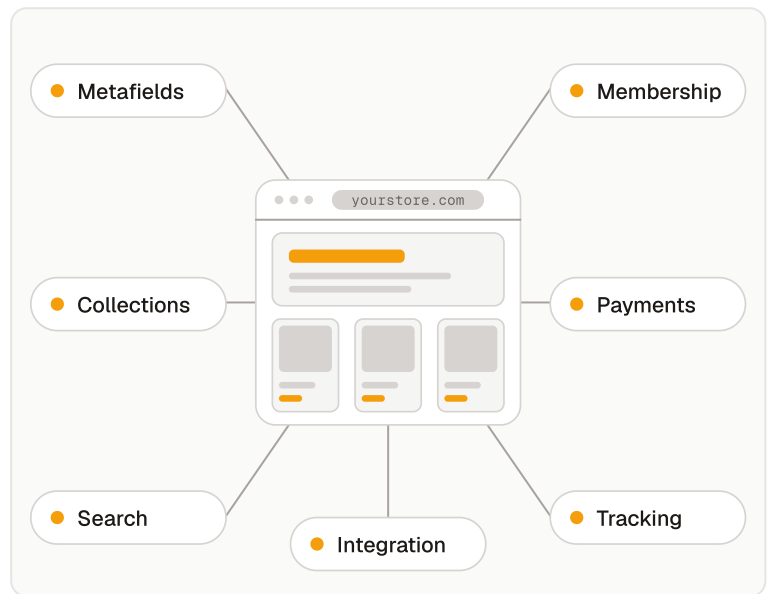


Shopify Custom Development

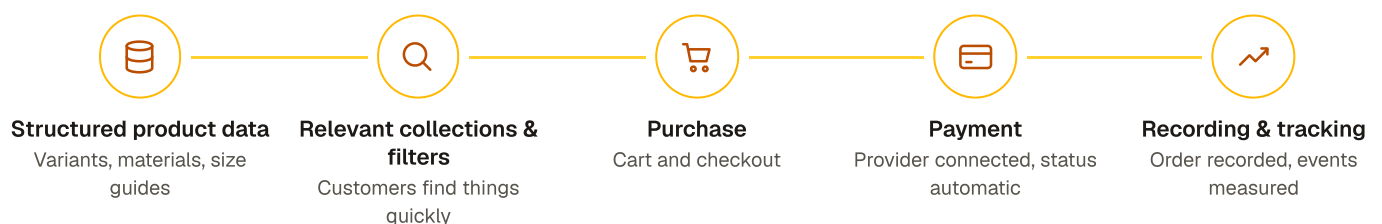
An online store that adapts to how your business works, from the look and product data to payments and reporting.

-  **Flexible shopping experience**
Design, navigation, and cart follow your brand identity.
-  **Structured product data**
Sizes, materials, and guides are stored in an organized way, not retyped.
-  **Connected to operations**
Stock, orders, and customers can stay in sync with other systems.
-  **Measurable customer activity**
See what customers view, add to cart, and buy.



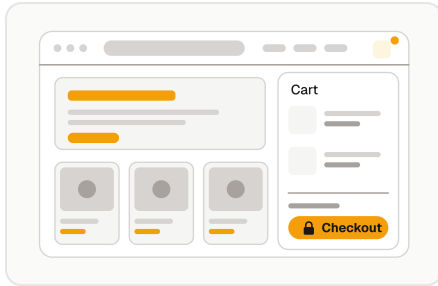
A simple example flow

From product data to a recorded order. The order of steps can differ for each business.



Eight areas at a glance

 Storefront	 Product data	 Collections	 Search
 Membership	 Payments	 Tracking	 Integration
Built into Shopify Already there, just configure it	Custom development Built for your specific needs	Third-party app Installed from the app store, may be paid	Depends on plan Only on certain Shopify plans



Complexity ●●●○○●
Theme: moderate. Headless: high.

⚠ **Good to know.** Checkout has its own customization limits. Pages outside checkout are far more flexible.

Custom Storefront & UI

Store design, product pages, navigation, and a cart that feel like your brand.

Example need: A product page with a size guide and a slide-out cart in your brand style.

Benefit: Shopping feels consistent with your brand identity.

- Built-in** Shopify theme + theme editor
- Custom** Custom theme and components (Liquid)
- Custom** Headless (Hydrogen) for special cases
- App** Page builder app
- Plan** Checkout customization: partly Shopify Plus only

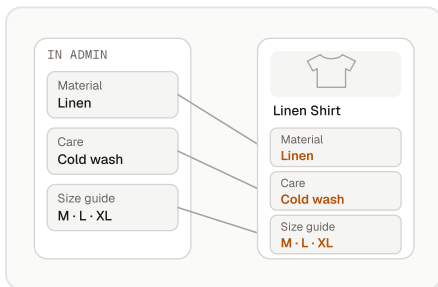
Pros

- ✓ Looks like your brand
- ✓ Your team can still edit content
- ✓ Cart and products already mature

Things to consider

- Checkout is limited
- Theme code needs upkeep
- Page builders can slow pages down

Projects in a similar context: [LOGO DE CORPS](#), [TORCH](#)



Complexity ●●●○○●
Planning the data is heavier than the code.

Metafields & Metaobjects

Extra, structured data fields: specs, materials, size guides, care instructions, brand info.

Example need: A size guide and care instructions appear automatically for each product.

Benefit: Enter it once in the admin, show it everywhere it's relevant.

- Built-in** Metafields: extra fields on products, customers, and more
- Built-in** Metaobjects: new data types, e.g. a size guide
- Custom** Theme sections that read the data
- App** Bulk data import/export app

Pros

- ✓ One source of data
- ✓ Content team can edit
- ✓ Dynamic content per product

Things to consider

- Data structure needs planning
- Filling in data is still team work
- Limits on number and type

Projects in a similar context: [CHARCOAL PREMIUM](#), [FERTILE GUT](#)



Complexity ●●●○○●
Simple rules are easy. Custom logic is heavier.

Custom Dynamic Collection

Product collections that fill themselves based on business rules.

Example need: A "Sale" collection with every product tagged sale that is in stock.

Benefit: The catalog stays tidy without moving products one by one.

- Built-in** Automated collections: category, tag, price, stock, certain metafields
- Built-in** Shopify Flow for advanced rules
- Custom** Automation through the Admin API for custom logic
- App** Merchandising app (product sorting)
- Plan** Flow: HTTP request action from the Grow plan

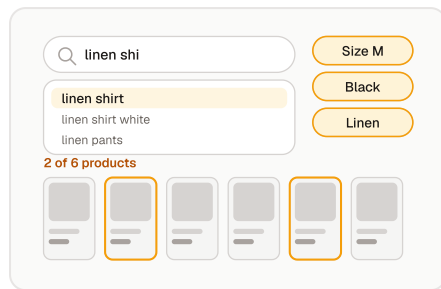
Pros

- ✓ Collections update themselves
- ✓ Saves manual work
- ✓ Consistent rules

Things to consider

- Only supported attributes
- Complex logic needs extras
- Relies on tidy product data

Projects in a similar context: [TORCH](#), [HERMO](#), [GREENLIGHT](#)



Complexity ●●●○○○

Built-in: light. Dedicated search engine: high.

Custom Search & Filtering

Search and filters by size, color, material, and category.

Example need: Type “linen shi...”, suggestions appear, then filter by size M and black.

Benefit: Customers find products faster.

- Built-in** Store filters: availability, price, tags, variants, metafields
- Built-in** Search & Discovery: synonyms and product boosts
- Built-in** Search suggestions (predictive search)
- Custom** Filter display and autocomplete in your brand style
- App** Dedicated search engine for advanced relevance

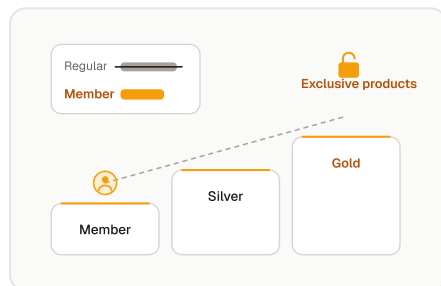
Pros

- ✓ Built-in filters are already strong
- ✓ Synonyms and boosts can be tuned
- ✓ Display can be customized

Things to consider

- Needs tidy product attributes
- External engine = extra cost
- Relevance needs periodic tuning

Projects in a similar context: [HERMO](#), [TORCH](#)



Complexity ●●●○○○

Climbs fast with points and tiers across brands.

⚠ **Good to know.** A customer login is not automatically a full membership system. Points, tiers, and special access need an app, a backend, or a specific plan.

Custom Membership

A member program: customer segments, benefits, and special access and pricing.

Example need: Gold members see exclusive products at special prices.

Benefit: A direct, repeat relationship with customers.

- Built-in** Customer accounts, segments, tags, and discounts
- App** Loyalty / membership app
- Custom** Tier, points, and access logic through an app or backend
- Plan** Functions in custom apps and your own login: Shopify Plus
- Plan** B2B features depend on the plan

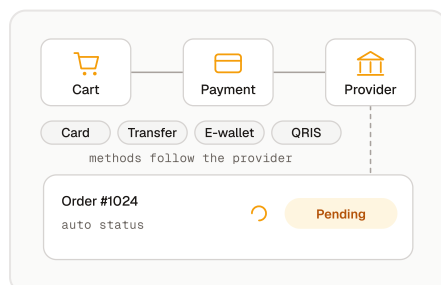
Pros

- ✓ Special benefits and pricing
- ✓ Customer data in one place
- ✓ Can be built in stages

Things to consider

- Login is not full membership
- Needs an app or backend
- Points rules must be clear

Projects in a similar context: [LOGO DE CORPS](#)



Complexity ●●●○○○

Available provider: moderate. Custom integration: high.

⚠ **Good to know.** Shopify Payments is not available in Indonesia, so third-party providers are usually used. Each gateway's availability is checked per country and store; they can't be installed freely.

Payment Gateway

Payment methods through providers available for your country and store.

Example need: Customers pay with local methods and the order status updates automatically.

Benefit: Familiar payment options for customers, tidy order status.

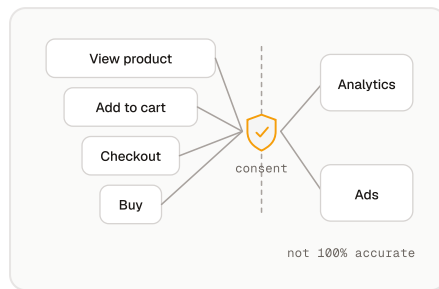
- Built-in** Payment provider settings in the admin
- App** Official app from the provider (if available)
- Custom** Transaction status sync through an API / webhook
- Plan** Shopify's third-party transaction fee, on top of provider fees

Pros

- ✓ Familiar methods for customers
- ✓ Order status updates automatically
- ✓ Shopify checkout is already mature

Things to consider

- Not every gateway can be installed
- Provider and transaction fees apply
- The flow must be tested before launch



Complexity ●●●●○
The heavy part is planning and testing.

⚠ **Good to know.** Tracking is never 100% accurate: consent, browsers, and ad blockers all affect it. Duplicate events need to be checked.

Data Tracking & Analytics

A tracking plan: product views, search, add to cart, checkout, and purchase.

Example need: See which products are viewed often but rarely bought.

Benefit: Store and ad decisions based on data.

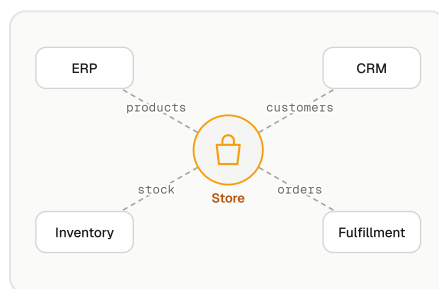
- Built-in** Customer events: standard shopping events
- Built-in** Consent settings (Customer Privacy)
- Custom** Custom pixel and an event plan for analytics and ads
- App** Dedicated tracking app

Pros

- ✓ The shopping flow becomes visible
- ✓ Consent is handled along the way
- ✓ A basis for judging ads

Things to consider

- Not 100% accurate
- Duplicate events need checking
- Needs upkeep when ad platforms change



Complexity ●●●●○
Grows with the number and complexity of systems.

⚠ **Good to know.** Feasibility depends on API access in the other system. Webhooks aren't guaranteed to arrive, so syncing needs periodic checks.

Integration & Automation

Connect Shopify to your ERP, CRM, inventory, fulfillment, or internal systems.

Example need: Warehouse stock changes, store stock follows. A new order goes straight into the ERP.

Benefit: Data doesn't need retyping in many places.

- Built-in** Shopify Flow for simple automation
- Built-in** Admin API and webhooks
- Custom** Custom connectors to an ERP, CRM, or warehouse
- App** Middleware, e.g. Zapier, Make, n8n
- Plan** Flow: HTTP request from Grow; tasks from custom apps: Plus

Pros

- ✓ Less manual entry
- ✓ Stock and orders stay aligned
- ✓ Can be done flow by flow

Things to consider

- Depends on the other system's API access
- Syncing needs monitoring
- Not a replacement for internal systems

Projects in a similar context: [LOGO DE CORPS](#)

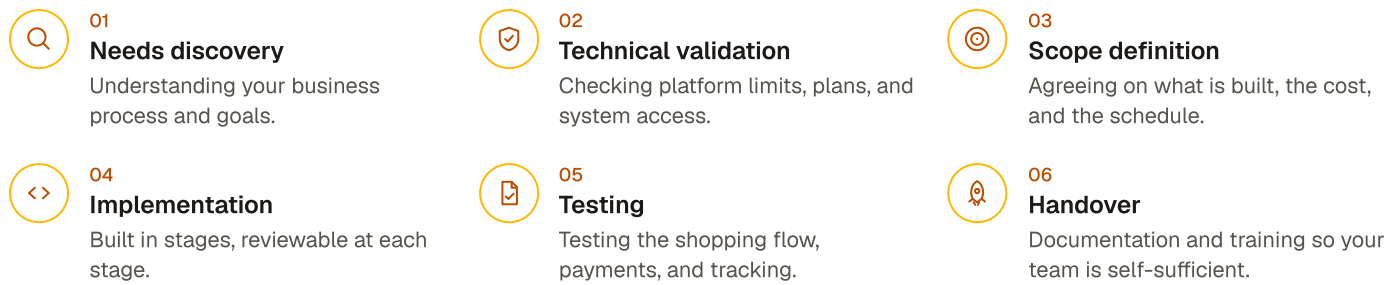
Summary in one table

Colored dots show which kinds of solutions exist for each area. Click an area name to jump to its details.

Area	Built-in	Custom	App	Plan	Complexity
Storefront	●	●	●	●	●●●●○
Product data	●	●	●	—	●●●●○
Collections	●	●	●	●	●●●●○
Search	●	●	●	—	●●●●○
Membership	●	●	●	●	●●●●○
Payments	●	●	●	●	●●●●○
Tracking	●	●	●	—	●●●●○
Integration	●	●	●	●	●●●●○

Projects in a similar context, not a claim that every feature was used there.

How we work



Cost and schedule estimates are set once the scope is clear.

What to understand from the start

-  **Checkout has limits**
Some checkout customization is only available on certain plans, such as Shopify Plus.
-  **Payments have fees**
Providers charge fees, and Shopify may add a transaction fee for third-party gateways.
-  **Not everything can be installed**
Gateways and integrations depend on availability in your country and store.
-  **Apps mean extra cost**
Third-party apps can be paid and need upkeep.
-  **Tracking isn't 100% accurate**
Consent, browsers, and ad blockers affect the data.
-  **Not a replacement for every system**
Shopify focuses on the online store. ERP and internal systems still have a role.

Some of these needs may also be met by other platforms, including Framer. The platform, and how to build on it, is decided by your needs, technical limits, cost, and maintenance.

About cost

This document is an overview, not a price list. Cost depends on the project scope and is set after the briefing.

What shapes the cost

- ✓ Number and complexity of features
- ✓ Shopify plan and apps used
- ✓ Schedule and post-launch support
- ✓ Systems that need to connect
- ✓ Number of products and content readiness

A written estimate and schedule follow the briefing.

Next step

Tell us what you need through WhatsApp, email, or the contact form. We then move to a short briefing to decide the solution, estimate, and cost.

Contact

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