

# Let's Talk Production with Shopify



**I'm Carissa, I'm an  
entrepreneur working in  
ecommerce, building for the  
long term and teaching others  
how to do the same.**

## **Section 1**

**01 What is Shopify?**

**02 Digital Products**

**03 Dropshipping**

**04 Resources**



# What is **Shopify**?

# One Platform, Every Channel, Any Device



STOREFRONT

# Single Integrated Back Office



## At a Glance

1M+

merchants

\$202B

sales on Shopify

175+

countries

5K+

employees



## Our merchants

CYNTHIA ROWLEY

ADORE ME

ring

KYLIE

GREATS

chubbies

SOLUDOS

Brooklyn  
Museum

The  
Hundreds

GYMSHARK

COMPLEXCON

PARACHUTE

gorjana

BILLIONAIRE  
BOYS CLUB

allbirds

oth

LACOSTE

HOTEL  
Chocolat.

nest  
bedding

SKRLLX

GOOD AMERICAN

MAGNOLIA

kitson

A.P.C.

STEVE  
MADDEN

VUARNET  
FRANCE

NOBULL

LIVELY

staples

The BRICK



**Necessity is the  
mother of invention**

**Make commerce  
better for everyone**

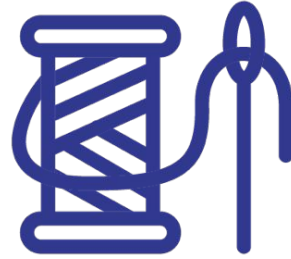
# How to Shopify.



## Make your product

Best for:

- DIY type
- Unique ideas
- Resources available



**Make**

# Add a digital file to existing products



## Dropship your product

Best for:

- Keeping start up costs low
- No inventory to manage



**Dropship**

# WHERE *SELF* MADE IS MADE

Get your hands dirty and start something today. Oberlo membership unlocks the digital courses, podcasts, ebooks, and dropshipping tools to build your own online empire.

## Section 2

- 01      Production**
- 02      Product Market Fit // Cost of Goods Sold**
- 03      Production Forecasts**
- 04      Organizing Yourself and Your Team**
- 05      Surviving and Thriving**
- 06      Tools and Resources**



# 01

## Production

- What is it?
- Future focus? Product Manager?
- Hack Days



IS THAT A GOOD SIREN ?  
AM I APPROVED ?



## Cost of Goods Sold//COGS

COGS = Beginning Inventory + Purchases During the Period - Ending Inventory.

- Gross Income = Gross Revenue - COGS
- Net Income = Revenue - COGS - Expenses

# WEATHER FORECASTING STONE

## CONDITION

## FORECAST

STONE IS WET

RAIN

STONE IS DRY

NOT RAINING

SHADOW ON GROUND

SUNNY

WHITE ON

SNOWING

CANT SEE

FOGGY

SWINGING STONE

WINDY

STONE JUMPING UP & DOWN

EARTHQUAKE

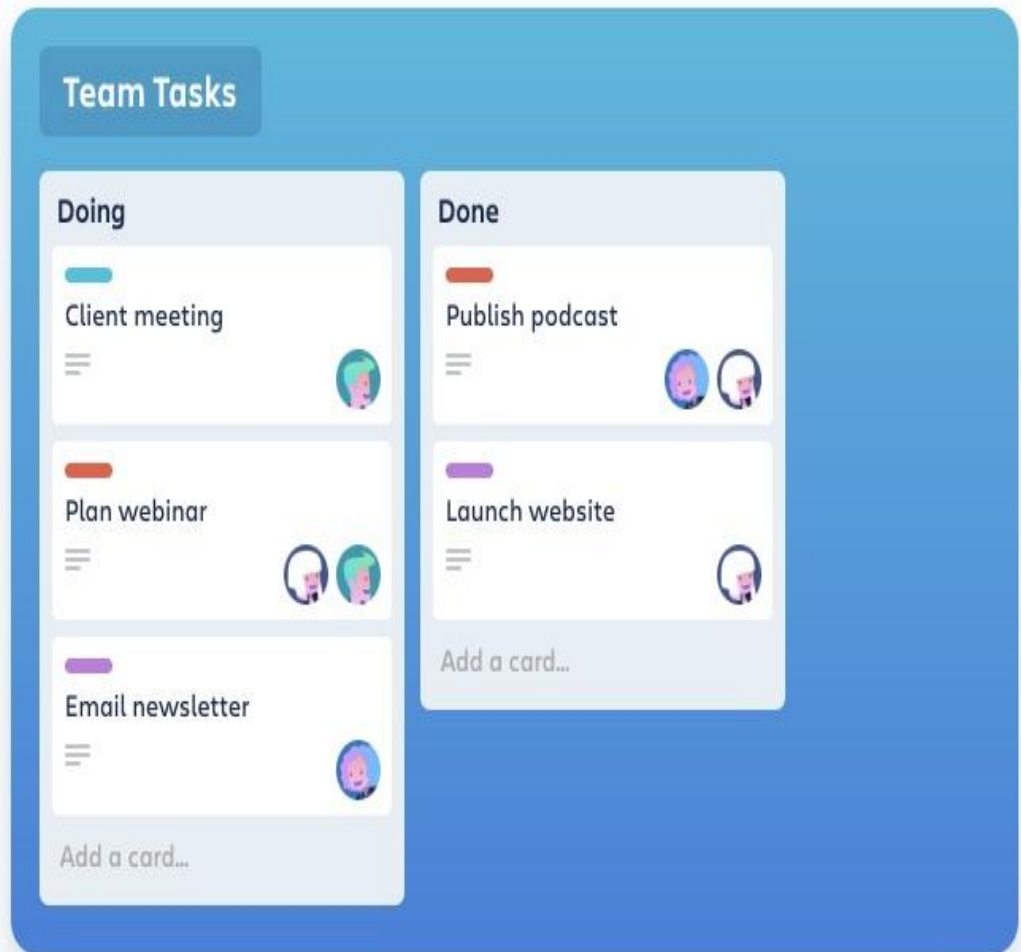
STONE GONE

TORNADO

# Work with any team

Whether it's for work, a side project or even the next family vacation, Trello helps your team stay organized.

Start doing →







***Can I be honest here?***

**“You don’t learn to walk by following rules. You learn by doing and falling over.”**

**-Richard Branson**



# Helpful Resources

**Shopify Help Center**

[help.shopify.com](https://help.shopify.com)

**Shopify App Store**

[apps.shopify.com](https://apps.shopify.com)

**Shopify Compass**

[shopify.com/compass](https://shopify.com/compass)

**Shopify Podcast**

[shopify.com/podcasts/shopify-masters](https://shopify.com/podcasts/shopify-masters)

**Shopify Theme Store**

[Themes.shopify.com](https://themes.shopify.com)

# Thanks!

## Q&A

