared Understanding

Integration

Accessibility



Thank You!
Questions?