

Shopify (International)

Organisation: Shopify Inc.

Geographical scope: International

Target users: Businesses, farmers, food producers, SMEs and retailers.

Overview

Shopify is one of the world's leading e-commerce platforms, allowing businesses to create fully customised online stores without requiring advanced technical expertise. Unlike marketplace platforms, Shopify enables each business to manage its own independent online shop and brand identity.

Main functionalities

- Online store creation;
- Secure payment processing;
- Inventory management;
- Order and customer management;
- Marketing and promotional tools;
- Mobile commerce;
- Integration with social media and third-party applications;
- Sales analytics and reporting.

Contribution to biodiversity-based food marketing

Shopify offers biodiversity-based food businesses a flexible solution for developing their own digital sales channels and strengthening their brand identity. It is particularly suitable for producers seeking greater autonomy over their online communication and commercial strategy.

Strengths

- Highly customisable;
- Internationally recognised platform;
- Extensive application ecosystem;
- Advanced marketing functionalities;
- Scalable for businesses of different sizes.

Limitations

Unlike collaborative marketplaces, Shopify requires each business to build its own customer base and manage its own online visibility. Some advanced functionalities are only available through paid subscriptions or additional applications.

Website

<https://www.shopify.com/>

Userguide

<https://help.shopify.com/fr/>

Userguide availbale in more than 20 languages