

Your first-store brief

Print and complete by hand. Use one market and a small collection. Record facts and sources; leave unknown information marked unknown. Do not write passwords or payment details here.

Prefer typing? [Download the editable text worksheet.](#)

Store idea / working name / date:

Customer and buying occasion: who is this collection for?

Delivery country, selling currency and sourcing model:

Demand evidence: customer questions, source links and dates checked:

First collection shortlist

Product / supplier reference	Role in the collection	Information still needed

Spending limit / cash available / subscription review date:

Milestone 1: I can explain the customer, market, model and budget. Missing product or delivery evidence stays on my to-do list.

[Continue with the beginner guide and calculator.](#)

Make the numbers work

Use actual quotes in one currency. Revenue excludes tax collected for authorities. These are blank planning fields, not supplier prices or expected earnings.

Product / variant / destination / currency / date checked:

One order: revenue minus costs

Order item	Amount
Revenue after discounts, including customer shipping	+ _____
Supplier product cost	- _____
Supplier shipping, duties or other costs you bear	- _____
Payment and transaction fees	- _____
Allowance for returns and refunds	- _____
Allocated overhead and other order costs	- _____
Customer acquisition cost for this order	- _____
Amount remaining (not verified net profit)	= _____

Check your result with the guide calculator. Avoid counting the same expense in two categories. A positive order result does not mean the business covers all fixed costs.

Fixed costs and cash timing

Platform / domain / apps: total, billing cycle and renewal dates:

Source links for quotes, fees and delivery terms:

Orders to fund before payouts x product and shipping cost per order:

Milestone 2: My figures have sources and dates. I have allowed for supplier payments, subscriptions and refunds before relying on customer payouts.

[Continue with the beginner guide and calculator.](#)

Check, then launch

Tick a check only when you have reviewed it. A store connection or simulated checkout does not establish garment quality, fit or actual supplier delivery.

Store readiness

- ☐ Each live product has checked variants, measurements, price and permitted images.
- ☐ Enabled delivery countries have a quote, estimate and clear customer terms.
- ☐ Contact, delivery, return and privacy information is easy to find.
- ☐ My phone preview makes the collection, sizes and delivery information usable.
- ☐ I understand supplier approval, payment, stock updates and tracking.
- ☐ I used a supported payment test and checked emails and cancellation/refund handling.
- ☐ My tests cannot trigger unintended paid supplier fulfillment.
- ☐ Before launch: payment test mode is off and live checkout settings are reviewed.

Shopify requires a paid plan to test a payment gateway. Follow the current supported instructions. Keep physical product quality and delivery marked unverified until supported by evidence.

Test date / evidence location / unresolved launch blocker:

One first-traffic experiment

Customer question to answer / channel / collection page:

Spending cap / end date / measure / review decision:

Milestone 3: The buying journey is checked. **Milestone 4:** I have one bounded experiment and a review date, not a promised sales target.

Ready to build? [Start a Shopify trial](#), then return to the guide. Check the current offer, regular price and billing terms for your country.

Affiliate disclosure: we may earn a commission through affiliate links, at no extra cost to you.

[Continue with the beginner guide and calculator.](#)