

SESSION 10

E-Commerce

Shopify

SaaS • Storefront • Apps • Shopify vs. Woo

E-Commerce | Winter 2026 | 3rd Year Bachelor

Session 9: WooCommerce: Creating and Managing



WooCommerce Basics

Free open-source WordPress plugin — 6.3M+ stores, 59K+ plugins, full code ownership



Setup & Products

Hosting + WordPress + WooCommerce; simple, variable, and digital product types



Payments & Shipping

COD essential for Morocco; CMI for bank cards; Amana and private couriers for delivery



Morocco WooCommerce

30%+ of Moroccan stores use WooCommerce; hosting from 50 MAD/mo; French/Arabic support

Session Objectives

- 01** Understand Shopify as a SaaS e-commerce platform and its business model
- 02** Navigate the Shopify admin panel: products, orders, customers, and analytics
- 03** Build and customize a Shopify store using themes, sections, and the Online Store editor
- 04** Configure Shopify Payments, shipping profiles, and tax settings for global sales
- 05** Compare Shopify vs. WooCommerce to determine the best platform for different scenarios

Agenda: Why Shopify → Store Setup → Apps & Customization → Morocco Focus → Shopify vs. Woo

What Is Shopify?

Shopify is a fully hosted SaaS e-commerce platform — you pay a monthly fee and get everything: hosting, security, updates, and a complete online store builder.



All-In-One Platform

Hosting, SSL, checkout, payments, and admin dashboard included — no technical setup required



No Coding Needed

Drag-and-drop store builder, 200+ themes, and 8,000+ apps — launch a store in hours



Built to Scale

From solo entrepreneurs to Gymshark and Kylie Cosmetics — Shopify handles 5,000+ orders/minute

Shopify Growth Timeline



Shopify merchants generated over \$235 billion in global sales — more than many countries' GDP

Shopify by the Numbers

4.6M+

Active Shopify
Stores Worldwide

\$235B+

Total Merchant
Sales (Cumulative)

8,000+

Apps in the Shopify
App Store

175+

Countries Where
Shopify Operates

Shopify Architecture



**Admin /
Dashboard**



**Theme /
Storefront**



**Shopify
Platform**



**Apps /
Extensions**



**Shopify
Payments**



**Everything is managed
from one dashboard — no
server management, no
updates to worry about**

Getting Started with Shopify

1. Create Account

Sign up at shopify.com — 3-day free trial, then \$1/mo for first 3 months on Basic plan

2. Choose a Theme

200+ themes (12 free, rest \$150-400) — Dawn is the default free theme, fast and modern

3. Add Products

Products > Add product: title, description, images, price, variants, SKU, inventory tracking

4. Configure Settings

Payments (Shopify Payments or third-party), shipping rates, taxes, checkout, and notifications



• Morocco Shopify Tips

Settings > General

- Use third-party payment gateways (PayPal, 2Checkout) since Shopify Payments is unavailable
- Add COD via apps like Cash on Delivery by Jenga or manual payment methods
- Configure shipping zones for Morocco cities and international destinations
- Set language to French — use translation apps for Arabic storefront

Products & Collections



Product Types

Simple, variant (sizes/colors), digital (downloads), gift cards, and subscription products



Collections

Manual or automated collections — group products by type, season, price range, or tags



Inventory Management

Track stock levels, set low-stock alerts, manage variants — multi-location inventory support



Morocco Product Strategy

Write descriptions in French • Price in MAD prominently • Use high-quality lifestyle images • Add size guides for fashion products

Payments & Shipping on Shopify



Shopify Payments

Built-in gateway in 23 countries — accepts Visa, Mastercard, AMEX; not yet available in Morocco



Third-Party Gateways

PayPal, 2Checkout, Paystack — connect external gateways for Moroccan transactions (+2% fee)



COD for Morocco

Install COD apps from the Shopify App Store — essential since 60%+ of Moroccan buyers prefer COD



Shipping Profiles

Create profiles by product weight/size — set rates for Casablanca, nationwide, and international



Key Insight: Shopify charges 2% extra on external payment gateways (reduced on higher plans). For Morocco, factor this into pricing alongside COD and courier costs.

Essential Shopify Apps



Oberlo / DSers

Dropshipping apps that connect your store to AliExpress suppliers — sell without holding inventory



Klaviyo / Omnisend

Email and SMS marketing automation — welcome flows, abandoned cart, and post-purchase sequences



Judge.me / Loox

Product review apps with photo reviews — build social proof that increases conversions by 15%+



PageFly / Shogun

Advanced page builders for custom landing pages, product pages, and collection pages



ReConvert

Post-purchase upsell pages — increase AOV by 10-15% with one-click offers after checkout



Langify / Weglot

Translation apps for multilingual stores — essential for French/Arabic Moroccan storefronts

Theme Customization & Design



Online Store Editor

Visual drag-and-drop editor — customize header, sections, footer, and colors without code



Dawn (Free Theme)

Shopify's default theme — minimal, fast, mobile-optimized, and supports all OS 2.0 features



Premium Themes

Prestige, Impulse, Warehouse — premium themes (\$150-400) with advanced features and layouts



Liquid Templating

Shopify's template language for developers — full control over HTML, CSS, and store logic



Morocco Design Tips

Use RTL-compatible themes for Arabic; optimize images for mobile; highlight COD prominently



Design Principle

Start with Dawn free theme — invest in a premium theme only when your brand requires it

Shopify Plans Comparison



Basic (\$39/mo)

2 staff accounts, basic reports, up to 77% shipping discount — ideal for new stores and solo founders



Shopify (\$105/mo)

5 staff accounts, professional reports, lower transaction fees — best for growing businesses



Advanced (\$399/mo)

15 staff accounts, advanced reports, custom pricing — for high-volume stores scaling fast



Plus (\$2,300/mo)

Enterprise features: unlimited staff, Shopify Flow automation, checkout customization, dedicated support



Morocco: start with Basic at \$39/mo; the \$1/mo introductory offer makes testing risk-free

Shopify — Key Trade-offs

BENEFITS

- ✓ Launch in hours, not weeks — no technical setup or hosting required
- ✓ Shopify handles hosting, security, SSL, and updates automatically
- ✓ 8,000+ apps extend functionality for marketing, shipping, and operations
- ✓ Shopify Payments simplifies checkout (in supported countries)
- ✓ Built-in analytics, reports, and marketing tools from day one
- ✓ Multi-channel selling: Instagram, Facebook, TikTok, Amazon, and POS
- ✓ 24/7 customer support via chat, email, and phone

CHALLENGES

- ✗ Monthly fees: \$39-399/mo adds up — more expensive long-term than WooCommerce
- ✗ 2% transaction fee on external gateways — significant for high-volume stores
- ✗ Limited customization compared to open-source — you cannot modify core code
- ✗ Shopify Payments not available in Morocco — requires third-party workarounds
- ✗ App costs add up: \$10-100/mo per app can total \$200-500/mo in extra fees
- ✗ You do not own the code — Shopify can change policies or pricing at any time
- ✗ Data portability is limited — migrating away from Shopify is complex and time-consuming

Shopify in Morocco

2x

Shopify Adoption
Growth YoY (Morocco)

\$39

Basic Plan
Monthly Cost

175+

Countries Where
Shopify Operates

Shopify Landscape

- Shopify adoption is doubling yearly in Morocco — especially among brands targeting international sales
- Shopify Payments is not yet available in Morocco — merchants use PayPal, 2Checkout, or COD apps
- Moroccan brands use Shopify to sell argan oil, fashion, and crafts to European and US markets
- Agadir and Casablanca digital agencies offer Shopify setup services from 5,000-20,000 MAD
- Shopify is ideal for export-focused Moroccan brands — built-in multi-currency and international shipping

Shopify vs. WooCommerce — Head to Head



Cost

Shopify: \$39-399/mo all-in;
WooCommerce: free plugin + hosting from 50 MAD/mo + paid extensions



Ease of Use

Shopify: beginner-friendly, no coding;
WooCommerce: requires WordPress knowledge and server management



Customization

Shopify: limited to themes and apps;
WooCommerce: unlimited — full access to source code



Best For

Shopify: speed to market, D2C brands, exports;
WooCommerce: budget, customization, Morocco local

Shopify Success Stories



Gymshark: \$500M on Shopify

Built entirely on Shopify Plus — handles 5,000+ orders per minute during product launches



Allbirds: Sustainable D2C

Started on Shopify, scaled to Shopify Plus — sustainable footwear brand valued at \$1.7 billion



Kylie Cosmetics: Social D2C

Kylie Jenner launched on Shopify — sold \$420M in 18 months using Instagram and Shopify checkout



Moroccan Export Brands

Moroccan argan and fashion brands use Shopify to reach EU and US customers with multi-currency checkout



Key Takeaways

- 1 Shopify is the world's leading SaaS e-commerce platform — 4.6M stores and \$235B+ in merchant sales
- 2 Launch in hours with no coding: choose a theme, add products, configure payments, and go live
- 3 8,000+ apps extend Shopify — but watch costs, as apps can add \$200-500/mo in recurring fees
- 4 Choose Shopify for speed and simplicity; choose WooCommerce for budget and full customization
- 5 In Morocco, Shopify is best for export brands; WooCommerce is best for local market with COD and MAD



Homework & Required Reading

Required Reading

Book: *"How to design, create, and manage your site"*

Author: Pelet, Jean-Eric | **Publisher:** Dunod (2018)

Pages: 148 to 160

Access: <http://international.scholarvox.com>

Coming Up — Session 11

Security and Trust in E-Commerce — We will understand online security issues, identify e-commerce risks, and learn about SSL certificates, cybersecurity, and data protection.

Thank you | Questions? | See you next session!