YOUR READING MAP

From idea to first order

A small store is a promise you can keep.

Your mission

Build a simple buying journey, test it from a customer’s phone and invite a small first audience. Learn before adding more products.

03-04
Choose a clear starting point
One customer, one offer and a sensible setup.

05-06
Build trust before checkout
Product details, honest pricing and clear policies.

07-09
Make the whole journey work
Payments, delivery, testing and a soft launch.

10-11
Explore 10 business ideas
Each comes with a practical first test.

12-14
Turn learning into action
A seven-day plan, worksheet and useful sources.

01 / START SMALL

Meet Noor and her first store

Fictional example: Noor sells stationery gift sets.



One useful offer

Noor starts with a notebook-and-pen gift set for busy people buying a thoughtful office gift. She offers two colours and delivery in one service area.

Her first goal is learning

Can shoppers understand the set, pay without help and receive the right parcel? Noor limits her first batch to what she can pack and support herself.

☺ Noor’s first rule

“I will make one buying journey work before I build a giant catalogue.” A polished homepage alone is not a ready business.

02 / PICK YOUR SETUP

Choose your store setup

Compare the full job, including maintenance and support.

Hosted store builder

Useful when you want products, checkout and hosting in one service. Check local payment support, ongoing fees, app costs and export options.

Store plug-in on your website

Useful if you already maintain a compatible website. Budget for hosting, updates, security, backups and someone who can fix problems.

Marketplace as an extra channel

It can help you test an offer, but fees, rules and customer access differ. Your own store still needs a plan to bring people in.

Before paying for a plan

Confirm your country, currency, product category, delivery area and payment eligibility. Check current prices directly; choose only the tools you need.